



Секреты ценообразования в фармацевтическом сегменте

PRODUCT MANAGEMENT CONFERENCE
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What is a price?

Pricing decisions affect revenues rather than costs

The price a business charges for its product or service is one of the most important business decisions management make.

The bad news for entrepreneurs is that pricing is a really tough to get right. There are so many factors to consider, and much uncertainty about whether a price change will have the desired effect.

Setting a price that is too high or too low will - at best - limit the business growth. At worst, it could cause serious problems for sales and cash flow

Pricing has an important role as a competitive weapon to help a business exploit market opportunities.

element of the marketing mix (pppppppppppp.....)

the amount of money given in payment for something



What is a price?

DEFINITION

The amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service.*

* Ahmed RR, Parmar V, Ahmad N, Warraich UA, Khoso I.
Communication Mix in Pharmaceutical Marketing.
The Pharma Innovation Journal 2014



General Pricing Approaches

Cost-plus Pricing

Standard markup to the cost of the product

Target profit Pricing

Setting price to make a target profit

Value-based Pricing

Setting price based on buyers' perceptions of value rather than on the seller's cost

Value Pricing

Offering just the right combination of quality and good service at a fair price

Competition-based Pricing

Offering just the right combination of quality and good service at a fair price

New-Product Pricing Strategies



Market-skimming Pricing

Setting a high price for a new product to skin maximum revenues layer by layer from the segments willing to pay the high price; the company makes fewer but more profitable sales

Market-penetration Pricing

Setting a low price for a new product in order to attract a large number of buyers and a large market share.

Product Mix Pricing Strategies



Product Line Pricing

Setting the price steps between various products in a product line based on cost differences between the products, customer evaluations of different features, and competitors' prices

Optional-products Pricing

The pricing of optional or accessory products along with a main product

Captive-product Pricing

Setting a price for products that must be used along with a main product, such as blades for a razor and film for a camera.

By-product Pricing

Setting a price for by-products in order to make the main product's price more competitive

Product bundle Pricing

Combining several products and offering the bundle at a reduced price

Pharma specific pricing

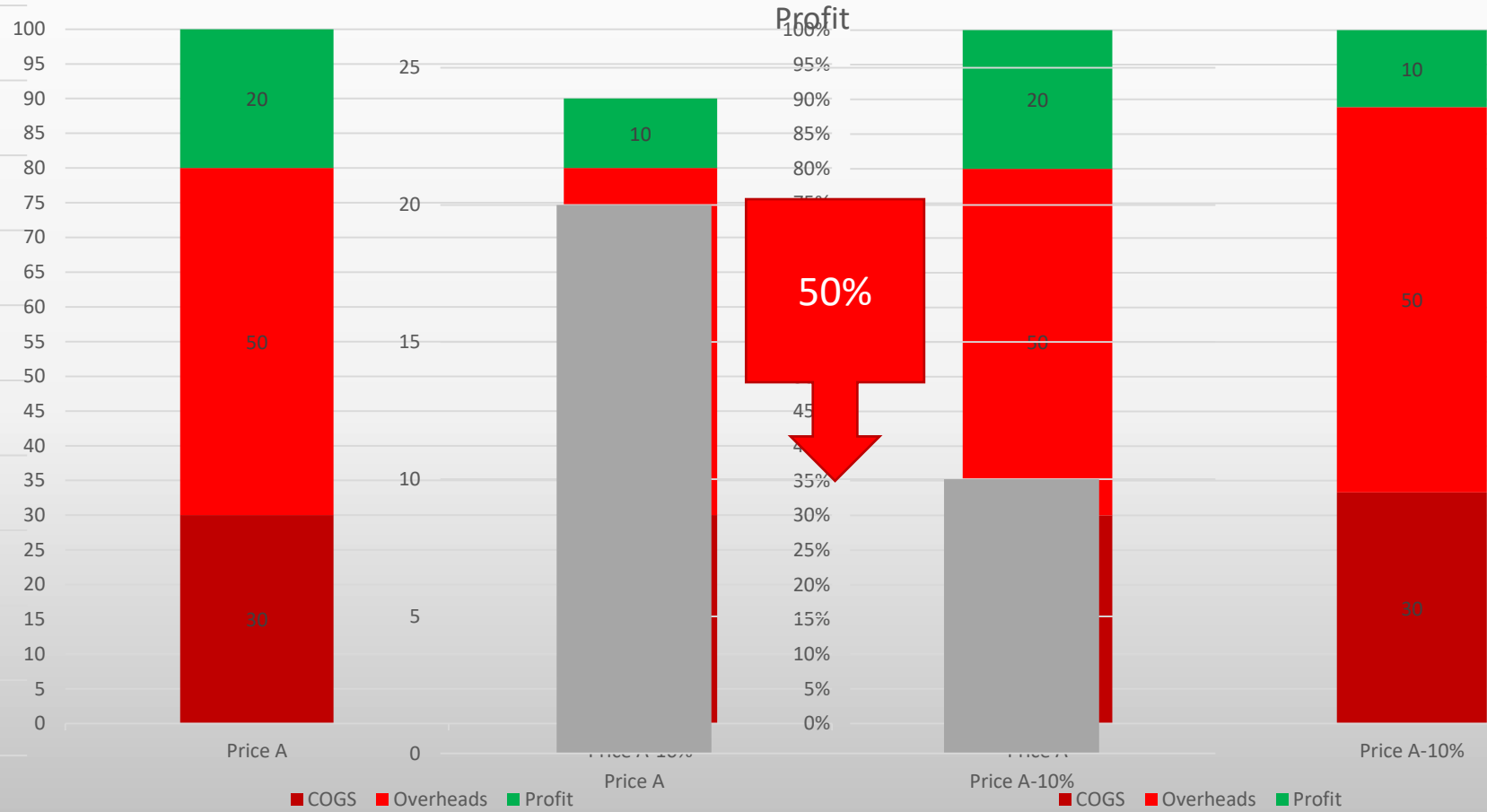
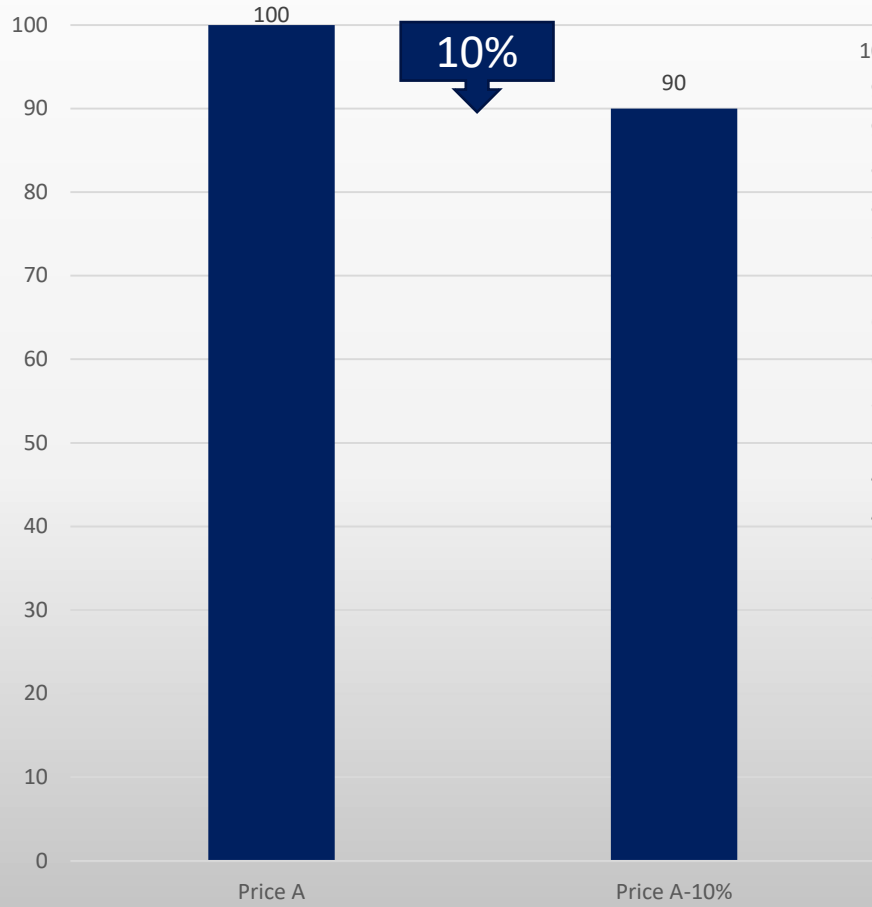
- Transfer pricing
- Regulated pricing
- Reference pricing
- Reimbursement
- Antimonopoly regulations

