

Capstone Project Executive Summary

Capstone Project Title:

Biem Pharmaceuticals Export and Local Market

Strategy Technical Report

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Brief Summary

Pharmaceutical sector is one of the most important sectors according to many due to its strategic role on extending life time of human beings where many believe, that purpose helps us to have more productive populations by not losing well educated elders, professors or scientists to early deaths.

On that purpose most of the governments are supporting their citizens with plenty of programs to reimburse their health care expenditure or to make their citizens access on health care with affordable amount of out of pocket expenses. Related to this, many governments organizations, states or private insurance companies are preferring generic drugs which provides affordable prices with same quality after originator molecule patent expires.

Related to this, generic pharmaceutical industry started to grow and fill that gap to provide affordable high quality solutions with help of strength regulations.

This reports main goal is to focus on two areas, which are Turkish local market, and other markets, which are potential, export countries for pharmaceutical company based in Turkey called Biem pharmaceuticals.

Reports main structure is based on 3 main objectives, which are;

Phase 1

To make detailed analyse on local Turkish pharmaceutical market separately for hospital by analysing unit and sales prices and building prediction models for both and selecting best fitted model by checking MSE ,R-square... and doing same process for retail retail market and making predictions for unit and sale volume according to past 5 years sale of selected molecule.

Phase2

At second phase, main goal is to focus on oncology products out of 69 products by selecting high potential molecules from selected data sets by focused on their

hospital and retail sales from 28 countries mostly from Europe. After selecting countries main goal is to make fundamental analyse on every selected country based on their own pharmaceutical regulations, pricing and reimbursement system to combine technically generated data value with fundamentally generated analyse value.

Phase 3

At third phase, microanalysis made on United States Medicare and Medicaid programs by analysing yearly sales data by molecules for both programs, top hospitals according to number of patients that have agreement with those programs and by analysing patient out of pocket expenses data sets. After that, selected top high potential molecules for oncology field separately for Medicare part B, Part D and Medicaid.

