

# Japan Biosimilars



## Competitive Analysis of Select Biosimilars Sales and Marketing Organizations

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The global biosimilars market is growing with new entrants being approved at a rapid pace. PharmaForce International is committed to being your organization's reliable source for primary market intelligence in the emerging biosimilars therapeutic area. PharmaForce International is the market leader in biosimilars market intelligence and benchmarking in Japan.

Details for each company in the report include:

- Strategic overview of the biosimilars franchise
- Distribution of key sales and marketing personnel by type
  - Medical Representatives by group/specialty
  - District Managers
  - Product Managers
  - Senior Management
  - Medical Liaisons
- Structure of the sales and marketing organization
  - Organizational chart/reporting relationships
- Management of the product portfolio
- Prioritization of products among key physician audiences
- Allocation of details by target physician audience
- Typical compensation package for biosimilar Medical Representatives
  - Average salary
  - Average bonus
  - Typical perks

\* Due to new market entrants, additional companies will be profiled in 2017

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