

Abstract Market Study Report

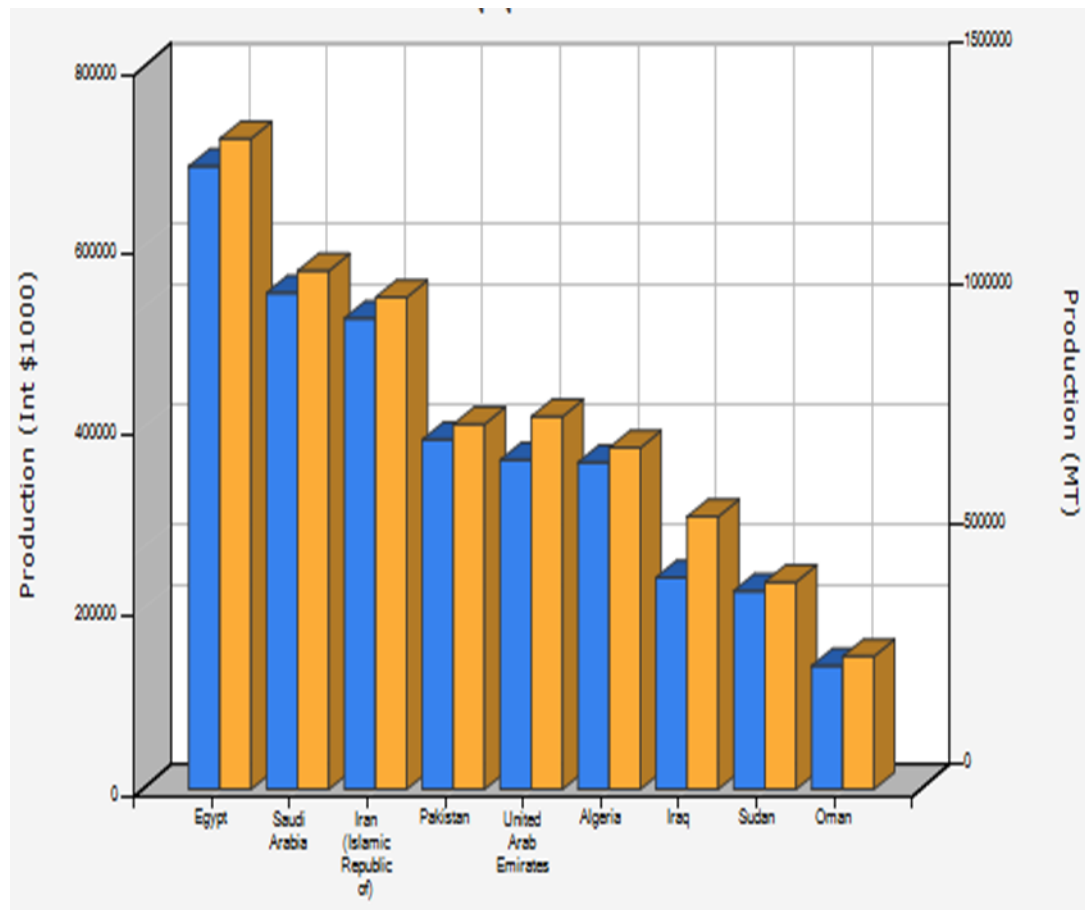
Ensymm approach for a Market Study for the Life Science Field



EXECUTIVE SUMMARY

This section aims to present a brief account of the project, including key information about the project and project justification. It also highlights the conclusions based on the analysis of the information gathered and presented along the document.

Brief information about the company, the envisaged production and market for the intended production will also be presented. Note that all the information and covered topics in this model may vary according to the intended business / product / production.



MISSION, PRODUCTS, APPLICATION AND SPECIFICATIONS

Mission

This section will be dedicated to the mission of the study, giving emphasis on the main new enterprise, considering the production and commercialization, the positive financial and social impact of the company in the intended local of production and market vision.

This section is variable, as it is dependent of the analyzed product and may also include specific information provided by the client.



Products

In this section the studied product is analyzed. Variations in size, model, specification, similarities to others and applications are described.

