

Case Study: Computerized Production of Dental Crowns

Project Aims and Objectives

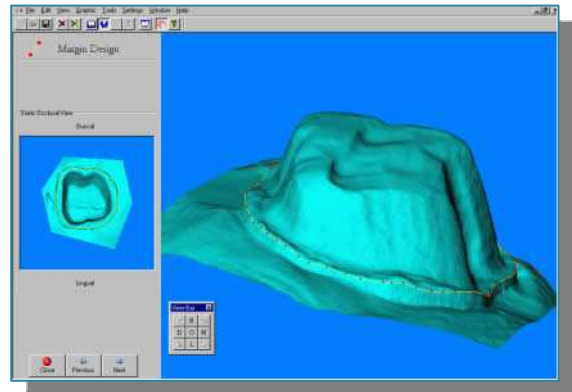
MVI was commissioned to undertake a detailed survey of the US market for new CAD-CAM technologies and products for the making of dental crowns. The client's goal was to prepare an entry strategy for the American market, and thus MVI developed, managed and implemented a research program to provide the key data needed and provided detailed recommendations on market strategy.

Approach

MVI conducted a program of personal and telephone interviews with decision makers in a sample of dental labs of different sizes across the United States, as well as personal interviews with dentists in a number of different states. The interviews not only generated valuable data on trends, procedures used and competitive products, they also – especially the personal ones – allowed for an interactive dialog and in-depth probing of different ways in which the client could approach the US dental community. This work was supplemented by detailed desk research, and visits to dental trade shows for hands-on competitor analysis.

Project Outcome

The outcome was a comprehensive analysis of the market, segmented such that the client could target its marketing and sales efforts to the maximum effect. MVI provided detailed recommendations on product positioning, barriers to overcome, competition, and general marketing of the new product in the US. This data was incorporated into the client's action plan.



This successful outcome subsequently produced a Phase 2 project involving contact with a very large sample of dental labs across the US – providing data for a second report on attitudes toward new materials and processes used in making dentures.