



# Optimizing Business Development Strategies for Emerging Markets in Pharmaceutical Industry

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Submitted to  
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# **The Global Pharmaceutical Market**



**The global pharmaceutical market is expected to reach \$1.5 trillion by 2023.**

**North America holds the largest market share at 38%, followed by Europe at 29.**

**Asia/Australia/Africa accounts for 15% of the market, with Japan and Latin America at 12% and 6% respectively.**

## **Business Development in Rest of the World (ROW) Market**

**ROW market, comprising nations outside the US, Europe, and Japan, presents opportunities and challenges for pharmaceutical companies.**

**Navigating complex regulatory regimes and adapting marketing strategies to local economic and cultural conditions are major hurdles.**

# Factors Affecting International Market



**Regulatory and compliance considerations, economic factors, and sociocultural trends significantly impact international market entry for pharmaceutical companies.**



**Technological advancements, legal requirements, and environmental factors also play crucial roles in shaping business strategies.**

# **African Country (Eswatini) Pharma Market Overview**

**Eswatini faces major health challenges, including high HIV/AIDS prevalence and significant tuberculosis cases.**

**Non-communicable diseases (NCDs) account for a significant portion of deaths, with lower respiratory infections and heart disease being major concerns.**

**Malaria remains a health issue, with a slight decrease in reported cases in recent years.**

# Research Objective

- Investigate and analyze critical factors for optimizing business development strategies in emerging markets, focusing on Vee Excel Drugs and Pharmaceuticals.

# Research Design

**Mixed-methods research design combining qualitative and quantitative approaches.**

**Qualitative phase: In-depth interviews with key stakeholders.**

**Quantitative phase: Survey of company's existing and potential customers in emerging markets.**

# **Data Collection Method**

**01**

**Primary data  
collected  
through  
merchant  
exporters and  
existing  
clients.**

**02**

**Secondary  
data collected  
through  
export-import  
intelligence  
software.  
Ex- Volza**

# Results

Critical factors identified for optimizing business development strategies in emerging pharmaceutical markets, through market research and the data obtained clarified that to explore international market the following factors needed to be considered to prepare market strategy:



# **Regulatory and Compliance Considerations**



**Insights into the regulatory landscape and product registration requirements in target emerging markets.**



**Strategies for navigating complex regulatory environments and ensuring compliance.**

# Strategic Partnerships and Collaborations



**Role of partnerships with local distributors, healthcare providers, and government agencies in facilitating market entry and growth.**



**Best practices for establishing and managing strategic partnerships.**



# Tailored Market Entry Strategies

- **Key elements of successful market entry strategies, including target customer segmentation, pricing approaches, and marketing tactics tailored to emerging markets.**

# Thank You

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