

CASE STUDY



Client: A global device manufacturer with a network of 200+ distributors across the globe



SG Analytics
Solve. Synergise. Surpass.



4
Countries



15+
Competitive
Benchmarking



20
Global players
Pricing analysis



35
Expert Interviews



CHALLENGES

Our client was looking to set up a new business in the niche European hygiene market. The client wanted to create a business plan and devise a marketing strategy.



APPROACH

SGA's Business Consulting team adopted a three-pronged approach for assessing the competitive positioning of the client's product, identifying market potential, and devising a robust marketing plan based on the target market ecosystem.

1*) Used domain expertise backed by secondary research along with primary research to:

- Define relevant market forces and understand the product & business requirements for operating in the target market
- Define pain points
- Recognize the market drivers and outline the future trends and market drivers

2*) Analyzed market data to predict the future market conditions, assessed regulatory environment and conducted market valuation for business feasibility while factoring in the competitive market positioning

3*) Provided actionable recommendations based on the intelligence gathered to identify market potential, create sound financial projections and devise a comprehensive marketing strategy

*) Communicate with the client at all stages of the project and incorporate any feedback, reducing the turnaround time and ensuring the final deliverable meets the client expectations.



Regulations

EU council directive on Medical Device (MDD)
German Medical Devices Act (MPG)
Infection Protection Act
(Infection Protection Act reformation, Updated in 2011)
EN1500 , EN12791 , EN 1276 / EN1650



VALUE DELIVERED

“The client appreciated the work done by SG Analytics considering the intricacies of the business plan and acknowledged the efforts to help launch successful business venture in niche segment”



Highlighted the customer pain points & product regulatory scenarios for better understanding of market drivers and product value proposition in the target region.



Competitive benchmarking and product pricing analysis enable sound positioning of the product in the target market. Recommended sales strategy and effective partnerships for the successful launch of the product.



Robust business plan enables the client to raise approximately USD50 million and find strategic partners to help in marketing the product.