

The headaches of glaxowellcome

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

Narwhal In the 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 Minimal and focus solely on Narwhal. This option fit well with

the overall concept that Narwhal was an overall superior drug to Minimal. It

would also allow Narwhal to gain all the benefits of a 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 differences between on 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 remarries 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. The Headaches of Clanswomen Case Study Analysis By chorological increase the brand image and sales by creating product development. C.

This migraine medication" 2.

How should Clanswomen position Margin 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 ' migrant and focus solely on Margin. This option fit well with the overall concept that Margin was an overall superior drug to Immigrant. It would also allow Margin to gain all the benefits off new compound: " 2nd generation," safety, and low recurrence.

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3. Consumer (ETC) advertising campaign that is informative and persuasive, without offending the medical community, must be included as a part of the positioning