

# INCUBATION AND DISTRIBUTION NETWORK SET-UP FOR A JAPANESE MANUFACTURER OF HIGH-END HOSPITAL AND RECOVERY BEDS

**INDUSTRIES:** PHARMACEUTICALS/HEALTHCARE

**SERVICES:** EXECUTIVE SEARCH INCUBATION AND BUSINESS DEVELOPMENT INDIA ENTRY STRATEGY



## ABOUT THE CLIENT

The Client is a manufacturer of hospital beds, established in 1947. The client has long maintained its leading position in Japan's highly developed medical care and nursing bed market.

## PROJECT BACKGROUND

The client wanted to evaluate the Indian market across the hospital and nursing homes segments. The client needed a realistic evaluation of the fragmented market to be able to understand the long term opportunities, in addition to deciphering the distribution channels and the best route to market.



## TECNOVA'S APPROACH AND SOLUTION

Tecnova conducted an in depth market research including an assessment of the key stakeholders and industry value chain. We also developed a strategy and business plan for the client.

Tecnova assisted the client with the incorporation of Indian Company and recruitment of National Sales Manager and Logistics Managers. In order to help the client set-up its distribution network, we identified and selected distribution partners and logistics providers. Further, to allow the client to enter with least investment, we provided incubation support, including management of accounting, payroll and regulatory functions.

## BENEFITS

- ✔ Fast set-up with limited liability and no overhead costs
- ✔ 100% compliance to India regulations and obtaining all approvals and clearances in a short duration
- ✔ Access to a reliable distribution network in the relatively competitive and difficult to understand market



The company expanded operations in a short span of time and currently runs from its own India office based near New Delhi.