

# Pharmaceutical Company

# The Setup

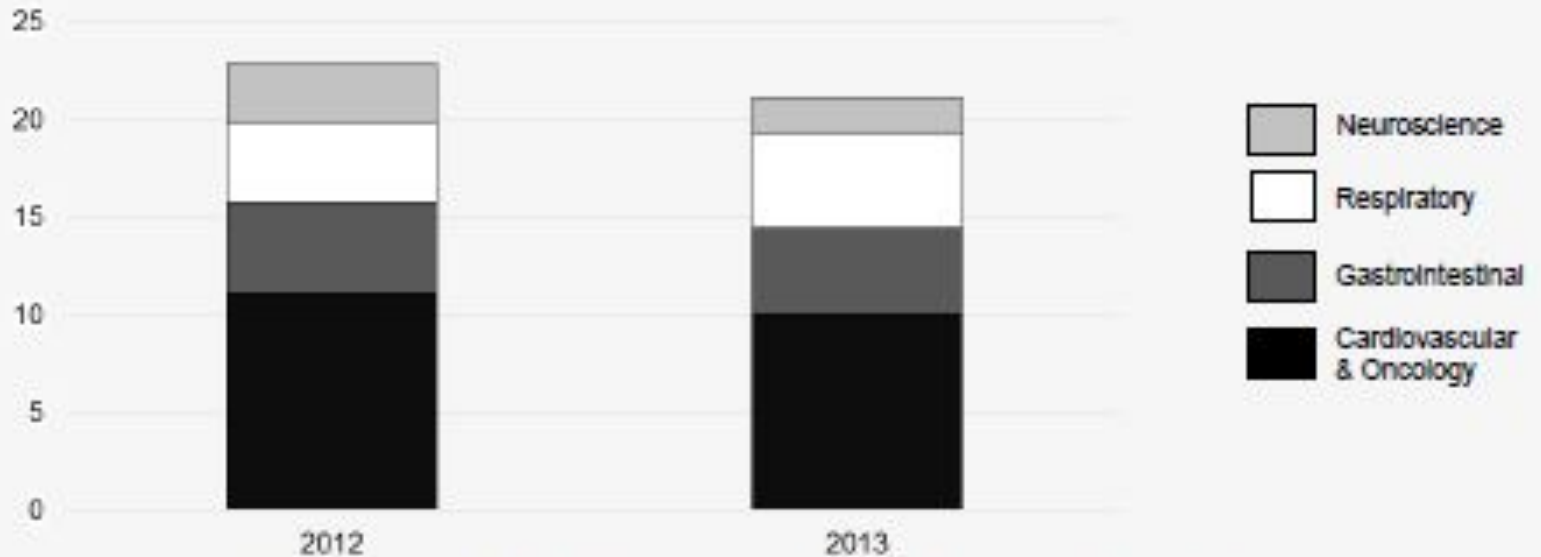
Your client is a multinational pharmaceutical and biologics company. The client has a portfolio of drugs for major disease areas, including cancer, cardiovascular, and gastrointestinal diseases, to name a few. The client has experienced a decline in revenue over the last 18 months, and is fearful of further declines, especially given that its most commercially successful drug, which treats acid reflux disease, will be going off of patent in May of next year

# Questions

- What are the areas they should look into to change the course of this trend?
- Which Drug is the largest source of revenue decline? What is the biggest loss?
- Provide possible sources of client's issues

# Additional Info

Company Revenues by Disease Area (in \$B)



Drug	Category	% 2013 Revenues	% Chg Revenues	Market Share
Red Pill	Cardiovascular	22%	-8%	Steady
Purple Pill	Gastrointestinal	15%	-2%	↓
Blue Pill	Respiratory	14%	+10%	↑
Green Pill	Neuroscience	7%	-40%	↓