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New Products

Andrey Mladentsev

Chief Executive Officer

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Sources of data

- Akrikhin
- Nizhpharm
- OL
- Veropharm



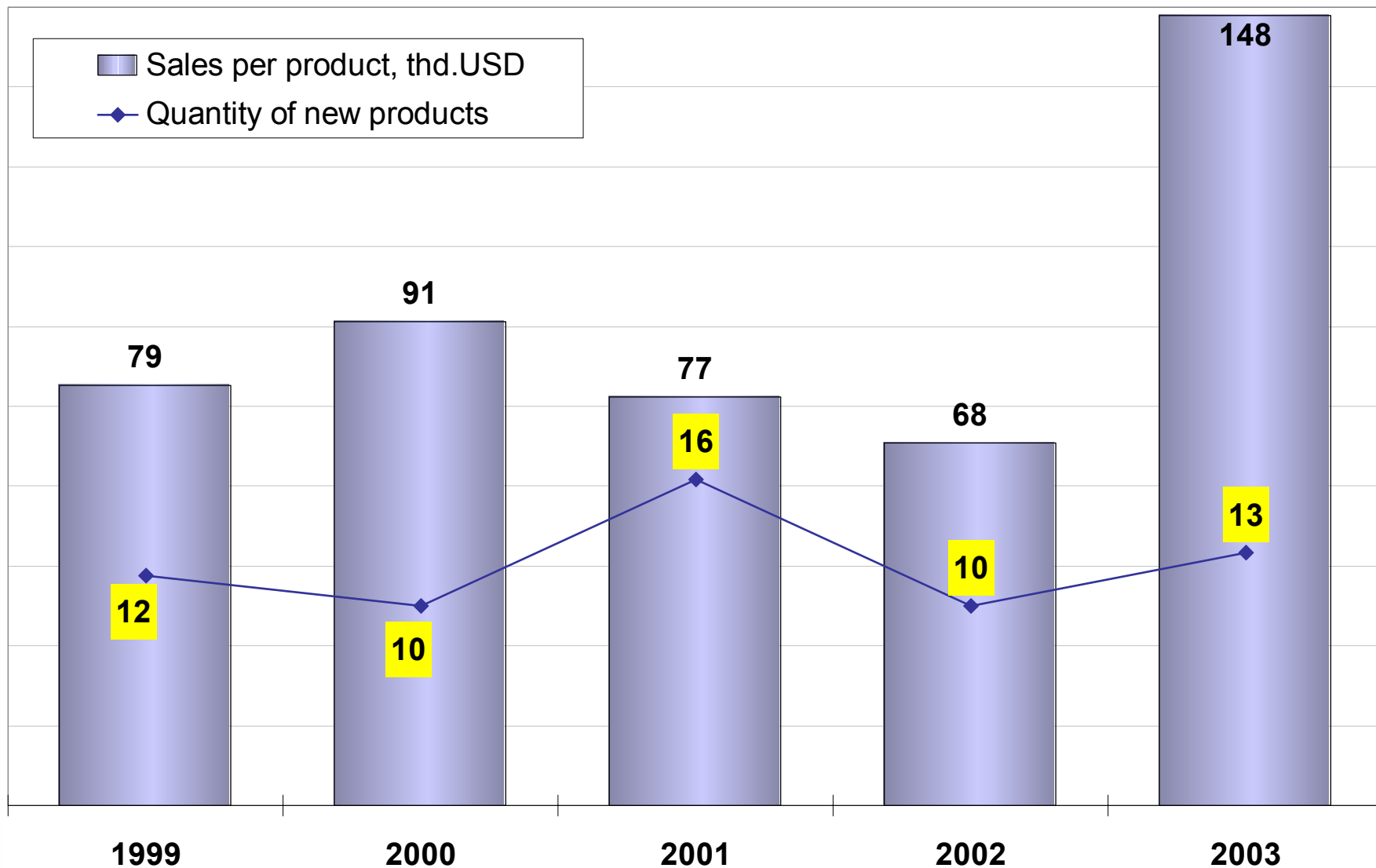
New Product's KPI

- Quantity of new products
- Sales per product in the year of launch
- Effectiveness of promotion
- Contribution to growth of sales
- Structure of new products



