TCG

International Business Development
Strategy and Implementation

CASE STUDY

MEDICAL DEVICE COMMERCIALIZATION STRATEGY

Opportunity Assessment and US Market Entry Plan for a New Dental Device

Background

- A European dental products company with unique products wanted to enter the US market.

Challenges

- How to develop the market and grow sales for a unique new product, from an unknown company, in the US market.

TCG Approach

- Define niche surgical segments and positioning that will demonstrate immediate value.
- Avoid traditional distribution channels that lack the ability to develop markets for education-intensive products.
- Build a specialty sales force to reach the defined markets and license in several specialty surgical products to strengthen the value proposition.

Results

- Built and managed a 20 person US subsidiary.
- Grew sales in the defined segments.
- Product line was acquired at a significant premium, to the original investment, four years after US launch

Value to Client

- The parent company's business was subsequently acquired in a successful transaction for the shareholders. The growth and potential of the US operations was cited as a key reason for the acquisition.

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