

Mkt week 3 db sa

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



Case Study: Marketing s 28th June Software for monitoring congestive heart failure patients To begin with, the presentation of this idea is not insightful because the reader cannot easily understand what will be the use of the software, which has not even been named and there are a lot of missing information. For example, it is hard to understand how such software will be used for the purpose of discharging patients as well as doing a follow-up for the patient's home care and it raises the question as to whether this software will be installed at the patient's home in order to gather information about his recovery process.

Secondly, the presentation was not satisfactorily, because it seemingly appears as if the Elinext Group will be the owners of the software. This is because they will handle nearly everything in regards to the development of the software thereby making the inventor appear as a purchaser of his own software.

There is no perfect way to position the product because it is not even clear how it will operate and its functionalities. Additionally, legal implications have not been considered thoroughly as it appears it will be breaching patient's privacy.

The Popchips

The idea of Popchips as a product and even the marketing strategy of this product are well developed. Moreover, the product has been presented in a very innovative manner by even highlighting on the uniqueness of the product as well as its competitive advantages.

One of the unique factors that will position the product competitively in the market is the fact that it contains less calories and this will be able to attract

many customers because most of them are nowadays health conscious and they avoid consuming products with high fat content.

Popchips can be well positioned in the market if the marketing campaigns emphasize on the fact that it contains low fat content and perhaps the product should solely be focused on the market of health conscious consumers who prefer food items that contain low fat.

The legal implications concerning the marketing of this product have been clearly stated and even alternative strategies have been selected to ensure the marketing campaign does not violate any ethical and/ or legal requirements.