

Marketing and optimal target assignment

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**ASSIGN
BUSTER**

Print the senior director of marketing who is assigned the task to make decisions about Metabolic. These decisions about Metabolic will decide the fate of the drug. If it is observed closely there are many other stakeholders involved that will eventually decide about the fate of this drug. Print would decide the marketing and public relation strategies to push the drug in the market. But it's FDA that's quite active and concerned after few awful events which occurred from usage of weight reducing drugs.

In addition to these events there are some deceptive marketing campaigns. All was approved by FDA but still 30 cases of severe levels were caused by All'. Who is involved in the decision making process? What is the decision making process for Metabolic? 1. Who is involved in the decision making process? What is the decision making process for Metabolic? 2. How should Print think about the segmentation of potential Metabolic consumers? Who is the optimal target consumer? 3. How should SSP identify and employ the differential advantages that

Metabolic offers to position itself in the marketplace? 4. Given the position strategy you chose, what would be your communications strategy to reach your target audiences? Would you change the marketing budget or the MIMIC mix? If show? What would the timeline for your communications plan look like? 2) How should Print think about the segmentation of potential Metabolic consumers? Who is the optimal target consumer? The book of Marketing Management defines "Market Segmentation" as the process of dividing the market

Into group(s) of similar consumers and selecting the most appropriate to serve. Eventually, the selected group will be called the target market.

According to this definition and the case on hand, Print must decide on the parameters according to which she should start the segmentation process. I suggest using the cryptographic segmentation as basis where consumers' lifestyle is investigated by asking them about their activities, interests and opinions (AI) and then grouped according to the similarity of their responses. Print can use demographics (age, gender, Education,

Income) as the framework for her decision and jointly use that information with the answers from the Marketing survey that assesses the opinions and behaviors of Individuals In regards to body Image and weight loss. Further. A decision can be made by assessing which segment will be most receptive to the product on hand, Metabolic, and have its needs best matched with the solution that Metabolic offers. These criteria make our segmented market measurable, meaningful, and marketable which in turns makes it a viable segment.

Gladly, this information is given in the case and can be put into use. The Optimal Target Market using the parameters stated above in segmenting the market, the optimal target market for Metabolic shapes up to be as follows: Healthcare providers since Metabolic Is a prescription drug and physicians are constantly seeking help for their patients to help them lose weight and keep it off for the long term in order to minimize the dangers of heart disease and diabetes, and the end users who are the 35+, college educated with income level above 80, 000, suffering from...