



TEAM CONTACT

Rutger van der Lee
+31 6 5068 1186
Rutger.vanderlee@mfib.nl

Hans Steensma
+31 6 4509 8650
Hans.steensma@mfib.nl

Edo Offerhaus
+31 6 5156 1481
Edo.offerhaus@mfib.nl

OFFICE

MFIB Group
Rembrandtlaan 17
1412 JM, Naarden
info@mfib.nl
www.mfib.nl

OTHER MFIB FORMATS

- Market disruption & innovation programs
- Mergers, acquisitions & JV Stress Testing
- Cyber Security & Risk assessment programs
- Complex project plan Stress Testing
- Interdisciplinary team alignment programs
- High performance team building events



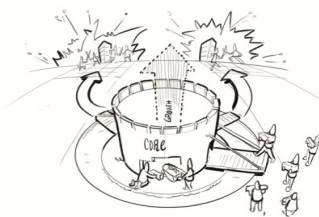
Explore
Manoeuvre
Engage
Succeed.

Competitive Counter-Strike Program in Pharma

While most pharmaceutical companies spend substantial money, time and effort to launch their own products, very few companies prepare and execute comprehensive counter-launch plans to anticipate, undermine and defeat competitive launch products. Pharmaceutical companies must learn to compete as offensively as other industries such as telecommunications, manufacturing and consumer electronics. The most important time to compete is actually before the product launch period*.

Pre-empt & Defend against the launch of a competitive product

In the pharmaceutical marketplace, the product launch is essential to the short- and long-term success of a drug. If a company can undermine a competitors product launch, it will severely hamper the market penetration and success of the challenger for years to come. Successfully launching a counter-strike campaign, requires a systematic, integrated approach & flawless execution.



Military Formats in Business

The Military are experts in preparing, executing & succeeding in highly hostile environments. MFIB Group uses these principles and concepts to help businesses design competitive counter-strike programs.

The MFIB Group Competitive Counter-Strike Program consists of 3 phases:

- Analysis phase – Intelligence gathering
- Simulation phase – War Gaming
- Execution phase – Action planning & implementation

Business War Gaming

- Business war gaming is a dynamic simulation of a real situation, providing information and experiences to shape strategic decisions and prepare the ground for successful implementation.
- War gaming paints a dynamic picture of the battlefield and allows for incorporation of interdependent moves of all relevant players on the battlefield.
- War gaming enables an organization to be well prepared to turn Strategy into Action. It builds agility and appreciation of the dynamics of the Battlefield. It enables teams to act decisively "in the heat of the fight".



MFIB Group references

MFIB Group has conducted programs in Europe, Asia and the USA for:



* Quotes by Dr. Stan Bernard