CLIENT
Consulting firm advising one of its pharma clients in Europe, engaged Aranca to conduct a global market study on Propofol - a general anesthetic drug

RESEARCH METHODOLOGY
Desk research; 30+ phone interviews with industry experts

RESEARCH DELIVERABLES
- **Market Analysis**
  History and overview of propofol, market structure and characteristics, market size (historical & forecasted), recent trends and market news, international regulations
- **Competitive Landscape Analysis**
  Market share analysis of major players & company cost structure , Detailed profiles of leading companies
- **Cost Structure Analysis**
  Manufacturing process for propofol, overview of patents, cost structure by major processes, analysis of various processes employed and estimated costs
- **End market analysis**
  Key customers, brief profiles of the major customers, key factors in supplier selection, buying process

SAMPLE ANALYSIS TEMPLATES

CLASSIFICATION OF ANESTHETIC DRUGS

- **GENERAL ANESTHETICS**
  General anesthesia renders the patient completely unconscious
- **LOCAL ANESTHETICS**
  Local anesthesia blocks the nerves in a small, specific area of the body.
- **REGIONAL ANESTHETICS**
  Regional anesthesia numbs a large area, or region, of the body.

GLOBAL VOLUMES

- **GLOBAL VOLUMES 20ML EQUIVALENTS**
  - 2003
  - 2005
  - 2007
  - 2009
  - 2011
  - 2013
  - 2015

- **AVERAGE PRICE US$ per 20ML EQUIVALENT**
  - 0
  - 1
  - 2
  - 3
  - 4
  - 5
  - 6