



Pharma Consultancy



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Introduction

- we have a group of Healthcare and Pharma Business consultants, each of them with over 20 years of experience in the pharmaceutical industry in KSA & Gulf.

We are passionate about helping pharmaceutical companies in Saudi Arabia achieve their business goals and make a lasting impact in the healthcare sector.



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SERVICES PROVIDED

✓ **Business Development**

I actively pursue new business opportunities and partnerships to expand market reach and revenue streams.

✓ **Growth Advisory/Strategy**

I provide expert growth advisory services to help companies optimize their business operations and achieve sustainable growth.

✓ **Business plan development**

I assist in creating comprehensive business plans that outline strategic goals, financial projections, and implementation strategies.

✓ **Go-to-Market Strategy**

I craft tailored go-to-market strategies to ensure successful product launches and market penetration

✓ **Market assessment**

I conduct thorough market assessments to identify market trends, opportunities, and challenges, enabling companies to make informed decisions.

✓ **Product Development:**

I assist in developing and launching new products, ensuring they align with market needs and regulatory requirements



Case studies

- **Business plan Development**
- **Market assessment**
- **Market entry strategy**
- **Pre-launch evaluation**



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Business plan development

New manufacturing facility in KSA with budget SAR100 Mn



Project objectives:

Identify opportunities in the Nutraceutical market in KSA for a new startup in Rabigh city

Identifying potential segments and selecting appropriate products

Dosage forms planned according to machinery types: Soft Gelatin, hard gelatin capsules, tablets, and sachets



Approach and work:

Identified vital product categories and segments that offer lucrative opportunities for the client using a mixture of primary and secondary research.

Target segments were selected based on collaborative analysis, Identifying potential segments and selecting appropriate products

Selecting potential 65 SKUs with five five-year forecast

All aspects of a business plan, including financial projections,



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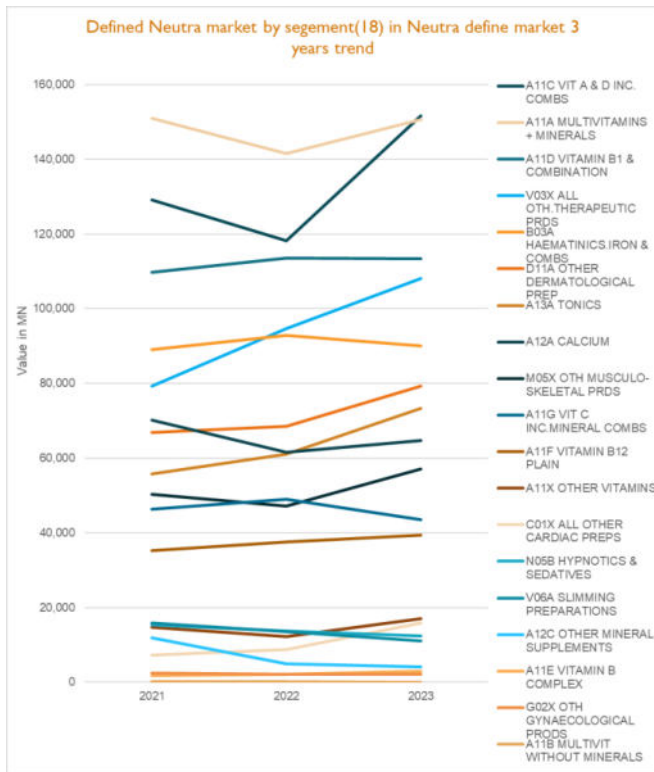


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Business plan development



SWOT analysis:

STRENGTHS

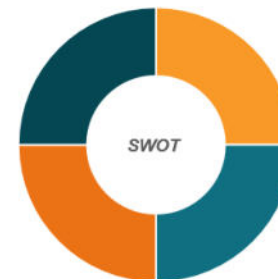
- Local manufacturer with consistent supply and priority in Nupco purchases
- Use of natural and organic ingredients
- Innovative product line in the form of hard gelatin capsules, soft gelatin capsules, tablets, and sachets
- Strong online presence through social media and e-commerce platforms
- High-quality products that meet regulatory requirements and have intellectual property protection.

