



■ PERSY CONSULTANTS



Utilization of branch-specific Information Sources

Analytical Chemistry/Life Science

Subscription Market Survey

Essen/Basel, Dec 2005

1. Overview

In October 2005 a survey was carried out among 397 decision makers for the procurement of laboratory equipment, software and consumables in the area of Analytical Chemistry/Life Sciences. The objective of this survey was to collect information about the utilization of branch-specific information sources and media in the forefront of investment decisions. Attitudes and preferences in the information gathering processes were questioned. Thus, the study provides valid basic data and substantial background information for the planning, adoption and optimization of marketing activities.

Job Position

Job Position	Shares %
Managing Director	13,6
Head of the Institute	1,0
Divisional Head	9,8
Head of Department	14,9
Research Associate	24,9
Technical Employee	16,1
Laboratory Manager	12,1
QC Manager	1,3
Purchasing Manager	0,8
Others	5,5

Branch/Organization

Branch/Organization	Shares %
Food, Beverage	0,8
Pharmaceutical Industry	15,1
Chemical Industry	27,7
Biotechnology	8,6
Energy/Mineral Oil/ Fuel	3,3
Contract Laboratory	7,6
Planning Office	1,3
Hospitals/ University Hospitals	2,3
Universities/ Applied Science	10,1
Independent Research Institutions	6,3
Public Research / Test Institutions	11,3
Consultancy/ Services	2,8
Laboratory Trading	0,8
Car Industry	0,5
Education	1,8

2. Introduction

Detailed data are provided for

- **Targeted utilization of the preferred information sources/media in the forefront of the procurement decisions**
 - Most frequently used information sources
 - Ranking of the different information sources
 - Trade Fair/Convention visits

 - **Target group specific media planing and placement of advertisements in print and electronic media**
 - Recognition
 - Regular utilization
 - Main sections of interest while using journals and internet portals
 - Attitudes in reading/usage
 - Subscriptions of journals and newsletters etc.

 - **Structuring and improvement of the own communication media**
 - Homepage
 - Company newsletters
 - Print media, catalogues etc.
 - Sales force
-

3. Content of Interview

1. Structural data of the interviewee

- **Age and Sex**
- **Job function**
- **Sort of Influence on Procurement Decisions**
- **Accounted Yearly Investment/Purchase Volume**
- **Branch/Organization and Size of Enterprise**
- **Personal Field of Work Field of Activity**
- **Field of Activity**

2. Importance of different Sources of Information

- **The three most important information sources in the forefront of procurement decisions**
 - **Importance of the different Types of Information Sources :**
 - Visits of Field Sales Personnel
 - E-Mail/E-Newsletters
 - Internet
 - Suppliers Homepages
 - Journals/Publications
 - Catalogues
 - Colleagues/Networks
 - Laboratory Trading
 - Suppliers Newspapers
 - Reference Customers
 - Expert Internet Portals
 - Suppliers Workshops
 - Suppliers Leaflets
 - Product Advertisements
 - Conventions/Trade Fairs
 - Print Mailings, Newsletters from Suppliers
 - Sales Platform for used Laboratory Devices
-

3. Content of Interview - continuing -

➤ Level of Recognition

German-speaking Journals

- Bioforum
- BIOSpektrum
- BioTec
- CHEManager
- Chemie-Technik
- Chemische Rundschau
- CLB Chemie in Labor und Biotechnik
- GIT Laborfachzeitschrift
- Labo
- Laborjournal
- LaborPraxis
- Laborwelt
- MTA Dialog
- Nachrichten aus Chemie und Technik
- Process
- Transkript
- VDI Nachrichten

European

- Bioforum Europe
- CHE Manager Europe
- European Biotechnology News
- GIT Laboratory Journal Europe
- International Spectroscopy
- Labmate International
- LC/GC Europe

International

- Biotechniques
- Biotech International
- Lab Plus International
- Nature
- Science

➤ Level of Recognition Internet Portals

- analytik.de
- analytik-news.de
- analytica-world.com
- bionity.com
- chemie.de
- chemlin.de
- chemie-technik.de
- pro-4-pro.com
- Others?

3. Content of Interview - continuing -

- **Which recognized journals are available within the companies/organizations?**
- **Which are read regularly?**
- **Main Sections of Interest while reading Journals**
 - Methods
 - Dates/Events/Workshops
 - Product Comparisons/Market Surveys
 - Applications
 - Interviews
 - Company News/Business News
 - Personnel
 - Job Advertisements
 - Product Presentations/Novelties
 - Expert Articles
- **Regularly visited Expert Internet Portals**
- **Main Sections of Interest while visiting Expert Internet Portals**
 - Methods
 - Dates/Events/Workshops
 - Product Comparisons/Market Surveys
 - Applications
 - Buyer's Guide
 - Suppliers Search
 - Interviews
 - Company News/Business News
 - Personnel
 - Job Advertisements
 - Product Presentations/Novelties
 - Expert Articles
- **Weekly Expenditure of Time for the Use of Journals/ visiting Expert Internet Portals**

3. Content of Interview - continuing -

➤ **Subscribed Expert Newsletters**

- analytik.de
- analytik-news.de
- analytica-world.com
- bionity.com
- chemie.de
- chemlin.de
- chemie-technik.de
- pro-4-pro.com
- Firmen-Newsletters
- Others.....which?

➤ **Importance of Visits of the Field Sales Personnel**

- Frequency

➤ **Regularly visited Trade Fairs**

- Analytica
- Achema
- Biotechnica
- Medica
- Others.....Which?
- None

3. Statistical Data

➤ **Number of Employees**

➤ **Location of the Enterprise/Organization**

4. Where to order

The market survey can be ordered at:

HT-CON Unternehmerberatung
Ladenspelderstraße 65
D-45147 Essen
Tel.: +49-201-4360252
Fax: +49-201-4360481
email: info@htcon.de

Delivery either by CD-ROM or e-mail.

HT-CON
Dr. Hedwig Tuss

PERSY CONSULTANTS
Anna Maria Persy

Order Form

HT-CON Unternehmerberatung
Ladenspelderstr. 65
45147 Essen

Fon: ++49/201/4360252

Fax: ++49/201/4360481

Market Survey - Utilization of branch-specific Information Sources Analytical Chemistry/Life Science

Hereby we definitely order the market survey:
„Utilization of branch-specific Information Sources“ at a price of
EURO 2.100,00.

The delivery will take place either on CD-ROM or by E-Mail. The content is the graphical elaboration as well as the compendium of data.

The results are exclusively for internal use only by the ordering customer. A hand-out to third parties as well as the publication of the data is strictly forbidden.

Company

Fon.:

E-Mail

.....
Name

Fax:

CD-ROM

.....
Departement

e-mail:

.....
Street

Date

.....
ZIP Place

Country

Signature/Stamp