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Class

New Product Paper

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ABSTRACT

Market experts enthuse that for any product to be successful in the market, it has to tick all boxes of consumer needs. That said, the product has to give consumers what they have been missing for a long time and there is nothing more appealing than manufacturing and distributing bio-robotic drugs to millions around the world who suffer from skin cancer (basal cell carcinoma, squamous cell carcinoma and melanoma).

In that regard, a never-seen-before anti-cancer bio-robotic therapy in the name of Smyte BR has been discovered; courtesy of Smyte Pharmaceuticals, Inc., a reputable drug and medical engineering manufacturing company with factories and distribution centers in 78 countries.

The task was; however, to come up with a marketing plan and not biological, which is why we have taken the liberty of focusing on consumer segmentation, target market evaluation and the explanation about the degree of appropriateness of the chosen strategy (demographic). A full dose costs only \$5,000, opening the door for consumers from each and every square inch of the world regardless of their gender, ethnicity, occupation, income, and age, although persons aged 15-35 are the most vulnerable to skin cancer.

With the global economy on an uncontrollable downfall and the need to anticipate to other domestic needs, consumers would view the product as a Mail Mary. The market has been taken by surprise as millions of customers across the globe send enquiries about the drug. While some are concerned about the side effects, majority see unusual value in this product. There are no side effects as the therapy has been approved by the World Health Organization and all associated drugs and poisons regulation boards. There is nothing much to say here as everything has been elaborated in the body of the essay. Let us join hands in celebration of appreciate the achievement of Smyte Pharmaceuticals, Inc.!

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Smyte BR: The Resolute Answer to Skin Cancer!

a. Product Name and Description

The Smyte BR is the rarest product in the history of medical innovations. With over 5 years working on this incredibly sensitive and important project, Team Smyte BR could not come up with anything better. If have not heard of the Smyte BR before, you must have some knowledge about skin cancer – both melanoma and non-melanoma.

Smyte BR has been approved by W.H.O and is free from side effects. Like any other medical advice, nursing and expectant mothers are not supposed to use it. Weighing the downward of 5 μ g, the Smyte BR is a 'self-contained' bio-robotic cell comprising a Silicon chip and 4 micro-carbon fiber electrodes connecting the Silicon chip with the adaptive bio-electrical cytoplasm. Appreciate the following diagram of the cell. The positive terminals of the carbon fiber electrodes get attached to the Silicon chip while the negative electrodes gain contact with the surrounding body fluid also called plasma (plasma contains red blood cells, white blood cells, platelets, and water, and nutrients and wastes) to complete an electric circuit.

The Silicon chip serves memory purposes; that is, it acts as the brain of the cell. It is fed computerized memory to detect, identify and act on cancerous cells of the skin and also develop immunity against future attacks.

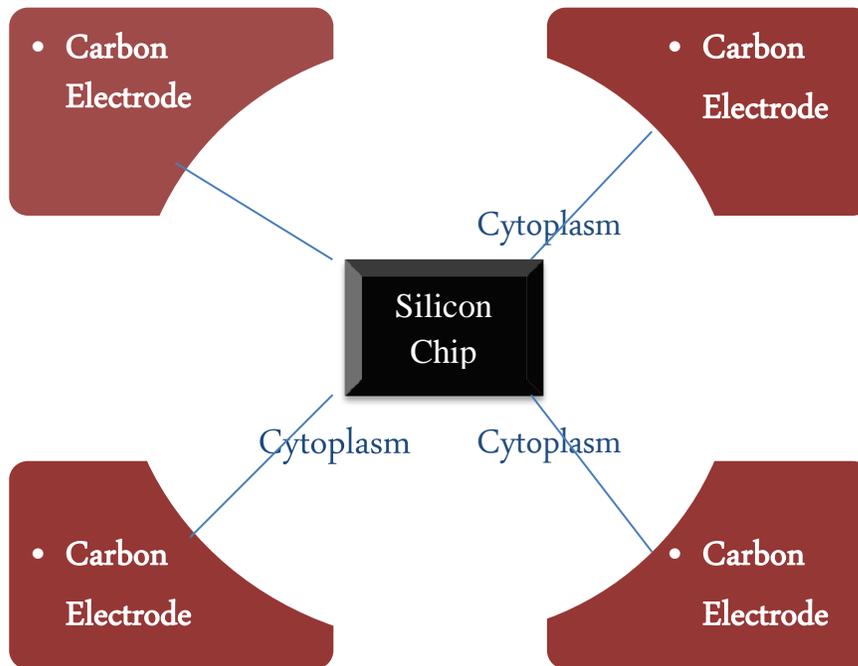
The cytoplasm is made up of living cell components to make it independently functional. Into the cytoplasm, anti-cancerous medicine and antibodies are injected. The substances can stay medically active for up to 120 days just like normal body cells.

It should be noted that the bio-robotic cells do not undergo DNA replication and cell division. They are ready-to-function cells that die after 120 days. The nucleus is represented by the Silicon piece to ensure the circuit works as perfectly as the living cell with the exception of cell division.

The cell is very small and invisible even through the light microscope. However, a modified electron microscope with a designated magnification of $\times 450000$ made the diagrammatic representation of the cell possible.

