



MEDICAL DEVICES



PHARMACEUTICALS



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This report is being updated. Subscribers will receive complimentary copies of the previous edition while the new report is in preparation.

Top 10

World's Leading DIAGNOSTICS Companies

A NEW THOUGHT-PROVOKING REPORT ON PERFORMANCE, CAPABILITIES, GOALS AND STRATEGIES OF THE MAJOR COMPETITORS IN THE WORLDWIDE DIAGNOSTICS MARKET

- Abbott
- Bio-Rad
- Bayer Diabetes
- J & J
- Becton Dickinson
- Roche
- Becton Dickinson
- Siemens
- BioMerieux
- Sysmex

Available by Company and Section!

Contains nearly 1,000 pages and 70 tables

Includes a 95-page Worldwide Market Overview

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VENTURE PLANNING GROUP

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INFORMATION • INTELLIGENCE • ANALYSIS • INSIGHT

Rationale & Objectives

A strategic assessment of the competitive environment is unquestionably one of the highest priority management responsibilities -crucial to business survival, growth and profitability. Timely and factual competitive intelligence is vital to the success of all business functions, especially Planning, Marketing, R&D and Manufacturing. In a highly dynamic and fragmented in vitro diagnostics market, besieged by intense competition, rapid pace of technological innovations, and the uncertainty regarding future government regulations, the ability to anticipate new competitive product introductions and marketing strategies is particularly important... and can spell the difference between success and failure.

The **Top 10**, a unique series of market intelligence studies first introduced by VENTURE PLANNING GROUP in 1987, is designed to provide the in vitro diagnostics industry executives, as well as companies planning to diversify into the diagnostics field, with strategically significant competitor information, analysis and insight, critical to the

development and implementation of effective R&D and marketing programs. The study's major objectives include:

- To establish a comprehensive, factual and cost-effective information base on performance, capabilities, goals and strategies of the world's leading in vitro diagnostics companies.
- To help current diagnostic product suppliers realistically assess their technological, financial and marketing capabilities vis-a-vis leading competitors.
- To assist potential market entrants in evaluating prospective acquisitions and joint venture candidates.
- To complement organizations' internal competitor information gathering efforts by providing strategic analysis, data interpretation and insight.
- To identify the least competitive market niches with significant growth potential.

Study Content

WORLDWIDE MARKET DYNAMICS AND TRENDS

The study will provide an approximately **55-page** worldwide strategic overview of the in vitro diagnostics market, including the Five-year reagent and instrument sales forecasts for major testing locations (hospitals, commercial/private laboratories, physician offices/group practices, blood centers, personal testing and others) and major laboratory disciplines (blood typing/grouping, chemistry/immunoassay, coagulation, hematology/flow cytometry, histology/cytology, microbiology/serology, urinalysis and others).

Moreover, the five-year worldwide sales projections for the most dynamic market segments, such as molecular diagnostics, infectious diseases, tumor markers, and personal testing will be developed.

In addition, the study will provide a concise review of the major U.S. and international regulatory, economic, demographic and social trends with potentially significant impact on the in vitro diagnostics market during the next five years.

COMPANY STRATEGIC ASSESSMENTS

The following companies have been selected as the **TOP 10** suppliers with the highest worldwide sales of in vitro diagnostic products:

- | | |
|---------------------------|--------------------------------|
| • Abbott | • Bio-Rad |
| • Bayer Diabetes | • Johnson & Johnson |
| • Beckman Coulter | • Roche |
| • Becton Dickinson | • Siemens |
| • BioMerieux | • Sysmex |

For each of the **TOP 10** companies, the report will provide an approximately **95-page** strategic analysis, including:

EXECUTIVE SUMMARY

- A 4-7 page synopsis of key sections.

BUSINESS ORGANIZATION

- History of the diagnostics business evolution important to the understanding of the company's corporate culture, management mentality and strategies.
- Most recent significant acquisitions, divestitures and organizational changes.
- Current organizational structure.

SENIOR MANAGEMENT

- Profiles of senior managers.

FACILITIES AND EMPLOYEES

- Major administrative, manufacturing and R&D facilities in the U.S. and abroad.
- Manufacturing practices.
- New plants under construction.
- U.S. and international work force size and distribution.

TECHNOLOGICAL KNOW-HOW

- Internally developed and acquired in vitro diagnostic technologies.
- Know-how in biotechnology, engineering, electronics and other related fields.
- Proprietary technologies and patent litigations.

PRODUCT PORTFOLIO ANALYSIS

- Review of major product lines.
- Specifications, features, advantages, weaknesses, introduction dates and prices of current analyzers, reagent systems and ancillary products.

MARKETING TACTICS

- The U.S. and international sales force.
- Distribution approaches for centralized and decentralized testing markets.
- Healthcare system programs.

- Selling options: reagent plans, leasing, etc.
- Major promotional tactics, e.g., pricing, discounts, advertising, seminars, product literature, newsletters, workflow evaluation etc.
- Instrument service and support.

INSTRUMENT PLACEMENTS AND INSTALLED BASE

- Instrument placements and total installed base in the U.S. and international markets, by analyzer type and model.

SALES AND PROFIT GROWTH

- Five-year U.S. and international sales and operating profit performance.
- Reagent and instrument revenue by product line and geographic region.

R&D EXPENDITURES AND MAJOR PROGRAMS

- Estimated R&D budget.
- Research facilities and staff.
- New technologies, and products in development, including their specifications, anticipated prices and introduction dates.

COLLABORATIVE ARRANGEMENTS

- Major joint venture, distribution, O.E.M. and licensing partners, both industrial and academic.
- Terms of collaborative agreements and specific products involved.

STRATEGIC DIRECTION

- Specific business, new product development and marketing strategies.
- Anticipated acquisitions, joint ventures and divestitures.

COMPARATIVE ANALYSIS

In this section of the report, the Top 10 companies will be ranked according to the following criteria:

- Reagent and instrument sales and market shares in the U.S. and abroad.
- Operating profit.
- R&D expenditures.
- Sales force size in the U.S. and abroad.
- Relative technological capabilities and marketing posture.
- Overall strategic position for future growth.

Methodology

INTERVIEWS

The study will be based on interviews with Top 10 companies' executives, experts from leading medical research centers, customers, joint venture partners, financial analysts, and others knowledgeable of the companies' operations and strategic directions.

INDUSTRY SHOWS

Information gathered from industry shows, marketing conferences and scientific symposia will be also included in the report.

VENTURE PLANNING GROUP'S DATABASE

Venture Planning Group's proprietary data files contain current information on major diagnostics companies, technologies, products and executives worldwide, and have been developed in the course of over 100 syndicated and numerous single-client studies. These files will be thoroughly searched to retrieve any information pertinent to the Top 10 companies' capabilities and strategies.

SECONDARY INFORMATION SOURCES

A comprehensive review of the Top 10 companies' product and financial literature, business and technical periodicals, marketing and technical meeting presentations, patents, and pertinent industry analyst reports will be conducted.

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