

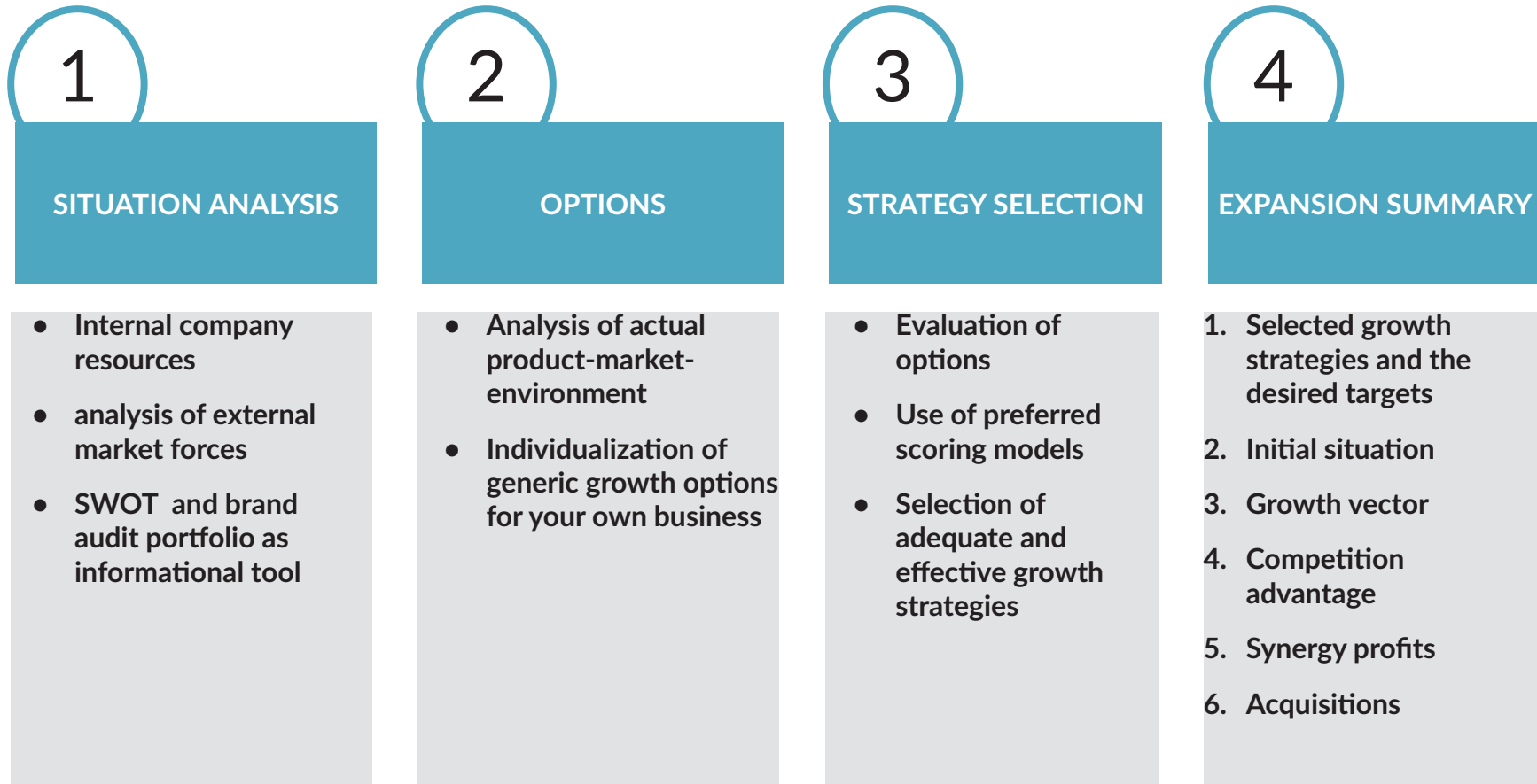
A market penetration analysis enables a medical tourism business owner or supplier to examine existing offerings (products and services) in new and existing markets. The business' goal is to increase market share in the current market scenario. This can be achieved by selling more services to established customers or finding new customers within existing markets. Market penetration occurs through price concessions, improved promotion and increased distribution channels, acquisition of a rival in the same market, or product differentiation.

Market penetration strategy is different from market development. In a market development strategy, a supplier of medical, dental or rehab services or wellness activities attempts to expand into new markets, geographies, countries, etc., using its existing offerings. Market development looks at different target customer segments, re-purposing an asset, opening new areas or regional markets, and expanding to foreign markets. For this strategy to be successful, the supplier must build something new or characterize existing products in a new way, create economies of scale if what they are doing increases outputs, and it cannot be too different from the market in which one is already recognized as a leader.

A product development strategy is critical for health and wellness tourism business success. Your product is an experience, not an appointment for a medical, dental or other service. New couplings of activities at destinations create unique new experiences that can be tailored to be of interest to targeted consumers and commercial buyers of group health care services. To do this properly requires investment in research and development of additional product experiences, acquisition of rights to produce someone else's product, branding a product for differentiation, or joint ventures with others who share similar needs and have similar customers.

MARKET PENETRATION ANALYSIS

Market Area Strategy Analysis



MARKET POSITIONING

PRODUCTS	SO FAR	Market Penetration
		Extended product use
		Customer enticement
		New customers
	NEW	Product Development
		Innovations
		System solutions
		"Me-too" products

MARKETS

MARKETS	NEW	Market Expansion (new)
		Regional expansion
		New fields of application
		Market segmentation
	SO FAR	Diversification
		Horizontal
		Vertical
		Consolidation (lateral)