



**PRECISION PATH LAB**  
Precise • Prompt • Professional



# LABLINK - STRATEGIC SYNERGY

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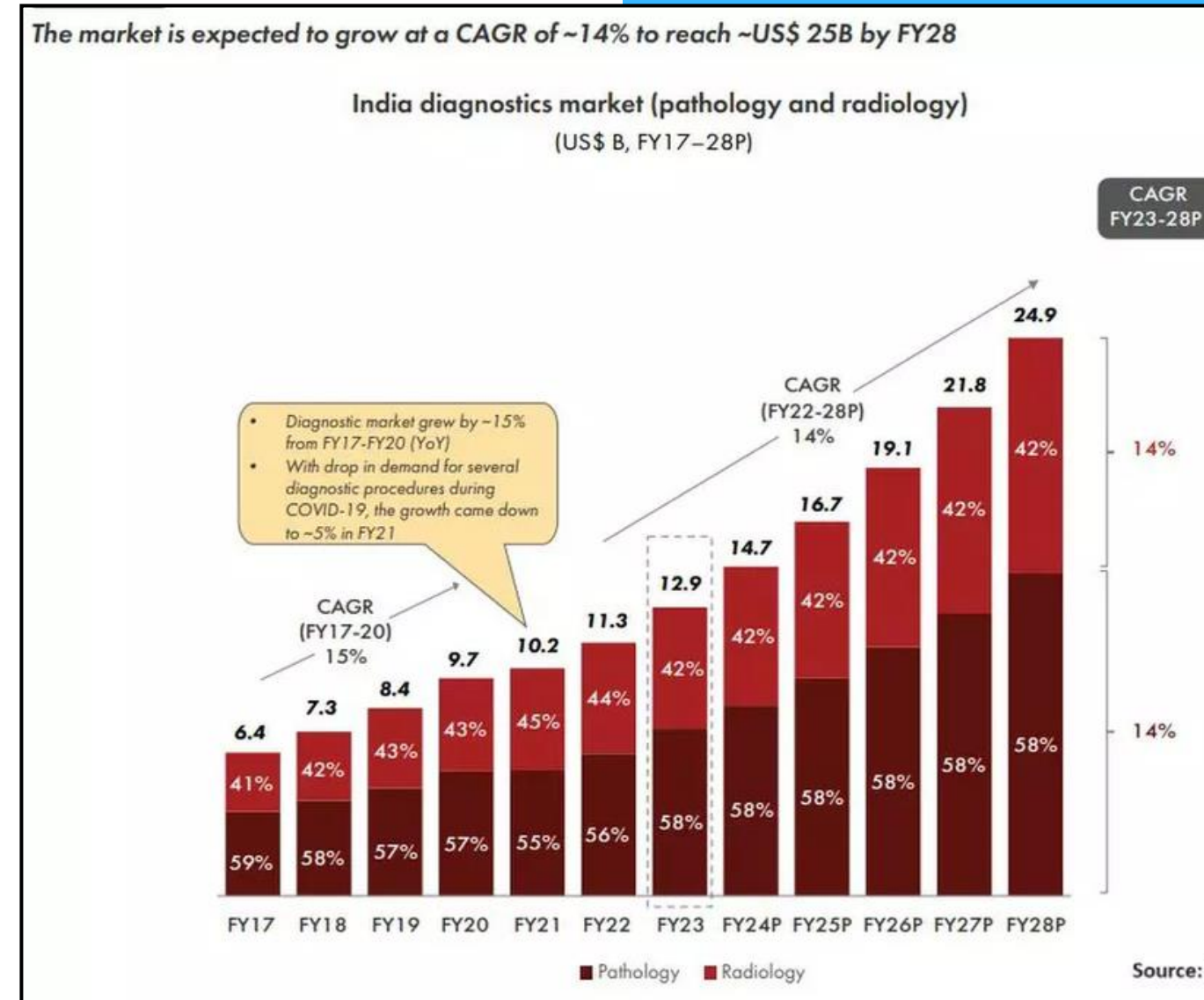
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# Market Overview

## Market Drivers

1. Rising Health Awareness
2. Prevalence of Chronic Diseases
3. Technological Advancements
4. Healthcare Infrastructure Development
5. Increasing Healthcare Expenditure
6. Increasing Aging Population



**USD 7.5 BN**

Pathology Market  
Size (2024)

**10.9% CAGR**

Projected CAGR  
(2024-2030)

**WEST INDIA**

Biggest Market

# ABOUT US



Bio Hubb is a bio-bank that aims to provide the highest quality processing and storage of human tissue samples for third-party research institutions. Our mission is to ensure the preservation of biological samples and their related information while facilitating research and innovation in various fields of study.