Managed Entry Agreement

PRICING OBJECTIVES

- Market penetration
- Market skimming
- Target rate of return
- Price stabilization
- Meet or follow competition
- Market share
- Profits maximization
- Cash flow
- Product line promotion
- Survival

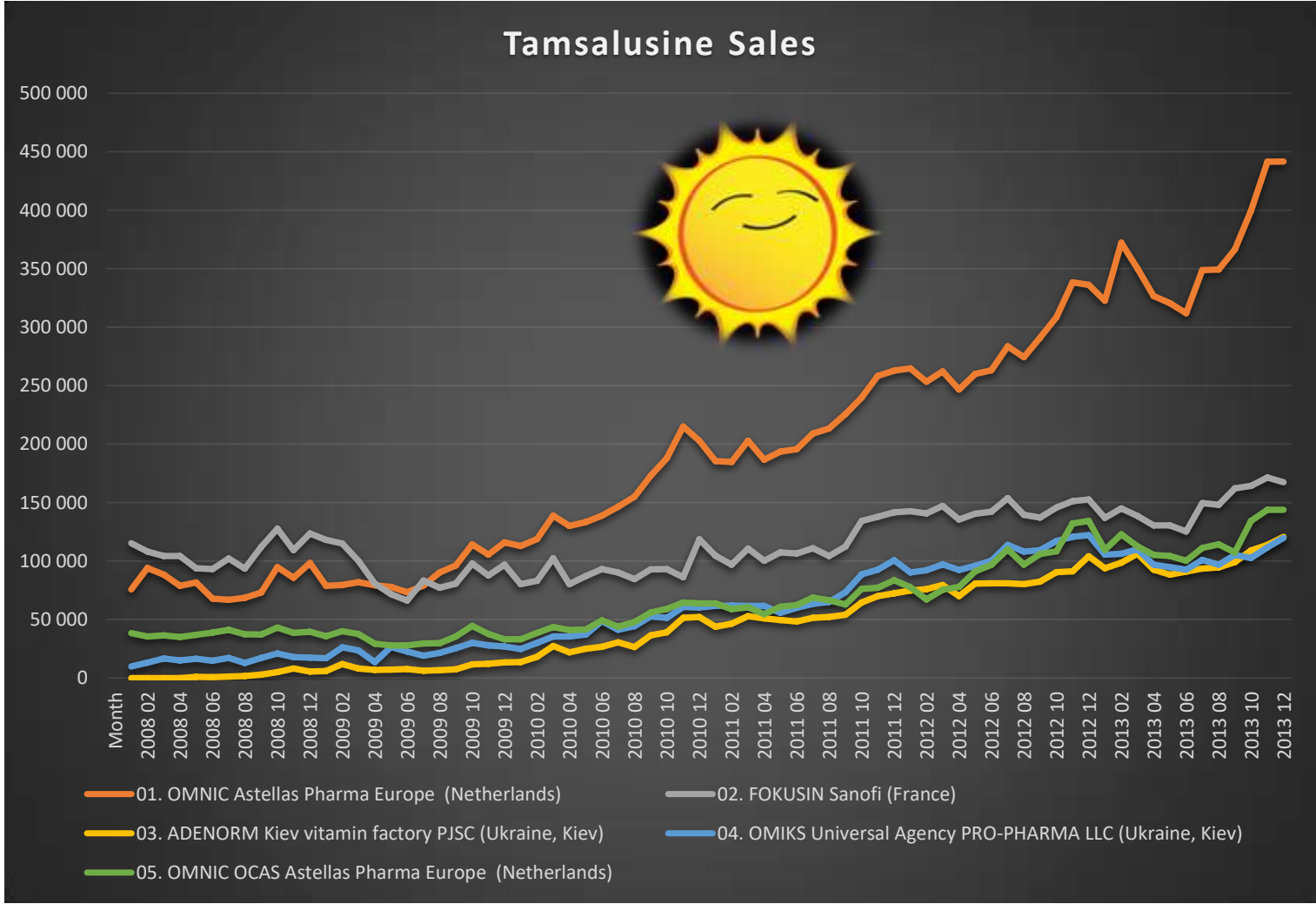
Price impact on..... PROFIT!!!



