

THE BLOOD BANKING MARKET
New Product Development Opportunities,
Market Penetration Strategies, Entry Barriers and Risks

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Major Product Development Opportunities

- A. Blood Typing and Grouping
- B. Infectious Disease Screening
- C. Auxiliary

Alternative Market Penetration Strategies

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts

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