Product Team Cialis: Getting Ready to Market Harvard Case Solution & Analysis

TheCaseSolutions.com

The FACTS WHO:

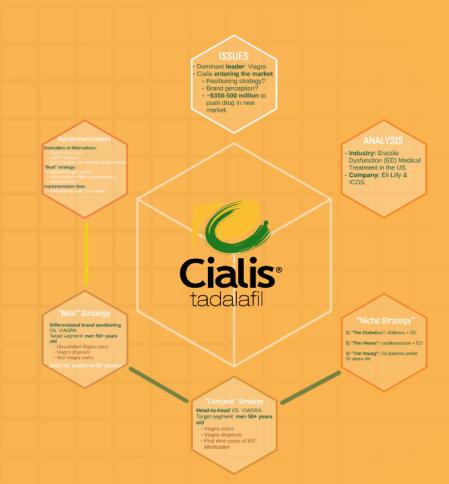
WHAT:

CIALIS
Co. destandance co.g.

WHAT:

Hart Market = New Initional foliation
Proceeds Survey a Galden
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Proceds
Proc



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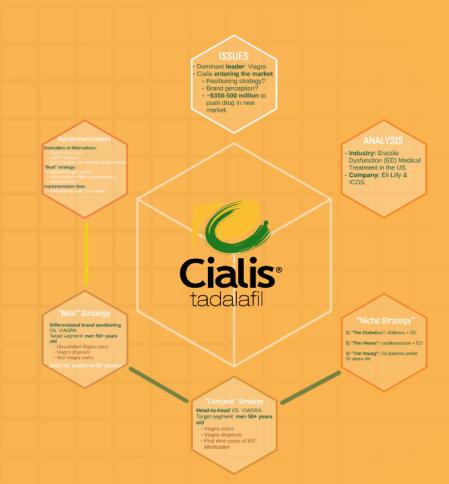
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The FACTS

WHO:

**Mark Barbato** 

Executive Director & Globa Product Team Leader WHAT:

CIALIS

ED alternative drug.

WHY:

Hot Market + New Innovation

Market positioning?

WHEN:

2002

Recap?

#### WHO:

#### Mark Barbato

Executive Director & Global Product Team Leader

#### WHAT:

# CIALIS

ED alternative drug.

## WHY:

# Hot Market + New Innovation

Market positioning?

### WHEN:

2002

Recap?

#### ISSUES

- Dominant leader: Viagra
- Cialis entering the market.
  - Positioning strategy?
  - Brand perception?
  - ~\$350-500 million to push drug in new market.