

**VIABILITY AND FEASIBILITY REPORT ON EXPORTING OF PHARMACEUTICAL  
PRODUCT, ELECTRONIC EQUIPMENT, OPTICAL TECHNICALS AND MEDICAL  
APPARATUS FROM VIGOR UK TO THE UNITED ARAB EMIRATES**

Your Name

Course Name and Number

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### **Executive Background**

The British Telehealth Corporation is an organization that deals in the production of wearable health technology and medical monitoring devices in England. The organization was founded in 2015 and recorded substantial growth over the fiscal years. At the onset of the Covid-19 pandemic, the profit margins increased substantially, resulting in increased production capacities of the organization. Besides, studies conducted by YouGov UK revealed that The British Telehealth Corporation was the fastest growing organization in healthcare. Despite the organization having a single store in London at the beginning, there are new enterprises in Manchester and Birmingham. The organization's success is characterized by maximizing consumer satisfaction attributed to the production of high-quality products and services. Consumers seeking to purchase the products offered received the maximum value for their money, prompting maximized consumer loyalty. As an organization in the healthcare departments, the organization seeks to maximize patient beneficence and safety. Consumer satisfaction is considered the primary objective for the organization, and it is spread throughout its operational prospects as its influential culture. The produced wearable healthcare technology devices include smartwatches and Fitbits, which can be used to collect an individual's information regarding their health status. The data is provided in real-time, which facilitates healthcare personnel's efficient and effective responses. The efficient responses to arising illnesses or complications improve the health status of the patients, thereby limiting the risk of delayed diagnosis and administration of treatment. The overall objective is to maximize the well-being of people through convenience. Following the recent development in England, the organization seeks to expand to the United Arab Emirates. Diverse studies will be conducted to

establish the prevailing market dynamics, which may affect success metrics recorded for different fiscal years.

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### **1.0 Introduction**

The British Telehealth Corporation was established in 2015. The organization's primary objective was to maximize the well-being prospects of patients by reducing preventable morbidity and mortality due to different health issues. The organization was driven by the desire of developing systems characterized by real-time responses from medical personnel attributed to an efficient conveyance of information. The British Telehealth Corporation developed electronic products such as wearable health technology and medical monitoring devices that provide real-time information regarding a patient's health condition. The devices collect information such as physical strain, risk of seizure, heartbeat rates, exercise time, blood pressure, calories burnt, and steps walked. Such information is significant to healthcare personnel and caregivers evaluating a given patient's health. Success in the English market is attributed to proper market strategies, which predispose the satisfaction of consumer demands. Pieces of evidence have indicated that organizations considered to be at the peak of performance in a given market setting are characterized by producing goods and services of the desired quality (Brouthers et al., 2009). Therefore, the British telehealth corporation is driven by maximizing consumer satisfaction for the delivery of desirable goods and services.

The ambitions to venture into the global market are driven by overwhelmingly positive feedback from the English market setting. As such, the organization seeks to develop and efficiently employ appropriate global marketing strategies which maximize the capacities of success in a foreign market. Global marketing strategies are the tools, strategies, and frameworks employed by an organization seeking to venture into the international market to evaluate the

prevailing dynamics which affect operational prospects (Sichtmann & von Selasinsky, 2010). Such studies are necessary to understand the specific consumerism characteristics exhibited by the population of a given region which may affect the consumption of different products and services (Paul et al., 2017).

The British Telehealth Corporation will base its decision-making prospects on feasibility studies to maximize the viability of selected options. Furthermore, appropriate frameworks will be employed in each characterization state to ensure that data collected and processed for the decision-making process is reliable, making decisions viable (Brouthers et al., 2009). The necessary schematics and the processes of product promotion in the United Arab Emirates (UAE) market will be enacted systematically to maximize the productivity metrics. Improving the profit margins is an objective that seeks to be achieved to increase the operational capacities of the organization to multinational status. Factors considered in the UAE market will include social, economic, cultural, and religious practices, which affect the appreciation of different brands offered in the market. This study evaluates The British Telehealth Corporation's expected market dynamics by venturing into the UAE. Illustrations of PESTLE analysis, 4P's, market segmentation, entry strategies, financial feasibility, and expected constraints provide reliable data regarding the expected UAE market dynamics.