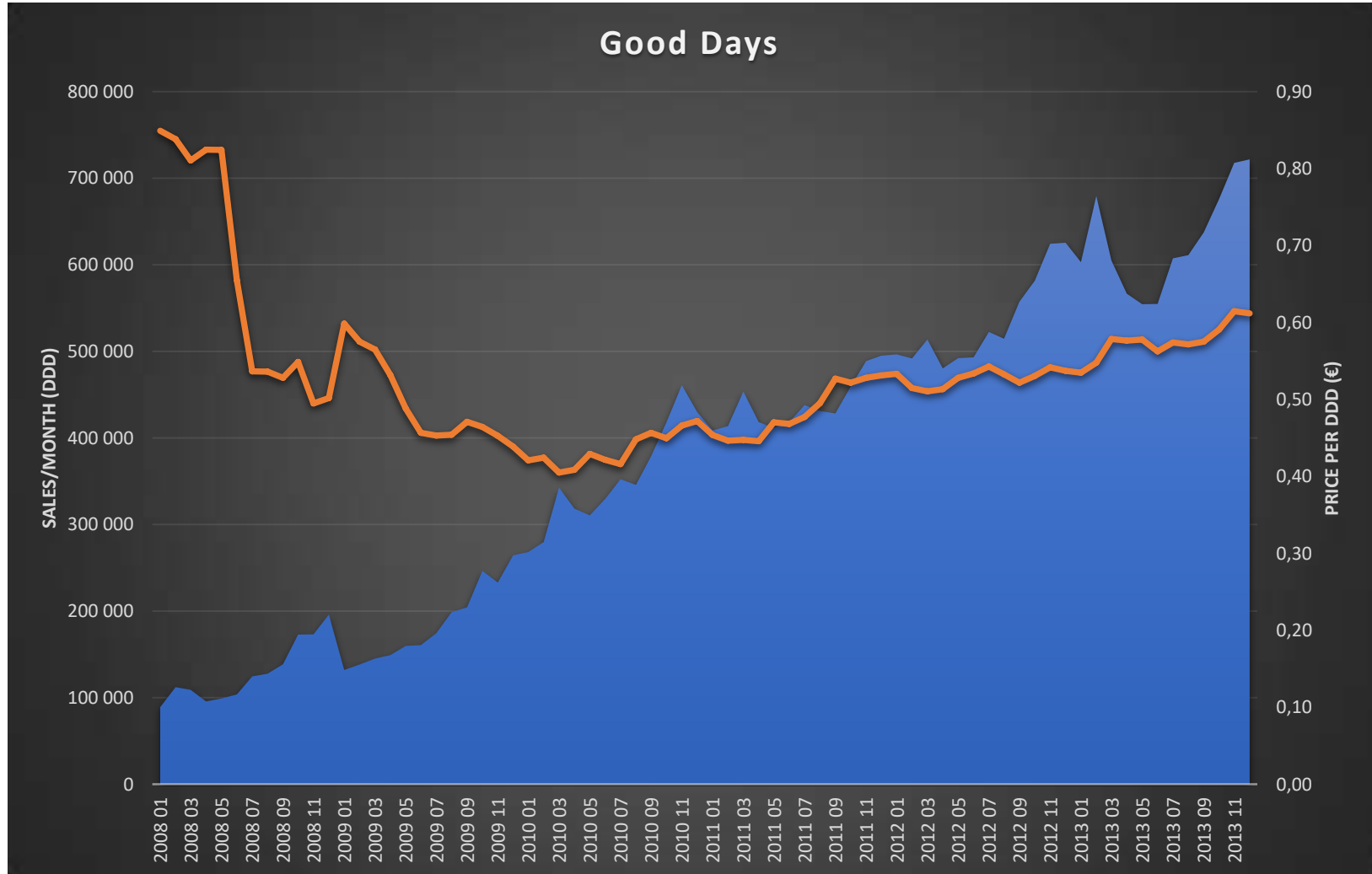
Practical case of proactive, aggressive price strategy



