

# Cialis hbs case

Business



Product Team Cialis Getting Ready to Market 1 What trends you think could influence positively and negatively the ED market? The usual market for medication has only main target audience: doctors. They are the ones that will need to be 'sold' on the product while patients will mostly take whatever they are prescribed. This case is slightly different due to the fact that 1) the brand Viagra has an unusual high awareness among patients, and 2) the influencing factor of partners is high. This is why we identify three target audiences: the doctors, the patients and the partners.

These may be influenced by current or potential trends: | Positive trends | Negative trends | | The Baby boom generation is getting into the ED | Any health risks or 'side effect' could damage the trust doctors, patients and partners have in | | demographic age group.

oral ED medication. Since ED is not life threatening or have other direct physical impact, the | | to take the medication should be very low. | barriers | | The openness with which ED issues are now discussed is | Any increase in the target audience's religious rigor could dampen the openness required to deal | | increasing (especially in Western Europe and North | | with ED.

| | America). | | Early retirement might stimulate the need to do | Known substitutes (medication, device or surgery) may become more popular or new improved ones | | something about ED.

| may emerge. 2. - What are the most relevant dimensions along which to segment the patient market for ED treatment? Because the market is still developing (see question 3), the most relevant dimensions are currently the

geographic and demographic ones. A more refined segmentation may be done at a later stage of the product life cycle.

The simple segmentation question should therefore be: In which part of the population are the ED patients most likely willing to listen to a possible solution? Answer: Age: 50+ years old men Marital/Sexual status: men having a sexual partner Attitude to ED treatment: Viagra dropouts or sceptics due to safety issues 3.

- What is Viagra's positioning in the marketplace in 2002? How would you characterize the Viagra brand? In what phase of the life cycle ED industry is in 2002?