

UNIVERSITY OF MACAU

FACULTY OF BUSINESS ADMINISTRATION

**SOME SUGGESTIONS ON DEVELOPING
THE CHINESE MICROBIOLOGY MARKET**

**Thesis presented to
The Faculty of
Business
Administration,
University of Macau
for the granting of
EMBA Degree**

Ronjec Song Hao En

M-98-6176-4

2000

CONTENTS

	Brief Introduction to the Thesis	1
PART ONE	The Development of the Microbiology Market	3
Section One	The History of the Microbiology Market	5
Section Two	The Current Condition of the Chinese Microbiology Market	9
A.	In the field of Science Research	11
B.	In the field of Manufacture	12
Section Three	The Development Trend of the Chinese Microbiology Market	15
PART TWO	The Investigation for the Microbiology Companies	18
Section One	The Economic Profile of the Chinese Microbiology Market	24
Section Two	Methodology for Investigating the Microbiology Companies	30
Section Three	BD Inc.	33
Section Four	bioMerieux Company	37
Section Five	Merck Company	40
Section Six	Oxoid Limited	42
Section Seven	BeiJing TianTan Manufactory	48
Section Eight	ZheJiang Liberation Manufactory	49
Section Nine	ShangHai YiHua Manufactory	50
Section Ten	The Investigation and Analysis for the Market Share	51
A.	The Market Share in the Hospitals Market	53
B.	The Market Share in the Industry Market	70
PART THREE	Conclusion	79
APPENDIX I	Questionnaire	
APPENDIX II	Data Analysis	
Section One	Brief View to the Process of Making Up the Developing Strategies	3
Section Two	Job Analysis and Your Current Work	7
Section Three	The Current Condition of Your Company	11
Section Four	Direction for Making Up the Developing Strategies	18
Section Five	The Position of Your Company	25
Section Six	Control and Effectiveness of the Strategy	29