## **2.0 The 4 Ps of Marketing**

The marketing prospects necessitate the proper outlining four Ps since they may affect the operational capacities of an organization. The offered products and services are introduced into the market by adhering to the desired product, price, place, and promotion prospects (Nagraj, 2019). Marketing strategies have often defined the factors mentioned above as the desirable marketing mix (Sharma, 2005). The factors consider the internal and external

environment and their impacts on its operation (Paul et al., 2017). The decisions made are often consumer-based to maximize their satisfaction, predispose brand loyalty, and increase profit margins in a given fiscal year. The competitive world necessitates the adoption of appropriate strategies which facilitate the realization of the stipulated organization. Notably, outperforming competitors necessitates outstanding performance, defined by producing high-quality products and services for consumers.

## **2.1 Product**

Patients will have the autonomy of visiting different stores while purchasing the company's products. The identification of appropriate devices will be based on consumer needs. Needful to note, the products will be specific to facilitate the provision of products that maximize beneficence for the clients (Pure, 2019). The devices, such as smartwatches, will be characterized by maximum efficiencies to reduce risks associated with the late data delivery. On the other hand, effective market research will facilitate the provisional products and services that suit client demands (Paul et al., 2017). Notably, the operational prospects adopted by the organization are centred on the satisfaction of consumer demands. The consumer-based market strategy will predispose success in the UAE market (Nagraj, 2019). Finally, identifying appropriate products will be based on a professional assessment of a client's health condition to diagnose the appropriate devices.

## **2.2 Pricing**

The British Telehealth Corporation considers pricing as a critical tool that predisposes success of the company. The high cost of healthcare services and the necessity for individuals in need necessitates the creation of favourable compromise for the client and organization (Pure, 2019). Each party is supposed to experience beneficence from the interaction

involved. Therefore, the organization will seek to partner with different insurance firms to facilitate the acquisition of necessary products (Sharma, 2005). The high cost of healthcare services will be reduced progressively by developing reliable devices with real-time data conveyance. Also, the purchasing of different products will include subsidized costs for passements of blood pressure, Body Mass Index (BMI), cholesterol tests, and blood sugar levels.

### **2.3 Place**

Different shops will be placed strategically in UAE. The maximization of convenience will characterize the selection of appropriate spots. Strategically positioning the enterprises will facilitate easy access to all the relevant services and products buyer clients (Pure, 2019). Besides, working hours will be communicated effectively and adequately to ensure an appreciation of convenience for employees and clients. The necessity of appropriate communication cannot be overlooked since it ensures that the service provided by the organization is reliable, creating consumer satisfaction (Nagraj, 2019). Appointments will also be offered to all clients seeking to visit the premises to avoid the dissatisfaction attributed to delays in service provision. Besides, the market's competitive nature necessitates the adoption of a consumer-based system of convenience to acquire significant market dominance.

### **2.4 Promotion**

Product promotion is considered an essential tool in marketing. The adoption of appropriate product promotion strategies facilitates the creation of consumer awareness of different products and services offered in the market (Pure, 2019). Appropriate market strategies are characterized by the capacity to trigger consumers' desires to purchase different products and services. Strategies employed to promote offered products and services include advertising and creating favourable public relations (Nagraj, 2019). Notably, The British Telehealth Corporation



will use appropriate advertisement standards to promote the products and services. The developed website will have capacities to channel consumers to English and UAE enterprises for those opting for online transactions.

