

- Exercise 1: Developing URS



- **Scenario\***
  - In your company, a new R&D product is completing a phase III with high expectation from investors. This product is a new class of oncolytic targeting a wide range of cancer. This product presentation is a highly dense white liquid emulsion in 5 ml vials. Peak sales are expected to be 25 million units a year. A lot size will be 100,000 units. Fill level will be 3ml.
  - Your management is asking you to develop a URS document to find the best supplier. The only recommendation is to place an order in 6 months because production launch must be in 2 years to respond to patient needs and shareholders' expectations.
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- (\*) base scenario purely fictive to illustrate challenges in developing a URS.