

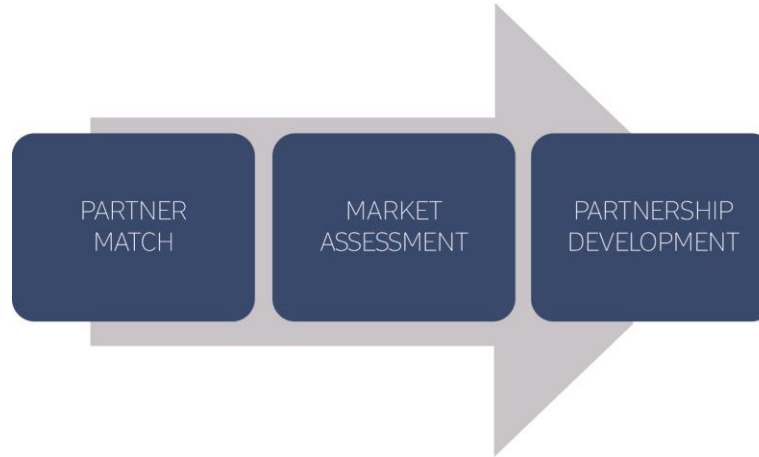


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PARTNER TOOLBOX

THE PROCESS: STEP 1 3



PARTNER MATCH	JOINT MARKET ASSESSMENT	PARTNER MANAGEMENT
<ul style="list-style-type: none">• Partner Roles• Partner Profile• Partner Evaluation & Selection	<ul style="list-style-type: none">• Product• Map• Customer Segmentation• Channels• Stakeholder Map• Key Purchasing Factors• Import & Price Point• Competitor Mapping• Market Position• Go-to-market Plan	<ul style="list-style-type: none">• Business Plan• Partner Monitoring & Assessment



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PARTNER MATCH

PARTNER ROLES



FUNCTION		Who? C = Company P = partner E = Sub-supplier
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Sales phase	- Marketing	P & C
	- PR / media coverage / social media coverage	P & C
	- Business Development	P & C
	- Identification of new customers	P
	- Participation in exhibitions	P & C
	-	
Delivery phase	- Assembly	E
	- Keeping stock / logistics	P
	- Advisory	P
	- Installation	P
	-	
Service phase	- Maintenance	P
	- Supplying spare parts	E
	- Customer education	
	- Call-center function	P
	- Handling customer complaints	P
	-	

PARTNER PROFILE



ORGANIZATION	Weight
<i>eg</i>	
- Quality of management (professional management)	2
- Quality of sales staff	3
- Quality of after sales service	3
- Company reputation	3
- Complementary products in existing portfolio (fit)	1
- Willingness to keep a stock of products	2
- Market coverage	2
- Should have a fair position in the market / with in relevant sector	2
- Familiar with import / proper import handling	3
- Not a manufacturer of similar products (risk of copying)	1
- Service organization	1
FINANCIAL BACKGROUND	Weight
- Ability to finance market development / obtain funding	2
- Sufficient financial strength to develop the market	2
- Ability and willingness to invest in advertising	3
- Sound financial status according to credit reports	3
PRODUCT KNOWLEDGE	Weight
<i>eg.</i>	
- Sector / industry knowledge	2
- Product knowledge	3
- Ability to provide product advisory	3
- Ability to install products	3
- Product portfolio / "fit" (no competing products in existing portfolio)	1
- Technical skills	2
MARKETING RESOURCES	Weight
- Prior experience with target segment / potential customers	2
- Ability to develop and sell branded product / high quality product (not price focused sales)	1
- Geographical coverage	2
- Marketing staff	2
- Dedicated marketing & sales staff	2

PARTNER EVALUATION & SELECTION



Partner Evaluation

	COMPANY 1	COMPANY 2	COMPANY 3	COMPANY 4	COMPANY 5
ORGANIZATION / GENERAL STANDING	12	40	23	24	30
FINANCIAL BACKGROUND	12	12	12	12	12
PRODUCT KNOWLEDGE	12	12	12	12	12
MARKETING RESOURCES	12	12	12	12	12
COMMITMENT	8	8	8	8	8
COMMUNICATION, COOPERATION & SOFT VALUES	4	4	4	4	4
TOTAL	60	88	71	72	78
RANK	5	1	4	3	2



