

The Research Center Pharmaceutical Engineering GmbH (RCPE) is a global leader in pharmaceutical engineering sciences. We help our partners create and manufacture advanced medicines for patients worldwide through optimizing products and processes.

## **PAID DIPLOMA / MASTER'S THESIS**

# **STRATEGIC AND ECONOMIC ASSESSMENT OF A NEW PHARMACEUTICAL CLEANING BUSINESS LINE AT RCPE**

Ref. No. DA194

To dedicated students of Business Administration, Economics, Business Analytics and Data Science or related fields with a strong interest in market analysis, strategy development and financial feasibility studies in the pharmaceutical industry.

## **Objective**

The objective of this Master Thesis is to develop a solid business case for a new RCPE service line offering consulting and project support on pharmaceutical cleaning procedures to equipment manufacturers and pharmaceutical companies. The student will analyse the market potential and competitive landscape (including typical service offerings and price levels), assess demand and willingness to pay of potential clients, identify RCPE's internal capability gaps and required investments, and build financial scenarios (costs, revenues, break-even, profitability). Based on these results, the thesis should provide clear, data-driven recommendations on whether, when and how RCPE should enter this market and how such a service should be positioned and structured.



## **Within the framework of this diploma / master's thesis we offer the following**

- Extensive participation in a top-level and industrially relevant research project in an international environment
- Supervised training in the task
- Assistance of experienced staff with the implementation of innovative ideas
- Access to highly modern infrastructure on campus of Graz University of Technology

## **Financing**

- Compensation on the basis of a service contract

If you are interested in writing your thesis at the interface between university research and industry/ business and to contribute to the optimization of product and process development in the pharmaceutical industry, please apply directly via our website.

## **Contact**

<https://careers.rcpe.at/>

