

Hybrid Offering

<b>Brief description</b>	The myalli program is an innovative weight loss program which includes over the counter alli capsules and myalliplan, a personal online action plan.
<b>Hybrid offering's industry</b>	Preventive healthcare

Company details

<b>GlaxoSmithKline</b> <a href="http://www.gsk.com">www.gsk.com</a>	GlaxoSmithKline plc is a pharmaceutical company headquartered in the UK and with operations based in the US. The company occupies estimated 7% of the world's pharmaceutical market.
<b>Company's industry</b>	Pharmaceutical
<b>Country of origin</b>	UK

Dimensions

<b>Product dimension</b>	The alli capsules are FDA approved, over-the-counter diet pill. Alli inhibits the production of enzymes responsible for fat absorption. According to the producer, the alli capsules prevent the human body from absorbing about a quarter of the fat taken with food.
<b>Service dimension</b>	Myalliplan ( <a href="http://www.myalli.com">www.myalli.com</a> ) is a web-based platform supporting diet plans which is designed specifically for use with the alli capsules. It contains various discussion boards, tools for visualization of goals and progress, and a personal online activity plan.
<b>Other links</b>	

Other Crucial Dimensions

<b>Hybrid orientation</b>	Product oriented
<b>Community as service</b>	Yes
<b>Target market</b>	B2C
<b>Revenue model</b>	Pay as you consume

Images

Product dimension



Service Dimension

