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## **MICROBIOLOGY TESTING: PRODUCT DEVELOPMENT OPPORTUNITIES MARKET PENETRATION STRATEGIES, ENTRY BARRIERS AND RISKS**

### ***Table of Contents***

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# **MICROBIOLOGY TESTING: PRODUCT DEVELOPMENT OPPORTUNITIES, MARKET PENETRATION STRATEGIES, ENTRY BARRIERS AND RISKS**

## **Table of Contents**

### **A. Major Product Development Opportunities**

1. Instrumentation
2. Reagent Kits and Test Systems/Panels
3. Computers, Software and Automation
4. Auxiliary Products

### **B. Design Criteria for Decentralized Testing Products**

### **C. Alternative Market Penetration Strategies**

1. Internal Development
2. Collaborative Arrangements
3. University Contracts
4. Distribution Strategies for Decentralized Testing Markets
  - a. Marketing Approaches
  - b. Product Complexity
  - c. Customer Preference
  - d. Established Suppliers
  - e. Emerging Suppliers
  - f. Major Types Of Distributors
  - g. Market Segmentation

## **Table of Contents** (continued)

### **D. Potential Market Entry Barriers and Risks**

- 1. Market Maturity**
- 2. Cost Containment**
- 3. Competition**
- 4. Technological Edge and Limitations**
- 5. Patent Protection**
- 6. Regulatory Constraints**
- 7. Decentralized Testing Market Challenges**