

Providing a Country Attractiveness Index for a European Diagnostic Manufacturer

➔ **Client Objective:** European diagnostic manufacturer wanted to launch its PCR based diagnostic kit in 15 European countries during the recent H1N1 outbreak. The launch was planned in three phases with five countries in each phase. The client wanted us to provide a market attractiveness index for each of the countries.

➔ **IMARC's Process Map:** Leveraged primary and secondary research to identify all the parameters making a country attractive/unattractive for H1N1. After the parameters were identified, IMARC collaborated with the client to assign weights to each of the parameters. After a thorough qualitative analysis which involved both desk based research and in-depth discussions with key industry/government personals, IMARC quantified the list of countries based upon their attractiveness for swine flu diagnostics.

