

**TUMOR MARKER DIAGNOSTICS MARKET**  
**New Product Development Opportunities,**  
**Market Penetration Strategies, Entry Barriers and Risks**

**Table of 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