

## Optimisation of regional marketing and sales approach

Scope	Approach	Results
<ul style="list-style-type: none"><li>■ Two key countries of a vaccines producer</li><li>■ 5 year market development and healthcare business scenario</li><li>■ Set-up customer-database</li><li>■ 1 Project leader and assistant plus 1-2 local consultants</li></ul>	<ul style="list-style-type: none"><li>■ Analysis of the market attractiveness and current positioning in 20 segments</li><li>■ Evaluation of core competencies and improvement points</li><li>■ Comparison of licensing agreements and distribution systems</li><li>■ Establish cost base and allocate cost do products</li><li>■ Description of future market developments and changes</li></ul>	<ul style="list-style-type: none"><li>■ Action plan to cope with changing market conditions</li><li>■ Improved allocation of marketing and sales expenses to segments</li><li>■ Recommendations on organisational development</li></ul>