

Thesis Synopsis

Title: Exploring the Medical Devices Market of UAE and Developing a Penetration Strategy for IV Cannula

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Program: MBA in Pharmaceutical management]

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1. Introduction

The United Arab Emirates (UAE) has rapidly advanced as a regional healthcare hub...

2. Need for the Study

There is a growing need for safe, reliable, and cost-effective IV cannulation solutions...

3. Objectives

1. To analyze the current status and trends of the UAE medical device market
2. To understand regulatory and legal frameworks affecting medical device imports
3. To evaluate the competitive landscape of the IV cannula segment
4. To design a market penetration strategy tailored to UAE healthcare dynamics

4. Research Questions

- What are the primary trends and challenges in the UAE medical device sector?
- How does MOHAP's regulatory framework affect new product entry?
- Who are the main competitors and what is their market share in IV cannulas?
- What strategies can enable effective market penetration for IV cannulas in the UAE?

5. Methodology

Approach: Descriptive and analytical, based on secondary data

Data Sources:

- Government databases (MOHAP, DHA, SEHA)
- Market research firms (Grand View Research, Fitch Solutions, 6Wresearch)
- Company reports and white papers
- Academic journals and healthcare reviews

Frameworks Applied:

- PESTLE Analysis
- SWOT Analysis
- Porter's Five Forces
- Ansoff Matrix

6. Scope of the Study

The study is confined to the UAE's medical device industry...

7. Limitations

- Absence of primary data due to time and access constraints
- Findings specific to UAE and not generalizable to the wider GCC region
- Market estimates subject to change due to rapid healthcare policy shifts

9. Expected Contribution

This study is expected to:

- Provide a blueprint for IV cannula manufacturers...
- Offer insights to healthcare policymakers and regulators
- Contribute academically to literature on market entry strategies...

10. References

1. Grand View Research. UAE IV Cannula Market Size & Forecast. 2023.
2. MOHAP. UAE Medical Device Registration Guidelines. 2023.
3. Fitch Solutions. UAE Healthcare Market Outlook. 2023.
4. WHO. Global Medical Devices Landscape. 2022.
5. Medilink Midlands. UAE Regulatory Pathways. 2023.