

PALFORZIA: VALUING A TREATMENT FOR PEANUT ALLERGY

INTRODUCTION

Aimmune Therapeutics' Palforzia is an excellent exemplar of new methods in the treatment of food allergies. In this paper, the analysis of the worth of Palforzia as a case study is carried out based on medical, financial and market aspects. This article focuses on the primary components of the valuation process, and the reader acquires the adequate background of the strategic motives of the procedure.

MARKET POTENTIAL

Market development for Palforzia has a lot of potential based on the increased population of people being diagnosed with peanut allergy. Thus, the global food allergy treatment market is expected to grow in the future, and Palforzia will occupy a considerable portion of it. The valuation has to include the size of the market, the growth rates in the market, and the competition in the form of current and potential other treatments.



STRATEGIC IMPLICATIONS

The factors that categorize this type of activities are the opportunities for the formation of joint ventures, licensing, and entering the foreign markets. This is also the case as observable from structures that failed due to lack of regulatory approvals, inability to patent products, and lack of capacity to increase production. Such factors notably influence the business value and the development plan of Palforzia.



CONCLUSIONS

Palforzia valuation involves analyzing medical, market, and financial factors and therefore involves a blend of such factors. Thus, through the in-depth assessment of these factors, the stakeholders are able to have effective assessment of the prospects of the treatment together with the best possible strategies to be employed in achieving the said prospects. This paper provides useful insights for scholars who like to study the factors that can make valuation of new medical treatments cumbersome.

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