



CASE STUDY

Taking VeraTemp Global



“We found the information presented compelling and extremely valuable for our young company.”

- Rob Faber, CEO

Client Profile

Brooklands Inc. is a ten-month old company based in Florida. Brooklands is run by a small group of investors and entrepreneurs with a staff of ten. VeraTemp(+) is the brand name of the non-contact thermometer in Brooklands’ portfolio of medical devices. Launched in March 2012, sales and marketing efforts for VeraTemp were focused both in the United States and internationally. To date, Brooklands has achieved some international success on an opportunistic basis.

The Project

Brooklands Inc. engaged Fox Management Consulting (Fox MC) to create an implementation plan that would enable Brooklands to effectively manage their business through a time of drastic international expansion.

Recommendations

After exploring three strategies- local distribution, regional distribution, and global licensing, Fox MC found a significant tradeoff between depth and breadth of market penetration. Based on its projections, there was an inverse relationship between depth of penetration and resources needed, thus impacting ROI.

As a result, Fox MC recommended that Brooklands pursue a global licensing strategy. This would require the least amount of resources, the highest projected ROI, and would allow Brooklands to concentrate on the already flourishing market in the United States.

Results

Since the conclusion of the project, Brooklands Incorporated has invested \$500,000 in marketing and product redesign for VeraTemp.