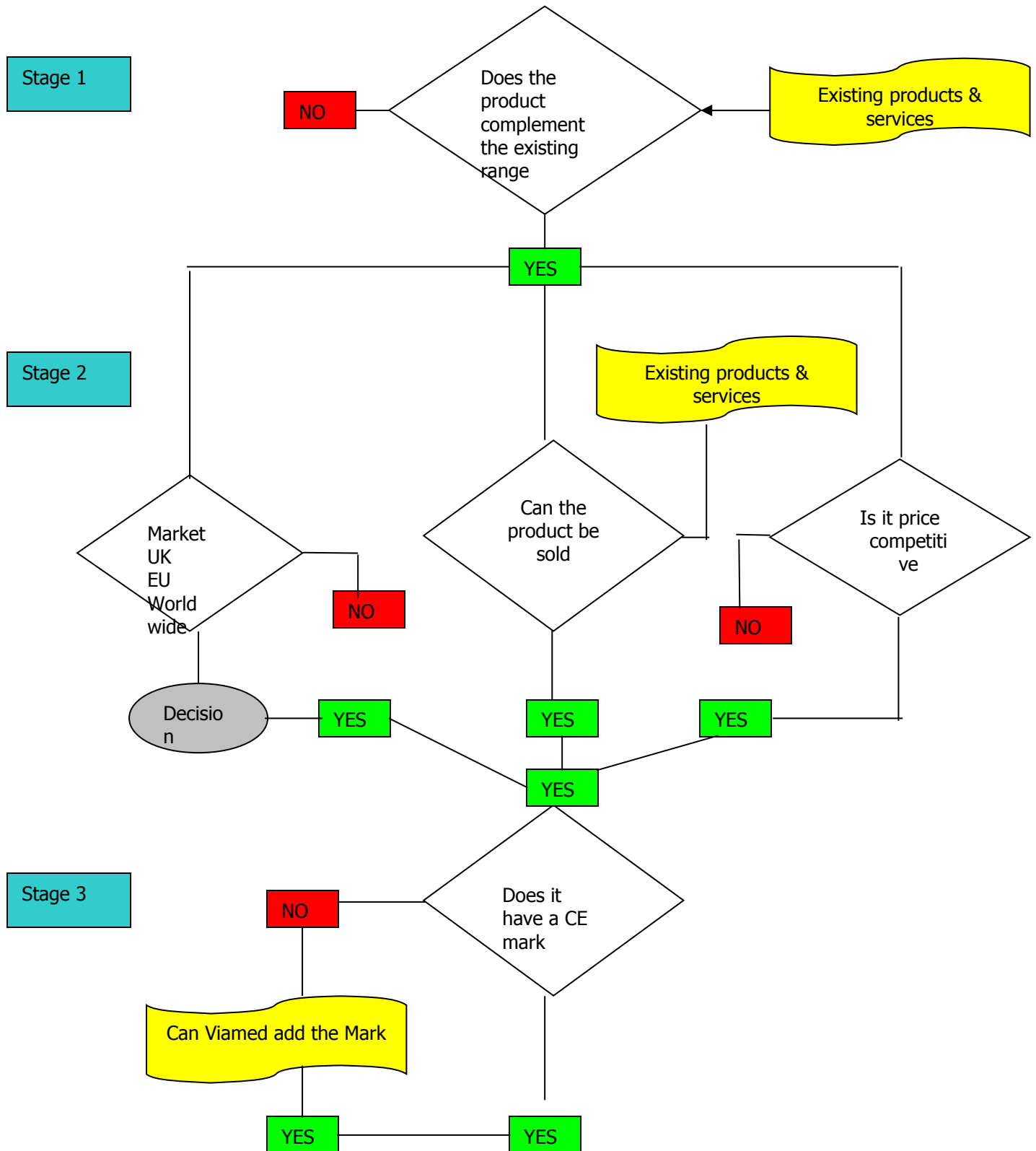


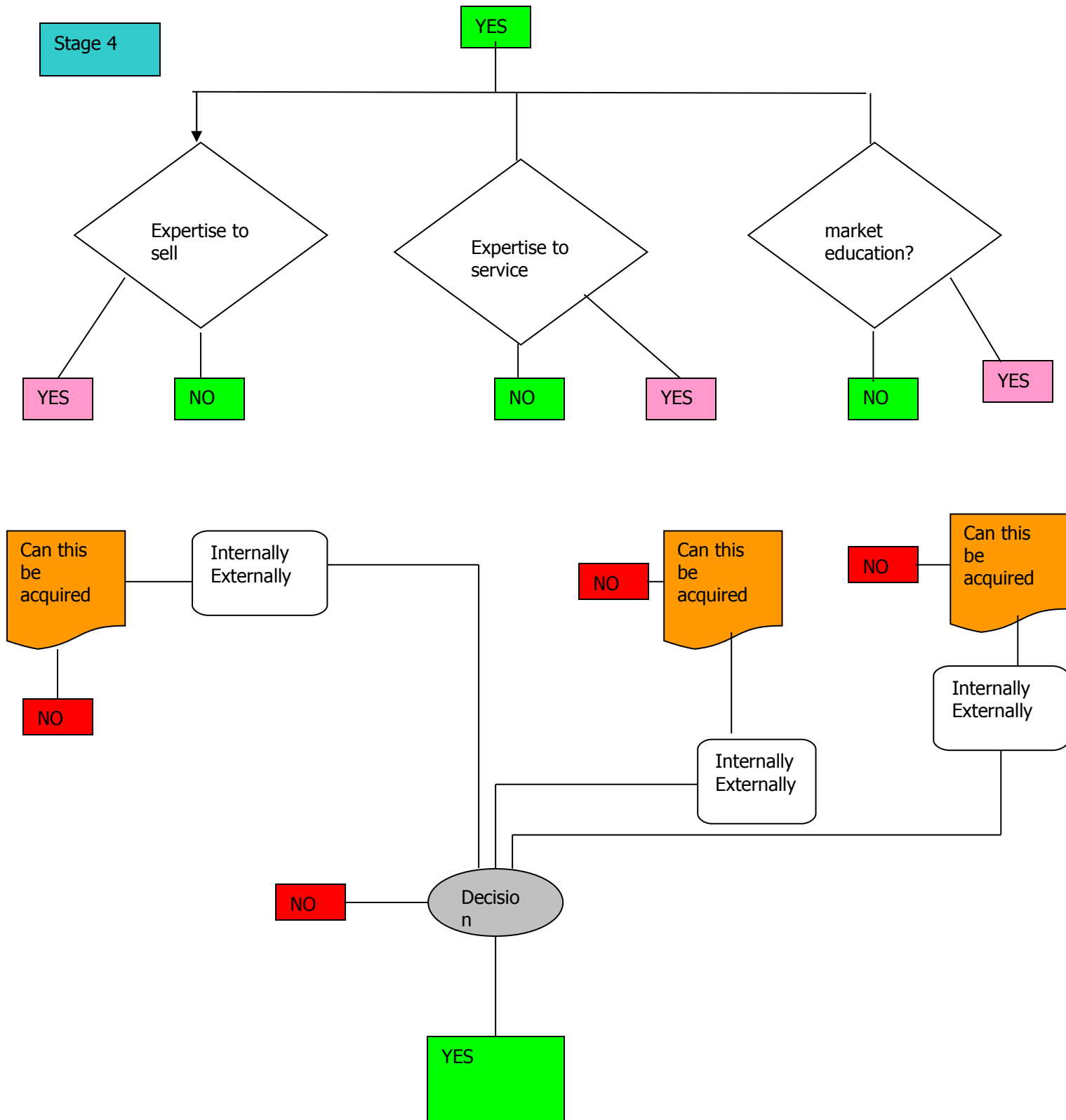
Launch of a new product

Preliminary Questions	Does the product complement the existing range	
	Can the product be sold	
	Does the product have a market UK	
	Does the product have a market EU	
	Does the product have a market World	
CE Mark	Does the product have a CE mark	
	No Can Viamed add a CE Mark	
Expertise to sell	Does the product require high levels of Expertise to sell	
	Expertise to service	
	Does the product require market education?	
Competition	Does the product have competition?	
	Pricing	
	Strength of competition	
Prerequisites Manufacturer	Has ISO 13485 Need Certificates	
	Product liability insurance Need	
	Certificates	
	Warranties	
	PPQ Manufacturer must complete	
	Spare parts Pricing	
Product	ISO601 Need Certificates	
	CE mark Need Certificates	
	Clinical papers	
	Clinical trials	
Viamed	PPQ	
	Warranty	
	Service contracts	
Information Required	Sales information	
	Artwork in electronic format	
	Technical information	
	Training Information	
	User manual in English	
	Powerpoint	
	Video	
Comments		

Launch of a new product



Launch of a new product



Launch of a new product

Stage 5

Prerequisites

Manufacturer	ISO13485 ISO9000 2000	NO	YES
	Warranties	NO	YES
	Spare parts	NO	YES
	Pricing	NO	YES
Product	ISO601 <i>Need Certificates</i>	NO	YES
	CE mark <i>Need Certificates</i>	NO	YES
	PPQ <i>Manufacturer must complete</i>	NO	YES
	Clinical Trials	NO	YES
	Clinical Papers	NO	YES
Viamed	Sales information	NO	YES
	Artwork in electronic format	NO	YES
	Technical information	NO	YES
	Training Information	NO	YES
	User manual in English	NO	YES
	Power Point	NO	YES Go Ahead
	Video	NO	