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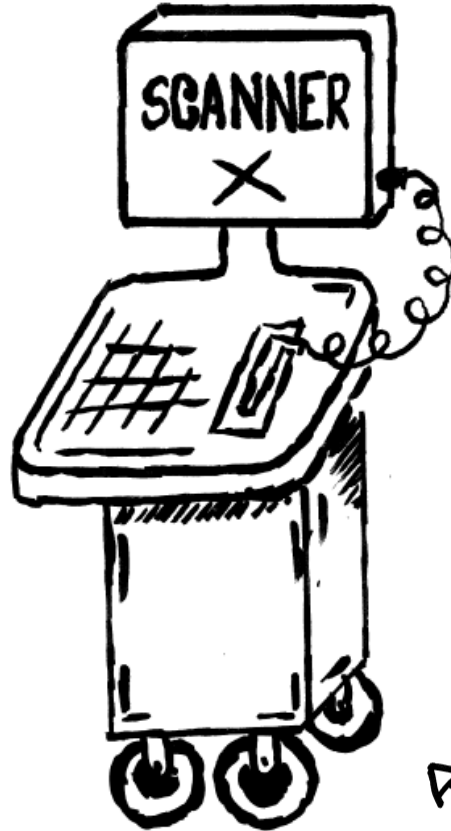
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JOINT MARKET ASSESSMENT

PRODUCT

SCANNER Y
TOO EXPENSIVE

CONSIDER
SERVICE
PACKAGE ↘



↖
INTERFACE
LANGUAGE?

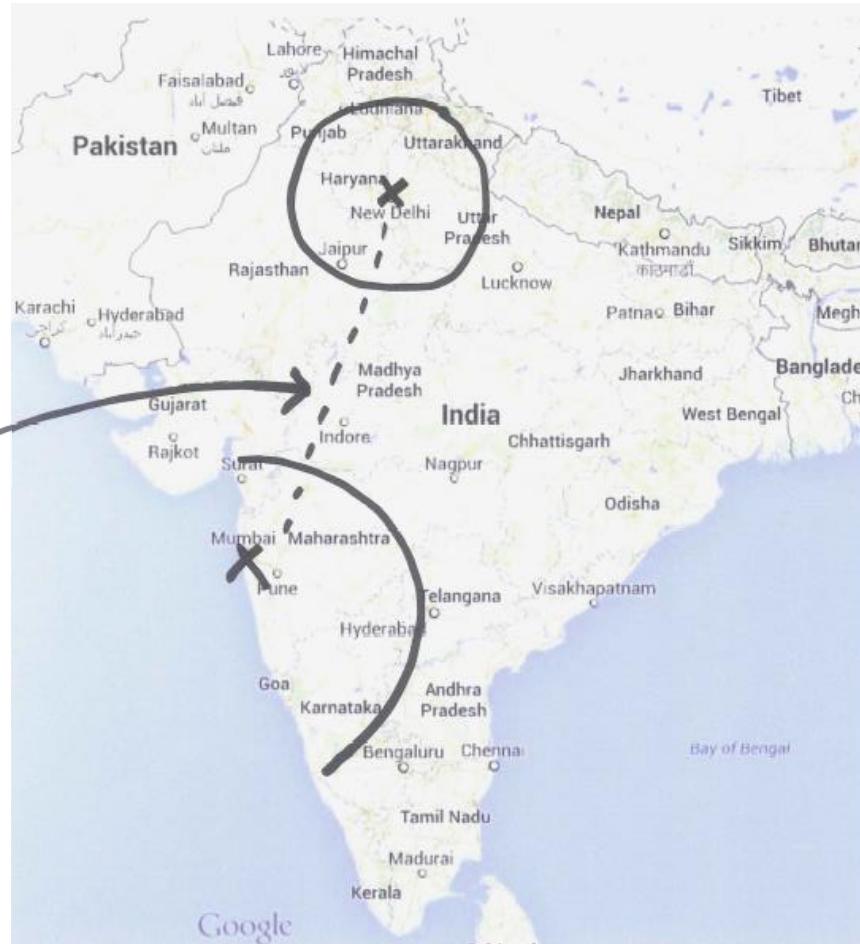
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MOBILITY
= IMPORTANT

