

MARKET ASSESSMENT TO SUPPORT EXPANSION STRATEGY FOR A PHARMA COMPANY

BUSINESS CHALLENGE



To determine their growth potential and assess market opportunities in the Canadian pharmaceutical industry

OUR APPROACH



Conducted a market scanning and monitoring analysis

RESULTS OBTAINED



The client was able to devise a sound market entry plan and realize profits of over 29%

INFINITI'S COVID-19 VALUE PROPOSITION

As the world continues to witness a global crisis of unprecedented scale due to the COVID-19 pandemic, professional advice, expertise, and timely intelligence are more critical now than ever before for business leaders across the globe.

Infiniti offers a variety of support solutions to help companies in the pharma market to understand the change in volumes and values post the COVID-19 crisis

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