



NETWORK AND SUPPLY STRATEGY

Translating Business Requirements to a Launch Manufacturing Strategy

THE NEED

For companies transitioning to commercial launch, a clear pre-launch and early post-launch manufacturing strategy is critical. The client requested Primecore's assistance to develop their near-term pre-launch and year one manufacturing plan for their key product, including an analysis of potential inventory scenarios prior to launch and to provide a path through commercialization for their product.

THE APPROACH

- Primecore's first step was to understand the key Client User Requirements for launch.
- Once the key User Requirements were defined, a set of pre-launch manufacturing-at-risk scenarios were developed to assess.
- Primecore worked with the client to capture all the relevant inputs and assumptions for the launch.
- Once all the data was captured, the Primecore team built a set of models to estimate inventory at risk for each scenario.
- Each manufacture-at risk scenario was then evaluated based on strategic and financial metrics including cash outlays, potential discards, months of cover, as well as alignment with the Client's strategy.

THE SOLUTION

- Ultimately, all the options were assessed using this balanced approach, which allowed for a more informed decision.
- The client received Primecore's final report which summarized the relative strengths and weaknesses of each strategy along with the final recommended pre-launch volume for manufacture at risk prior to regulatory approval date, and schedule for pre & post-approval manufacturing scenarios. Risks were highlighted for each with proposed mitigations.



THE RESULTS

- *The Client was provided a clear pre-launch manufacturing-at-risk strategy for execution which met their commercial aspirations with the appropriate risk tolerance.*
- *The launch plan was executed successfully with product in the channels after approval.*
- *Secondary outcome was the development of a model and framework which the Client could use for future planning. This model became the basis for a newly developed S&OP business process.*

