

How do you define your target market & Customer segments?

Business Skill

- ∅ Review / plan the brand entry into the market place at early stage
- ∅ Conduct a segmentation exercise
- ∅ Identify the gaps /opportunities (SWOT analysis)



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- ∅ What are the rational /emotional needs of the customers within them?
- ∅ Does our offering fit the opportunity?
- ∅ Can we create significant differentiation through our branding?



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- ∅ By customer needs
 - ∅ Doctor/patient/carer/
payer demography
- ∅ Rational /emotional perception of added value
- ∅ Geography (post code rationing?)



How do you define your target market & Customer segments?

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- ∅ By broadness of indications or certain functional values?
- ∅ Price sensitive / budget conscious?
- ∅ Clinically driven?
- ∅ Repeat prescription dynamics?



How do you define your target market & Customer segments?

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- ∅ By different therapeutic areas ?
- ∅ Positioning of drug or patient within treatment algorithms?
- ∅ First,second, third line?
- ∅ Monotherapy or combination?



How do you define your target market & Customer segments?

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- ∅ Rate each segment in terms of relative attractiveness & potential value
- ∅ Ensure that the pre-marketing conclusions are incorporated into the clinical development plans



How do you define your target market & Customer segments?

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- ∅ Formulate a brand development plan based on the product attributes, market drivers & customer needs
- ∅ Conclude which values will help build the offering

