

TheCasesolutions.com

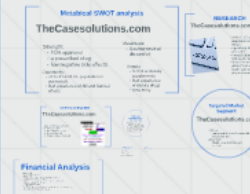
TheCasesolutions.com

CSP is an international health care company with products that treat metabolic disorders, gastrointestinal diseases, immune deficiencies etc.

Printup had over 20 years of experiencing marketing

TheCasesolutions.com

- only a year to launch "Metabical"
- Need to cover promotion and marketing communication strategy along with market segmentation.
- Recovery of \$400 million spent on R&D and FDA approval



Samsung Electronics: Innovation and Design Strategy

TheCasesolutions.com

Metabical (Meh-tuh-bye-cal)

TheCasesolutions.com

"Metabical" CSP's First weight loss prescription drug approved by FDA specially for overweight individuals.

CSP is an international health care company with products that treat metabolic disorders, gastrointestinal diseases, immune deficiencies etc.

Printup had over 20 years of experiencing marketing

Metabical SWOT analysis

TheCasesolutions.com

Strength:

• FDA approval

Weakness:

• Gastrointestinal

RESEARCH

TheCasesolutions.com



• 34% of U.S. adult population are over weight
• Age Group 34-65 years old

Issues

Issues

TheCasesolutions.com

- only a year to launch "Metabical"
- Need to cover promotion and marketing communication strategy along with market segmentation.
- Recovery of \$400 million spent on R&D and FDA approval

Metabical SWOT analysis

TheCasesolutions.com

Strength:

- FDA approval
- a prescribed drug
- few negative side effects

Opportunity:

- 34% of total U.S. population is overweight
- Bad experience of Alli and Xenical effects

Weakness:

- Gastrointestinal discomfort

Threats:

- herbal or dietary supplements
- Bad experience of dietary drugs
- New entry

RESEARCH

TheCasesolutions.com



- 34% of U.S adult population are over weight
- Age Group 34-65 years old
- Annual Salary range \$25,000 to \$60,000.
- 50% of women and 30% of men visits health care yearly for physical exam

Targeted Market Segment

TheCasesolutions.com

Primary:

- Age group of 35 to 65 years old
mostly women

Secondary:

- Health care providers and
doctors

Understanding BMI

TheCasesolutions.com

- BMI- BODY MASS INDEX
- Three categories
 1. Overweight (25 to 30)
 2. Obese (30 to 40)
 3. Severely Obese (over 40)

BMI Calculator

Height (cm): 171

Weight (kgs): 66

Your BMI: 22.57

Calculate

Below 18.5 (Underweight)

18.5 - 24.9 (Normal)

25.0 - 29.9 (Overweight)

30.0 and Above (Obese)

Imperial

Marketing communication- Promotion

1. Direct Mail Campaign
 - pamphlets etc
2. Viral Marketing Campaign
 - online contest
3. Social networking sites and contestant blogs
 - extremely valuable and cost effective

Public relations
-pre-launch and at-launch press releases

TheCasesolutions.com