OPPORTUNITIES

- Growing demand for natural and organic products that support health and wellness.
- Increasing consumer awareness of the benefits of nutraceuticals
- Expansion into new markets and customer segments
- Partnership with local retailers to expand reach.
- Toll manufacturing opportunities
- Nupco tender opportunity

WEAKNESSES

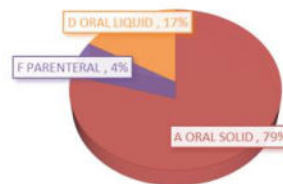
- Limited brand recognition and market share
- Limited distribution channels and partnerships
- Limited financial resources for marketing and advertising



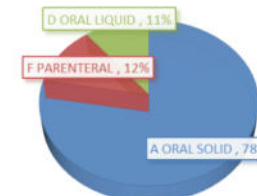
THREATS

- Regulatory hurdles and compliance issues
- Competition from established players in the nutraceutical industry
- Changes in the market and consumer preferences
- Economic downturns and fluctuations in the global economy

NUTRACEUTICAL MARKET BREAKDOWN BY FORMS UNITS 2023



NUTRACEUTICAL MARKET BREAKDOWN BY FORMS VALUE 2023



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Market assessment for dietary market

Project objectives:

- What would you estimate the **total value market sizes for Men's and Women's Health** (only OTC) in value (SAR million) in 2022 to be? How did these market sizes develop historically since 2019 and how do you expect them to grow in the coming years (until 2027) trends?
- **How many of OTC Dietary Supplements in KSA are sold on the basis of such doctor's prescriptions?**
 - How did this share develop since 2019 and how is it expected to develop?
 - Is there a difference between the share of women's health vs. men's health products sold on the basis of prescriptions?
- How is the competition for **Women's/ Men's health dietary supplements** in general structured in 2022? Is the market fragmented or consolidated? Are there any threats from substitutes, entry barriers or new market entrants or existing partnerships influencing this?



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Market assessment for dietary market



Approach and work:

To identify the most important areas to focus on, we analyzed key market factors such as drivers, entry barriers, and growth rate at the segment and country levels. We also assessed the market dynamics of these focus areas, including pricing, distribution channels, end users, competition, and our clients' positioning in these areas.



We also identified the top five players operating in the men's and women's categories and conducted a strengths and weaknesses analysis to understand their competitive landscape. Additionally, we segmented the market based on whether products are manufactured locally or imported to provide insights into local production capabilities and supply chain dynamics.



Using this comprehensive analysis, we developed a client value proposition for each segment and country that was tailored to our clients' specific needs, price and distribution models, and capabilities.



Our data sources included IQVIA and other market reports.