- Precision Diagnostics
- Advanced Technology
- Fast Turnaround
- Exceptional Care



# METHODOLOGY

## ● Data Gathering By Web

- **Database Creation:** Compile a comprehensive list of diagnostic centres in Rajasthan.
- **Competitive Analysis:** Analyse competitors to understand the market landscape.

## ● Data Gathering By Calling.

- **Contact Information:** Research and collect contact details for each centre.
- **Information Gathering:** Use calls to collect additional information from the centres.

## ● Lead Generation

- **Partnership Outreach:** Initiate calls to offer partnership opportunities with your firms.
- **Lead Generation:** Identify potential leads through interactions and data analysis.

## ● Marketing Funnel.

- **Data insights:** Learn what attracts leads.
- **Targeted outreach:** Reach the right audience.
- **Frictionless conversion:** Streamline lead capture.
- **Personalized messaging:** Speak directly to their needs.

## Strategic Synergy – A Comprehensive Analysis of Market Dynamics ,Partnership Opportunities & Alliances in Rajasthan

### India Diagnostic Labs Market

#### Report Segmentation

##### Regional Outlook

- North India
- West India
- South India
- East India

##### End User Outlook

- Referrals
- Walk-ins
- Corporate Clients



##### Sector Outlook

- Urban
- Rural

#### Provider Type Outlook

- Stand-Alone Diagnostic Labs
- Hospital Based Diagnostic Labs
- Diagnostic Chains

