



Business Planning for a Corporate Start-Up

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

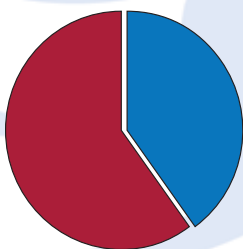
- concept testing
- business models
- business plans

MARKET

- USA/Canada
- Europe
- Asia

METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



BACKGROUND

Historically, this large software engineering group of a major medical device company designed and wrote the software for imaging devices developed by other corporate divisions. Corporate management made a strategic decision that the group should become a profit center, selling systems to internal and external customers.

CHALLENGE

To develop the core elements of a strategic business plan based upon customer and market feedback, and “to sell” it to corporate management.

SOLUTION

After developing an understanding of the product and services lines, The MarkeTech Group identified the critical issues likely to govern the purchase of software systems by third parties or end customers in the large medical device market. The team tested these issues by conducting 60 in-depth interviews with thought leaders in the US and Europe (clinicians and administrators).

IMPACT

In less than eight weeks, The MarkeTech Group helped develop and support the strategy to convert the software engineering group from a cost center to a profit center. Findings from the interviews identified key market opportunities for the development of a convincing business plan. The group proposed a new business model that received high marks from the entire executive team. Results were presented to the CEO.



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