



# Fletcher/CSI

Life Sciences

Competitor and Market Research and Insight

Since 1988 Fletcher/CSI has been providing competitor and market research to numerous pharmaceutical, life science service, medical device, and diagnostics companies.

Fletcher/CSI offers a variety of services to provide your firm with key insights into your competitors and help you predict their next moves.

Whether your information needs are in manufacturing, pricing, value proposition, product development, customer support, or sales and marketing strategies, Fletcher/CSI has the skilled teams and proven processes to give you the critical intelligence you need to get ahead of the curve in a competitive marketplace.

Market/Industry-Level Solutions	Competitor/Product-Level Solutions	Organizational
<ul style="list-style-type: none"> <li>▶ Landscape Analysis/Assessment</li> <li>▶ Industry Conference Intelligence</li> <li>▶ Benchmarking</li> <li>▶ Best Practices</li> <li>▶ Market Access, Pricing, Mapping, &amp; Perception</li> <li>▶ Market Share</li> <li>▶ Emerging Markets</li> </ul>	<ul style="list-style-type: none"> <li>▶ New Product Commercialization Strategy &amp; Launch</li> <li>▶ Monitoring / Early Warning</li> <li>▶ Managed Markets Assessment</li> <li>▶ Product/Portfolio Analysis</li> <li>▶ Product Messaging &amp; Positioning</li> <li>▶ Market Expansion Assessment</li> <li>▶ Sale Force Tactics/Strategies</li> <li>▶ Life Cycle Continuation</li> </ul>	<ul style="list-style-type: none"> <li>▶ Scenario Planning/War Games</li> <li>▶ CI Process Consulting</li> <li>▶ Organizational Benchmarking</li> <li>▶ M &amp; A/Licensing Due Diligence</li> <li>▶ Counterintelligence Training</li> <li>▶ Best Practices</li> <li>▶ Supply Chain/Manufacturing Management</li> <li>▶ Benchmarking</li> </ul>



Not only will we give you invaluable insights into your competitors, we will explain the fuller context and deeper meaning behind what we find. Our highly experienced industry and business experts will provide you with forward-thinking analysis to help you develop the right strategies and make the right decisions to propel your company past your competitors and realize its growth potential.

Fletcher/CSI offers you the global resources it takes to get the full picture across today's increasingly interlinked world. We have strategic affiliations with data collection teams in 21 countries throughout both developed and emerging markets. Our network of local contacts gives you unparalleled access to what is really happening on the ground.



**Call or email to find out more.**

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