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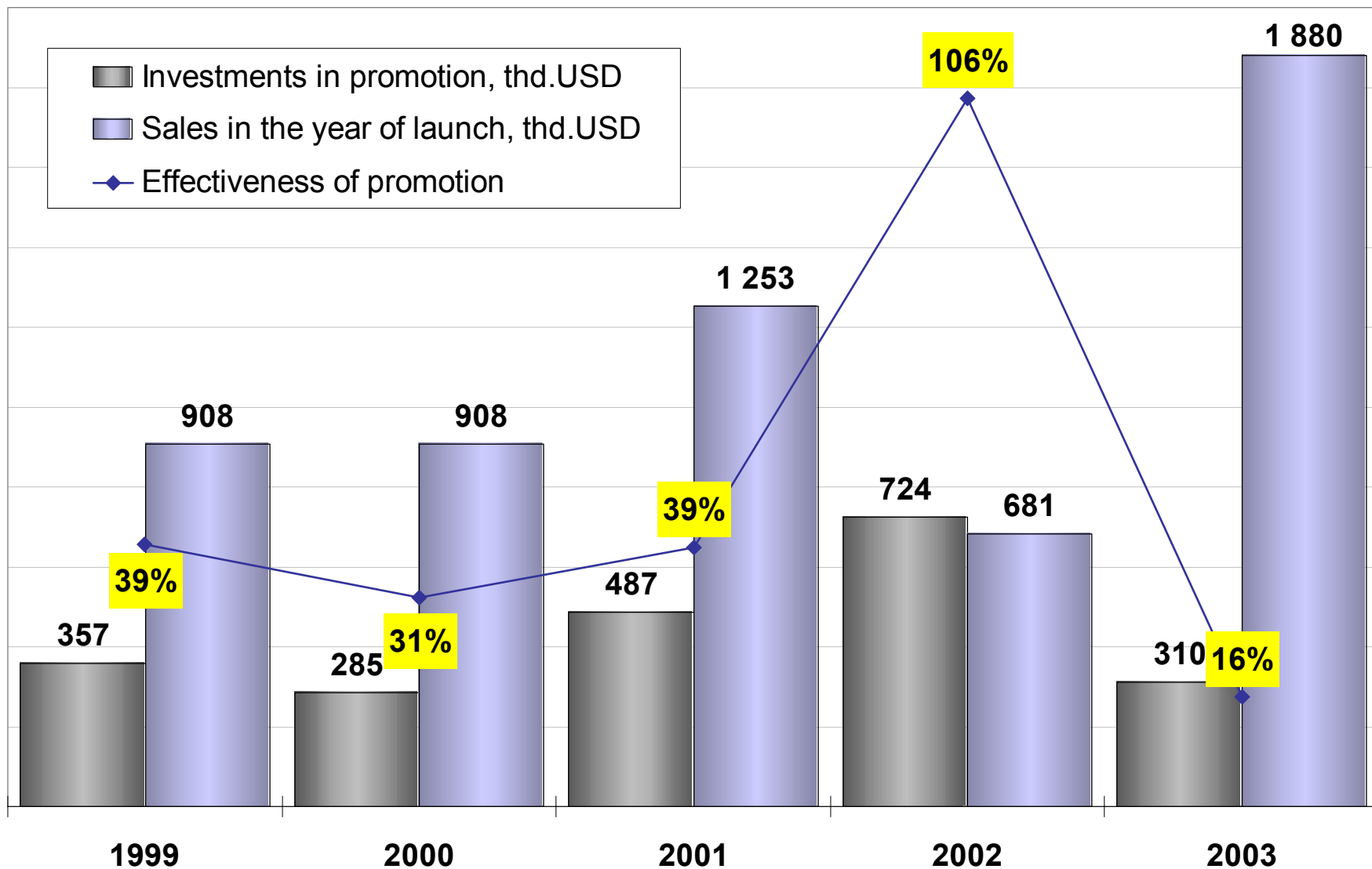
New Products in the first year





