

Cialis insead swot

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Case-Study Cialis. This report will be aimed at a SWOT analysis of a new product to treat erectile dysfunction, Cialis, produced by the joint venture Lilly ICOS. Strength : Cialis is more efficient than other products already sold on the market and has less constraints Weaknesses * Lilly ICOS has very low financial funds compared to Pfizer. * The time needed to introduce a new drug on the market is high because it has to be tested to be sure it's not dangerous. The time needed to convince doctors to switch and suggest a new drug for the same health problem * ICOS has no experience in launching new drug product Opportunities * People who have already tried Viagra and are dissatisfied with it are an easy target. Indeed, these people already talked about the problem to a doctor in the past and these people are still looking for a solution. This dissatisfaction can be due to the fact the product is not working, or for some inconvenience issues, eg. consumers cannot eat too fat otherwise Viagra has lower effect. Cialis does not have these constraints. * Viagra is not used a lot by European. The market would thus be easier to penetrate. Threats * The main product used to treat ED is Viagra, produced by Pfizer, has been dominating the market for years and is already known worldwide by consumers. * To penetrate the market, Cialis has to convince two targets: the chosen consumer group but also the doctors who prescribe the drug. There are issues concerning the culture of the target. Depending the country, the consumers are less keen to talk about erectile dysfunction to their doctor. Suggestions To penetrate the market with Cialis, Lilly ICOS should definitely not attack Viagra by the front because the group is too well known and has to higher financial resources. Another strategy

would be to bypass and attack a niche but the benefits would be lowered. The best strategy according to me would be to attack Viagra by flank.

Cialis has to attack the weaknesses of Viagra looking why it loses consumers.

* We have to focus on geographical regions where Viagra is not well implemented. In this case, Cialis would better introduce its product in Europe than trying to do it in US. * Then, Cialis has to convince both targets : the consumers and the prescriptors. * According to the country, the prescriptors are not the same : while in US, France and UK it is mainly the family doctor, in Germany, Italy and Spain, people consult a specialist.

According to the country, Lilly ICOS should convince the « most consulted » physicians to propose patients who are dissatisfied with Viagra to use Cialis instead. * The consumers are a second barrier. They could be reached with advertising with a less « dramatic » environment. ED problems have to be considered as common and normal as headache in order to make it easier for them to talk about it to their doctor. These advertising would made play some actors between 50 and 60 because the ED affect people aged in this area.