

Conducting a Pack and Label Regional Strategy Assessment

The client is an international biotech company that focuses on the discovery, development, and commercialization of RNA interference therapeutics for genetically defined diseases. The company has experienced substantial growth over the past year and forecasts additional growth and expansion with their upcoming pipeline therapies.

With the company's rapid growth, the level of supply chain complexity has increased substantially. Clarkston Consulting was tasked with conducting a pack and label regional strategy assessment for the client's largest product across 40 markets to look into the feasibility of a regional-based model that would optimize cost and lead times.

Life Sciences Case Study

PROJECT OVERVIEW

INDUSTRY



Biotech

PRODUCTS AND SERVICES



RNA interference therapeutics for genetically defined diseases

PRIMARY OBJECTIVES

- Define pack site strategy for all launched SKUs and expected market launch up to 2027 for largest therapy
- Minimize the end-to-end cost of packaging and distribution, including transportation costs for materials and finished goods to market
- Decrease cycle time from production to availability at distributor
- Improve right-first-time set up for new pipeline therapies

RESOLUTION

- Met with cross-functional team, including CMO Management, Planning, Regulatory, and Logistics functions
- Collected data on 40 markets, distribution costs and lead times, pack site pricing, and capabilities
- Assessed current SKU portfolio and distribution flows based on data collection
- Identified optimal pack site strategy for each SKU, balancing redundancy, regionalization, and cost neutrality
- Developed a recommended pack and label site assignment for all SKUs
- Identified long-term/ideal-state recommendations based on data collected, benchmarking, and SME interviews
- Delivered executive read out summarizing short- and long-term recommendations for implementation

KEY BENEFITS

- A recommendation roadmap that supports regionalization with both short-term and long-term activities, including suggestions for where each current and future SKU per market should be packed to optimize lead times and cost efficiencies
- A repeatable approach to assess further expansion into additional markets or future products thanks to the team's shared data collection output and regional strategy summary



KPIs

- Analyzed pack site pathways for 40+ markets across over 50 categories
- Spoke to/interviewed ~20 SMEs for data collection and preliminary insights
- Implemented recommendations should reduce supplier lead times, lower freight cost per unit, and better support scalability

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