

CANCER DIAGNOSTICS MARKET
New Product Development Opportunities,
Market Penetration Strategies, Entry Barriers and Risks

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Major Product Development Opportunities

- A. Reagent Kits and Test Systems/Panels
- B. Instrumentation
- C. Computers, Software and Automation
- D. Auxiliary Products

Design Criteria for Decentralized Testing Products

Alternative Market Penetration Strategies

- A. Internal Development
 - B. Collaborative Arrangements
 - C. University Contracts
 - D. Distribution Strategies
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- 1. Marketing Approaches
 - 2. Product Complexity
 - 3. Customer Preference
 - 4. Established Suppliers
 - 5. Emerging Suppliers
 - 6. Major Types of Distributors
 - 7. Market Segmentation Factor

Potential Market Entry Barriers and Risks

- A. Market Maturity
- B. Cost Containment
- C. Competition
- D. Technological Edge and Limitations
- E. Patent Protection
- F. Regulatory Constraints
- G. Decentralized Testing Market Challenges