

The common equipment for the lateral flow production at different stages and the commercial operations to maximise the business success

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Abstract

The lateral flow production stages can be divided into a few stages according to the purpose and the scale of the production. Different devices are recommended to meet the budgets and the production outputs of individual researchers and manufacturers.

1. R&D
2. Small Scale
3. Medium Scale
4. Large Scale

After resigned from Kinbio in 2016 and before made the decision to move to Portugal, I spoke with all the principal suppliers of Rapid test equipment in China, including Biodot. The problems which I found prevented from getting more market share in Kinbio weren't unique. In 2017 to 2020, more conversations and meetings were made with the local business entities in Portugal. The problems are universal, many business entities are operating without a careful business analysis and a solid mid to long term planning. In 2020 and 2021, the certain commercial operation measures were placed into business practice for the first time and have had brought million dollars businesses, the target territory become the leading foreign market in Kinbio, obtained above 50% market share in 2021 by now(Average market share in the past 5 years is about 10% - 15%).

Figures