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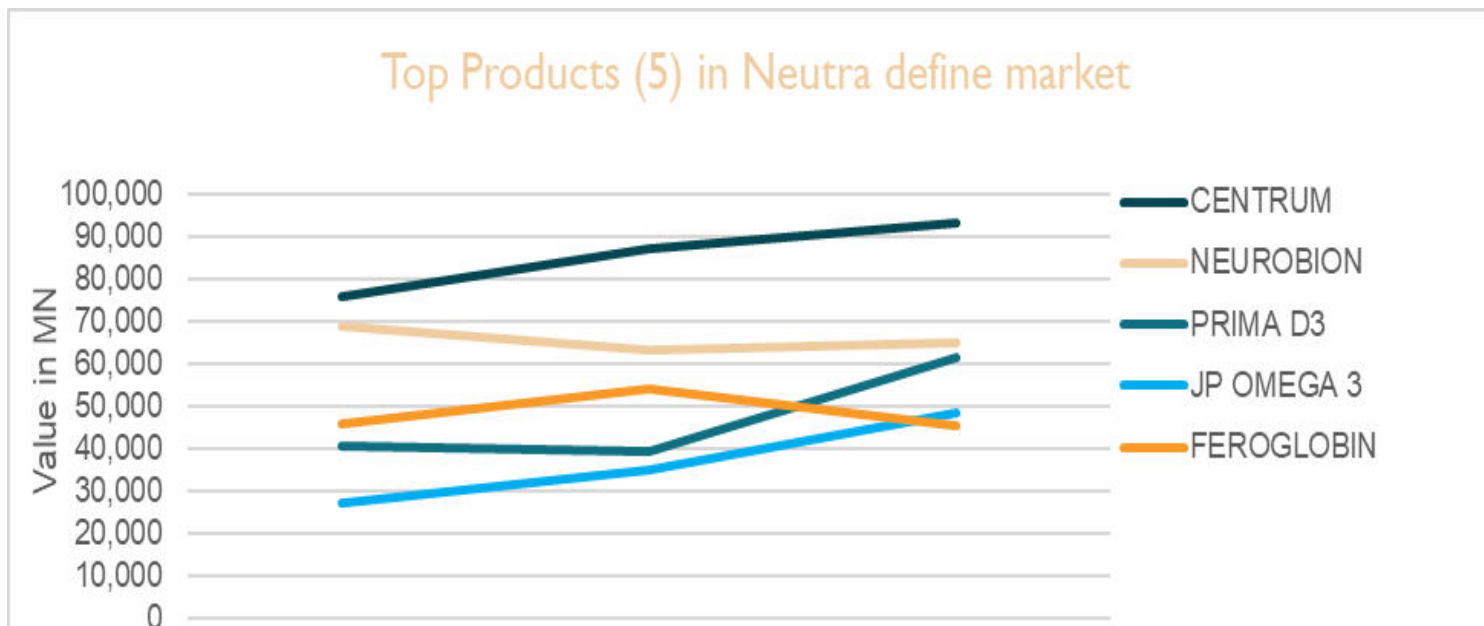
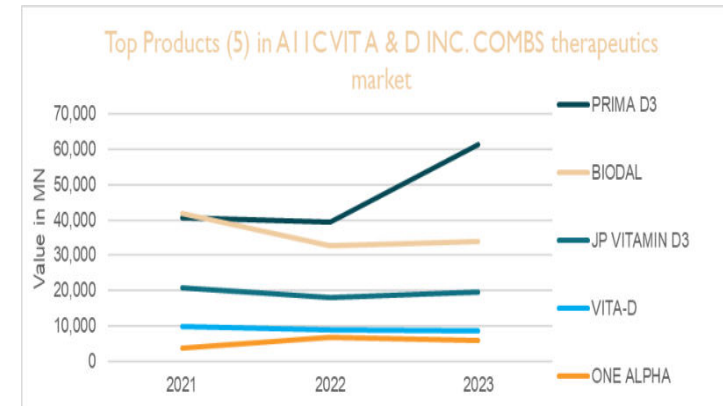
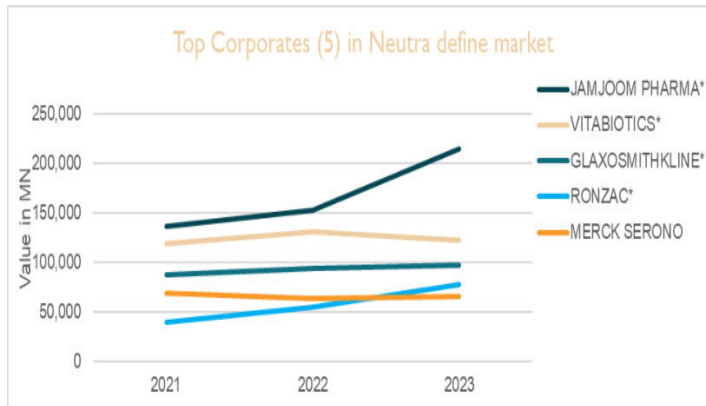


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Market assessment for dietary market



Market assessment for new cholesterol- lowering agent

- **Project objectives:**
- Past and future evaluations and access for a new PCSK9 therapy in the GCC region?
- Target segment for a new PCSK9 therapy in the GCC region?
- **Approach and work:**
- **Past evaluations and access**
- In 2021, the Saudi Food and Drug Authority (SFDA) approved the first PCSK9 therapy, alirocumab (Praluent), for use in adults with high cholesterol who are at high risk of cardiovascular disease.
- In 2022, the UAE Ministry of Health and Prevention (MOHAP) approved the use of evolocumab (Repatha), another PCSK9 therapy, for adults with high cholesterol who are at high risk of cardiovascular disease.



