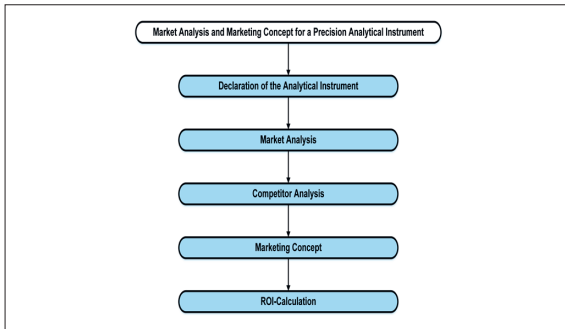




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## Market Analysis and Marketing Concept for a Precision Analytical Instrument



This work describes the results of a market study on a precision analytical instrument and the creation of a marketing concept. In the first part, the market study, the goal was to get an overview of the current market and to identify requirements for a perspective product. The market study includes a market overview and a competitor analysis. Important market information was taken from two business reports. The market is with more than US\$ 800 million very large and it is predicted to grow further. The competitors have been examined using defined criteria. This way, devices have been found, which match the vision of a new product from the client, who placed the order for this project. Through this it is apparent that it is used more in a specific sub-market and applied to certain applications.

	2016 (Million \$)	2018 (Million \$)	Size in %	Growth Rate per Year
<b>Products</b>				
Product 1	280	313	28	5.72%
Product 2	220	246	22	5.74%
Product 3	150	201	18	5.07%
Product 4	90	101	9	5.93%
Product 5	80	89	8	5.48%
Product 6	60	67	6	5.07%
Product 7	40	45	4	6.06%
Product 8	30	34	3	6.45%
Product 9	20	22	2	4.86%
<b>Applications</b>				
Application 1	300	335	30%	5.67%
Application 2	270	302	27%	5.76%
Application 3	180	201	18%	5.67%
Application 4	250	279	25%	5.64%
<b>Geographical</b>				
China	340	—	34%	—
Germany	310	—	31%	—
USA	120	—	12%	—
Canada	70	—	7%	—
France	60	—	6%	—
Italy	50	—	5%	—
<b>Total whole market</b>	<b>1'000</b>	<b>1'118</b>	<b>100%</b>	<b>5.70%</b>

In a second step, the marketing concept has been created based on the findings of the market study. The marketing concept contains a well-elaborated product, including the value proposition and a 3D-model for a first sense of the look and feel of this new product. Furthermore, the price was derived from price-performance comparisons with competitors and possible communication and distribution channels are discussed. At the end, a return on investment (ROI) calculation was performed in order to assess the value of the investment for this potential development project.

The findings presented in this study will help the client to take a decision whether to develop a new instrument and to enter the market. Of course, additional aspects might have to be analysed, but a thorough market analysis and deep market understanding are key to a successful project and market introduction.