### **3.0 PESTEL Analysis**

#### **3.1 Political**

The UAE is considered among nations that have recorded exponential economic development over the past decades. The economic development in the region has reduced poverty levels significantly compared to many nations (Schilirò, 2015). The developmental prospects are attributed to adopting appropriate political setups that limit social and religious conflicts compared to other regions in the Middle East. The seven emirates created specific societal governments that maximize the adoption of appropriate social and political systems that create harmonic societies. Political stability is considered an appropriate tool for rapid economic and social development in a given region (Bush, 2016). Nevertheless, challenges of minor conflicts with the neighbouring countries attributed to various drilling policies create a possible risk of creating undesirable market characteristics.

#### **3.2 Economic**

The UAE economy is considered high-ranking in the world (Bush, 2016). The country's citizens are used to luxurious ways of life attributed to the affordable cost of living. Notably, the region generates approximately 400 billion USD gross domestic product per capita annually (Bush, 2016). Financial reports from the world bank indicate that the region's GDP per capita is likely to increase substantially over the coming years compared to many regions, which will record a decline due to unprecedented economic turmoil caused by the Covid-19 pandemic. The country has reduced unemployment rates in the Middle East region, suggesting that its economic

standards provide a reliable market for the products and services offered by The British Telehealth Corporation. The economic developmental prospects will result in the appreciation of sophisticated products based on technology and convenience due to the appreciation of good health.

### **3.3 Social**

The British Telehealth Corporation management considers the UAE market appropriate since the adoption of flamboyant lifestyles characterizes it. The economic prosperity in the region resulted in the creation of employment characterized by higher salaries for citizens (Bush, 2016). Furthermore, immigrants who were more into the region have secured well-paying jobs increasing the appreciation of luxurious lifestyles. Studies have indicated a complex relationship between luxurious lifestyles and health issues. A healthy lifestyle is characterized by various health benefits for the individuals heeding the desirable health metrics. However, undesirable lifestyles predispose the occurrence of diverse health issues. Unhealthy lifestyles are associated with preventable morbidity and casualties attributed to poor health.

### **3.4 Technological**

The region's economic development creates appropriate platforms for developing sophisticated technological ideas. The adoption of sophisticated Healthcare technologies will predispose the realization of greater well-being metrics for the entire population (Schilirò, 2015). The governments have created ample environmental factors that facilitate the advancement of technology-based organizations. Notably, the British Telehealth Corporation seeks to capitalize on the desirable market dynamics predisposed by economic development. The likelihood of appreciation of technological-based real-time responses is very high. Consumers associated with luxurious lifestyles are often attracted to convenience. Therefore, the sales of wearable health

technology and medical monitoring devices will be appreciated. Being an English-based corporation, the organization will be characterized by reliable technological capacities that limit the risks of hacking. The management will employ proper encryption to limit such risks, which may jeopardize the success metrics of the organization.

### **3.5 Environmental**

The environment in the Middle East is characterized by being hot and dry, attributed to the desert conditions. However, the region is employing sophisticated engineering and architectural practices, which have improved its environmental prospects to a desirable one. Therefore, the undesirable environmental conditions that are likely to demoralize the movement of employees for the organization will be solved. Buildings are characterized by a state of art ingenuity which reduces the risks of physical strain due to unfavourable weather conditions (Bush, 2016). UAE also has a coastline and seaports, which will facilitate cargo transportation from different regions adequately. Assuming that the developmental prospects reach the stipulated objectives for defined fiscal years, developing more prominent firms will involve outsourcing materials from other regions. Access to the scene will increase the transportation ease.

