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METABICAL





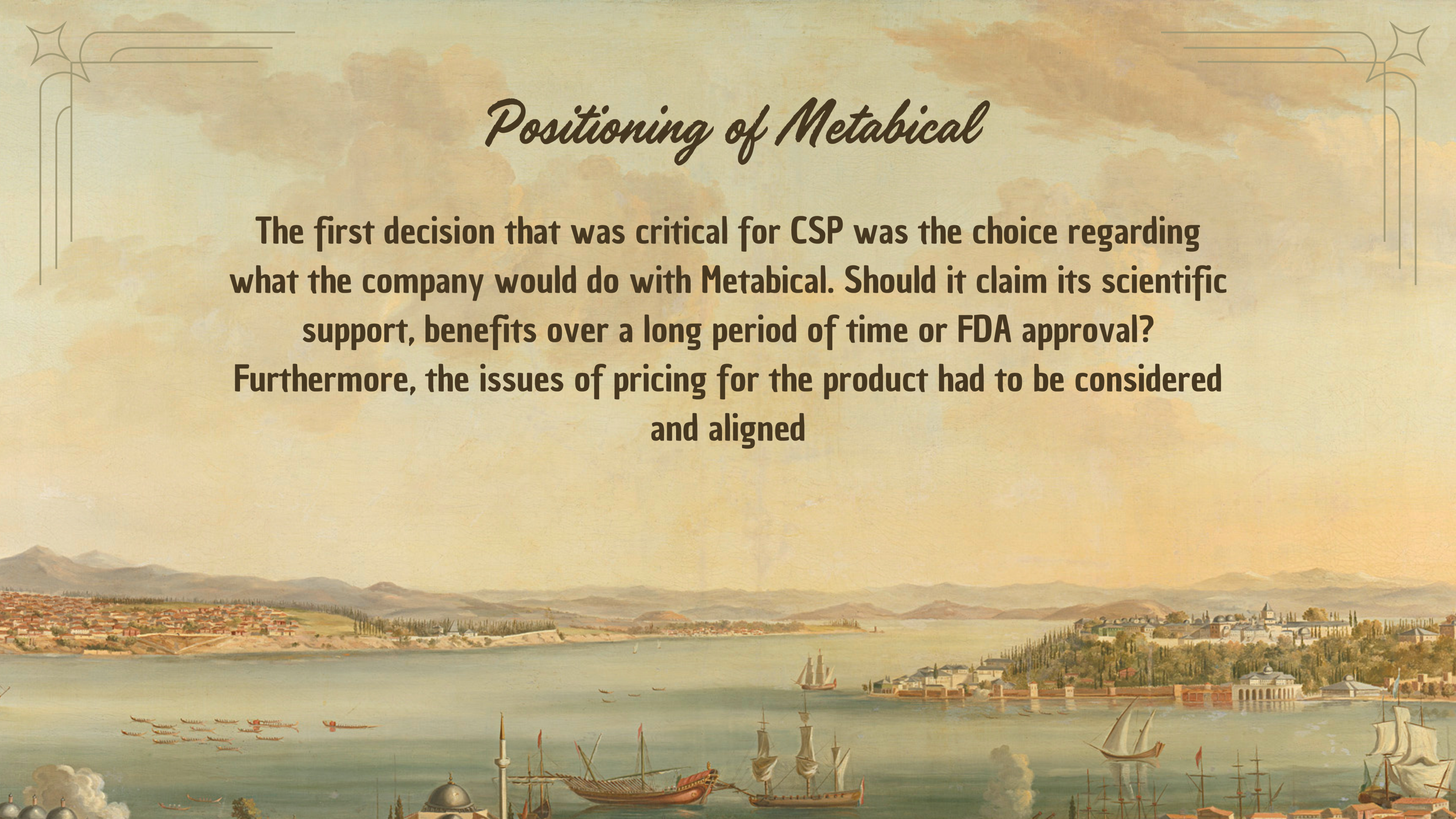
Introduction

The Metabical case offers the discussion of the problems that Cambridge Sciences Pharmaceuticals (CSP) faced in launching a new weight-loss drug. Metabical, aimed at overweight individuals with BMI of between 25 and 30, is positioned as safer and more effective solution in comparism with other treatments.



Market opportunity

Specifically, weight loss is an extremely popular market that readily offers substandard or even dangerous products. Metabical has significant advantages, too, these are FDA approval and the minuses are dosages' side effects. According to CSP, the major clients include those, who lose weight, Chernova believes that the target market of CSP is those, who care about their health.



Positioning of Metabical

The first decision that was critical for CSP was the choice regarding what the company would do with Metabical. Should it claim its scientific support, benefits over a long period of time or FDA approval? Furthermore, the issues of pricing for the product had to be considered and aligned

Conclusion

Therefore, the case of Metabical re-emphasises the idea that in a given industry the product positioning, its price and the communication methods available should match in order to gain share of the market within the least time possible. CSP strategy and aims at utilising data while supporting both end consumers and key opinion leaders reveal a strong blueprint to introduce a healthcare product.





Resource

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