



## ANALYSIS OF THE MARKETING AND SALES STRATEGY OF A SMALL HUNGARIAN PROSTHESIS MANUFACTURING COMPANY

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### **ABSTRACT**

In our work, we studied the history of the development of prosthetics, the state of hip prosthesis surgeries in Hungary and Europe, but primarily the market position of a long-established domestic medical device manufacturing company. We analyzed the marketing and sales strategy through our own experiences and structured interviews, and ultimately attempt to objectively assess the current situation in the domestic market. We examined the advantages and disadvantages compared to mostly foreign multinational competitors and find out how a domestic small business can compete and survive against well-capitalized foreign competition.

*Keywords: analysing, prosthesis, interview, small and medium-sized enterprises*