

COMPANY CASE STUDY

Market Research and Business Intelligence Analysis
for Pharma Machinery Entry in the Middle East

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OBJECTIVES

Universo was commissioned to conduct market research combined with business intelligence to assess the potential entry into a Middle Eastern country for a client - a company manufacturing machinery for the pharma industry.

The client sought insider information on the acquisition of specific machinery by pharma companies of a certain size in the target country, which could not be obtained through regular search methods. This information was expected to provide a clear picture of the potential entry into this country and support the decision on whether to invest marketing efforts there. This decision could only be based on identifying concrete opportunities - companies not possessing this machinery and interested in acquiring it, companies that already own such machinery but wish to upgrade to a better one, or companies that are establishing or adding a new production line.

SOLUTION

Initially, Universo mapped out the pharma companies in the target country and prioritized the list based on criteria developed together with the client. Then, they built and activated an extensive network of connections within the relevant pharma companies and with those involved in the machinery sector of these companies. By conducting in-depth interviews and cross-referencing with the abundant information received, the team built a clear picture providing insights into the target market. **It is worth noting that the research was highly complex due to the confidentiality of information common in pharma companies, thus creative solutions were employed to validate the information.**

RESULTS

The presentation of the research results unequivocally clarified for the client that entering the target country was not advisable, due to a low potential to identify business opportunities in pharma companies—mainly due to competition characterized by a monopoly nature (built on existing presence in the target country + attractive competitor pricing + strong personal relationships between pharma companies and the competitor), and a future outlook indicating that growing pharma companies currently evaluating machinery solutions prefer the competitor's solution. **These conclusions saved the client a significant amount of time and resources.**



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CEO at Universo

“If your company has similar needs and wants to achieve remarkable results, reach out to learn more about our successful business case and how we can assist you!”