



THE FOLLOWING CASES GIVE AN EXAMPLE OF OUR SERVICES



Oculus Innovative Sciences markets the wound management capabilities of the disruptive microcyn®-Technology.

Assignment:

- Market research and recommendation for entry strategy. - Market research attractiveness various European countries (Western and Eastern Europe). - Search, selection and auditing of potential distributors in selected countries.



Philips division Health & Wellness products.

Assignment:

- Analysis of options for the Marketing and Distribution of a new medical device - Touchpoint analysis including sales & marketing implications for planned introduction.



Inogen discarded existing paradigms to design and build an oxygen concentrator that redefines how oxygen therapy is delivered.

Assignment:

- Recommendation for sales distribution channels and entry strategy - Active support during congresses, seminars and exhibitions - Market research on competitive pricing and recommendation for Inogen's pricing strategy - Sales Management for distribution via Oxygen Therapy providers in various European countries - Promotion and front office services for sales direct to patients supported by e-commerce.



Doorzand Medical Innovations specializes in research and development of medical devices in the field of surgery and gynecology.

Assignment:

- Recommendation for international marketing & sales strategy