

Project: Breathe

The company is a leader in innovation. They managed to develop this amazing delivery system, however, for mature molecules. In this very emotional disease state and strong specialist influence, they had an impossible battle to market the product range. Following a number of unsuccessful product launches the marketing manager came up with a well thought through niche market. Our assignment was to find the best strategy to market the product range. Our intervention integrated all the important role players in the management of the disease. The programme improved the overall acceptance of the company as we took the high road to success in joining established players. The program went from strength to strength and was implemented in other markets.



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