

# Metabical

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Metabical Case Study Questions and Answers for the case: What is the decision-making process for Metabical? Who is involved in the process?

The decision making process for Metabical involves a number of people. The consumers and the manufacturers are the major stakeholders involved. The decision making process is, therefore, two tier in the sense that while the manufacturers have to find the appropriate segment to supply with the prescription, the customers have to check if they want to use metabical. The customers have to identify the BMI before employing the use of the prescription (Quelch 3).

How should Print up think about the segmentation of potential Metabical consumers? Who is the optimal target consumer?

Market segmentation is dividing the market into different sections and finding out the potential segment that is viable for the business. Printup should consider a wide range of parameters that can ensure the process of segmentation. The segmentation plan that Printup can employ is the psychographic. In the segmentation plan, the lifestyle history of the individuals is studied; thus, forming the basis for which decisions are made (Quelch 4). The optimal target in this case is to establish a basis over which individuals are helped to lose weight.

How should CSP identify and employ the differential advantages that Metabical offers to position itself in the marketplace?

Metabical is a formulation that needs low doses and consequently the side effects of the prescription are very minimal. Moreover the items are affordable and do not require long term treatment procedures. To this end, CPS can effectively offer a support program that covers a wide range of

issues (Quelch 5). The metabical prescription can be designed for individuals who have weight issues based on different categories.

Given the positioning strategy you use how would you communicate to each of your target audiences?

The communication strategies that can be employed are varied and diverse.

The customers, who wish to use the product, have various reasons. One communication strategies that can be employed is showing the clients the photos of success stories. The photos are capable of convincing the clients on the effectiveness of the metabical weight loss program.

Work Cited:

Quelch, John A. Metabical: Pricing, Packaging, and Demand Forecasting for a New Weight-Loss Drug. 2010. Heather Beckham, Brief Cases.