

Tumor Marker Testing: New Product Development Opportunities, Market Penetration Strategies, Entry Barriers and Risks

<https://marketpublishers.com/r/T2999E4CCACEN.html>

Date: February 2012

Pages: 15

Price: US\$ 680.00 (Single User License)

ID: T2999E4CCACEN

Abstracts

Highlights

Identifies major opportunities emerging in the tumor marker diagnostics market during the next ten years.

Proposes "ideal" product models with tentative prices and operating characteristics.

Suggests alternative business expansion strategies for suppliers.

Contains 15 pages

Contents

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
 - 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

I would like to order

Product name: Tumor Marker Testing: New Product Development Opportunities, Market Penetration Strategies, Entry Barriers and Risks

Product link: <https://marketpublishers.com/r/T2999E4CCACEN.html>

Price: US\$ 680.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T2999E4CCACEN.html>