### **3.6 Legal**

The political systems of the UAE facilitate the effective operation of multinational corporations seeking to invest in the country. The enacted foreign affairs policies facilitate the venture of organizations in the region (Bush, 2016). Enacted Healthcare policies also seek to maximize the well-being of residents in the region. However, concerns have often been aired by international bodies regarding the consideration of human rights. The management will heed such concerns to ensure that associations with institutions accused of human rights violations do

not affect the operational prospects of the company. Wearable health technology and medical monitoring devices introduced into the country and will only collect the desired information pertaining to health. Imperatively, privacy infringement is considered a violation of law, and the organization will seek to adhere to the stipulated constitutional mandate. Besides, to avoid the risks of hacking and loss of patient data, the organization will include sophisticated encryptions to protect patient data. Professional ethics in healthcare necessitate the protection of patient safety due to the associated adverse impacts when private information is shared. Therefore, the legal mandates will be adhered to facilitate effective operation.

#### **4.0 Segmentation and Distribution Channels**

Market segmentation involves the practical evaluation of a population's purchasing capacities for different products offered. The British Telehealth Corporation will apply applicable segmentation, positioning, and targeting models for the health monitoring devices. The organization will continue developing wearable health technology and medical monitoring devices characterized by maximum considerations of ergonomics and reliability to improve consumer satisfaction (Leonidou et al., 2002). Notably, the different specifications will affect the pricing displayed for the market consumption. In essence, proper pricing facilitates the satisfaction of consumers due to the value of money from the products and services received. The market segmentation and distribution models will heed demographic and geographic segmentation in the process (Leonidou et al., 2002).

Notwithstanding, proper market research will be conducted to establish the specific characteristics exhibited by the market that affect consumer behaviour. Also, demographic and geographic segmentation will be employed significantly. Different enterprises will be distributed in different areas to facilitate convenience of access for all possible consumers. In essence,

convenience maximizes the ease with which consumers have access to different products and services, maximizing the satisfaction metrics. Besides, demographic segmentation considers the production of goods and services for specific population classes of consumers (Leonidou et al., 2002). Each class will be characterized by different purchasing power and consumerism characteristics. In this regard, the wealthy individuals will necessitate producing the most sophisticated wearable health technology and medical monitoring devices applicable. Therefore, the development team will be engaged in producing different services and products that satisfy the value of money spent through advanced convenience and ergonomics. Nevertheless, since healthcare institutions and industries are characterized by the primary motivation of improving patient beneficence, products will vary in price for all members of the society to adequately have access to. The demographic and geographic considerations will value the different economic classes shared by populations and their respective areas of residence.

## **5.0 Finance**

Proper financial planning will be required to move devices from England to the UAE effectively. Different considerations will be involved in the stipulation of costs to facilitate the movement. The products shipped will be equipped with relevant documentation to be presented to the UAE port authorities. Invoices, certification indicating origin, and bills of landing will be provided. Additionally, import duties may apply based on the stipulated terms and conditions. However, the rates are often approximately 5% for all products and reduce substantially for health-related products (Leonidou et al., 2002). The quality of different products brought to the UAE market is also characterized by specific metrics of quality that must be attained. The Gulf Cooperation Council (GCC) issues policies for restrictions and bans on different products offered based on quality assurance metrics (Leonidou et al., 2002). Furthermore, the Gulf

Standardization Organization (GSO) ensures that the necessary packaging of products meets the desired qualities before billing is initiated.

Assuming that The British Telehealth Corporation intends to export smartwatches with a market value of £100,000 to the UAE market, the following costs will be incurred:

CIF

Export duty paid will be affected by cost + cargo insurance + freight charges known as the CIF value.

Total value of cargo = £100,000

Insurance = 2.5% = £ 2,500

Freight charges = £8,000 (for 1 container) = £ 8,000

CIF = 100,000 + 2,500 + 8,000 = £ 110,500

Export Duty is 20% of the CIF

$0.2 * £ 110,500 = £ 22,100$

VAT

Value Added Tax payable will consider the addition of cargo cost + freight charges + Insurance costs + Duty costs.

