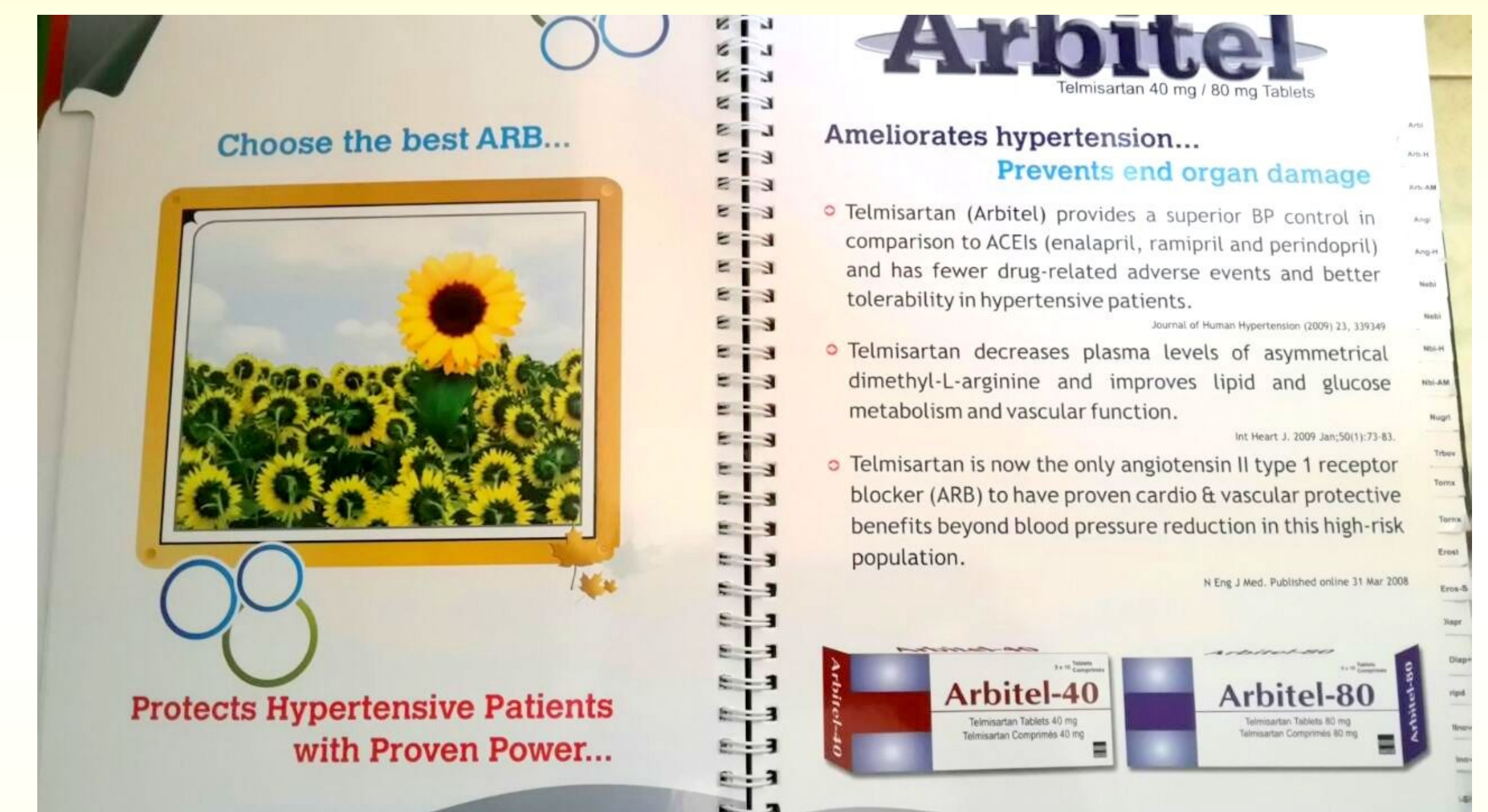
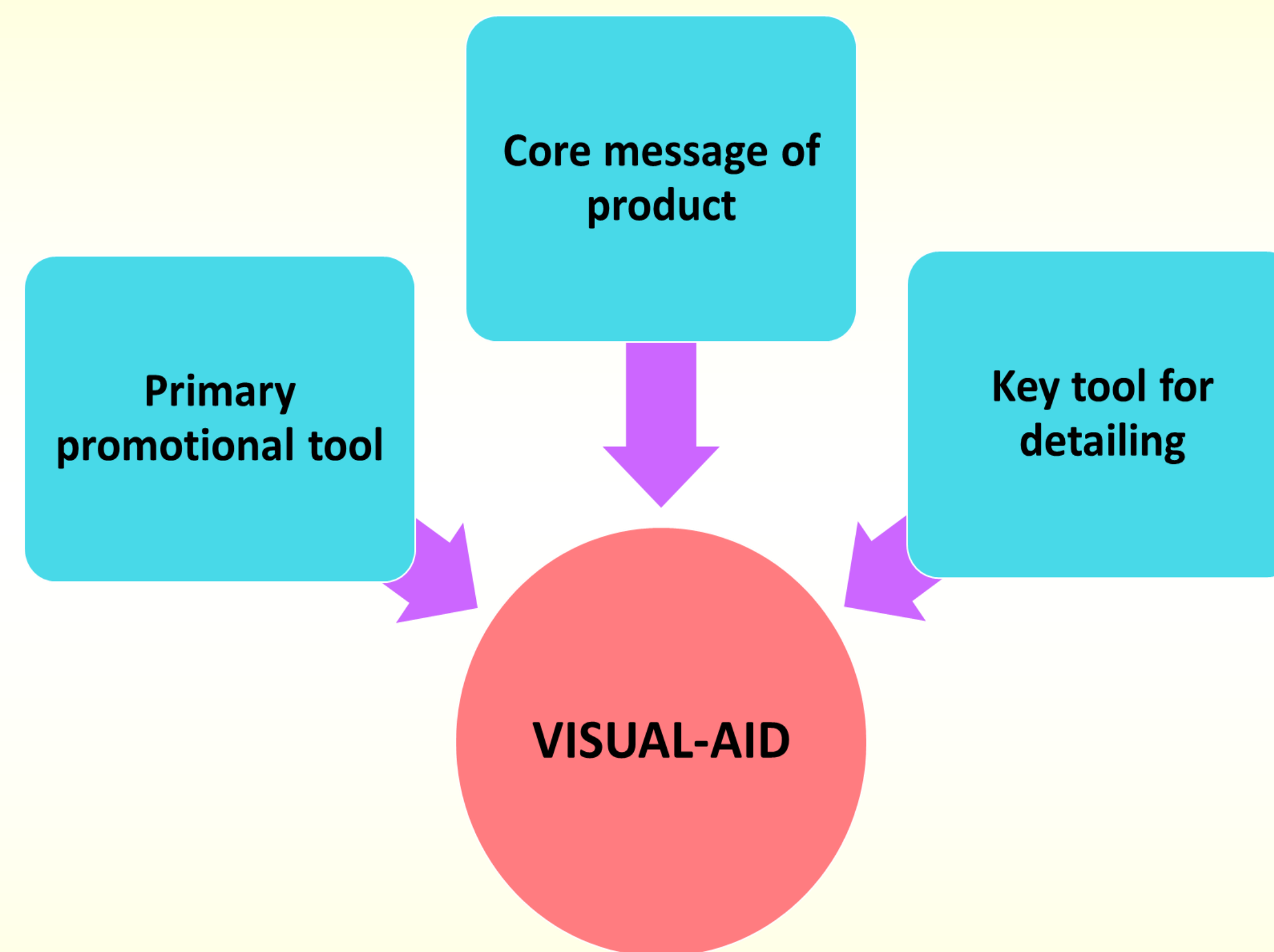


INTRODUCTION

- In Medical Marketing research is conducted on the target groups and what they value is determined. From this a 'Brand position' is devised thus giving clear guidance to those implementing a communication programme.
- The goal of commercial marketing is to develop a relationship between the client and the product. This is achieved by creating a brand identity with which the consumer can relate.

OBJECTIVE

- To design VISUAL-AID
- To make a Business-Plan.



RATIONALE

- Visual-Aid is the primary promotional tool that each Medical-Representative must have for detailing.
- It contains the core message of the product.
- Business Plan describes the product (s), markets, segments and targets for division.
- To establish the right steps before a new launch, including what you need to do, what resources will be required, and what you expect to happen.

