

## Case Study

### Investigation of a site/facility manufacturing a competitive drug in China

#### Project Background

A healthcare company in the US heard rumors that a firm in China was producing a competitive drug. SIS was asked to survey the plant, analyze the number of employees, determine what was being produced at the plant and to estimate production capacity and sales strategies.

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#### Research Methodology

SIS sent a team of four (4) Competitive Intelligence researchers to survey the plant (e.g. parking lot, number of employees, traffic patterns, etc.). Research methodology included phone calls to sales and marketing staff. In addition, we conducted in-depth interviews in the local communities.

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#### Key Findings

The following key findings were discovered by SIS:

- SIS confirmed that the plant was, indeed, producing this drug and had significant production capacity; in addition, the plant maintained a large group of employees and employees
- We found out several key elements of their marketing and sales strategies
- The best intelligence came from the local community

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#### Strategic Decisions Made

Following the intelligence we delivered, this US firm decided to increase their presence in China and in the Asian region. Additionally, the firm increased production and marketing programs to this new competitor.