

Breaking through the marketplace in the pharmaceutical industry is a difficult task. When you consider that most competitors are multi-billion dollar corporations, the project becomes even more challenging. Our client came looking for strategic consulting and executive leadership through a period of significant change.

### **Situation:**

- The client had created and developed a formula for an over the counter product related to the Allergy, Asthma and Sinus industry
- The client was in process of obtaining patent protection
- The retail category for this product type was filling up fast with more than 60% more competitors than last year
- Global retailers are requiring secured inventories and dedicated cooperative marketing funds prior to placement on store shelves.

### **Challenge:**

- Previous sales forecasts, budgets and marketing expenses were grossly out of line with existing performance as well as forward planning
- Management structure had to be completely rebuilt with the appropriate talent put in place
- Unrealistic expectations for a first time product in a crowded business segment
- Very little operational structure in place; the business was completely reactive

### **Actions:**

- Developed a strong business plan based on realistic operating budgets and on experienced sales talent
- Conducted significant market research for efficacy, price, value and brand perception
- Re-engineered company for licensing relationship with existing pharmaceutical companies
- Submitted plan to SBA and received funding of \$1.5MM

### **Results:**

- The company has just completed a multi-year license agreement with a \$30 Billion dollar pharmaceutical company