



## WHAT IS THE REQUIRED INFORMATION?

The key to successful decision making around your business in Europe is knowing the potential and the optimal route-to-market. The MSE advice practice includes consultancy services supporting manufacturers and distributors in their business development decision making. MSE delivers information that is clearly specified in the agreed upon assignment between the client and MSE.

### **Manufacturers of Medical Technology**

Do we have sufficient information and experience to direct our expansion? This is a question device manufacturers pose themselves. MSE is approached when research and advice is needed to gather the required information and to finalise the view on marketing strategy for business expansion in Europe.

Our work includes:

- Quick scan into market potential
- Deep Scan to deliver market attractiveness and product positioning
- Assessment of path to reimbursement for client's specific product portfolio
- Market statistics: volume and pricing
- Analysis on organisational effectiveness
- Overview of competitive analysis
- Advise on marketing strategy (positioning, entry, sales policy)
- Advise on internal and external marketing and sales organisation
- Advise on product profitability improvement

### **Distributors of Medical Technology**

To distribution companies, representing several manufacturers for a given market or market segment, business development is crucial. Technology changes and new technology is being introduced to the end-user all the time. Distributors need to adjust their portfolio accordingly and need to spend dedicated resources to search and select new opportunities. New technology has to fit their strategy and target customer base. MSE's services are designed to meet these needs. We have the resources and know how to assist distributors with this process.

Our work includes:

- Analysis of trends in a product segment
- Competitive analysis
- Quick scan into market potential for a new product segment
- Analysis on organisational effectiveness
- Advise on internal and external marketing and sales organisation

We work closely together with our clients and often deal with confidential information about their strategy, technology and organisation. The assignment we specify in as much detail as possible, most of the time requires regular contact with our client and we report our progress at agreed upon intervals.