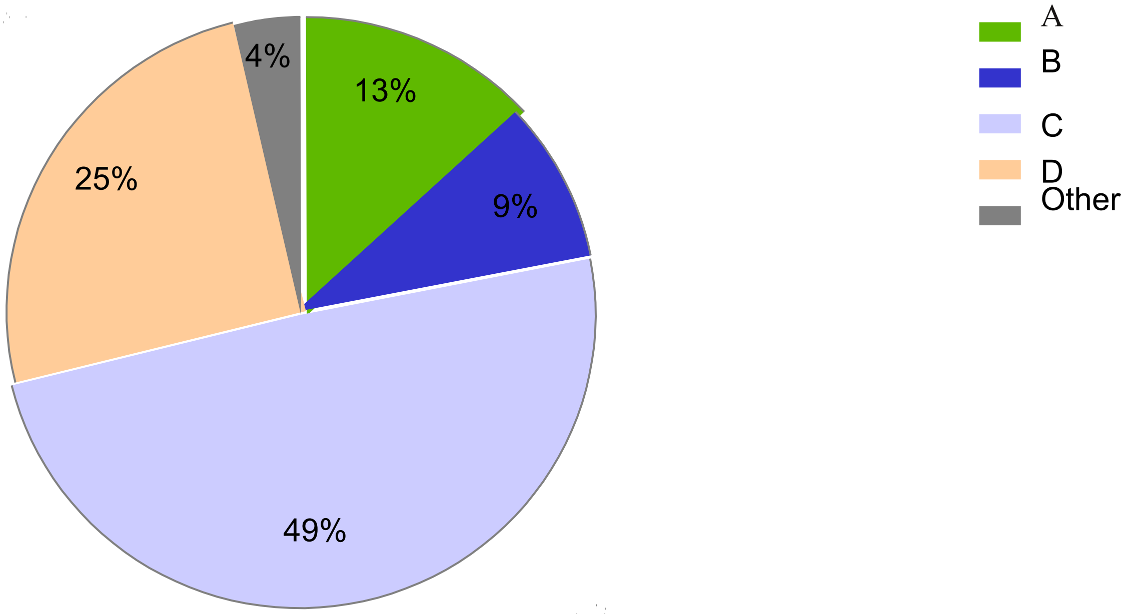
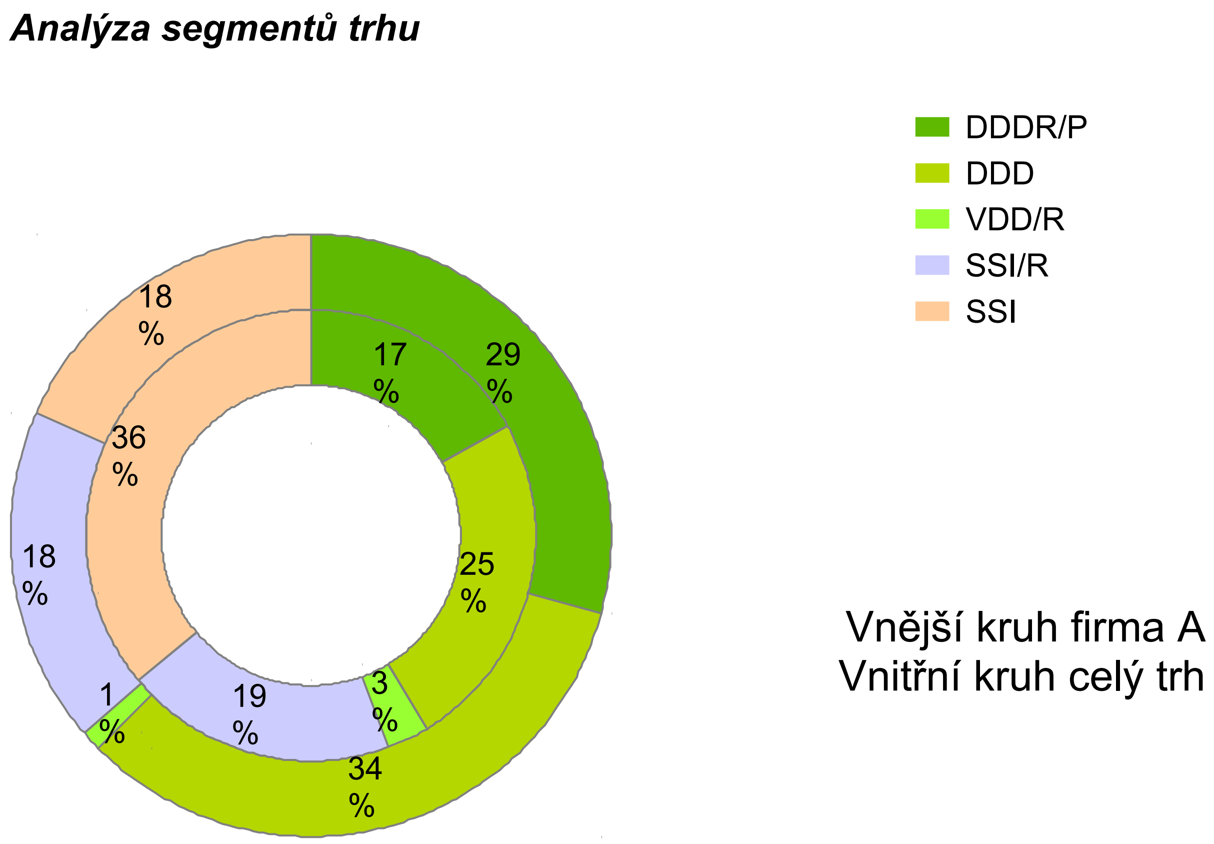
Příklady grafů marketingové analýzy trhu

