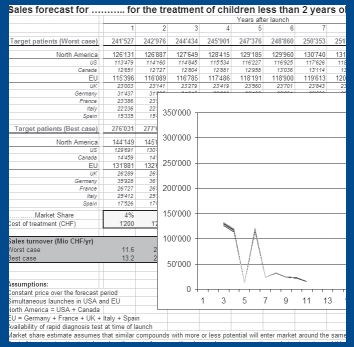
Marketing

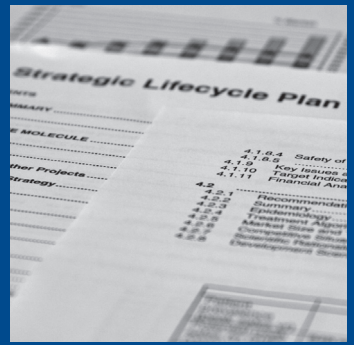
nspm has been working for its pharmaceutical clients for over 10 years. This experience is complemented by the years that individual members of nspm have worked in marketing medical/pharmaceutical fields before joining nspm. We offer you this experience, **providing objective and constructive support for your marketing needs.**

nspm can provide marketing support for an internal meeting, write or compile a strategic document, prepare a business case for an internal/external project, create a presentation to senior management, or be a **sounding board/challenge partner** for strategic direction setting. Alternatively, it could be something as simple as helping with a mailing, give-away or video that requires production at a moment's notice. No job is too big or too small. nspm is here to help you get things done.


Sales forecast for ……. for the treatment of children less than 2 years of

Years after launch

	1	2	3	4	5	6	7
Target patients (Worst case)	241'527	242'976	244'434	245'901	247'376	248'860	250'353
North America	126'131	126'887	127'649	128'415	129'185	129'960	130'740
US	113'479	114'160	114'845	115'534	116'227	116'925	117'626
Canada	12'651	12'727	12'804	12'881	12'958	13'035	13'114
EU	115'396	116'089	116'785	117'486	118'191	118'900	119'613
UK	23'003	23'141	23'279	23'419	23'560	23'701	23'843
Germany	31'427	31					
France	23'386	23					
Italy	22'036	22					
Spain	15'335	15					
Target patients (Best case)	276'031	277					
North America	144'149	145					
US	129'691	130					
Canada	14'459	14					
EU	131'881	132					
UK	26'289	26					
Germany	35'928	36					
France	26'727	26					
Italy	25'412	25					
Spain	17'526	17					
Market Share	4%						
Cost of treatment (CHF)	1'200	1'					

Sales turnover (Mio CHF/yr)	
Worst case	11.6
Best case	13.2

Assumptions:
Constant price over the forecast period
Simultaneous launches in USA and EU
North America = USA + Canada
EU = Germany + France + UK + Italy + Spain
Availability of rapid diagnosis test at time of launch
Market share estimate assumes that similar compounds with more or less potential will enter market around the same