

# Local Market Study

**Case Study:** Provided Healthcare services consulting company on hemodialysis in the Philippines

## Needs



X months?

Consulting company had good foundation data and after some studies found that they had some gaps in the primary research

Needed to understand market sizing, market positioning, and specific go-to-market strategies for healthcare services in the hemodialysis space in the Philippines



3 months

**Connected with Access-2-Healthcare** via a referral

## Action!



6 months

Survey and interview by local staff distributed strategically

Derive the missing information together in context to the market sizing and go to market strategy



- Require specific questions answered to complete the market information
- Locate specific sites survey and interview
- Plan questions, locate targets to interview
- Collate results, report and presentation slides
- Completed interviews

## Results



**Complete knowledge of the market sizing the go to market strategy, able to plan better and provided more credibility to the investors**