Applications

The section describes the applications of the studied product, as well as the comparison to the application of similar products or how the intended product can substitute other already existent in the market.

Product Specification

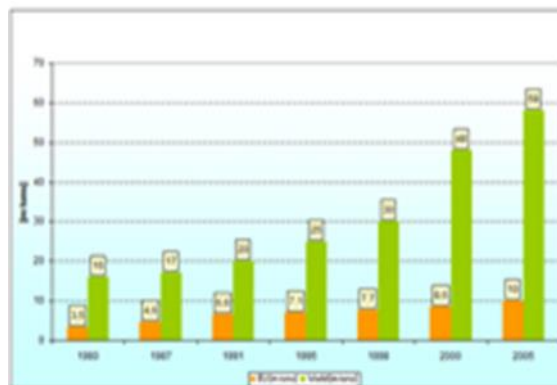
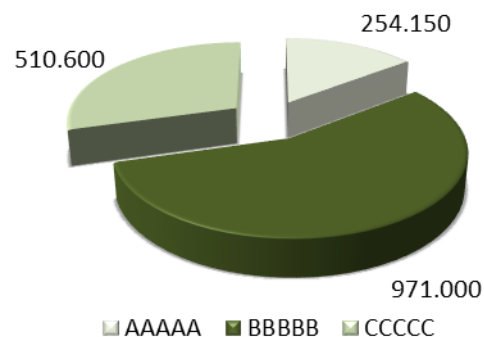
In this section the specifications of the product are presented, depending of the evaluated product. Variations in color and size, for example will be presented.



PRODUCTION SHARE OF THE PRODUCTS AND QUALITY

According to the product description and specifications, this section will be elaborated with the objective of presenting the product share of the product, the market leaders in production and sales and its position in the overall market. This means, for example, if the studied product is a specific medical drug, who are the market leaders and where is the specific product position in the overall pharmaceutical market.

Beside some examples of graphics are shown that may be added to illustrate this section.



Product Quality

Specific standards and quality requirements, national are in this section presented. National standards such as FDA (US Food and Drug Administration), international standards such as ISO (International Organization for Standardization) and GMP (Good Manufacturing Practices) will be briefly described when applicable to the studied product.

Other typical procedures used to ensure product quality, for example, specific storage process or specific requirements for production or raw materials will also be mentioned in this section. This may be only mentioned or more accurately described in subsections to be added. Relevant applicable standards may be describe and fully attached as

COMPARISION TO OTHER PRODUCTS

annex to this document. (for example, European directives such as The MDD - Medical Devices Directives).

Comparison to Other Products

This section will be dedicated to compare the studied product with others in the market, variations and alternatives.

Product	Price US\$	Location
XXXX	100	Worldwide
	100	Worldwide
XXXX	100	Worldwide
XXXX	100	Worldwide
XXXX	100	Worldwide
XXXX	100	Asia
XXXX	100	Worldwide
	100	Europe, Asia
XXXX	100	Worldwide
	100	Europe, Asia
XXXX	100	Worldwide
	100	Asia
XXXX	100	Asia
XXXX	100	Asia
	100	Worldwide
XXXX	100	Worldwide
XXXX	100	Worldwide
XXXX	100	Worldwide
XXXX	100	Worldwide



MARKET AND MARKETING

Market and Marketing

In the following section the information concerning market research is presented. It is subdivided into world market information and regional/national/local information according to available information. Further details on each subsection are presented as follows.

