

## **TeleVETronics: Business Plan #3**

### **4.0 Market Analysis Summary**

TeleVETronics's target market includes those who use telemetry instruments to measure blood flow in an active animal, such as veterinarians and others who conduct biomedical research on animals. These groups depend on the instrument's accuracy, simplicity of use, and affordability. In most cases, these issues make the difference between the life and death of an animal undergoing cardiovascular surgery. TeleVETronics's market is more personal in that it sells products directly to the individuals using the products. Therefore, it is important to obtain and maintain the customer's trust, which in turn helps to retain and build our market size. The following sections discuss the market in more detail.

### **4.1 Market Research**

TeleVETronics has talked with a research group that particularly preferred our electromagnetic blood flow meter over others not only because of its low costs, but because of its customization and removal of overhead functionality. Through internet advertising, this world-wide market expands across a number of countries including, but not limited to, the United States, Canada, United Kingdom, France, Germany, Italy, China, and Japan. Our competition includes other industries involved with developing and manufacturing biomedical telemetry instruments, such as Atys Medical, Carolina Medical, Compumedics DWL, Huntleigh Diagnostics Ltd, Neoprobe Corporation, Cardiosonix, Ltd., Flowtronics, Inc., Transonic Systems, Inc., and VIASYS Healthcare. Although these industries have had more experience in marketing such products due to establishing their business earlier, TeleVETronics has thoroughly researched several of their products to create an innovative product with better functionality and lower costs. This is vital since "innovative approaches in product technologies have been the prime growth factor in driving the [blood flow measurement devices] industry." [1]

### **4.2 Market Segmentation**

Our market can be segmented by locations. Since the blood flow measurement devices market is concentrated primarily in three areas of the world (United States, Europe, and Japan, strong prospects emanate from Asia Pacific), TeleVETronics estimates most of its market based on this research. [1] As seen in Figure 3.1, the market is segmented by location. The United States dominates the blood flow measurement devices market, accounting for more than 40% share in 2007 with the region's electromagnetic flow meters market projected to reach US\$1.8 million by 2010. [1] Germany is the leading market in Europe that has an industry market estimated at over US\$17 million for 2007 while Asia-Pacific (including Japan) represents the fastest growing market with sales projected to exceed US\$55 million by 2010. [1]

## Market Segmented by Location

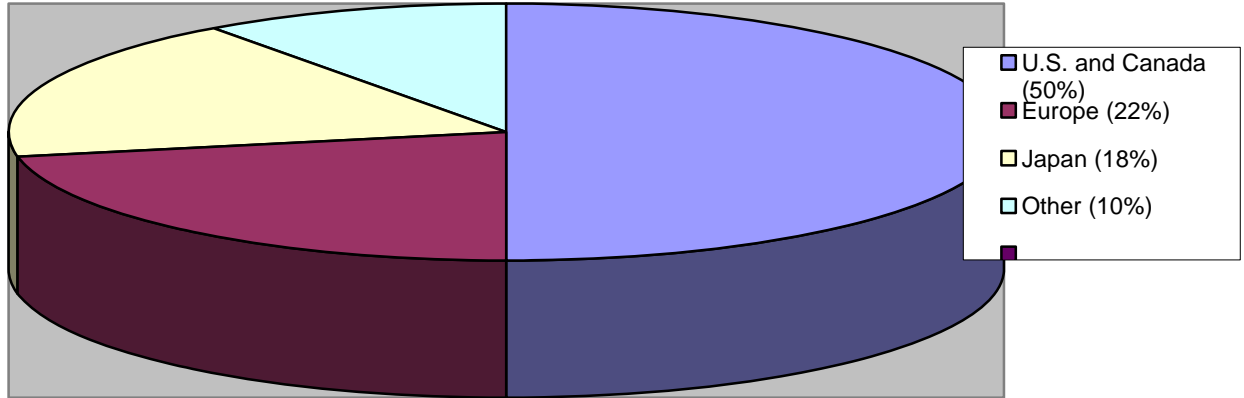


Figure 3.1- Estimated Market Segmentation

### 4.3 Sales Forecasting

Since TeleVETronics is headquartered in the US, it will start promoting major sells in this region. With thirty-one veterinarian schools in the US and Canada graduating veterinarians each year, there are thousands of veterinarians in the US and Canada alone. By targeting researchers at academic institutions and veterinarian practices, the company predicts sales as shown in Figure 3.2. TeleVETronics estimates to sell more of the initial product to the many veterinarian practices and less to the fewer academic institutions, consisting mainly of veterinarian schools in this region. If we are able gradually sell more each year as predicted, since the company's reputation is gradually increasing, the total market size will increase as well. Our goal is to sell at least one of our initial products to at least 75% of the veterinarian schools and at least 500 veterinarian practices in the region over the next five years. By doing this, the company can steadily increase profit before shifting sales to a newer product model.

