

NAT Product Development Opportunities, Market Penetration Strategies, Entry Barriers and Risks

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Abstracts

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Highlights

Identifies over 60 specific new product development opportunities for NAT instruments, consumables, and auxiliary products.

Proposes “ideal” product models with tentative prices and operating characteristics.

Suggests alternative market penetration strategies for suppliers.

Contains 22 pages

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

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

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