



Field of Study Social Sciences, Business and Administration			
Degree Programme Degree Programme in International Business			
Author(s) Nguyen Thao Truong			
Title of Thesis Market Research in Vietnam, case study: Medikro			
Date	13 October 2016	Pages/Appendices	41
Supervisor(s) Abdelazim Hannoura; Minna Tarvainen			
Client Organisation/Partners Medikro			
Abstract <p>The objective of this thesis was to do a market research into the Vietnamese market by using Pestle analysis and the country specific framework regarding the healthcare industry and medical devices market. The primary objective of the research is to identify whether there is a possible market for Medikro products.</p> <p>A qualitative research was conducted with two physicians having expertise in treating pulmonary disease. The face to face interview was chosen as the data collection method for this research. The result of the interview revealed that the Vietnamese medical equipment market relies massively on imports; therefore, there are definite opportunities for foreign medical devices producers to gain a profit.</p> <p>As far as the implications of this study are concerned, it can be concluded that Vietnam is an auspicious market for foreign medical device producers to export into. Therefore, it is an idea worth considering to select Vietnam as a new target market for Medikro Oy.</p>			
Keywords Market research, market analysis, PESTLE			