
Friend's

Who is/are the biotech firm's customers?

The customer of the biotech firms are mainly old age person or the sportspersons who have various bone issues such as fractures, dislocations, cancer and arthritis

How should they position this brand?

Biotech should position their brand by speaking with their customers, and furthermore direct the market overview and attempt to discover client needs and inclinations. It should analyze the information that are collected from the market survey and customer review by a third party. From that point forward, biotech should influence fundamental modification in the item, to cost, and advancement as indicated by the objective client and to address their issues. Embrace a legitimate limited time strategy and in the advancement, biotech should endeavor to contact every part of client's needs.

Will the customer appreciate the brand's USP (Unique selling position) why?

Yes, the customer will definitely appreciate the brands unique selling proposition because it focus the need of the customer and it is mainly customer oriented.

What directions might you suggest to the biotech for branding or line-extension?

The firm should create more than just one product to survive the competitive market. Biotech should present their customers with a variety of products to choose and by doing so it ensure that, it meets all the customer needs. Brand extension is necessary as part of marketing their products