



Be More
at Bain

BAIN
& COMPANY

BrAInWARS 2024 CASE PROBLEM – ROUND 1



Pharma Co. Case Study

Problem statement

- Our client is a pharmaceutical manufacturing company based in the US whose strong focus has been R&D for innovative drugs
- Recently they have developed a product (“Fembald”) for Alopecia for female or female balding. The development of the drug was a lengthy process which was finally approved after a delayed testing process.
- The drug will be off patent in next 5 years. Therefore, before initiating the drug production the client wants us to determine whether the drug will be profitable and whether they should go ahead with production
- Another complexity is that the market already contains a comparable substitute that will divide the market share equally (until patient expiry) with client if the client’s drug is launched in the market
- Post patent expiry, market share for client will shrink to 20% of pre-patent expiry share

Questions

- What are the potential risks associated with the drug & problem statement?
- What is the potential market size for Fembald?
- What will be Fembald’s profitability in pre & post patient expiry?
- Basis clinical trials’ results, 2 formulations of the drug received approval. Which formulation should the client use to enter market?
- What is the final recommendation on launching Fembald? If launched, which formulation should be prioritized?