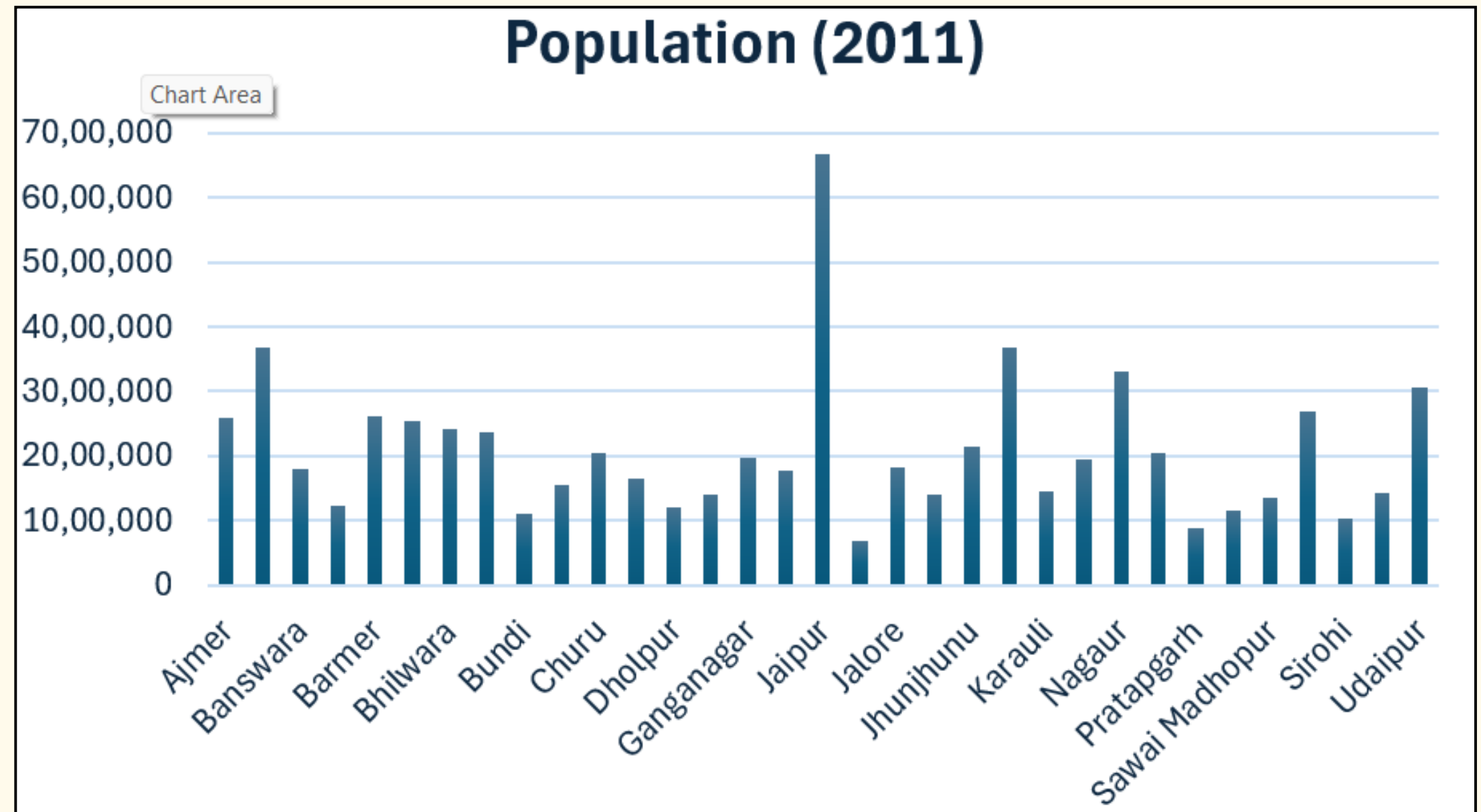
#### Test Type Outlook

- Pathology
- Radiology

# POPULATION ANALYSIS

- **Rajasthan Population:** Over 8.2 crore
- **Density:** Around 200 people per square kilometres.
- **Number of Districts:** 50 districts.
- **Most Populous Districts**

|                |           |
|----------------|-----------|
| <b>Jaipur</b>  | 6,626,178 |
| <b>Jodhpur</b> | 3,687,165 |
| <b>Alwar</b>   | 3,674,179 |
| <b>Nagaur</b>  | 3,307,743 |



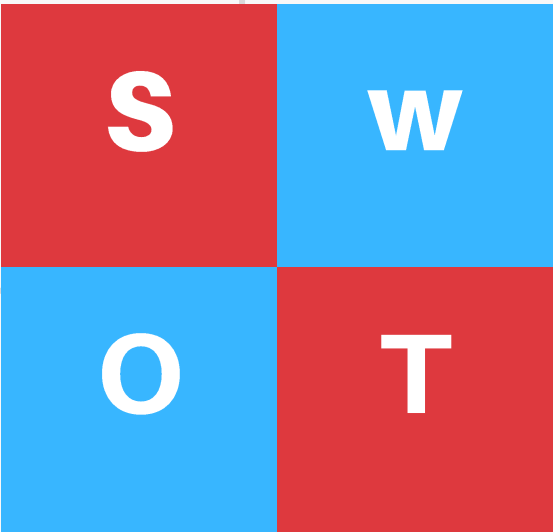
# SWOT ANALYSIS

## Strength:

- **Established Brand:** A recognized brand name and reputation provide trust and credibility,
- **Operational Support** (Franchise Model): Consistent service quality across locations.
- **Economies of Scale** (Franchise Model): Centralized purchasing and resource sharing reduce costs for supplies and equipment.

## Opportunities:

- **Niche Services:** Specialized tests to differentiate from competitors.
- **Local Partnerships:** Partner with healthcare providers for referrals and market penetration.
- **Digital Integration:** Attract tech-savvy patients and improve efficiency.



