

Distribution Structure of the Pharmaceuticals Products

Existing distribution strategy of Healthcare & Pharmaceutical Products in the APAC region

Business Problem & Situation	Approach to address the business situation
The company was looking to evaluate the existing distribution set up, channels, line of engagement from procurement to the end-user across the B2B value chain across dispensing units. The client was interested to evaluate the gaps in the current supply chain and distribution management to efficiently maximize the reach to customers.	Activities performed:- - Developed an understanding of existing distribution channel and identified the gaps pertaining to the operational challenges - Understanding of the regional regulatory scenario to address these challenges for delayed shipments from warehouse to dispensing unit - Forecast the quarterly consumption to ensure timely dispensing and enhance user experience - Leveraged regional guidelines, stakeholders or decision-makers perspectives for the feasibility and adoption of the proposed strategy and aligned with their expectations - Devise a robust strategy to address the gaps to enhance customer experience & minimize the delays across the supply chain to end-user.
Strategic Recommendation	Value Delivered
Develop the complete strategic roadmap considering each aspect of Governance, Financial, Infrastructure, Service offerings, pricing strategy, customer, stakeholders preferences to manage the complete supply chain and enhance the user experience.	The findings were consolidated & a complete blueprint was given for the existing operations being practiced and how the client can address the identified gaps to enhance the experience of their product in the specific market to capture the market share over their competitors.