

China's Pharmaceutical Industry - Porter's Five Forces Strategy Analysis

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Abstracts

Aruvian Research analyzes China's Pharmaceutical Industry in the Michael Porter's Five Forces Analysis. It uses concepts developed in Industrial Organization (IO) economics to derive five forces that determine the competitive intensity and therefore attractiveness of a market.

Pharmaceutical is one of the most intense "Knowledge Driven" industries, which is continually in a state of dynamic transition. Diversities in life forms and diseases pose stiff challenge to the design of specific and targeted solutions. The process of "drug discovery/invention" is elaborate requiring on an average 8-10 years at a cost of US\$ 300 million to reach a new drug to the market.

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