



Cash Capsule

Your client is a pharmaceutical company in the USA. They have finished phase 3 trials of a pill. Its price is \$2, and it treats a neurological disorder. You are required to calculate the revenue for the first year.

CASE TYPE
Profitability

COMPANY NAME
McKinsey & Co.

DIFFICULTY LEVEL
★ ★ ★

Cash Capsule

How much money can some pills make?

Problem Statement

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Case Overview

CASE TYPE

Revenue Case

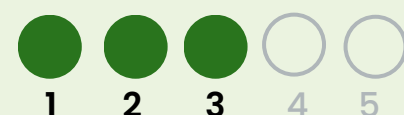
COMPANY NAME

McKinsey

ROUND

Partner Round

DIFFICULTY



CLARIFYING QUESTIONS ASKED

Since when has the client been in business, and what are the other pills it manufactures? Additionally are they patented?

What is the required number of pills in a day? Also, does this pill need a prescription, or is it sold over the counter?

Case Approach