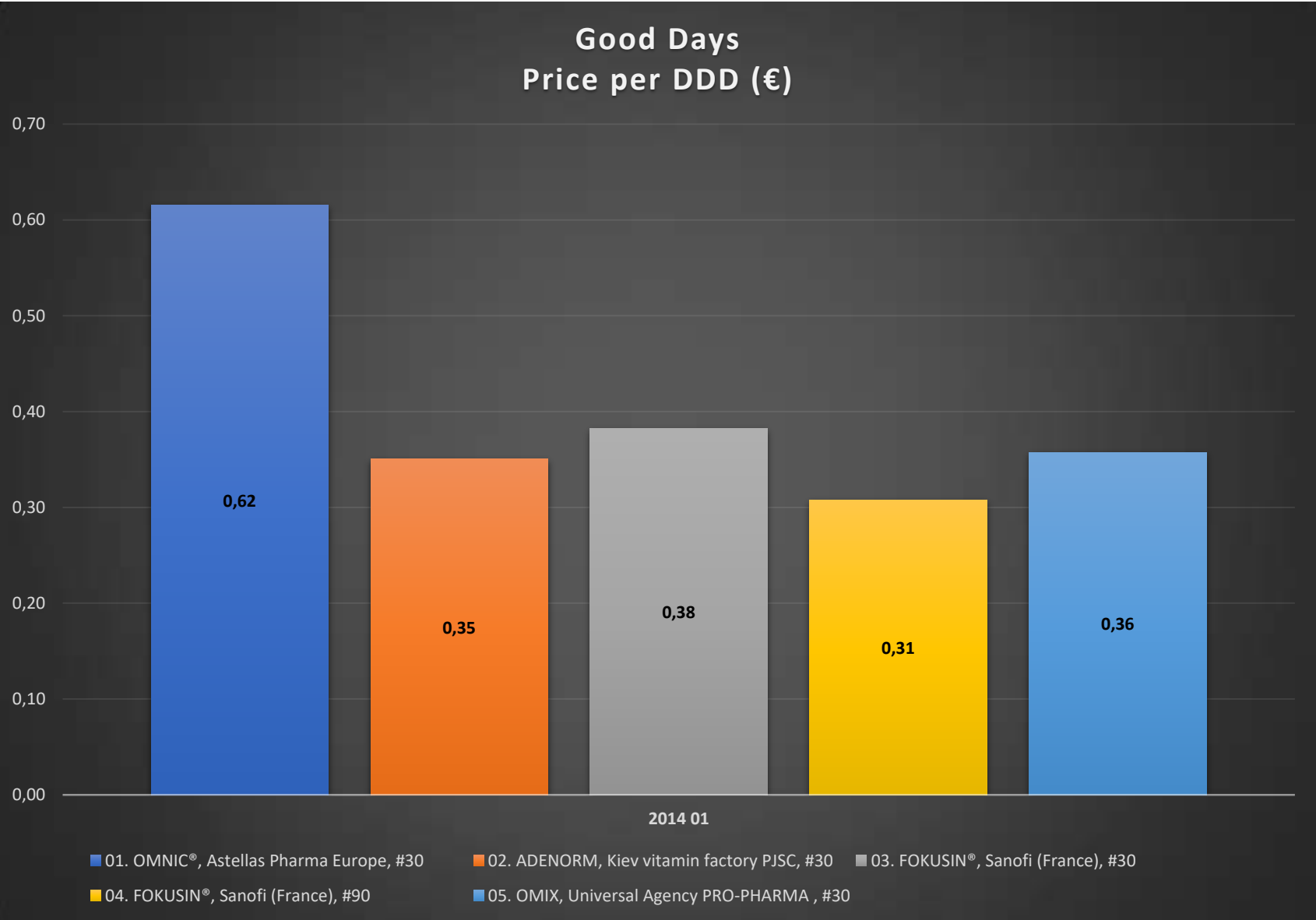
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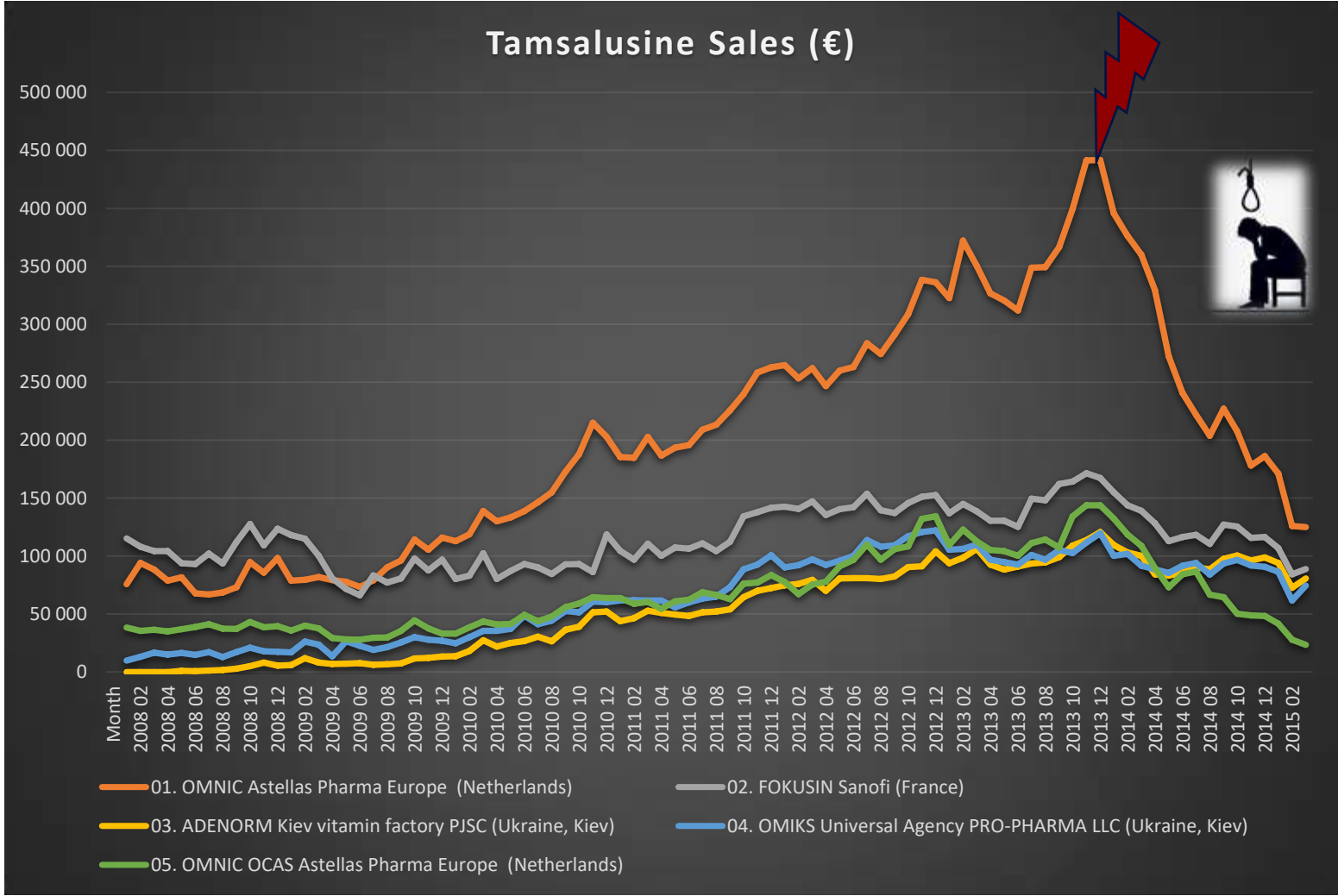
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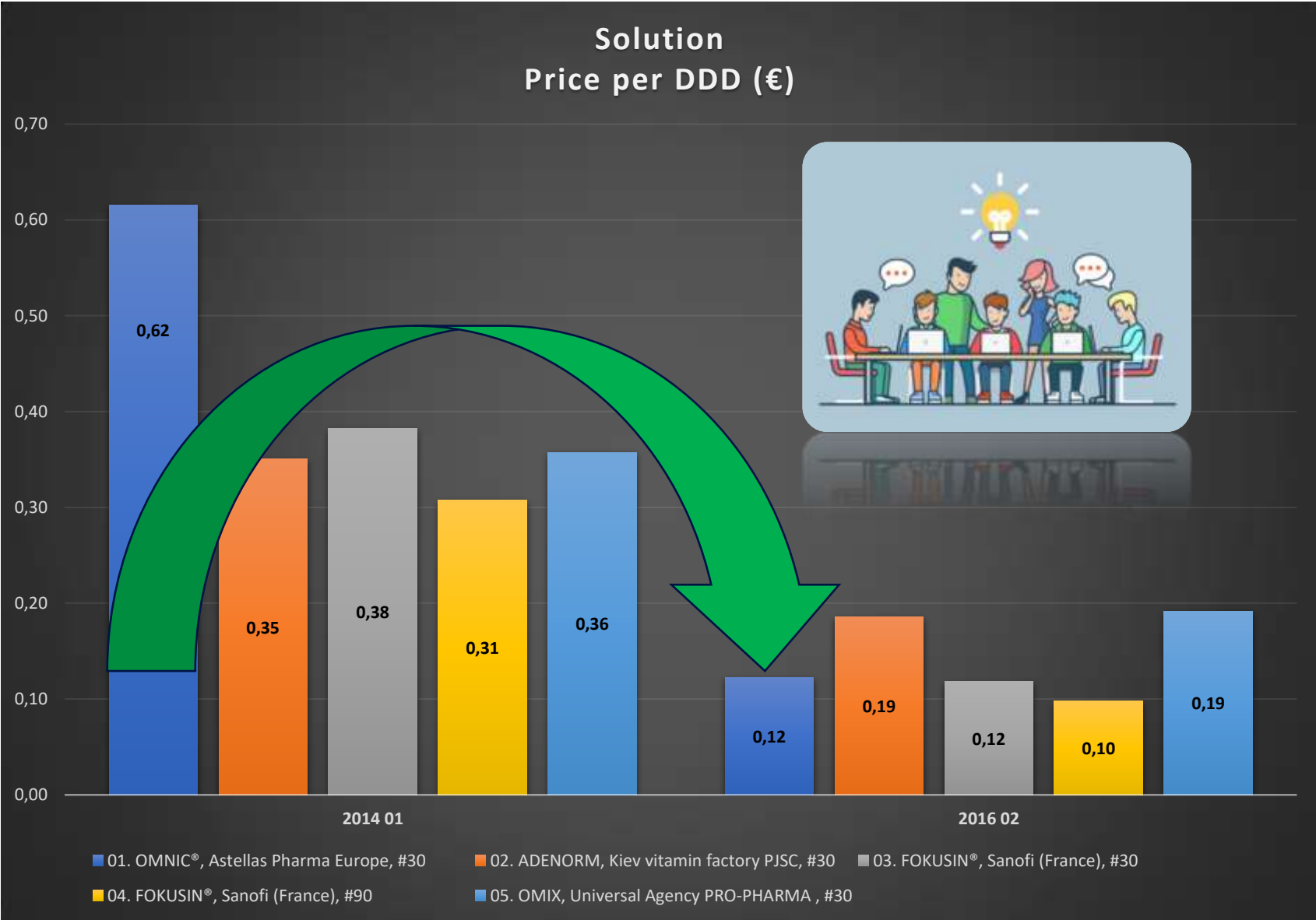
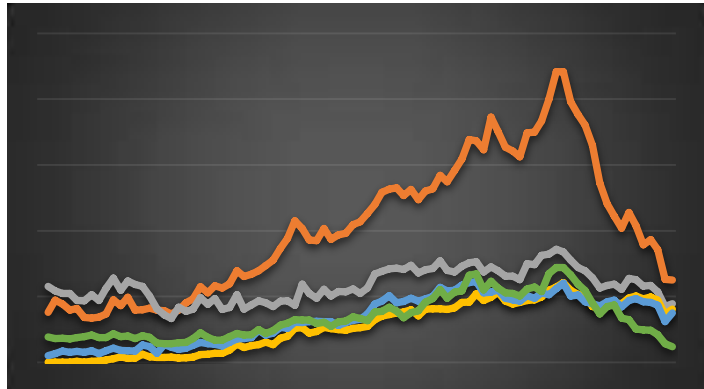


