



Case Study:
Market Entry Strategy in Mobile MRI Scanning

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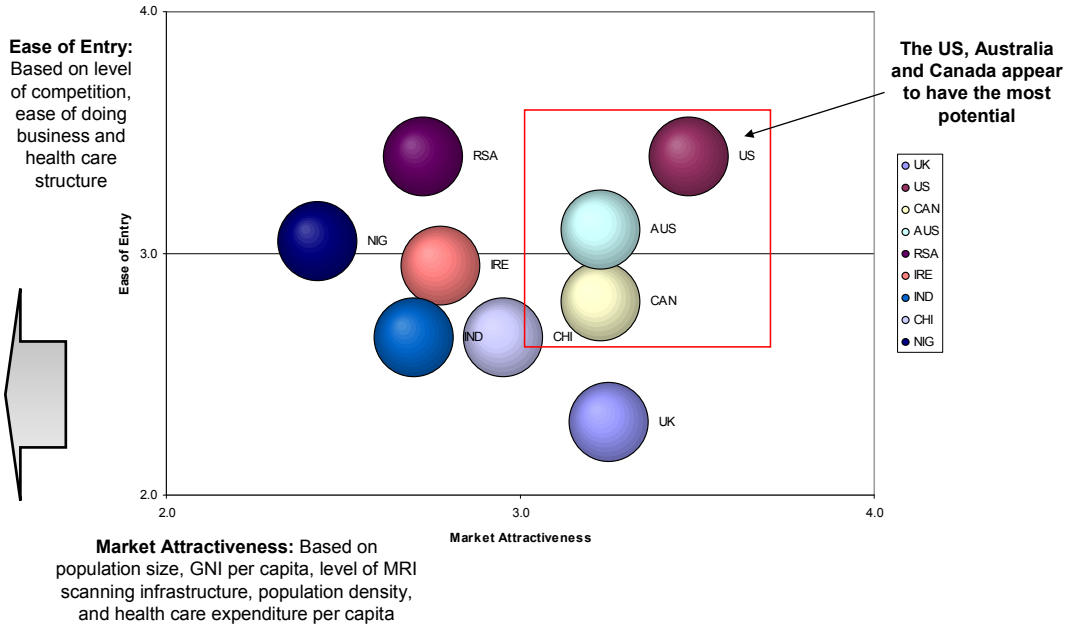
Our work revealed that the UK was actually a poor choice of market to enter and that other markets would be more suitable...

Market Sizing, Revenue and Cost Modelling

Calculations	East Africa	India	US Market	South Africa	Equipment	Revenue	Profit
Investment	5,000,000	4,473,726	2,400,000	2,820,000	10,000,000	1,000,000	18,000,000
# of MRI scanners	40	30	37	37	2,000		
# of MRI centres per month	2	2	2	2			
Total MRI revenue per month	1,100	816	1,388	1,388			
# of MRI centres	110	70	80	80	5,000		
# of MRI centres per month	2	2	2	2			
Total MRI revenue per month	360	1,702	1,102	1,102	4,000	38,000	
# of MRI centres	360	180	70	80			
# of MRI centres per month	2	2	2	2			
Total MRI revenue per month	6200	2620	1,800	1,102			
Total # of patients per MRI scanner	11,200	4700	4000	1870	24,000		
# per scanner	1,200	1,500	1,000	1,000			
Total patients per scanner	15,000,000	17,000,000	17,000,000	10,000,000			
Market share	20%	22%	21%	23%			
Administrative costs	10,700,000	11,000,000	10,700,000	11,000,000			
Profit	200,000	200,000	200,000	200,000			
Profit per scanner	5,000	6,667	5,405	5,405			
Profit per patient	0.00044	0.00039	0.00032	0.00027			
Profit per MRI scanner	11,200	4,700	4,000	1,870			
Profit per scanner	1,200	1,500	1,000	1,000			
Profit per patient	15,000,000	17,000,000	17,000,000	10,000,000			
Profit per scanner	200,000	200,000	200,000	200,000			
Profit per patient	0.00044	0.00039	0.00032	0.00027			



Analysis of Alternate Markets for Entry



Our analysis showed that the UK was an extremely competitive market, and that the US, Australia and Canada provided much more attractive target markets

