



Market Opportunities in Animal Research Imaging

PROFILE

CLIENT TYPE

- medical device/imaging
- medical diagnostics
- medical IT/eHealth
- multi-national
- start-up

PROJECT CATEGORY

MARKET RESEARCH

- custom market analysis
- competitive intelligence
- partnering analysis

MARKET PLANNING

- opportunity analysis
- marketing mix analysis
- pricing optimization
- customer satisfaction

BUSINESS PLANNING

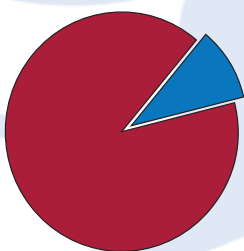
- concept testing
- business models
- business plans

MARKET

- USA/Canada
- Europe
- Asia

METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



BACKGROUND

The company is a Fortune 100 medical imaging company seeking to evaluate the stage of the animal imaging market in North America. The company believes that the market is mature as well as strategic. Animal imaging includes but is not limited to microCT, microMRI, microPET or SPECT.

CHALLENGE

To predict the need and growth rate for sophisticated small animal anatomical and functional imaging. Due to the strategic nature of the project, the research had to be conducted in a very confidential way. The area of animal imaging is difficult to investigate since it also relates to the highly sensitive drug discovery market. Existing players were either academic centers or small companies operating independently or in collaboration with Pharma and/or CRO companies.

SOLUTION

The MarkeTech Group conducted a competitive intelligence analysis and a customer analysis. The intelligence effort involved a review of existing players, their offerings and their product pricing. The customer analysis determined needs using a structured interview methodology with academic research leaders, CROs, and biotech/Pharma technology buyers/users.

IMPACT

The MarkeTech Group was able to provide a forecast of potential sales and the estimated installed base in each modality for the US market. The customer relied heavily on that forecast as well as competitive intelligence when it made the decision to enter the market and acquire a key player.



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