Market assessment for new cholesterol- lowering agent

- To tackle the challenges and opportunities surrounding PCSK9 therapy in the GCC region, a comprehensive approach was undertaken, encompassing the following key aspects:
 - **Target Audience Identification:**
 - Conducted thorough market research to identify the primary users of PCSK9 therapy in the GCC region.
 - **Unmet Needs Assessment:**
 - Engaged with patients and healthcare providers to understand the unmet needs of patients in the GCC region regarding PCSK9 therapy.
 - **Barriers to Access Analysis:**
 - Assessed the regulatory and reimbursement barriers that hinder access to PCSK9 therapy in the GCC region.
 - **Competitive Landscape Evaluation:**
 - Analyzed the competitive dynamics in the GCC market for PCSK9 therapy to identify strategic opportunities.
 - **Regulatory Requirements Understanding:**
 - Gained a thorough understanding of the regulatory requirements for PCSK9 therapy in the GCC region to ensure compliance.
 - **Tailored Strategies for Success:**
 - Leveraged insights from the comprehensive approach to developing tailored strategies for overcoming the challenges and seizing the opportunities in the GCC market.



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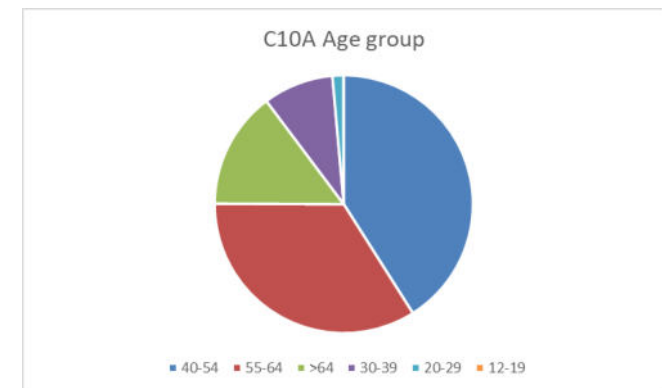
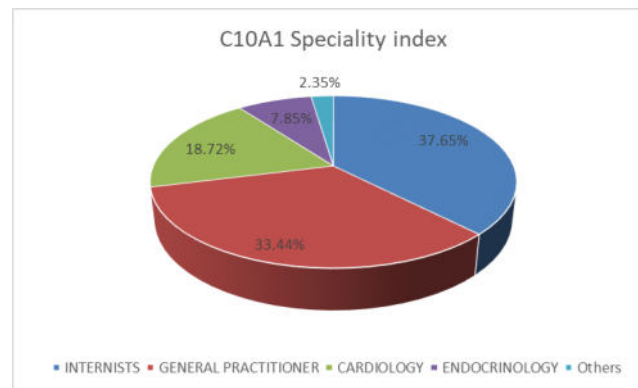
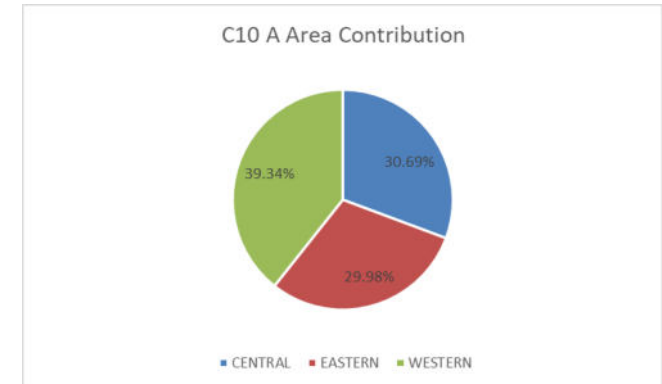
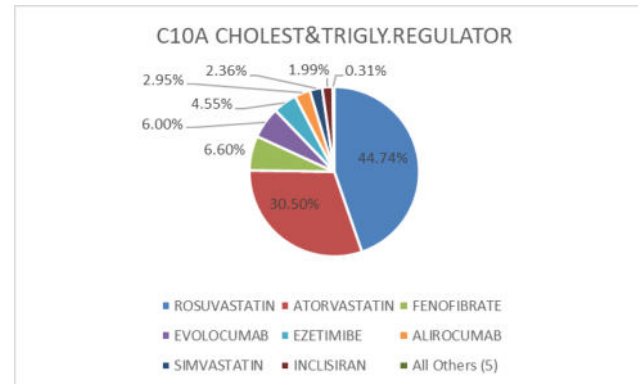


