

The headaches of glaxowellcome case study analysis

[Business](#)



Why is Gallo Welcome introducing a second migraine medication? A.

Because this alternative choice can help to satisfy all types of customers. B.

It will be helpful to increase the brand image and sales by creating product

development. C. This strategy can help the company to capture market

share of untapped market. D. Alternative strategy allowed Gallo to promote

Emerge as the “ 2nd generation migraine medication” 2.

How should Clanswomen position Narrating in the I-J?

Market positioning of a product is very vital to its success. Based on the

strategies that were presented I will say that Gallo should discontinue the

marketing of Immigrant and focus solely on Narrating. This option fit well

with the overall concept that Narrating was an overall superior drug to

Immigrant. It would also allow Narrating to gain all the benefits off new

compound: “ 2nd generation,” safety, and low recurrence. 3. Was the

actually chosen strategy (option #4) the best decision?

I believe that market the replacement strategy in this case it was the best

choice taken as by focusing ore on the product that the people on UK want

or have Interest on, It will show to their customer that the company really do

cares about what the local customer want and need.

Now in a more technical point of view If the company decided to keep both

products in the market customers will create a feeling of confusion as they

will not know which of the two products Is better.

In my personal opinion the alternatives should be given to the healthcare

provider or hospital as these people or facilities re trained and are aware of

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differences between one product to another. 4. How should Clanswomen position Emerge In the US? Coalescence's U. S. Division faces the task of determining a positioning strategy for their new Tristan, Emerge, to increase total market share in the currently underdeveloped migraine market.

Not only should the marketing decisions combat pressure from competitors with comparable products, but also the pharmaceutical marketers must elevate the importance of the new product's placement on the formulates of managed care plans. Additionally, the development of a direct-to consumer (ETC) advertising campaign that is informative and persuasive, without offending the medical community, must be included as a part of the positioning strategy.

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