Český trh – podíly

(celkové prodeje ceny nebo kusy jednotlivé firmy)





Analýza segmentů trhu
DDDR/P
DDD
VDD/R
SSI/R
SSI
18 %
17 %
29 %
36 %
18 %
25 %
1 %
19 %
3 %
34 %
Vnější kruh firma A
Vnitřní kruh celý trh

CZ– analýza konkurence – podrobné info

D Distr.	C Distr.	B Distr.	B	E1 Distr.	A	F2 Distr.	G3 Distr.
2 sales	3 sales, 2 technical	2 sales, 1 technical	1 sales technical	1 sales	2 sales, 1 technical	1 sales	1 sales
Price level 100	Price level 75	Price Level 95	Price Level 95	Price Level 110	Price Level 100	Price Level 95	Price Level 95
Long term rel.ships	Long term rel.ships	Long term rel.ships	Startup last year	Contract terminate d Start direct operations	Good image Relationship s Clinical studies	Have little to attract, except price	Have little to attract, except price
+ Family business	Portfolio. Family style Marketlead er	+ Bundling deals	+ Clean start ICD/HF expertise Technical expertise	+ Complete CRM portfolio	+ AF Image Family style business technical expertise	+ Low price, acceptab le quality	+ Low price
- Managed from Austria	Troubled outlook High hospital debts	- Troubled relation ships	- Distr. heritage	- High price No service for pts	- Slow business drivers for accelerated growth Managed from Holland	- Low end products	- Low end products

A SWOT analysis

Strenghts

High quality products
Innovator image
Leadership in AF therapies
Clinical contact HQ-centers (studies)
Established distributor
- Relationship distributor-physicians
- Financial stability

Weaknesses

Slow business development in new accounts
Minimal relationship with hospital management (distributor)
No "systemic" marketing strategy implemented by distributor
- Diluted effect of markting initiatives
- No product differentiation
- Minimal branding

Opportunities

High attractivity of new products for KOLs interested in clinical studies, highly educated staff
Introduction of new therapies: HF, C-series
Broad clinical programme:
- Studies with possibility to bring new indication
- HQ initiated Clinical Research experience
- Registries

Organizational changes aiming to focus on new accounts

Threats

Uneven distribution of sales: 38% in 2 customers in 2001
Possible pressure on pricing
Frictions coming from attacking current *status quo* (distributors **and** customers)