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Market assessment for new cholesterol-lowering agent



Pre-launch evaluation of field force



PROJECT OBJECTIVES:



WHAT ARE THE TYPICAL KPIS USED TO MEASURE SALES REP PERFORMANCE?



HOW DOES THE TYPICAL SALES ENGAGEMENT WITH A DOCTOR LOOK LIKE?



ASIDE FROM THE ENGAGEMENT WITH THE DOCTOR ON THE SITE, IS THERE ANYTHING IMPORTANT TO ENSURE THE DOCTOR PRESCRIBES YOUR DRUGS? (ONLINE / OFFLINE)



CAN YOU DO A **SIMULATION OF BRAND DETAILING TO A GP / SPECIALIST?**



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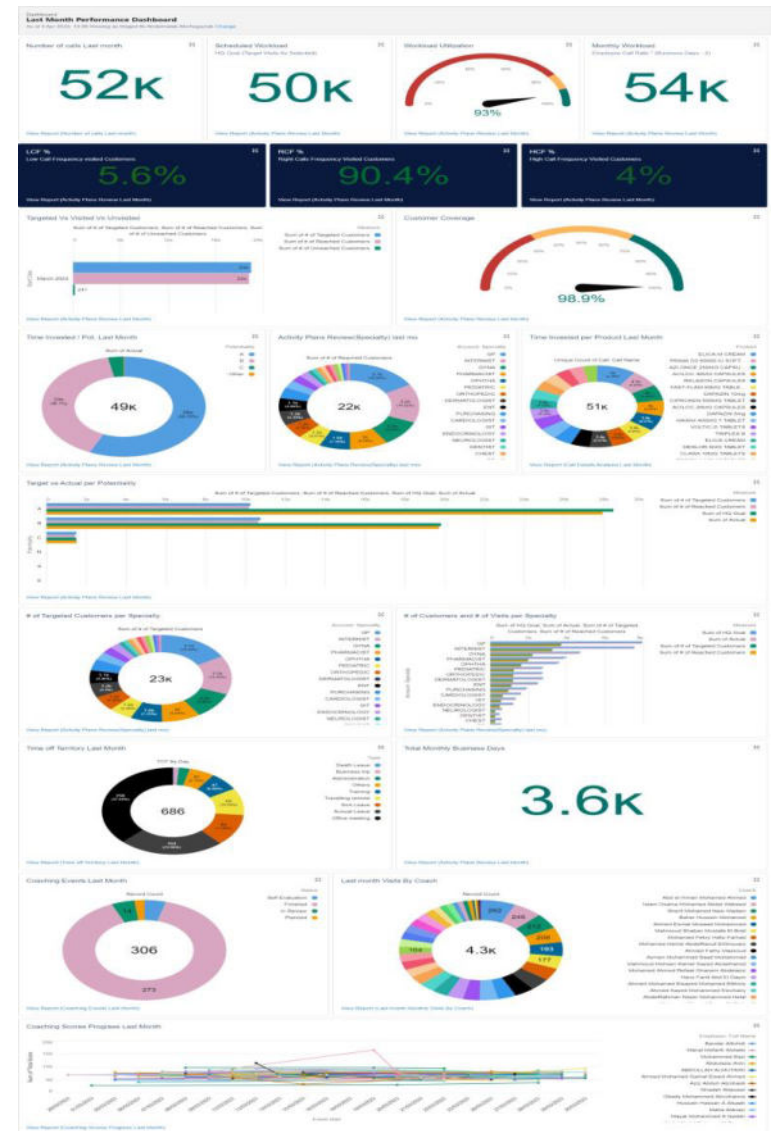
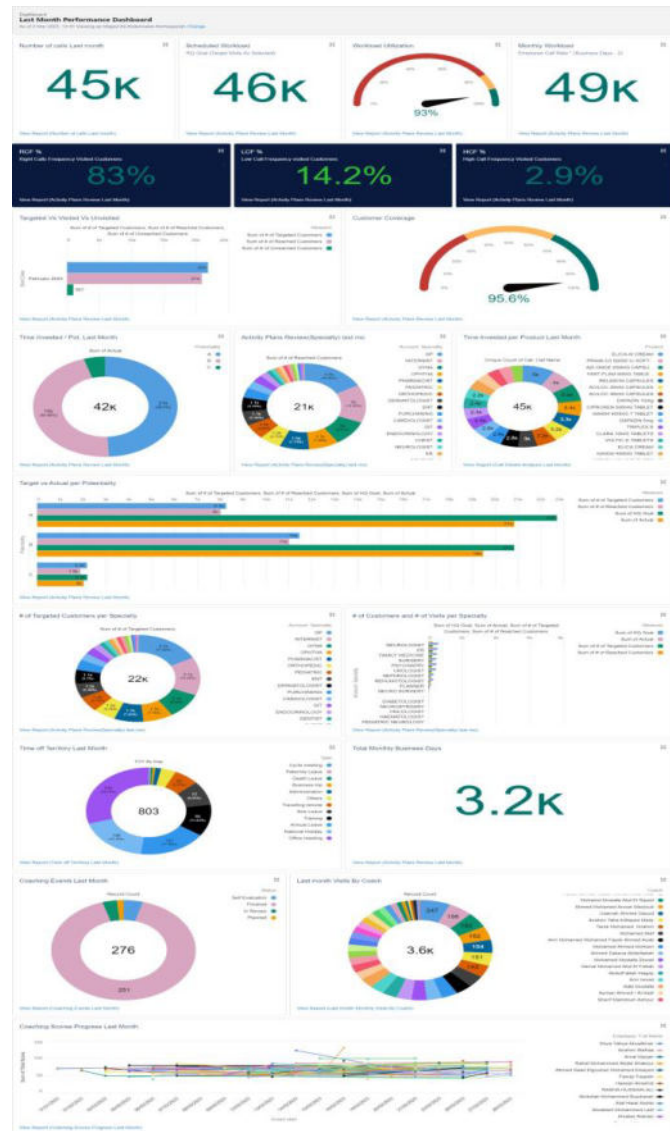


