



Case Study

India Market Opportunity Assessment for Bio-Medical Waste Incinerators

About the Client

- The client is a leading UK-based bio-medical waste incinerator manufacturer

Business Objective

- The client was interested in India as a potential market for their products and wanted to develop an operational and regulatory understanding of the market and future market attractiveness
- They wanted to look at factors such as impact of an evolving healthcare system on the use of the product, growth drivers, opportunities and challenges, as well as regulatory and legal aspects of doing business in India
- The client was keen to connect with potential Indian customers and partners

Results & Value Add

Our deliverable enabled the client to:

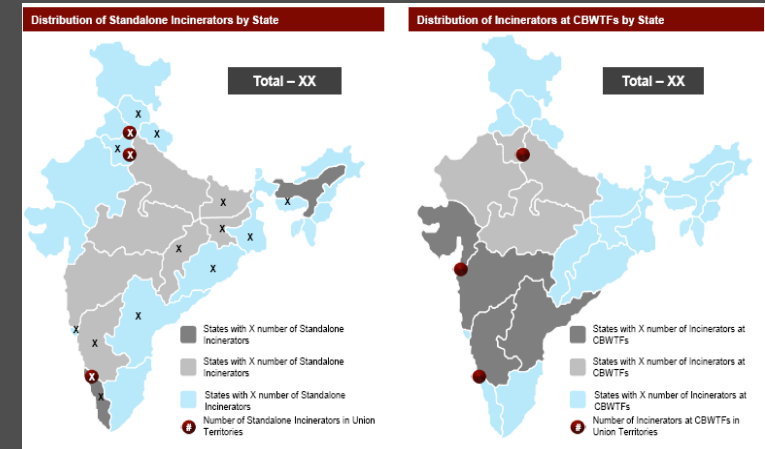
- Understand current and future market and demand for the device, especially given the potential of expansion of healthcare services in India
- Benchmark their products/services with competitors' products and understand competitive landscape
- Connect with relevant decision makers in hospitals and potential business partners

Research Methodology and Approach

The study was divided into two phases:

- **Phase I:** Market and opportunity assessment by leveraging secondary and primary research. Output included :
 - Current and future opportunity for bio-medical waste incinerators
 - Growth drivers for the market and challenges in operating in India
 - Rules and regulations governing current use of the devices and future regulatory developments
 - Detailed coverage of the competitive products and services
- **Phase II:** Networking with key stakeholders (customers/potential customers) and other business partners (distributors, resellers, etc.)
 - Key contacts at major hospitals
 - Networking opportunity with distributors, service providers, etc.

Screenshot





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