The Smyte BR bio-robots are introduced into the body intravenously and are engulfed by white blood cells when their 120-day life cycle comes to an end.

A complete dose of the therapy is 20ml, injected in 2ml once per week for 10 weeks. For only \$5,000, one can acquire a complete dose. The most interesting part of this product is its flexibility; people with or/and with skin cancer can use it. In fact, our recommendation is to use the product as a preventive procedure. Do not wait until it is too late. Included in the kit is intravenous instruments plus user manual.



NB: Magnification = $\times 4.5 \times 10^5 = \times 450000$

To understand the importance of Smyte BR, it is indeed imperative to review the definition of skin cancer. Cancer is the uncontrollable growth of the cells that make up the skin and has a variety of causes.

Usually the body consists of trillions of living cells. Biology has it that normal body cells undergo growth, cell division and eventually die in a certain manner. During the early life of humans, the division of cells takes place faster to permit accelerated growth. At adulthood, cell division occurs to repair injured or worn-out cells, at a low rate though.

Cancer takes event when cells in a particular body part begin to grow uncontrollably. For skin cancer, things happen the same way. Instead of skin cells dying, they continue growing to form new, abnormal cells. They then form a tumor (swelling). The same cancer cells can grow into other cells. The process of cancer formation is always accompanied by the destruction of

DNA. With that in mind, it is a decent assertion that skin cancer is the uncontrollable growth of skin cells and the invasion of other tissues and the subsequent destruction of the DNA.

b. Market Segmentation Variable

The market segmentation is demographics. Demographic strategy uses age, gender, occupation, income, marital status, and race. People aged 15-35 are the most affected by skin cancer and that most skin cancer cases are reported with males. The product targets young adults with an income of under \$36,000 per year. It is also stipulated that Caucasians, due to the nature of their skin, face a greater danger of skin cancer.

c. Explanation for Choice of Market Segmentation Variable

Over 120 million Americans are working class, meaning they cannot afford traditional cancer treatment methods. Secondly, Caucasians and individuals aged 15-35 are the most affected by skin cancer. Studying the age, gender, occupation, etc. helped hugely in the choice of customer segmentation.

d. Target Market

Millions of people around the world are being diagnosed with skin cancer every year and the numbers would rise to frightening heights if the disease were not to be given a global fight. The Smyte BR is suitable for young adults aged 15-35 years who are struggling with financial obligation. People earning less than \$36,000 per annum cannot adequately foot the medical bills for cancer. The treatment of skin cancer can cost up to \$1 million, but prevention by the Smyte BR has a weight of only \$5,000 on your pocket.

The treatment helps men mostly, who have higher chance of contacting the disease as a result of lifestyle and occupation. For instance, males aged 15-35 are extremely vulnerable to the disease and this product was primarily aimed at them. More generally, individuals prone to skin cancer have light-colored hair, fair skin, and blue green or hazel eyes. Those with a family history of skin cancer are equally at danger. The following are the three types of skin cancer, all of which can be neutralized by the Smyte BR therapy.

Melanoma: It is the least common with infection rates standing at 4,600 annually. However, it causes the most deaths among skin cancer patients (900 per year). The survival rate after 5 years of infection is 89%. The male to female ratio is 1:1. Lastly, in addition to eye, melanoma occurs in other tissues, although in rarity.

Basal cell carcinoma (BCC): It is three times as strong as squamous cell carcinoma (SCC). With a 2:1 male to female ratio, BCC does not metastasize or cause death. Patients of BCC are mostly in North America; in Canada and the United States for that matter.

Squamous cell carcinoma (SCC): It is moderately common; of course, less common than BCC. SCC metastasizes/cause death but not so common with an annual rate of 220. Like BCC, the SCC has a male to female ratio of 2:1.

e. Product Benefits to the Target Market

Smyte BR saves lives and millions of dollars for families and employers. America alone experiences a 2.8 million cases of skin cancer and the rest of the world could be registering similar figures.

f. Introductory Price

Since the production cost of a single dose of Smyte BR is roughly \$1,500, a complete kit would be sold at around \$5,000. The \$3,500 gross profits would be channeled into further research, taxation, CSR, payment for doctors, researchers, and other staff members and the purchase of assets and equipment. There is zero competition as potential competitors are still in laboratories trying to come up with a Smyte BR substitute. We are 20 years ahead and by the time they caught up with us we will be offering a similar treatment for brain and other forms of cancer.

g. New Product Pricing Strategy

This price tag is attractive considering that the cost of conventional cancer treatment is more than 100 times expensive. The price also allows client expansion to developing countries. As we speak, we have over 10 million enquiries from potential customers meaning the product is going to be an instant success.

h. The Advantages of the Pricing Strategy

This strategy will enable the product to penetrate international markets with ease. By letting Caucasians realize how exposed to skin cancer they are and also specifying the age potential patients; and setting up a price that accommodates everybody regardless of their race, income or gender, the Smyte BR will sell like hotcake.

i. Why is the product worth this price?

The production cost of a full dose has been estimated to be \$1,500, so selling it at \$5,000 is just enough. Moreover, the treatment of cancer at leading hospitals in the world cost more than

\$500,000, which is difficult for an ordinary person to afford. This will help the product to sell more.

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