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Pre-launch evaluation of Field Force



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Market assessment for Medical Devices

- **Project objectives**
- Total value market sizes for antiseptic medical devices (only B2B and as per discussion above) in value (SAR million) in 2022 and 2023 to be? How did these market sizes develop historically since 2019 and how do you expect them to grow in the coming years (until 2027)?
 1. Who are the key buyers of these product segments? (Hospitals, polyclinics, practices, any other institutions)
 2. How do medical institutions determine how many of these products are needed (base for estimates could potentially be: the number of patients, specific surgeries etc.)
- 1. How is the local industry structured (who are the key players/are they supported through government initiatives etc)?
- 2. How are local manufacturers positioning and priced vs. imported products?
- 3. What is the current value share of locally manufactured devices and how did this share develop historically and is expected to develop over the forecast period?



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Market assessment for Medical Devices

- **Approach and work**
- **Macroeconomic Analysis**
 - A thorough analysis of macroeconomic factors was conducted to identify potential challenges and opportunities in the KSA medical device market. This analysis included a comprehensive assessment of the following:
 - Economic growth and stability
 - Political stability and regulatory environment
 - Currency exchange rates and inflation
 - Healthcare infrastructure and investment
- **Medical Device Market Segmentation and Analysis**
 - Trend Analysis, Forecast, and Competitive Benchmarking
 - A comprehensive trend analysis was conducted to forecast the future growth trajectory of the KSA medical device market. This analysis included insights into:
 - Emerging trends and technologies shaping the market
 - Market growth projections and segmentation breakdowns
 - Competitive landscape and key players' strategies



