



Whitepaper Market Entry Studies

2023

Market Entry Studies

Germany's central location within the European Union with easy access to all other 26 member states makes it an ideal location for international businesses who want to tap into this very large marketplace. Germany is known for both its innovative small and medium-sized enterprises (SMEs) as well as for its successful global players. The German Medtech market is decentralized and diverse, with interests and needs differing from one facility to another.

In addition to the distinctive business landscape and the associated opportunities for cooperation, Germany offers a highly interesting market for all forms of market entry.

As a first mover in the German healthcare market, one needs to fully understand local market dynamics as well as the competitive environment you operate in. Regardless of what you are trying to achieve, with IFOHRA at your side you'll have the right support to reach your goals. Our team offers you end-to-end expedient knowledge. The divers team at Ifohra knows the pitfalls and hurdles which need to be overcome from the perspective of the international company and provides you with our theoretical knowledge and practical solutions for the right market entry strategy. We draft a feasibility study to provide you with solid evidence that the entry will be valuable. Furthermore, we will support you through the creation of a dedicated team, surveys, the validation of operating strategies and the development of marketing content.

Our Team will provide you with a feasibility study to understand the needs and the drivers of the market and to build up a solid base for the expansion. The first step consists of providing the company with a macro and meso overview of the targeted segment and competitor analysis. This is followed by designing a customised study for the clients, Which includes defining the hypothesis and project goals.

Further we also offer proactive management in the form of workshops and validation strategies. Such studies are backed up with extensive reports, presentations which include data analytics.

These studies can help international companies get an overview of the German Healthcare Market, find their unique space in the market and develop their marketing strategies specifically for the target groups.

Frequently asked questions

Why is a Market Entry Study important?

- Market Entry Studies can give an early insight and build a strong ground for entry.
-

What are the key benefits of Market Entry study?

- Clear understanding of the consumer market
- First contact with clients
- Customised material for marketing according to the market
- Better understanding of the product fit.

How does the Market Entry study work? How long does it take?

- In case of a pilot project based study, after the market research, the study starts with 2 weeks of project design phase where the hypothesis are defined, this is followed by the installation of the product and a comparative analysis to scientifically explain the benefits of the product in the space.
- The monitoring phase can last anywhere between 3 months to 6 months. The goal here is to find answers to the open questions from the design phase and create a comprehensive documentation of the same.
- The wrap up of such a study includes reports, presentations and marketing material, which is done in the last two weeks.

Why IFOHRA?

- Scientific and objective survey method
- Comprehensive overview of healthcare technologies and processes
- Experienced interdisciplinary team from healthcare and industry

ABOUT US

IFOHRA combines competencies from industry and healthcare to implement innovative and human-centered solutions to increase efficiency in the healthcare market. As a spin-off of Medical Valley, IFOHRA has a cross-industry partner network, such as the Ostbayerische Technische Hochschule Amberg-Weiden, MSE Point Out Solution and others.

We are also developing long-term technology plans in the area of 5G infrastructure and digitalization of clinical processes. We work in cooperation with the Medical Valley, which is one of the most dynamic ecosystems in the healthcare industry, both nationally and internationally.

Contact

IFOHRA GmbH
Am Werkkanal 6, 96047 Bamberg
+49-176-45838881
www.ifohra.de