

Providing a Country Attractiveness Index for a European Diagnostic Manufacturer

➔ **Client Objective:** European diagnostic manufacturer wanted to launch its PCR based diagnostic kit in 15 European countries during the recent H1N1 outbreak. The launch was planned in three phases with five countries in each phase. The client wanted us to provide a market attractiveness index for each of the countries.

➔ **IMARC's Process Map:** Leveraged primary and secondary research to identify all the parameters making a country attractive/unattractive for H1N1. After the parameters were identified, IMARC collaborated with the client to assign weights to each of the parameters. After a thorough qualitative analysis which involved both desk based research and in-depth discussions with key industry/government personals, IMARC quantified the list of countries based upon their attractiveness for swine flu diagnostics.

Evaluate and analyze key parameters making the country attractive/unattractive for H1N1 Flu diagnostics.



Level of healthcare expenditure

Total H1N1 antiviral coverage in the country

Total size of the high risk population groups

Total H1N1 vaccine coverage in the country

Pandemic preparedness plan and budget

6weeks



Collaborate with the client and assign weights to each of these parameters.



Based on our qualitative and quantitative analysis of the identified parameters and their weights, we gave our final recommendations to the client.