

IMPROVING TENDER VACCINES STRATEGY GLOBALLY



AT A GLANCE

Challenges

- Understand the Tender Landscape for Vaccines
- Get insights on a per country level
- Provide specific suggestions for each market to improve tender business based on the current stage

Our contribution

- We conducted a survey in over 50 markets to gather information on the current situation
- We delivered a comprehensive set of insights and recommendations that enabled the customer to develop tailored tender strategies for each market

SITUATION

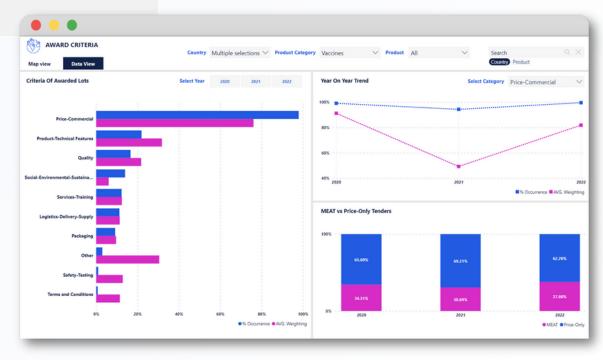
A global big Pharma Company with a significant Vaccines portfolio wanted to better understand the global tender landscape for Vaccines including award criteria and procurement processes per country.

ACTION

Cube RM provided a comprehensive overview of Tender Mechanisms and Archetypes for over 50 countries including tender award criteria and trends.

RESULT

The customer got very relevant and solid insights across over 50 countries as a basis for their tender strategy, differentiation approach and tender shaping activities.



TENDER BI