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Fremont, CA

## Sample Case Study : Emerging Market Strategy

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### Problem Statement

- One of our clients, a leading player in Electrophysiology space, wanted to acquire an in-depth understanding of the Indian Electrophysiology market. The client wanted Orbees to capture key trends, Electrophysiology related infrastructure and treatment stakeholders, choice of equipment. The client also wanted Orbees to provide a detailed market model for the space. The client wanted to use the analysis to back-up its decision to enter the Indian Market.

### Orbees Approach

- Orbees first conducted secondary research using India specific journals and sources.
- Incidence and prevalence rates, electrophysiology related infrastructure, procedural volumes and key trends were captured.
- Through secondary research Orbees also identified key hospitals and opinion leaders.
- Key opinion leaders indentified during secondary research were interviewed to gain further information and also validate information acquired through secondary research.
- Data was analyzed and presented in a final power point format.
- A detailed market model with procedural volumes, units per procedure, cost per unit, market size and complete share was prepared for disposables and capital equipment market.
- The market size and procedural volumes were forecasted for a five year period.

### Outcomes

- The market model and forecast helped the client reach a decision regarding it's entry into the Indian Market.
- Trends, infrastructure and treatment stakeholder information, KOL perceptions, equipment choice and competitor share helped the client understand the market and tailor its strategy.
- Location, treatment volumes and infrastructure related information regarding key hospitals and also treatment stakeholders provided a value add to the clients future marketing efforts.

