

Fresenius Medical Care Company

Dialysis machines are used as artificial kidneys to filter waste products and excess fluids from blood. These machines are used in case of kidney failure or in any case where kidneys couldn't do their job properly. Dialysis machines can be temporary or permanent depending on whether the kidney transplant is possible or not.

Fresenius Medical Care considered a key player in dialysis market

1- Past information & forecast:

With respect to sales and market share FMC dialyzers decrease in private sector in last 3 years

2- Resources:

Powerful sales & promotional team.

Excellent distribution channel.

Excellent quality product and strong brand

Complete portfolio of dialysis session

(filters, lines, fistula needles and solutions)

Constrains:

Competitive price of competitors in the time of increase FMC dialyzers price

Price sensitive customer.

Continuous availabilities of dialyzers regarding importation legalities and documentation .

3- Objectives:

Maintain FMC dialyzers private market share and prevent any decrease.

4- Buyer behavior:

Doctors whom have private dialysis centers.

50% price sensitive customer

Charity organizations and Donors can pay for quality.

5- Legal environment: None

6- Economic environment:

After recession customers mostly price sensitive.

7- Marketing & Technological skills:

Interactive pages with customers & doctors to make an attractive link to our customers & profitable link to doctors.

CRM system for sales & coverage.

Developing good relation with donors