**ASSIGNMENT QUESTIONS RAISIO**

 ***[A] Case.*** What is Raisio’s strategy for commercializing its innovation regarding stanol ester and its cholesterol reducing properties? What alternative strategies are available to Raisio in 1997? What strategy should Raisio adopt in relation both to Benecol margarine and its active ingredient, stanol ester?

***[B] Case.*** What are the sources of the problems that the Benecol launch has encountered? Could these problems have been anticipated? How is Raisio reformulating its strategy for Benecol and stanol ester? What advice would you offer Raisio concerning its new strategy?