

# Week 7 discussion questions

[Business](#)



Multiple Markets Sharp Company's electronic product, Multifunctional Printer Series MX 2600N is examined in two different markets for discussion purpose. These are the American and the Indian markets for Sharp product, Multifunctional Printer Series MX-2600N. The US market, as per the website, provides an overview of the product, focusing on the product's workflow efficiency as well as its extra-ordinary image quality as the leading features of the product, MFP, MX-2600N. The Indian website of the Company also provides product information but in a colorful way, offering selected HTML keywords, which include:

“ Multifunction Printers/ Copier | Color Enabled Enterprise Solutions | Sharpdesk™ | Sharp Open System Architecture.”

The American website offers a feel of black & white picture of the product image and the product features, while the Indian website uses the color element variously, particularly red color in sub titles of the product traits besides showing total range of all series available in black & white and color MFD models, differentiating them through the use of colored text, on the left side of the web page. The Indian webpage of the product focuses on the external features of the product, such as its design and frame but pinpointing at the same that the product is the outcome of “ cutting-edge technologies.” Another mentionable difference is that the American web page of the product also includes and presents another similar product description as features of both are same. That similar product is MX-3100N. The American web page does not mention that the Open System Architecture is 3. 0, unlike its Indian counterpart.

Critical Analysis - Gray Market Products

Whether a gray market product available in the US market poses any risk or  
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not, depends on the kind of product. Some gray market products can be too risky to purchase, for instance purchasing of drugs from the gray market in the US; it could be risky to the extent of life-threatening. As per the survey conducted by Premier Healthcare Alliance in 2011, a call for gray market drugs was posted in the Premier Pharmacy Weekly Update in the last week of April 2011, specifying the national drug codes (NDCs) and their retail prices for comparison with Premier base contract prices (Cherici et al. 1). Comparison of the drugs of gray market with of Premier base contract prices proved that all gray market drugs were manufacturer back-ordered or short-supply drugs. The marketing strategy used by gray vendors to sell their drugs was in the form of emails and fliers, using language tool such, “ We only have 20 of this drug left and quantities are going fast.” All marketing and sale offers online were made for those drugs that were in short supply or such drugs that were totally back-ordered by their manufacturers, and were meant only for serious patients. Gray market pricing strategy was based on the quantity and date of the drug. Reduced quantity increased both the demand and cost of the drug. Integrity of such drugs can not be traced, as stolen insulin can not control the blood sugar level because of wrong storage, affecting the properties of a drug (Cherici et al. 2).

#### Works Cited

Cherici, Coleen., McGinnis, Patrick., Russell, Wayne., & Premier Healthcare Alliance. “ Buyer Beware: Drug Shortages and the Gray Market.” Premier. August 2011. 29 September 2012. .

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<https://www.premierinc.com/about/news/11-aug/Gray-Market/Gray-Market-Analysis-08152011.pdf>