Companies with Selling Power

Of course, the top manufacturers have strong selling power. There is intense rivalry in price wars, particularly in commercial laboratories. Selling power backed by total services is essential.

The aforementioned are the factors that are particularly important. Two or 3 examples of recent trends will be given.

Companies with Development Capability

Fujirebio: Progress was made in screening of 8,000,000 items per test at the Nisseki Blood Center using diagnostic drugs for the ELISA method initially made by Dainabot. However, this was replaced with a diagnostic drug developed by Fujirebio using agglutination method. It was confirmed that in 1989, the market including that in general hospitals had exceeded 1.3 billion yen.

The same company has developed a diagnostic drug for agglutination for ATL and has obtained good results.

Companies with Capital Power

Chugai Pharmaceutical: This is related to the development capability in the above example. However, this is a case where the technology is not that of this company, but rather technology that was borrowed from another company. The same company paid approximately $100 million to the venture business of Gene Probe Co. of the U.S.

The actual results follow. The Gene Probe Co. was at the top of the world market with its DNA probe diagnostic technology. Other companies were surprised at the fact that Chugai Pharmaceutical had obtained this technology. M & A in this industry has been recently started because of the capital power of Chugai.

Companies with Selling Power

Sanko Junyaku: On an industrial scale, this manufacturer is next to the top manufacturers (this company started from a specialized trading company and is now aiming toward manufacturing). Its industrial selling power is publicly acknowledged. It is a particularly popular business for new entry manufacturers from different industries, etc. It has recently started to handle IgERAST EIA (Japan DPC product), which is receiving considerable industrial attention.

The aforementioned are actual examples. However, it does appear that cooperation (capital, technological, etc.) with other companies, serialization and reorganization of industries, such as M & A., etc., will proceeded in the future in order to compensate for week points and inadequacies while combining the characteristics and unique features of each company of the same field.