MAP

X=PHASE

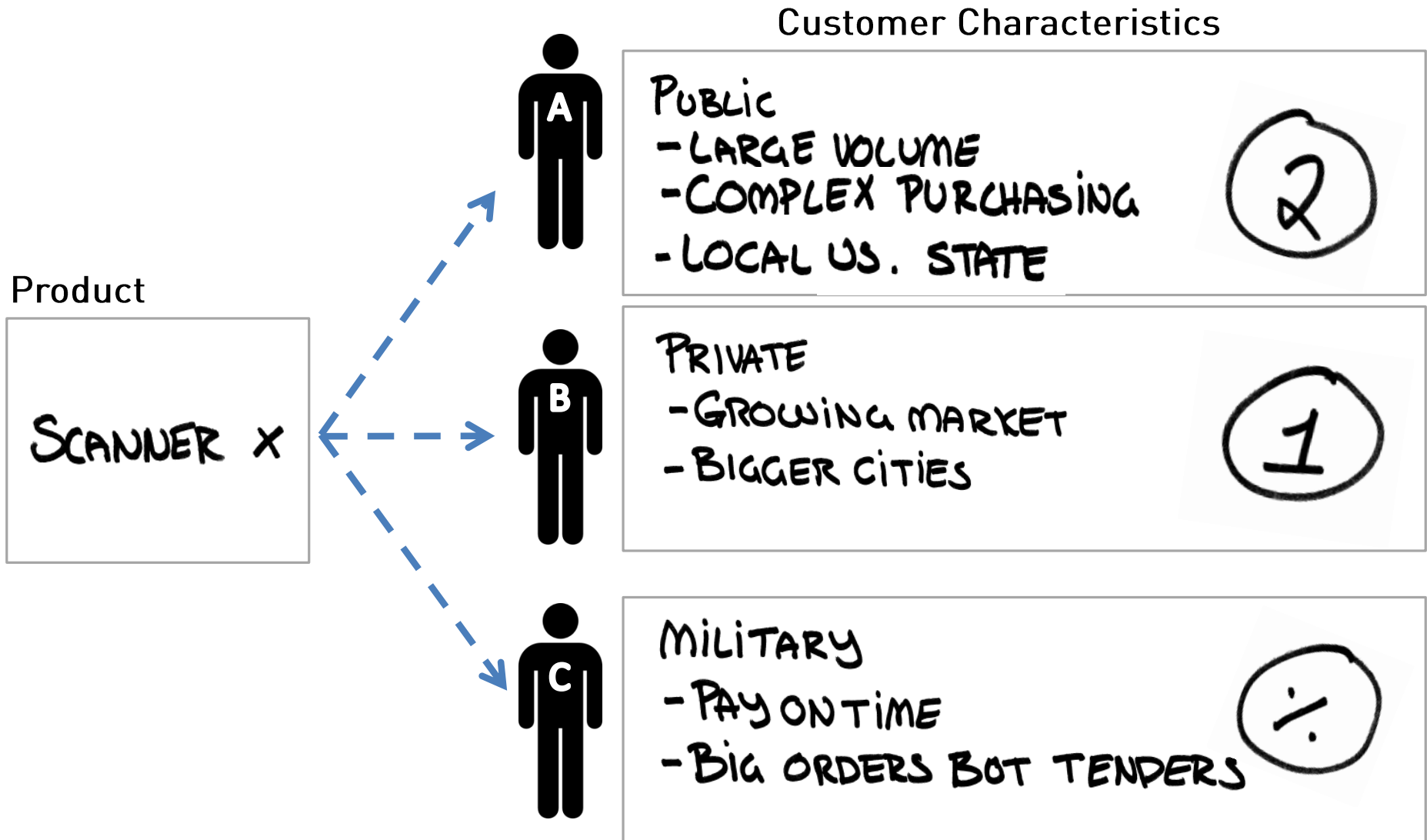
O=PHASE

REMEMBER
LOCAL LANGUAGES
=MANUALS



TRANSPORT
PORT MUMBAI
→ DELHI?

CUSTOMER SEGMENTATION



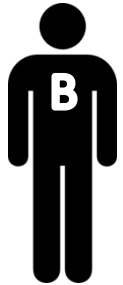
CHANNELS

SALES CHANNEL & DECISION MAKERS

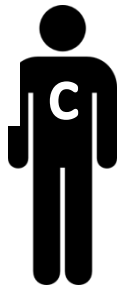
Manufacturer DISTRIBUTOR → OFTEN SUB-DEALER → PUBLIC HOSPITAL



Manufacturer DIRECT SALE TO TOP 3 + FEE → PRIVATE HOSPITAL →



Manufacturer DISTRIBUTOR → TENDERS →



STAKEHOLDER MAP

	Know	Manage	Collaborate
Public		GOVERNMENT	PRODUCT APPROVAL
Organisation			MEDICAL SOCIETY → RAISE AWARENESS
Business	MONITOR COMPETITORS		

POTENTIAL IMPACT





IMPORT & PRICE POINT

Transportation / Delivery Chain

Cost	FACTORY	MUMBAI PORT	DISTRI-BUTOR	HOSPITAL	
EX WORKS	10.000				
TRANSPORT		150			
IMPORT DUTY		500			
HANDLING FEE		150			
STORAGE			200		
Mark Up / Price			3.000	14.000	

