



I Company profile

1. Basic company information

Company name: _____

Address: _____

City/Zip/Country: _____

Phone: _____

Fax: _____

Email: _____

Homepage: _____

Joint venture: _____

Cooperation / Distribution: _____

Main business fields: _____

Sales offices _____

2. Financial information

Business volume:

Currency	2010	2011	2012



3. Employees information

Number of employees in total: _____

Number of sales reps in total: _____

Number of application specialist in total: _____

Please name your contact person including names, telephone- /fax number / email dress

a) Marketing director: _____

b) Sales managers / product specialists: _____

c) Technical service: _____

Number of sales force dealing with DY AUSMED products:

1. _____
2. _____

Number of sales force dealing with DY AUSMED products and others:

1. _____
2. _____

Please list all products dealt by your company(incl. Company below): _____



II Business Strategy

1. What division of medical care you planning to establish our products?

2. How many sales Team you planning for the merchandising of DY AUSMED products?

3. Please give us a brief description on your marketing strategy:

4. Please give us a timeframe on this marketing strategy:

5. Is the "CE Certification" accepted in your country or do you need a special registration?



III Market Analysis

1. Market Potential

1.1 Area Anaesthesia

- a. Number of hospitals: _____
- b. Number of University hospitals: _____
- c. Number of ICU/CCU beds in total: _____
- d. Percentage of patients who need monitoring: _____
- e. Average utilization of ICU beds per year (percent): _____

IV Competitor Situation

	Company	Product	Indication	Market share
1.	_____	_____	_____	_____
2.	_____	_____	_____	_____
3.	_____	_____	_____	_____

V Marketing Activities

Please name important congresses and scientific/medical journals in your countries, which may be interesting for the promotion of our products:

Congress	Journals
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____