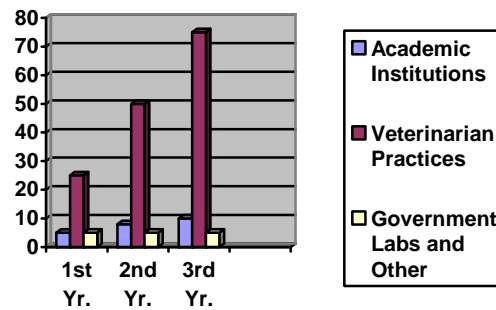


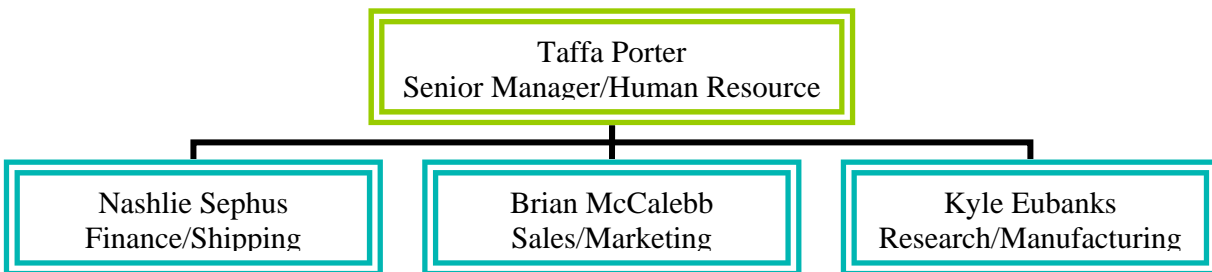
Figure 3.2- Number of Items Sold Each Year By Groups

## 5.0 Management Summary

TeleVETronics has a competitive advantage over other companies not only because of its quality products produced, but because the success of its management. TeleVETronics is co-owned, managed and founded by Taffa Porter, Nashlie Sephus, Brian McCaleb, and Kyle Eubanks. The four member's management positions are as followed: Senior Manager/Human Resource - Taffa Porter, Finance/Shipping – Nashlie Sephus, Sales/Marketing – Brian McCaleb, and Research/Manufacturing – Kyle Eubanks. As the company grows, additional employees will be added to help further product production, but the initial start can be handled by the four members.

### 5.1 Organizational Structure

TeleVETronics management will consist of six major components, divided into four divisions: senior manager/human resource, finance/shipping, sales/marketing, and research/manufacturing. Since the company will start with only four members, the management positions are equally divided among each member according to their individual skills. Figure 1 shows the organizational structure of the company's management.



**Figure 1. Organizational Structure**

#### 5.1.1 Senior Management and Human Resource

Taffa Porter serves as the Senior Manager and head of Human Resources at TeleVETronics. As Senior Manager, Taffa will direct, plan, monitor, and supervise other employees and their work. As head of the Human Resource Department, Taffa will have the power to hire, fire, or promote employees, as well as evaluate and manage their performances.

#### 5.1.2 Finance and Shipping

The Department of Finance is managed by Nashlie Sephus. Nashlie will be responsible for managing the financial risks of TeleVETronics. Nashlie will handle the financial planning and record keeping of the company. Nashlie also manages the Shipping Department. As shipping manager, she sets up handling fees, packaging and confirming orders. Nashlie will work closely with the Sales and Marketing Department.

#### 5.1.3 Sales and Marketing

Brian McCaleb is head of the Sales and Marketing Department. Brian is responsible for advertising and selling our company's products. He is also responsible for recruiting new customers, as well as, keeping

our existing customers satisfied. Brian must create new sales pitches, advertising designs, and continue to introduce new ways to protect our company from competitors.

#### **5.1.4 Research and Manufacturing**

The Department of Research and Manufacturing is managed by Kyle Eubanks. Kyle will find new innovative technologies to improve existing products of the company. Kyle will also place orders for parts needed during the manufacturing process.

#### References

1. “Blood Flow Measurement Devices Market to Exceed \$250 Million by 2010, According to New Report by Global Industry Analysts, Inc.” PRWEB. July 16 2007.  
[http://news.bigg.net/n67106-Blood\\_Flow\\_Measurement\\_Devices\\_Market\\_to\\_Exceed\\_250\\_Million\\_by\\_2010\\_According\\_to\\_New\\_Report\\_by\\_Global\\_Industry\\_Analysts\\_Inc.html](http://news.bigg.net/n67106-Blood_Flow_Measurement_Devices_Market_to_Exceed_250_Million_by_2010_According_to_New_Report_by_Global_Industry_Analysts_Inc.html)