

The glycosylation profile of proteins in biological fluids

[Business](#), [Marketing](#)



Developing an efficient sales distribution channel is essential to improving sales and maintaining a loyal customer base. Understanding the way buyers go about their buying process is one way of ensuring that their preferences are taken into account and consequently develop an effective channel. This is due to the fact that traditional sales channels based on market segmentation are no longer tenable as today's customers according to Nunes and Cespedes are "unfettered" (nap). They are more adversarial, more strategic and better equipped with information and technology enabling them to make advantageous decisions.

The product to be marketed in this case is a device for detecting pre-diabetes, diabetes and diabetic complications using differential protein glycosylation. The device tests overall glycosylation profile of proteins in biological fluids such as saliva, urine, serum, blood, and tissue culture fluid. This is based on the fact that over 18million people in the U. S have type 2 diabetes (T2DM) and out of these 5 million do not know they have it (Nagalla & Roberts, nap). The current screening measures blood glucose levels during fasting conditions or following a glucose challenge with interventions meant to slow or prevent disease progression. The home test is more accurate and convenient than the current method.

The kinds of buyers who are expected to be frequently served are habitual shoppers who buy products at same places over and over and in the same manner. These shoppers get awareness once they have run out of a product and use only information provided or easily available. Once they visit retail outlets they discover new products. In the evaluation stage, they are likely to fall back on long-held preferences since they are brand loyal but they are

also susceptible to change. To make the purchase, they have to be reminded and their purchase can be planned or unplanned. In the last stage of postsale service, they perform moderate evaluations unless switching brands (Nunes & Cespedes, nap). The best channel for this device is place it in several factory outlet stores, websites and use of catalog so that the buyer can get the information wherever they are used to shop. To create awareness of the product, salespersons or adverts can be placed at their favorable sites or factory locations and enough information provided to convince them to change their preferences. Such adverts or sales promotions keep reminding them of the need to buy such devices. Once they buy the product, they are likely to repeat the purchase as they become brand loyal. The open system is essential for such shoppers as they prefer buying everything in one place and not much concerned with product quality assurance. Targeted e-mail campaigns can also be used to remind such customers of the need to buy the devices.

Works Cited

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