COMPETITOR MAPPING

Consumer Segment

Competitors / Substitutes

Value Proposition

Price Level

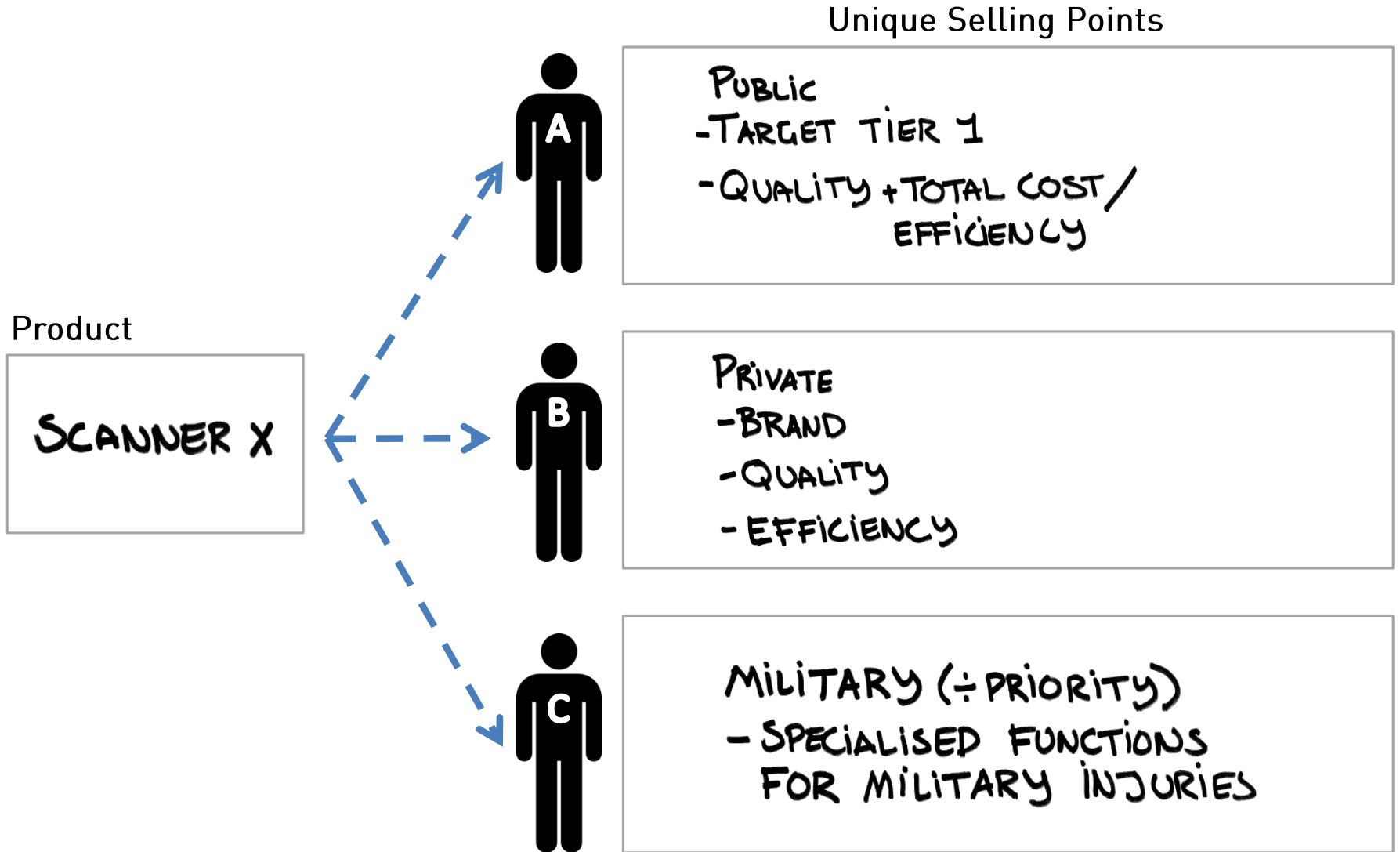
Competitor
Market Share



1: NO SCANNER	- HABITS - PRICE	
2: LOCAL BRAND	- LOCAL SERVICE - PRICE	
3: CHINESE BRAND	- PRICE	
4: INTERNATIONAL BRAND	- QUALITY - BRAND	
5:		



MARKET POSITION



GO TO MARKET PLAN

WHAT ARE YOU SELLING?

(Value Proposition /
Key Purchasing
Factors)

WHO ARE YOU SELLING TO?

(Segments)



HOW WILL YOU REACH YOUR TARGET MARKET?

(Channels)

WHERE WILL YOU PROMOTE YOUR PRODUCT?

(Marketing Strategy)



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PARTNERSHIP DEVELOPMENT

PARTNER MONITORING & ASSESSMENT

MONITORING: 2ND YEAR ASSESSMENT

