



# Case Study – Laparoscopic and GI Endoscopic Equipment

Channel Research Study in ASEAN (Specifically Singapore)

## The challenge

An Israel-based multinational medical devices manufacturer planned to enter the ASEAN market, with its focus on Singapore.

The objectives of the study were to assess potential distribution network partners, as well as their abilities, experience and network. These findings would determine their suitability for the distribution of the proprietary Laparoscopic and gastrointestinal (GI) Endoscopic equipment and ability to provide training and holistic service to users of the medical equipment

## The process

Spire conducted telephone interviews with potential medical equipment distributors, as well as face-to-face interviews with distributors who met the criteria and were interested in the products.

Telephone interviews with potential medical equipment distributors

Face-to-face interviews with distributors

Analysis & recommendations



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## The results

Spire's findings and recommendations enabled our client to choose the most beneficial channels and suitable partners for their entry into the various ASEAN countries.

Project deliverables included a report detailing:

- Profiles of suitable distribution partner candidates
  - Strength and span of distribution network
  - Clientele base
  - Prior experience
  - Service model
  - Current product lines
- Spire's assessment of level of suitability of these candidates
- Regulatory environment and application processes with regards to medical equipment certification in various ASEAN countries
- Landscape of healthcare providers segment in Singapore

