

Case Study

**Market Opportunity Assessment for Bio-Medical
Waste Incinerators in India**



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Market Opportunity Assessment for Bio-Medical Waste Incinerators in India



About the Client



- A UK-based bio-medical waste incinerator manufacturer

Client Objectives / Goals



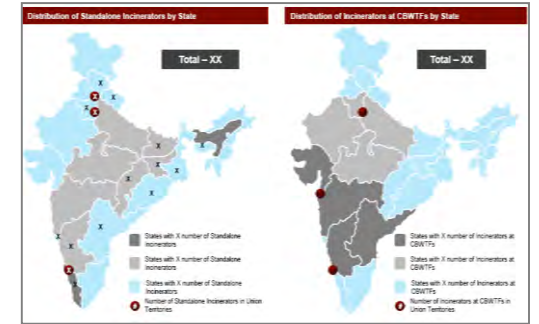
- The client wanted to evaluate India as a potential market for its products
- They wanted to develop a holistic understanding of the Indian market, covering the impact of evolving healthcare system on the use of its product
- The client also wanted RocSearch to do an outreach on its behalf and connect them with potential customers and partners

Approach and Methodology



- Performed secondary research, leveraging our access to subscribed databases and industry reports, to understand the market and competitive landscape, and assess potential opportunity
- Provided insights on the key market drivers, opportunities, challenges, and regulatory landscape in India
- Also conducted interviews with industry experts to fill the gaps from secondary research
- Based on the criteria discussed with the client, shortlisted potential customers and business partners, such as distributors, resellers, etc., for its product
- Acted as a bridge between the client and potential stakeholders and helped them to connect and take the business discussions to the next level

Sample Output



Results / Value-add



Helped the client understand the market potential and benchmark its products vis-a-vis competitors

Facilitated the client, helping them connect with relevant decision makers in hospitals and potential business partners