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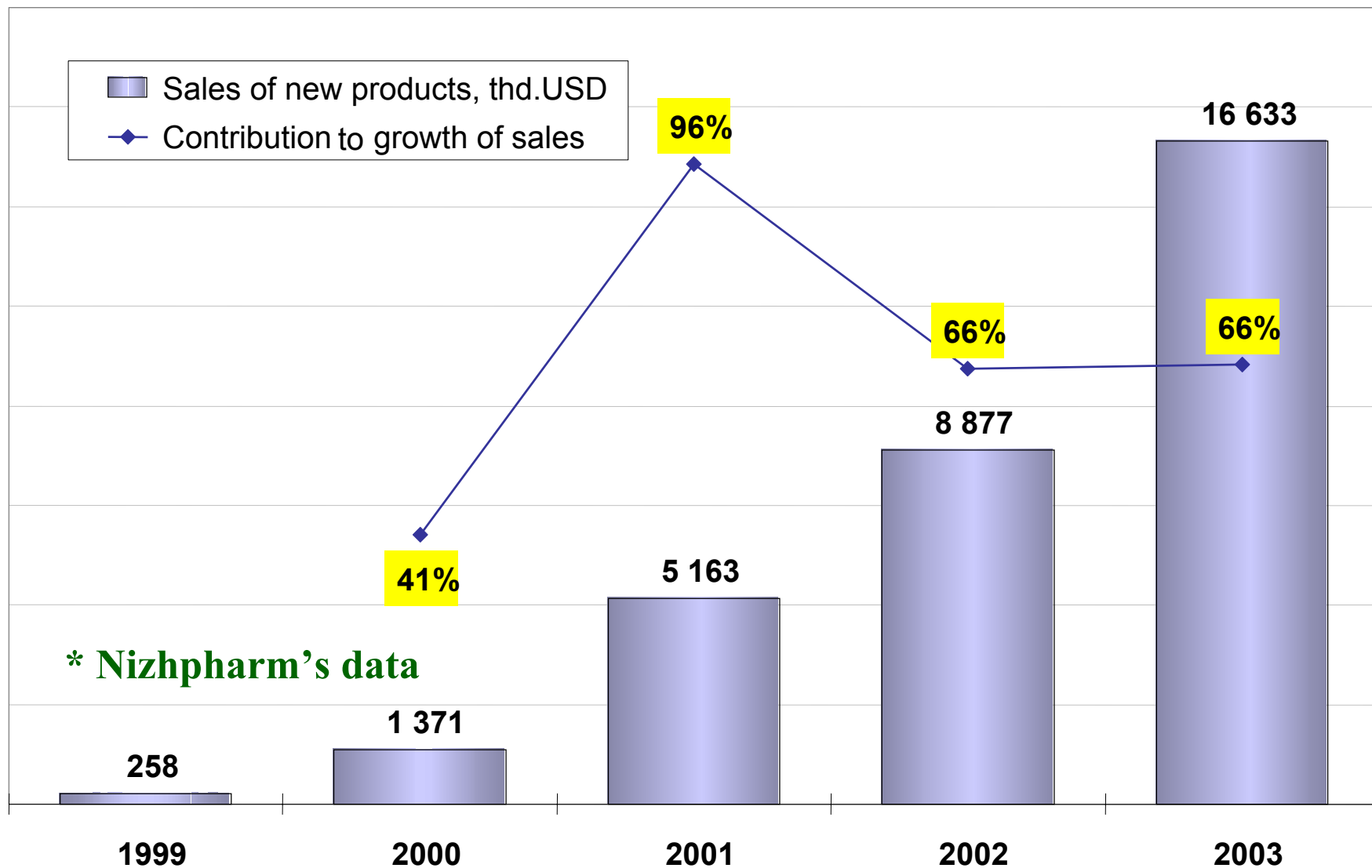
Effectiveness of promotion





