



1.1 Background to Research

TECHNOLOGY has been introduced in India in an ad hoc manner till date, and discussions with several distributors, both small and large, and existing and prospective customers have not led to a satisfactory and sustained outcome. Deliberations on market entry strategy have been based on secondary research or on assumptions. However, a unique technology like TECHNOLOGY , that purports to also create a new market segment altogether requires in depth primary research to validate the shortlisted market entry options. This shortlist is centred around a professionals only rollout (doctors), and based on very high level discussions with key opinion leaders and also retailers (who are not ready at the current price point to support a consumer launch).

To support an in depth primary research exercise, a committed pan India distributor with experience of marketing and distributing the latest healthcare technology was required. DISTRIBUTOR to commit its sales team for a month across 2 cities, and also placed an order of 25 units which was delivered prior to the start of the research exercise. Working with DISTRIBUTOR also brings forth the following benefits:

- i. They are already marketing to SPECIALISTS, and each sales person visits 4-5 clinics everyday.
- ii. Trust, rapport and credibility is already established as the DISTRIBUTOR brand is known to only promote quality products, so we have easier access.
- iii. We get honest feedback and market information on pricing, marketing message, interest in recommending further etc. since the SPECIALISTS know the DISTRIBUTOR sales person personally.

A grassroots one on one approach with an expert on the product at hand (Paragise) together with an expert on the buying psychology of Indian doctors (DISTRIBUTOR) is required and will form the guiding principle behind the research exercise proposed.

1.2 Target Market

Meet a minimum of 40 SPECIALISTS practising in Hospital Outpatient Departments (OPDs), Private Clinics, and Specialist Centres (IVF and Women)

1.3 Locations

Delhi and Mumbai with additional option of Chennai if necessary

1.4 Timeframe

Start on 24th April 2010 and end on 24th May 2010. Interim report by 10th May 2010.



1.5 Type of research, assumptions and operating environment

- i. Primary research with face to face demonstration of technology and structured interview. See Appendix A for survey questions.
- ii. Paragise will be accompanied on all sales calls by local DISTRIBUTOR sales team after they have received an initial 2 hour training on the basics.
- iii. IVF specialists are also assumed to be practising SPECIALISTS. If not, this will be stated as part of 'environment' under Research Objective 1 (see below). We are targeting IVF specialists because of DISTRIBUTOR's close relationships with the top professionals, especially in Delhi. Also, IVF specialists serve a high income clientele and are very likely to be stronger key opinion leaders for the gynaecology profession in general.
- iv. On average, the research team will get 5 minutes to present TECHNOLOGY , even with appointments. Majority of sales calls will be without appointment since this is not the practice in India. A detailed file containing an overview of the HEALTH PROBLEM in India, the intended positioning for TECHNOLOGY , pricing, frequently asked consumer and healthcare professional questions, testimonials, and a summary of clinical and user trials is presented to the doctor for further reading at leisure. Therefore, follow up is essential for all doctors. If time permits, the TECHNOLOGY DVD will also be shown. See Appendix B for further information.

1.6 Main Research Objectives/Deliverables

- i. Describe characteristics of **existing clinical examination practices** in relation to the environment in which they are practised.
- ii. State and describe **initial reception** for TECHNOLOGY from target group and **perceived value** (price vis a vis personal utility, and in some cases assumed utility for patients and women in general)
- iii. Describe **intended post purchase use** of TECHNOLOGY for clinical breast exam and **consultation fees** charged for use

1.7 Outcomes/Deliverables

- i. Discussion and prioritisation of sales and marketing channels (current and new) emerging from research
- ii. Collate distributor views (management and sales team), strategy, timelines and forecasts



1.8 Additional Outcomes:

- i. Detailed database of SPECIALISTS who have been introduced to TECHNOLOGY , alongside comments, further action, list of referrals
- ii. Framework on salesperson training, lead generation, database management and event scheduling

1.9 Fees

Paragise proposes a fee of _____ including expenses and material costs to cover the scope of work described above.

We agree to the deliverables and the fees set forth in this research proposal.

Authorised Signatory

For COMPANY

Name:

Title:

Date:

Please sign last page and initial first 2 pages and post to our company address. In the interim, please confirm in writing by email.