

Product strategy and promotion essay examples

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Introduction

The offer tabled by the Vietnam government to the Stanford Medical Center on developing an affiliation with its major national hospital in Saigon is breath taking. The SMC should look carefully at the trade-offs that will result from its decision. Some of these trade-offs are discussed below.

Relocation cost: affiliating with Vietnam hospital will mean to move with its staff and technology (Kotler, Shalowitz, & Stevens, 2008). This will be expensive, as it will have to incur a lot in relocating all this in the desire to retain its American reputation of good medical work in research and other medical fields.

Staff shortage: In Vietnam, there will be a shortage of highly educated, skillful and educated nursing and managerial staff to handle the SMNs work, this will call for further investment on imported labor. The government tells the MNC to come train their doctors this exercise would be costly (Kotler, Shalowitz, & Stevens, 2008).

Security issue: Vietnam history characterized with clashes and war worries. A repeat of the same would mean grand losses and the security in neighboring countries should be a concern.

Operation cost: it would be expensive to operate in a foreign country with imported labor due to the cost of such labor. Staffs require many allowances (Kate n. d.).

Business venture: venturing in the tourism industry is a good attraction to cater for some of its expenses.

Literature: literature review of such affiliation in Asia has been successful with other clinics like Mayo, Cleveland and John Hopkins.

Market: the collaboration with a national hospital offers a good chance of having a large national outlook and market (Kate n. d.).

Conclusion

Stanford Medical Center therefore should put the above highlighted factors to consideration before making the affiliation decision. It should evaluate the pros and cons to see if the project is viable.

References

Kate Macintyre (n. d.). Rapid assessment and sample surveys: trade-offs in precision and cost Health.

Kotler, P., Shalowitz, J., & Stevens, R. J. (2008). Strategic marketing for health care organizations: Building a customer-driven health system. San Francisco: Jossey-Bass.