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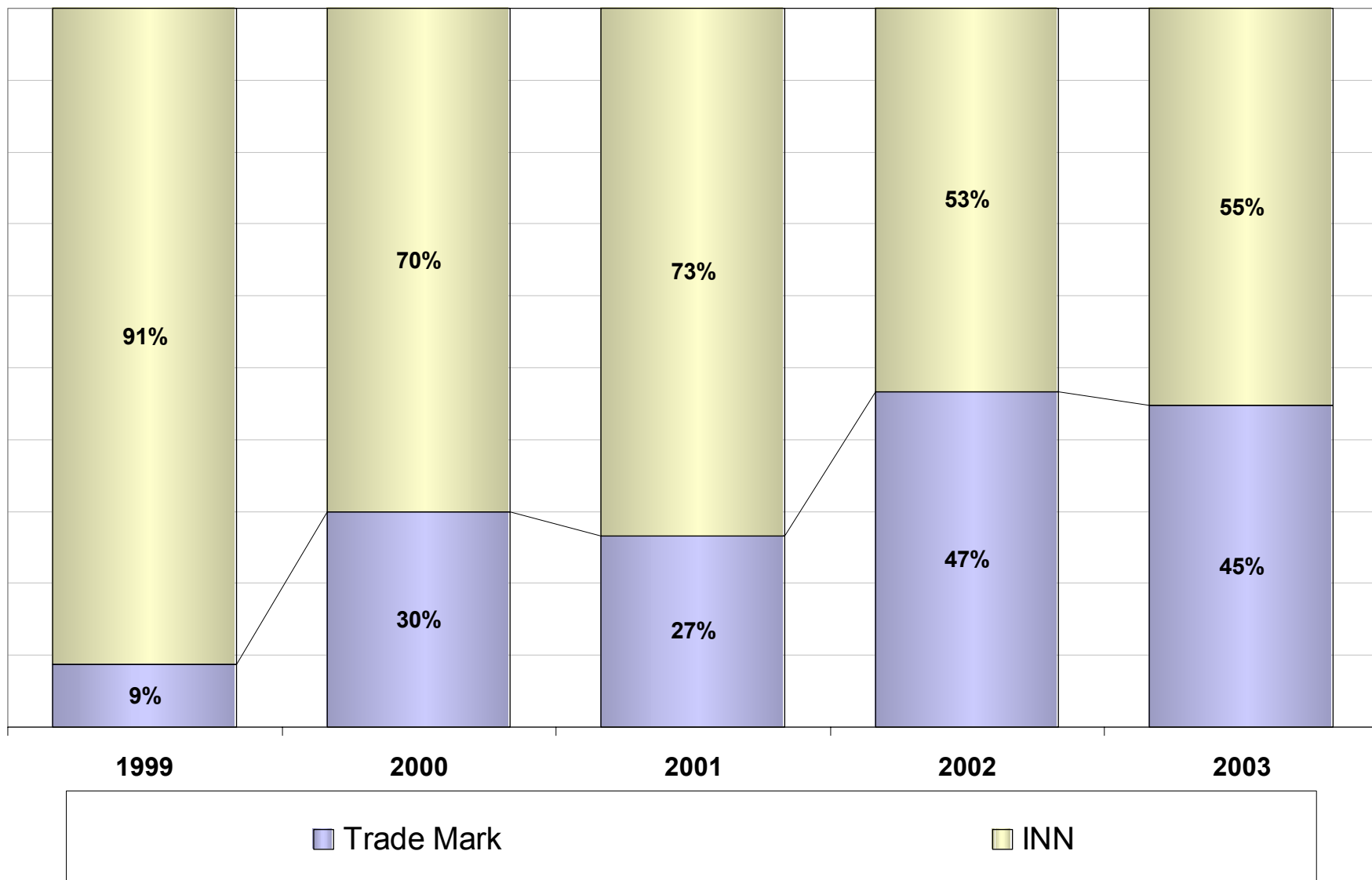
Contribution to growth of sales*