Market assessment for Medical Devices

- **Approach and work**
- **Purchasing and Procurement, Pricing, and Donor Market Analysis**
- A detailed analysis of purchasing and procurement processes, pricing strategies, and donor market dynamics was conducted to understand the mechanisms and influences within the KSA medical device market. This analysis included:
 - Procurement processes and decision-making frameworks
 - Pricing strategies and cost-effectiveness considerations
 - Role of donors and international organizations in healthcare procurement



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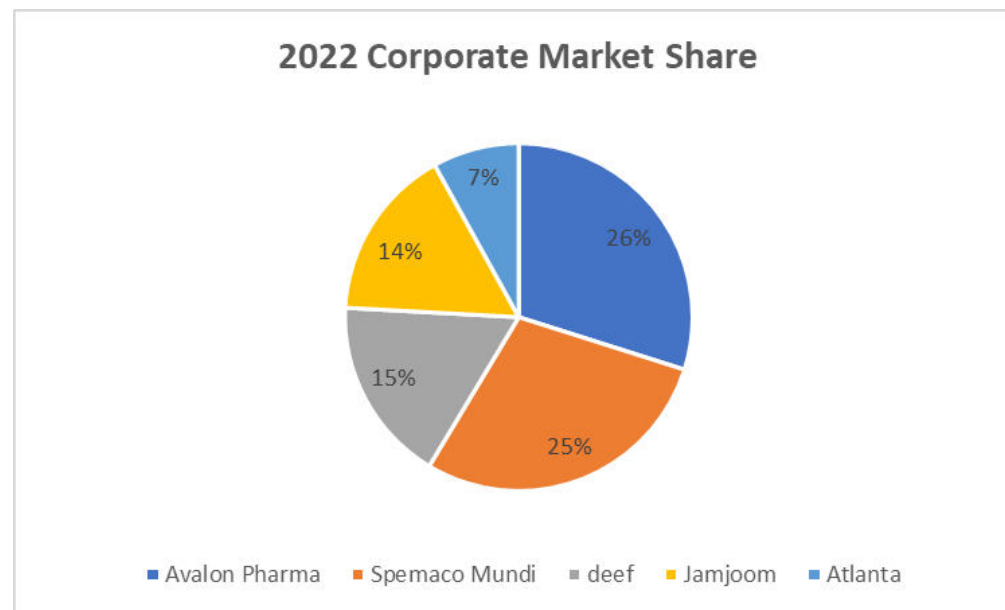
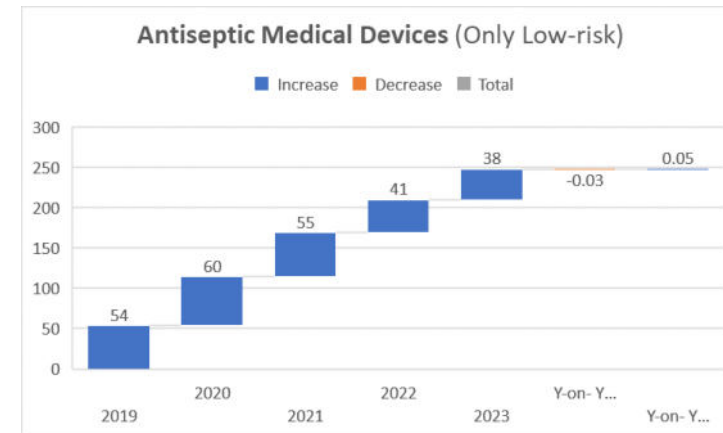
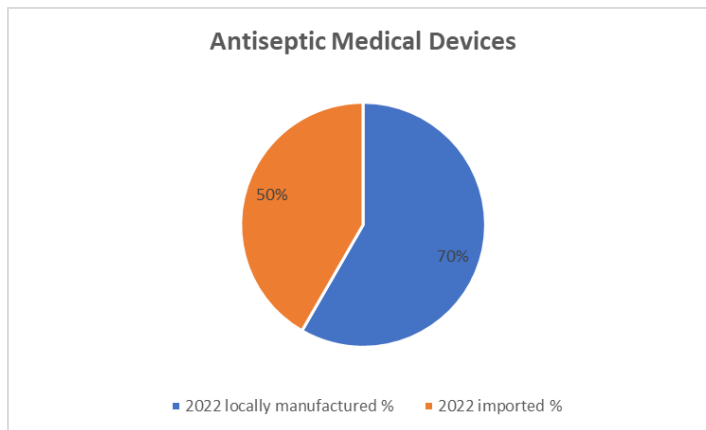


