

**Current Information**  
Thecasesolutions.com

- Company name
- Product name
- Product description
- Product benefits
- Product features
- Product pricing
- Product availability
- Product distribution
- Product sales channels
- Product sales volume
- Product sales growth
- Product sales forecast
- Product sales strategy
- Product sales objectives
- Product sales metrics
- Product sales KPIs
- Product sales dashboard
- Product sales report
- Product sales analysis
- Product sales insights
- Product sales recommendations
- Product sales conclusions

**Business Plan**  
Thecasesolutions.com

- Business objectives
- Business strategy
- Business model
- Business revenue
- Business costs
- Business profit
- Business risk
- Business opportunity
- Business challenge
- Business solution
- Business impact
- Business value
- Business benefit
- Business return
- Business investment
- Business financing
- Business funding
- Business capital
- Business equity
- Business debt
- Business loan
- Business credit
- Business bank
- Business account
- Business card
- Business check
- Business invoice
- Business receipt
- Business contract
- Business agreement
- Business partnership
- Business alliance
- Business coalition
- Business consortium
- Business network
- Business community
- Business ecosystem
- Business environment
- Business landscape
- Business industry
- Business sector
- Business market
- Business niche
- Business segment
- Business sub-segment
- Business sub-niche
- Business sub-segment
- Business sub-niche

**Sales Representative Questions**  
Thecasesolutions.com

- Product name
- Product description
- Product benefits
- Product features
- Product pricing
- Product availability
- Product distribution
- Product sales channels
- Product sales volume
- Product sales growth
- Product sales forecast
- Product sales strategy
- Product sales objectives
- Product sales metrics
- Product sales KPIs
- Product sales dashboard
- Product sales report
- Product sales analysis
- Product sales insights
- Product sales recommendations
- Product sales conclusions

**Moving Hound into Hound Ultra**  
Thecasesolutions.com

- Product name
- Product description
- Product benefits
- Product features
- Product pricing
- Product availability
- Product distribution
- Product sales channels
- Product sales volume
- Product sales growth
- Product sales forecast
- Product sales strategy
- Product sales objectives
- Product sales metrics
- Product sales KPIs
- Product sales dashboard
- Product sales report
- Product sales analysis
- Product sales insights
- Product sales recommendations
- Product sales conclusions



# Stryker Corporation: Capital Budgeting, Spanish Version Thecasesolutions.com

**What I Want to Better Understand**  
Thecasesolutions.com

- 1) Cost of financing
  - Margins, cost, sell price
  - Average life time value, % of revenue
  - Competition entering the market
- 2) Market Share
  - % of the market controlled
  - % sold by which type of surgeon (orthopedic vs. neuro)
  - International
- 3) Operational, Affordable Care Act
  - Impact on market
  - 2.5% Exche Tax
  - More information - More informed decisions



Thecasesolutions.com

**stryker**<sup>®</sup>

# **Stryker Corporation: Capital Budgeting, Spanish Version**

**Thecasesolutions.com**

More information = More in

**Thecasesolut**

ic value

und Ultra

ifferences  
and surgery techs  
about possible interest in product

utions.com

[Thecasesolutions.com](http://Thecasesolutions.com)



**stryker<sup>®</sup>**

# Current Information

## Thecasesolutions.com

The “Hound” □ \$38,000

- >5th year on market
- >2nd generation
- >10 year life cycle
- >Cuts time by 15 minute average
- >“Luxury” product

Paws □ \$30/each

- >3-4 per case per Hound

2,000 of 7,000 have at least 1 Hound

2010 \$50M in product line with 10% growth

- >\$30M in capital (7% growth) and \$20M in disposable (11%)

Main reason cited for not upgrading is total cost

Hound Marketing Team has 2 members that help

# Business Plan

Biggest advantage to the Hound is economic value

- >Save time=more patients=more money

Focus on selling capital

- >Lower capital price close to cost

- >Paws are the continuous growing revenue

2 Members of the team split market

- >One focus on existing customers

- >One focus on penetrating new clients

## **Thecasesolutions.com**

# Sales Representative Questions

Flexibility on capital but not disposable

Do not want to disrupt top customers

Communication

>Sales rep must do a better job at communicating economic benefit

Relationship

>Flexibility with the Hound pricing, fixed manufacturing cost of Paws

Competition

>Quality/price

>Luxury product or time saver

>Makes a difference for everyone involved

>Want top surgeons, need to have top products

**Thecasesolutions.com**

# Moving Hound into Hound Ultra

Is there enough benefit to outweigh the cost?

Additional benefits

- >Economic = Time
- >Cost
- >Work with engineers to find out the differences

Market desire

- >Talk with hospitals, doctors, and surgery techs
- >Speak with potentials clients about possible interest in product extension

**Thecasesolutions.com**

# What I Want to Better Understand

## 1) Costs/Pricing

Margins, cost, sell price

Average life time sales, #'s on revenue

Competitors entering the market

## 2) Market Share

% of the market controlled

% used by which type of surgeon (orthopedic vs. neuro)

International

## 3) Obamacare Affordable Care Act

Impact on market

2.3% Excise Tax

More information = More informed decisions

**Thecasesolutions.com**





**Thecasesolutions.com**

Questions?

Thank you for you time and  
consideration.