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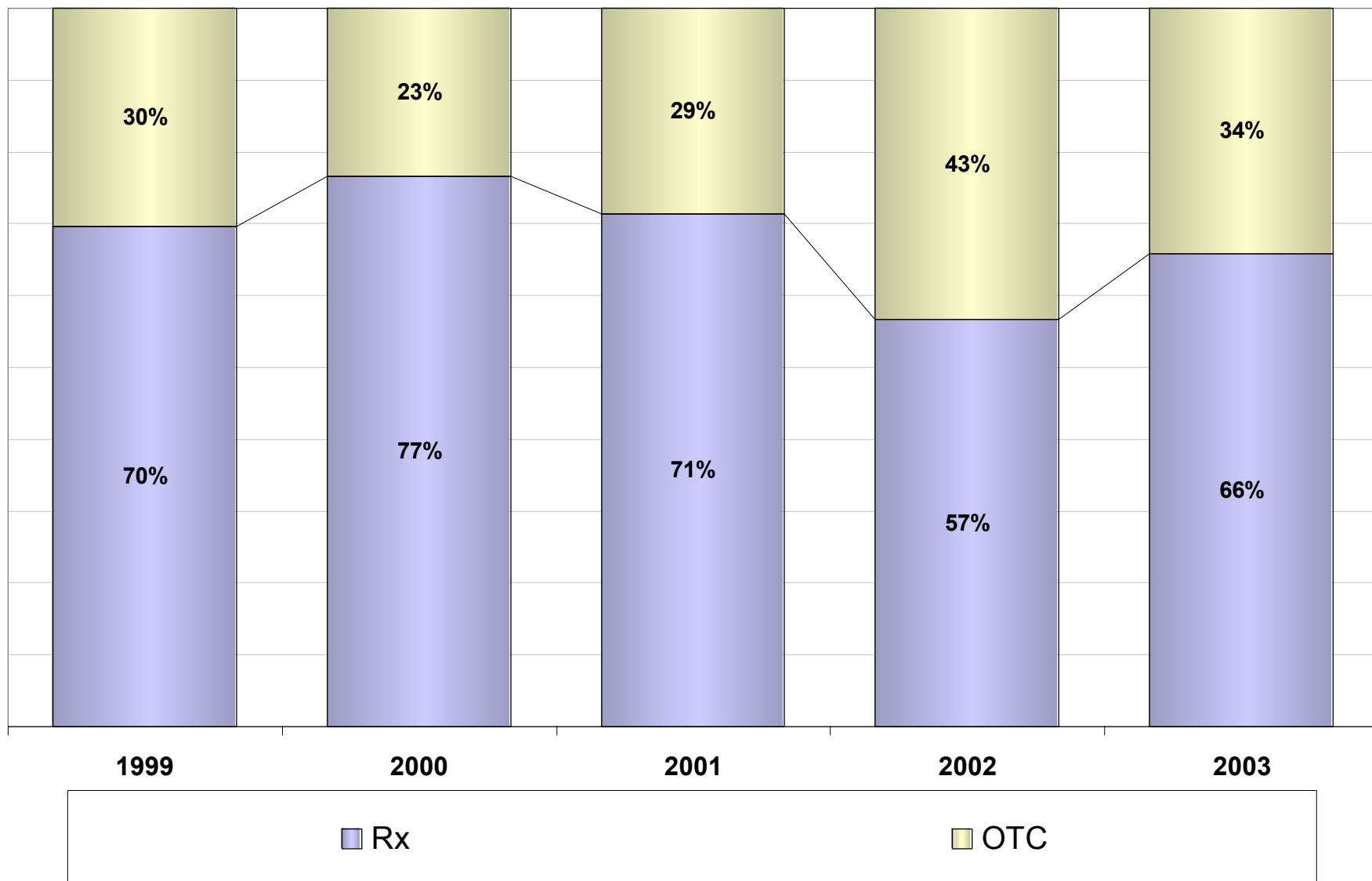
Structure of new products





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Structure of new products





Important Issues

- Who needs new products?
- What kind of new products we need to offer?
- How to choose new products?
- How to launch new products?
- Do new products provide your growth?
- Are Russian producers different?