World Market

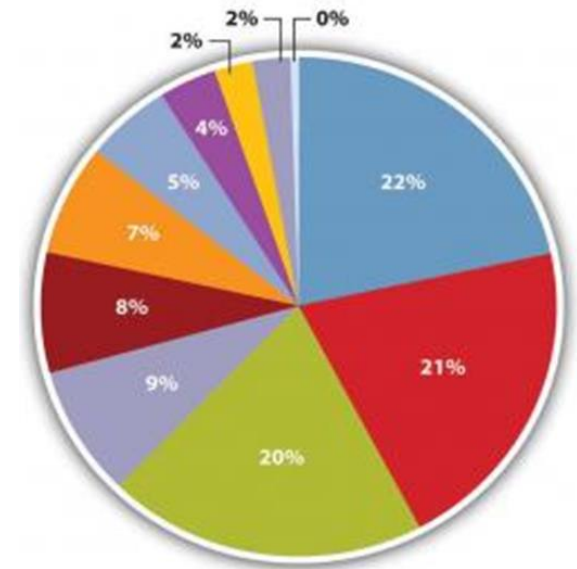
This subsection will be dedicated to the presentation of the product in the world market context. Information on sales, market tendency, consumption per country and global players will be here described, according to the available information.

To this subsection, additional sub-subsections may be added to divide and organize the information. For

example, sales and consumption per country may be separated as sub-subsection and may contain a paragraph such as:

“According to the European Diagnostic Manufacturers Association (EDMA), latest estimates published in 2010, Europe’s IVD market countries, but not including Iceland and Liechtenstein, generated revenues of € 10.2 billion in 2009. This represents only 0.8% of Europe’s total healthcare expenditure of € 1,228 billion.”

Graphics and tables may also be added to help illustrate the presented information.



MARKET AND MARKETING

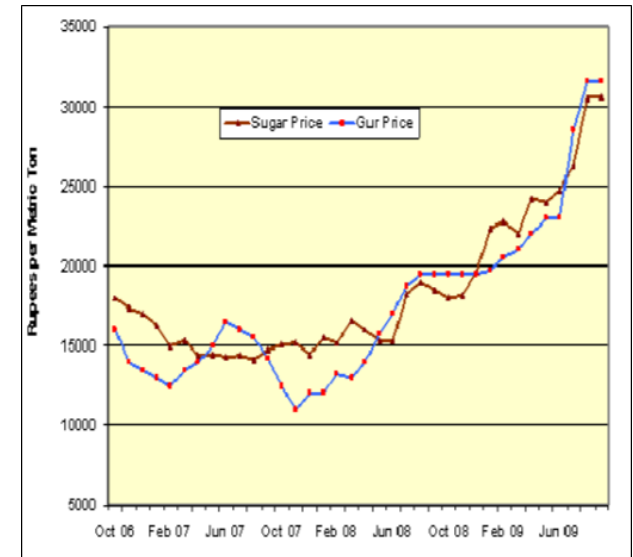
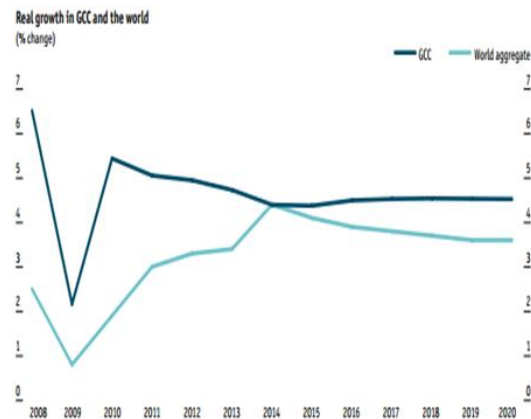
Local / Regional Market

This subsection will present the market tendency at a local/regional context. Specific regional markets such as MENA-GCC, European and Latin American, Asian market will be here described and may include a paragraph such as:

“Experts predict that the demand for healthcare in the MENA region will rise by 240% in the next 20 years and that the Middle East’s medical sector’s GDP contribution will increase from 10% to 25% in the future.”

Information on other markets that may indirectly or directly influence the market of the studied product, as well as information on, for example, population growth, economic growth, import dependency or independency

of the region in relation to the product will also be mentioned in this section. Due to the specificity of these topics, and according to the information availability, this information may be presented in sub topics of this section and contain graphics and figures such as below:



COMPETITION AND RECOMMENDATION

Competition

This section is dedicated to the analysis of the competition in the market related to the analyzed product. The main market producers, top market sales and market trend analysis based on competition and market possibilities will also be analyzed in this section.

Ensymm Recommendation

This section will present the ensymm recommendation according to the gathered market information.



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