

**Problem Statement:**

Your client is in the business of making anti-smoking pills- the way we have those patches and lozenges in the market to curb the urge to smoke. The client wants to sell it at a premium price.

You have been hired to find out if the product can be introduced in a country like India, and if so, what is the expected target market, market share and a feasible price at which the drug should be sold.

- This product is not entirely new; it has been launched in other countries already.
- Unlike lozenges or patches, this product is completely nicotine free – it is 5 times more effective as proved by lab results and 50% of the test results responded to the pill (which in this industry is extremely high number, thus indicating success).
- It is a drug which CANNOT be sold over the counter- it requires a prescribed dosage given by the doctor. It has to be taken for 3 months daily, 3 times a day.
- Price of lozenges/nicotine patches is Re 1/unit.

The following questions MUST be answered in your analysis:

1. Suggest a suitable price per unit of the product.
2. Taking Delhi as a base case and a price of Rs 5/unit, estimate total market (in INR).
3. What will drive our market growth?
4. What are the extra costs involved?(for eg:sales)