

**SaskTel**

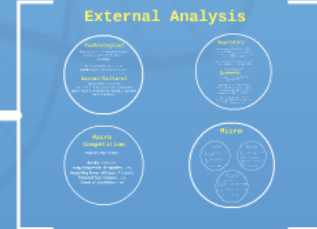
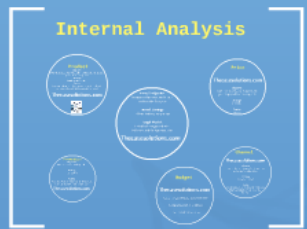
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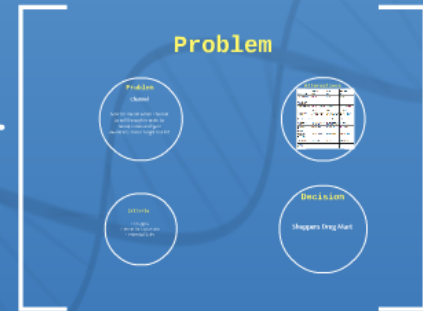
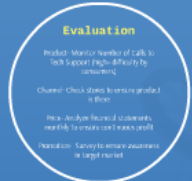


**Background**  
Established 1908

Full Service Communication in Saskatchewan  
**Thecasesolutions.com**  
 Subsidiaries in Healthcare  
 \$72.2 Million net income



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# Background

Established 1908

Full Service Communication in  
Saskatchewan

**Thecasesolutions.com**

Subsidiaries in Healthcare

\$72.2 Million net income

## **Overall Objective**

To recoup the costs and turn a profit in the first year

## **Overall Strategy**

Differentiation, Prospector

## **Target Market**

Individuals diagnosed with Diabetes and/or Hypertension

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# Product

## Objective

Provide a product that helps both hypertension and diabetes patients that is easy to use

## Strategy

Product Differentiation

## Tactics

Monitoring device, enables communication of health info, can be used by client, relative or caregiver, patent

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# Price

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## Objective

Provide a reasonably priced product while generating a profit and covering costs

## Strategy

Penetration

## Tactics

\$50-\$65

# Promotion

## Objective

Create awareness of the product

## Strategy

Push and Pull

## Tactics

Television, Radio, In-Store Demo, Direct mail, trade shows, newspaper, direct sales

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# Channel 1

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### Objective

Have product readily available for purchase online and through retailers

### Strategy

Indirect and Direct

### Tactics

Online Sales and a Retail Option: Shoppers Drug Mart, London Drugs, or Safeway Pharmacy



# Budget

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Saskatchewan-Only Launch: \$300,000

National Launch: \$1.2 Million

Post-launch: 8% of sales