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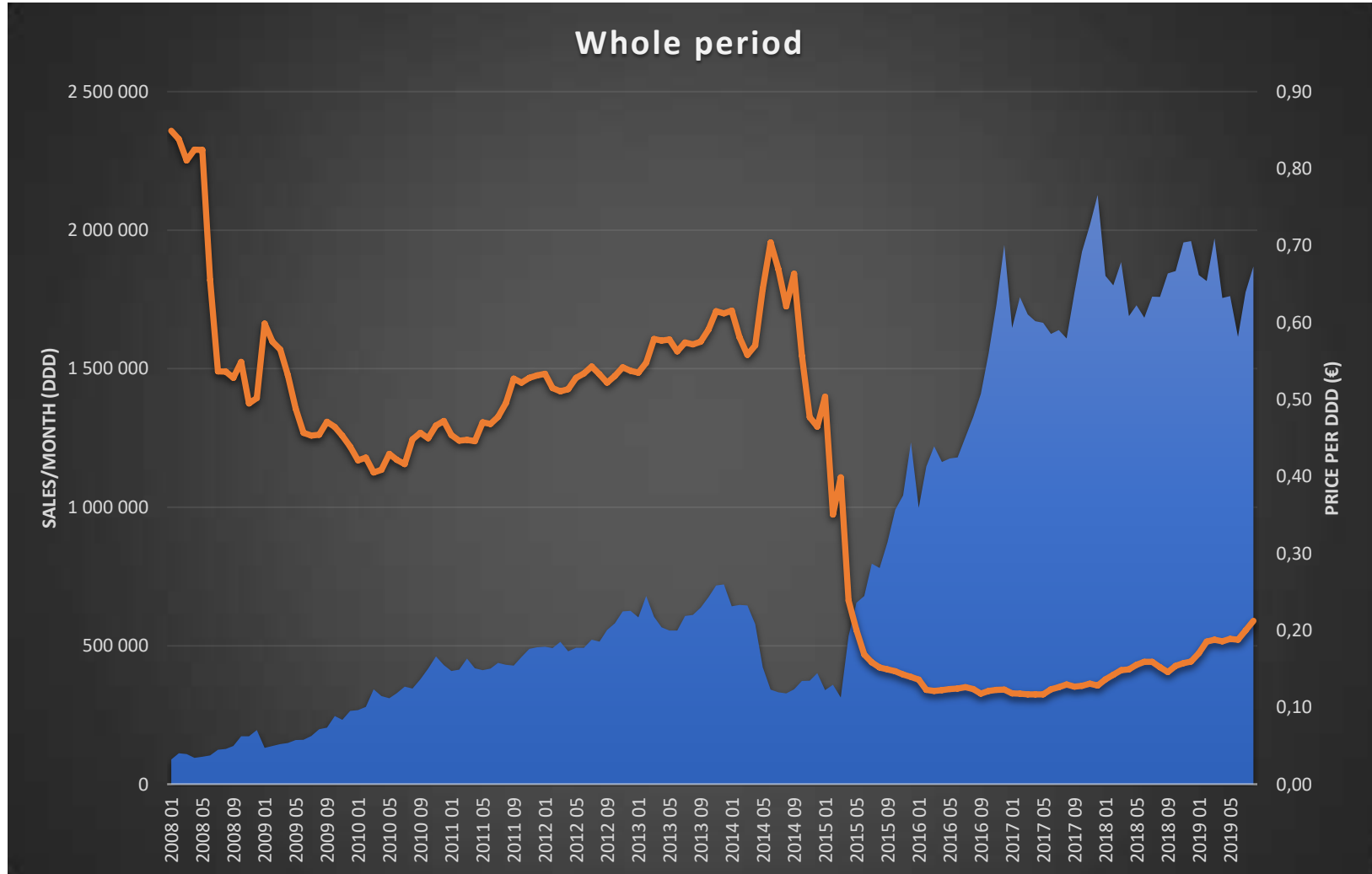
All Ukrainian Market Data are from Proxima Research