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Market assessment for Medical Devices



Market entry strategy for dietary market



Project objectives:



Objective: To devise the most compelling and sustainable business strategy for introducing XYZ's dietary portfolio into the burgeoning KSA market.



Ambition: To establish XYZ as a top-tier partner and its products as the preferred brands among health-conscious consumers in KSA.



Purpose: To determine the optimal business model that will elevate XYZ to the forefront of the KSA dietary market, ensuring its products reign supreme in the minds of consumers.



Approach: To meticulously craft a business model that resonates with KSA's evolving market trends, maximizes XYZ's revenue potential, and positions its products as the definitive dietary choices for consumers.



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Market entry strategy for dietary market



Approach and work:



Identify the focus areas by analyzing key market parameters (drivers, entry barriers, growth rate, etc....) at segment and country levels



Understand market dynamics of focus areas (pricing, distribution channels, end users, competition, etc....) as well as client positioning in these areas



Build our client value proposition (segment x country) through a strict assessment of customers' needs, price and distribution models, and client capabilities



Information sources used included IQVIA & and multiple market reports



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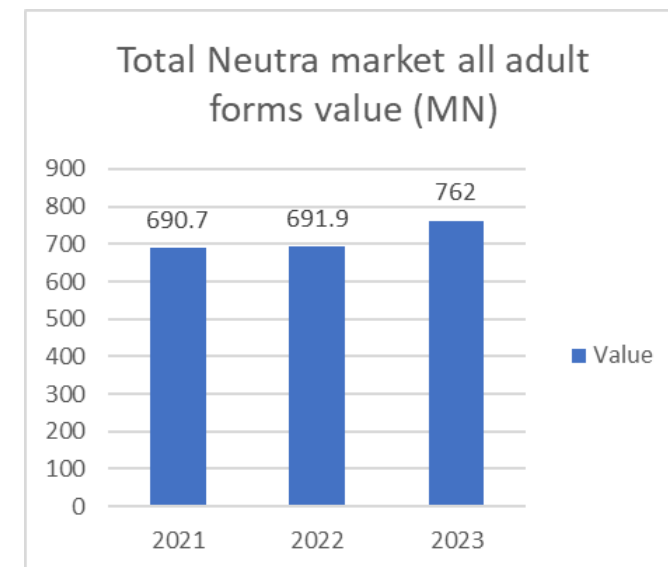
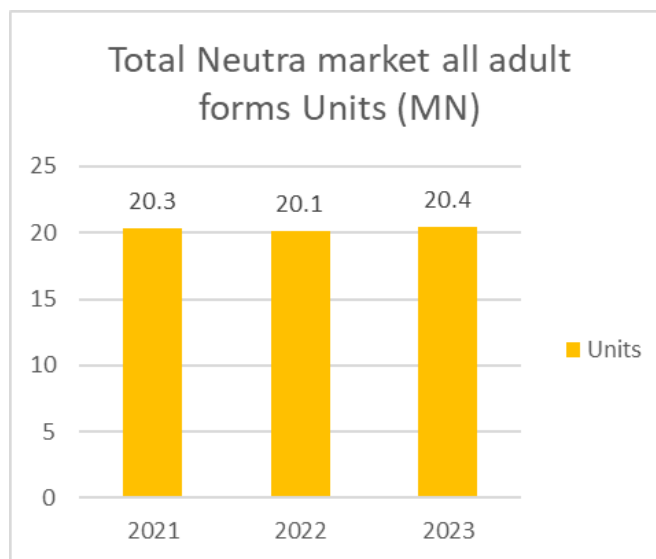


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Market entry strategy for Dietary Market



Next Steps



- ✔ Meet your team
- ✔ Learn more about your needs

