

MedTech Competitive Intelligence

THE CHALLENGE

Our client, a global leader in medical devices & software, was looking to better understand its competitors' localized business organizational structure, strategy, offering, future plans, positioning and brand messaging in the Middle East & Turkey.

OUR SOLUTION

GemSeek designed and conducted a series of In-depth interviews with distributors, hospitals and KOLs in Kuwait, Qatar, the UAE, the KSA, Iran and Turkey. Findings were further strengthened by extensive desk research, covering competitors' & distributors' websites, conferences & events, news articles, third party reports, NGO and government data. Through the combined methodology, we uncovered insights on:

- Competitors – go-to-market strategy, key sales channels, client management, offering (pricing strategy, types of deals, discounts), localized portfolio, focus areas, marketing and potential future areas of interest, strengths and weaknesses
- Customers – most valued aspects of products and services, decision-making process, preferred approach, overall needs and expectations, future trends

THE RESULTS

Based on GemSeek's final report, the client gained in-depth knowledge of the MET Medtech market. We defined a series of aggressive and defensive tactics against each major competitor, ultimately leading to a strategic advantage over the competitors.