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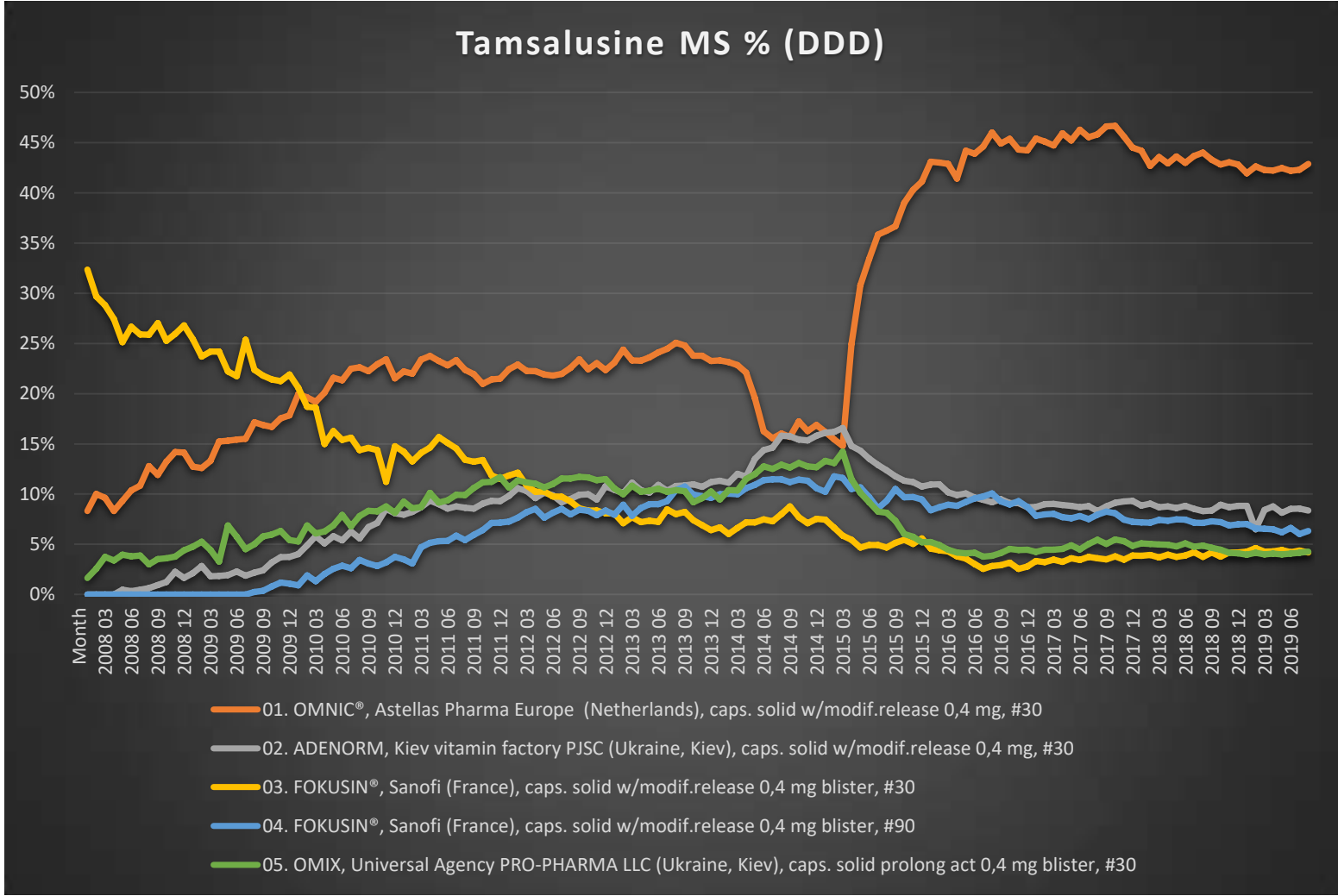


