



Genentech

A Member of the Roche Group

OPERATIONS STRATEGY

By Group 1

Company Overview

Founded: 1976 by Robert Swanson & Dr. Herbert Boyer, pioneers of recombinant DNA technology

Mission: Use genetic information to develop innovative biotherapeutics for unmet medical needs

Focus: Specializes in cancer treatments; strong pipeline of breakthrough drugs

Key Achievements:

15 FDA-approved drugs by 2004, including Rituxan, Herceptin, and Avastin.

First U.S.-approved biotech product (human insulin) in 1982.

Financial Highlights (2003):

Revenue: \$3.3 billion, Net Income: \$563 million.

Top product: Rituxan (\$1.5 billion sales).

Ownership: Roche holds 60% stake; valued at \$52 billion in 2004.

R&D Leadership: Known for developing groundbreaking cancer drugs and advancing biotechnologies.

Case Overview

*Year: 2004

*Scenario:

- Genentech's breakthrough cancer drug, **Avastin**, was approved by the FDA in February 2004 for metastatic colorectal cancer.
- Rapid market penetration with Avastin prescribed to nearly 50% of U.S. colorectal cancer patients within nine months.
- Potential expansion into treatments for breast, lung, ovarian, and pancreatic cancers, significantly increasing demand.

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Marcel A. Müller



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