CIF + Export Duty = £ 110,500 + £ 22,100 = £ 132,600

VAT rates = 5%

$$\text{VAT} = \text{£ } 132,600 * 0.05 = \text{£ } 6,630$$

#### Landed Costs

$$\text{Landed Cost} = \text{Cargo costs} + \text{Freight Charges} + \text{Export Duties} + \text{Risk} + \text{Overhead}$$

$$\text{Landed cost} = 100,000 + 2,500 + 8,000 + 22,100 + 6,630 + 1000 = \text{£ } 140,230$$

Assuming that the smartwatches are sold at £50 in England;

A total of £100,000 has 2,000 watches. The retail price in UAE will be at least

$140,230/2000 = \text{£}70.12$  to avoid losses. Profit margins will be set based on the established purchasing capacity of every market segment with a reference line of £70.12.

The calculations indicate that the total costs incurred in total services can be reduced significantly by using cheap freight services. The VAT and CIF values established are directly proportional to their costs incurred in freight services. This means that, the lesser the charges, the lesser the duty charges and vice versa.

## 6.0 Technicalities

Different technicalities are likely to be experienced by the organization trying to operate in the UAE if international laws are not adhered to optimally. The international market is characterized by the existence of stipulated international trade rules. Notably, the policies are

developed by the International Chamber of Commerce (ICC). The terms and conditions stipulated in the international sales contract are considered incoterms. Studies have indicated that the contract terms are legally binding for the involved parties, and a breach is considered a violation (Cohn, 1973). The incoterms rules vary with modes of transport adopted and times agreeable by the involved parties. The major categories are E, F, C and D. Imperatively, shipment holding one term is in Category E (Departure). Category F (Main Carriage Unpaid) is characterized by three trade terms named the FAS (Free Alongside Ship), FCA (Free Carrier), and FOB (Free on Board) (Cohn, 1973). On the other hand, CIP (Carriage and Insurance paid to), CPT (Carriage paid to), CIF (Cost, Insurance and Freight), and CFR (Cost and Freight) are the four trade terms of Category C (Main Carriage Paid). Finally, Category D (Arrival) has three terms adhered to named DDP (Delivered Duty Paid), DPU (Delivered at Place Unloaded), and DAP (Delivered at Place) (Cohn, 1973).

Considering CIF Incoterm (Cost, Insurance and Freight) terms, the products that have been shipped are delivered when sellers secure ship boarding. Besides, CIF Incoterms also apply when the products are to be procured from the destination ports. Despite the risks of unprecedented inconveniences occurring at the delivery port, the seller is obligated to complete the terms of the contracts once the products reach their destination port. Furthermore, costs attributed to offloading are incurred by the seller unless stated otherwise. The seller is responsible for the clearance of all goods set for export. The CIF incoterm necessitates the conclusion of insurance payments before the cargo is shipped.

## **7. Conclusion**

The British Telehealth Corporation specializes in producing wearable health technology and medical monitoring devices in England. The developmental prospects recorded over the past



fiscal years have created a desire to venture into the international market. Notably, the organization seeks to venture into the UAE market. The market entry prospects necessitate the development of proper strategies which will predispose success. The competitive market necessitates adopting appropriate strategies and tools based on evidence from feasibility studies conducted. The 4 Ps of marketing will enable the organization to adopt appropriate pricing, products, placement, and promotion tools, which will maximize consumer satisfaction, recording increased profit margins. Besides, a comprehensive PESTEL analysis will be conducted to establish the prevailing market dynamics that may affect the organization's operational prospects. Market segmentation will be conducted to establish the prevailing consumerism behavior in the UAE, which affects their desire to purchase different products offered. Additionally, distribution channels will be selected based on convenience to consumers, a critical tool to avoid dissatisfaction risks. Robust financial planning will also be involved to avoid the possible risks of incurring losses. Expenses involving Cargo costs, Freight Charges, Export Duties, Risk, and Overhead expenses have to be established for every shipment. Finally, The British Telehealth Corporation's success in the UAE market will be characterized by the effective considerations of market research data. The decision-making prospects engaged must be based on pieces of evidence and real-time market research data.

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