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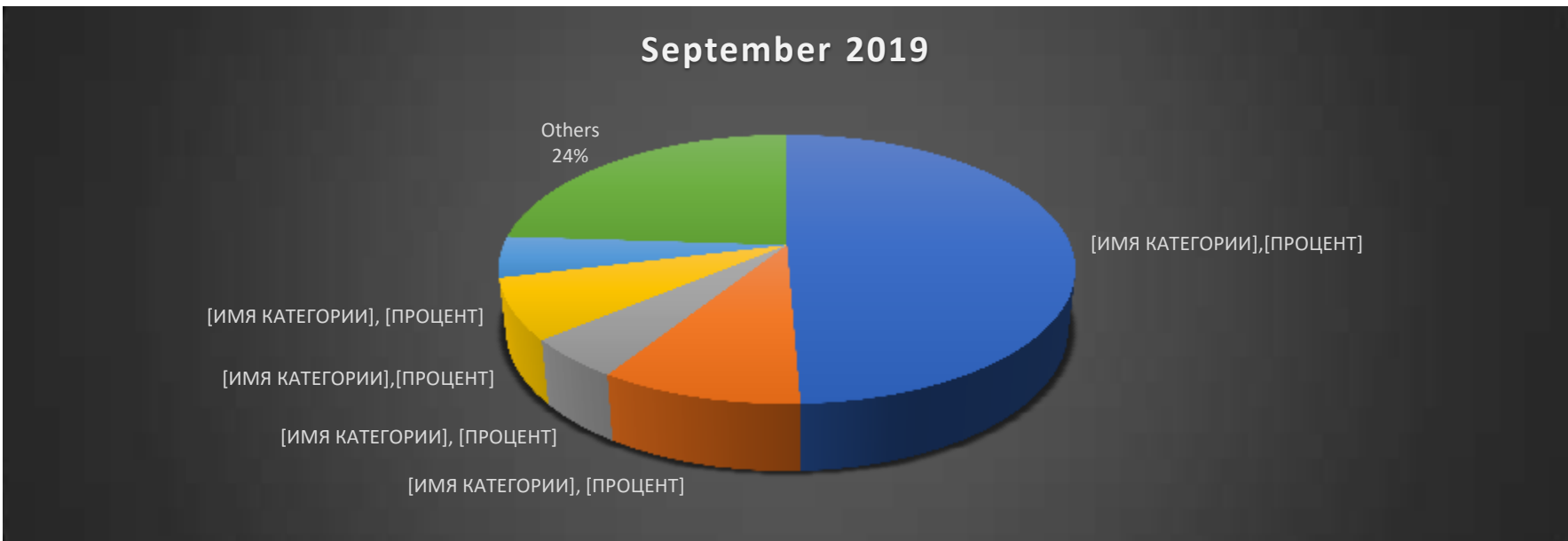
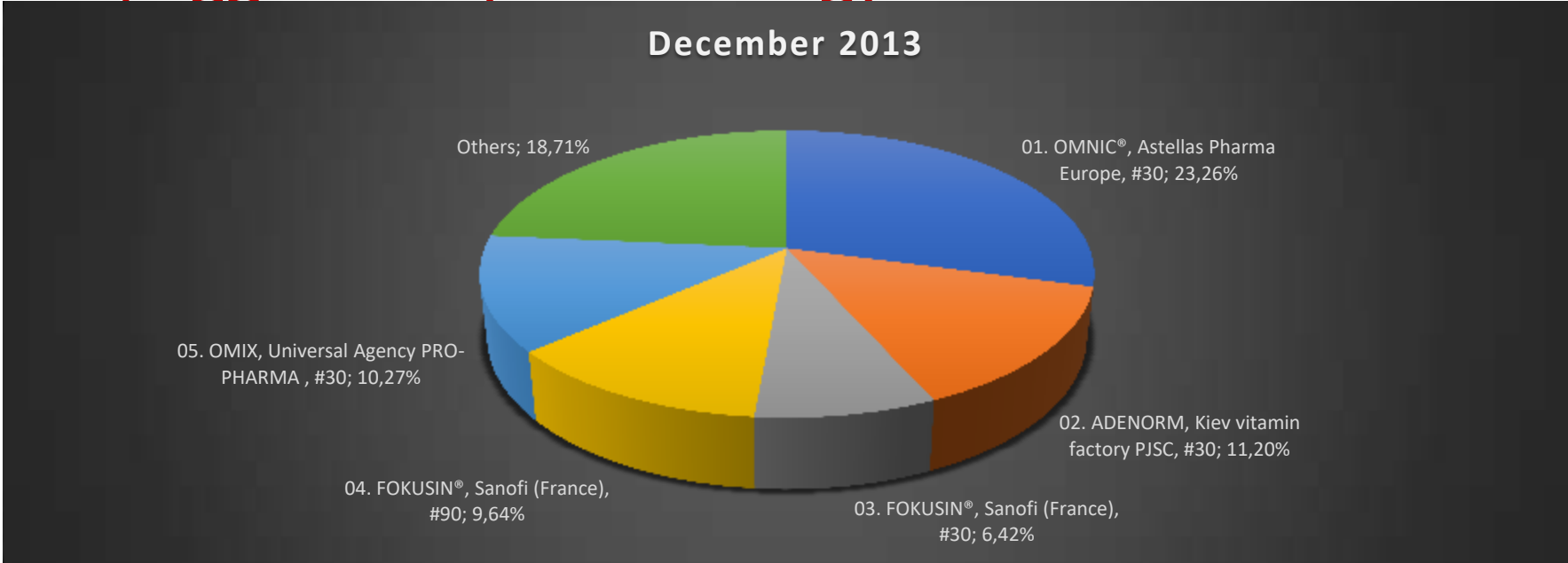
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