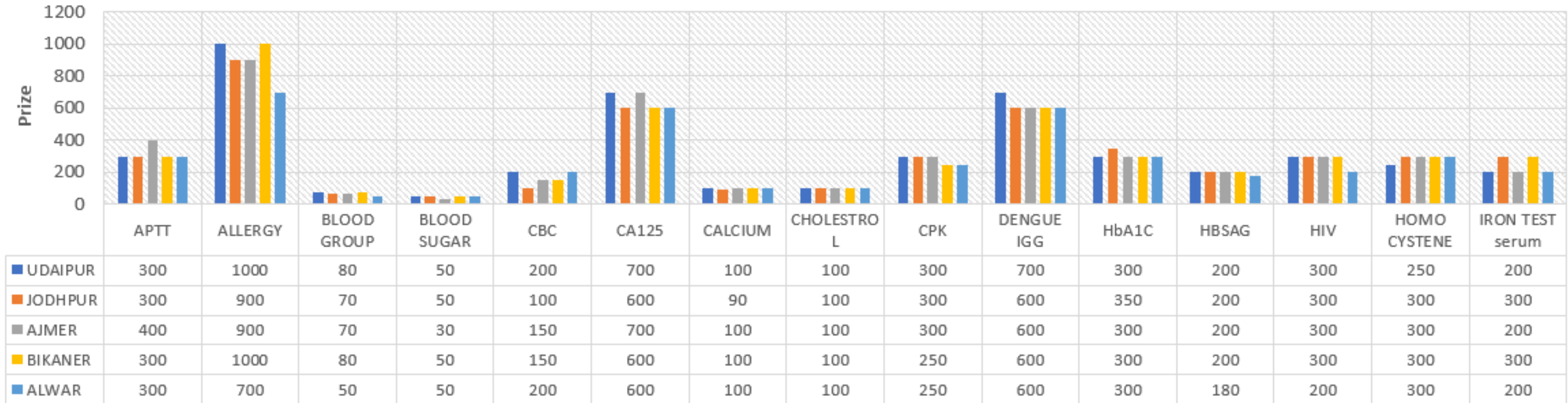
## Weakness:

- **High Competition:** Price wars and margin pressures.
- **Operational Constraints:** Limited adaptability due to strict guidelines.
- **High Initial Costs:** Upfront fees and royalties can strain finances.

## Thearts:

- **Regulatory Changes:** Compliance costs impacting profitability.
- **Market Saturation:** Reduced market share and customer loyalty.
- **Economic Downturns:** Decreased demand for diagnostic services.

# COMPETITIVE ANALYSIS



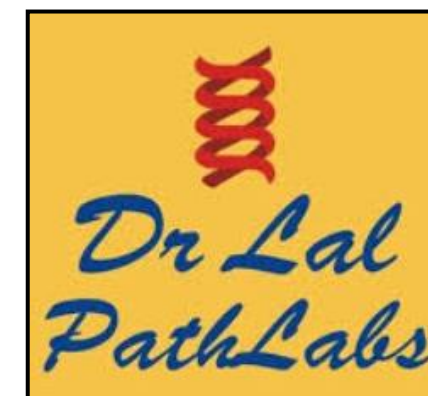
**50+ Sample Collection Centers  
and 10+ Regional Centers**



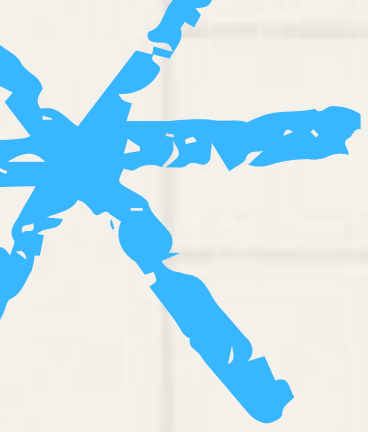
**15+ Collection Centers and 1  
Regional Center**



**150+ Sample Collecting  
Centers and 12 Regional  
Centers**



**200+ Sample Collecting  
Centers and 40+  
Regional Centers**



# CONCLUSION

- **Database:** Compiled a comprehensive database of 278 diagnostic centres across all 50 districts of Rajasthan.
- **Targeted Outreach:** Identified 42 high-potential clients through a targeted screening process.
- **Extensive Contact:** Conducted over 300 calls to connect with these potential clients.



- **Representative**

Customers want to be briefed by the in field representative present in that district.

- **Price List**

Customers generally asked for the price list of the tests that we offer.

- **Insufficient volume of Patients**

Customers denied to collaborate with us because of low customer volume in that area.

- **Running Multiple Franchise**

Some customers have already running multiple franchise and did not want to run another .

*Thank  
You*

