

**MOLECULAR DIAGNOSTIC PRODUCT DEVELOPMENT OPPORTUNITIES,  
MARKET PENETRATION STRATEGIES, ENTRY BARRIERS AND RISKS**

**Table of Contents**

**1. Major Product Development Opportunities**

- a. Instrumentation**
- b. Reagent Kits and Test Systems/Panels**
- c. Computers, Software and Automation**
- d. Auxiliary Products**

**2. Design Criteria for Decentralized Testing Products**

**3. Alternative Market Penetration Strategies**

- a. Internal Development**
- b. Collaborative Arrangements**
- c. University Contracts**
- d. Distribution Strategies for Decentralized Testing Markets**

**1. Marketing Approaches**

**2. Product Complexity**

**3. Customer Preference**

**4. Established Suppliers**

**5. Emerging Suppliers**

**6. Major Types Of Distributors**

**7. Market Segmentation**

Table of Contents (continued)

**4. 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**