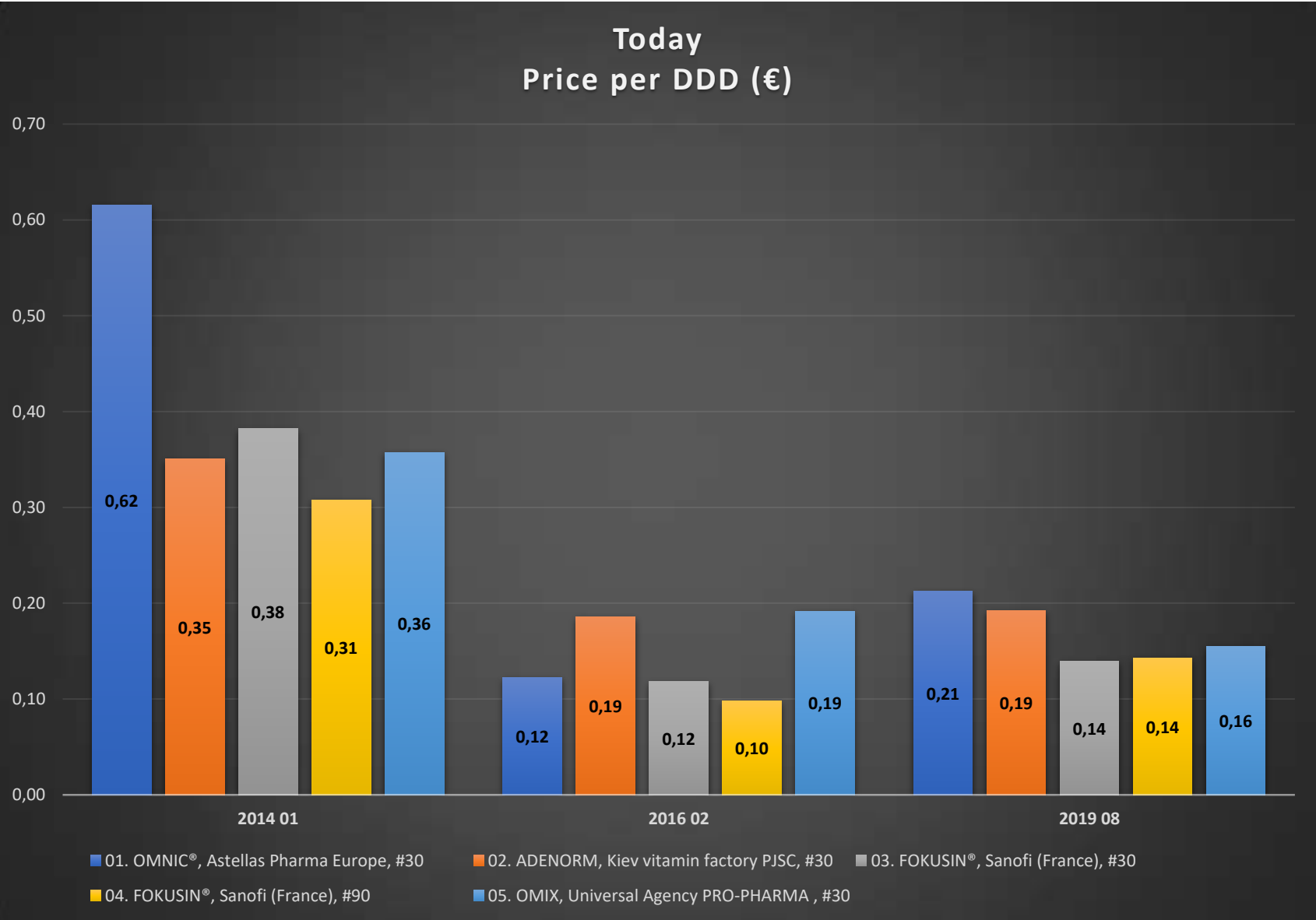
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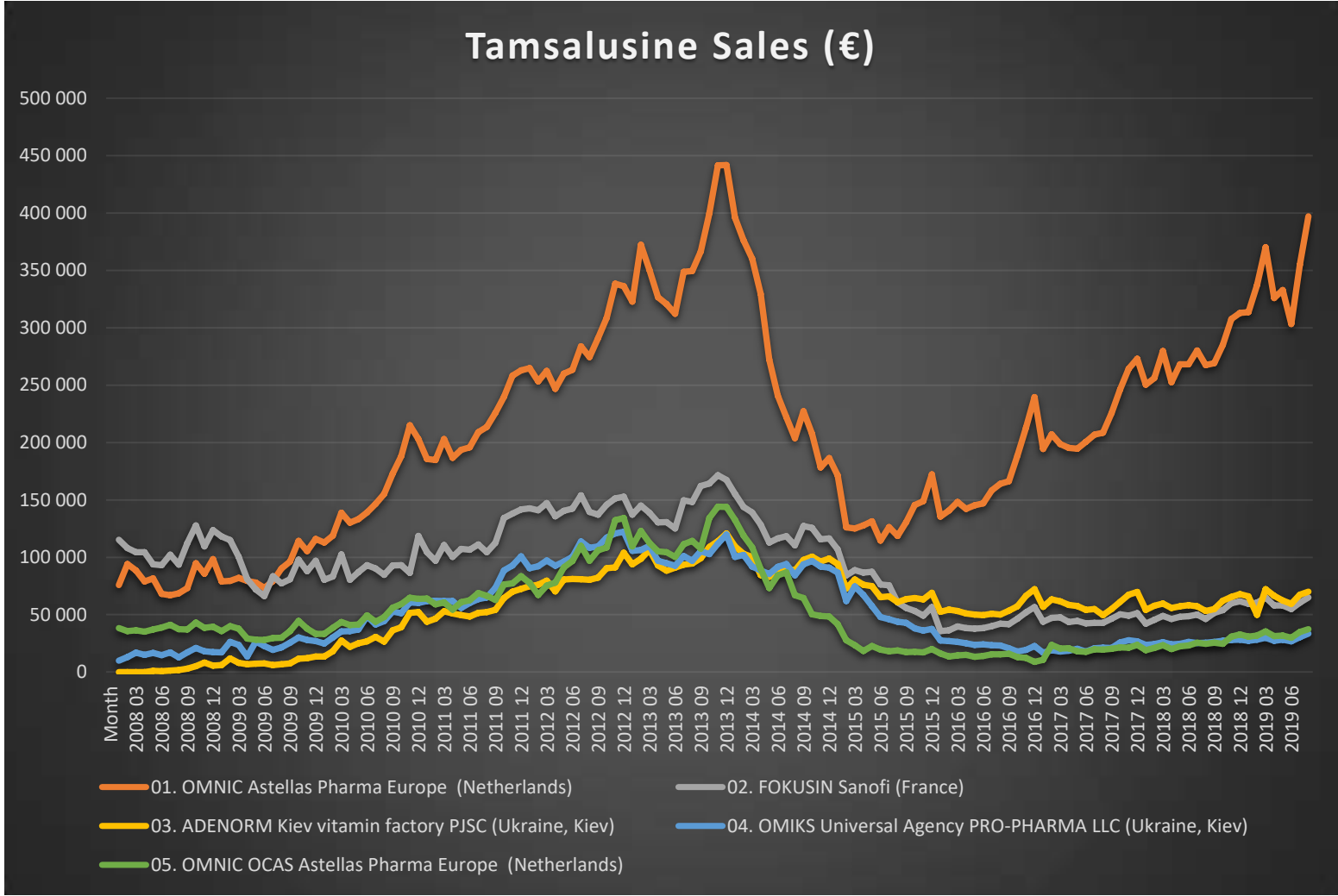
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Thank you!!!