I need help in the following area of this case.

1. Problem statement has two parts(1/2 page after 1/2 page introduction)

You should briefly describe the context and the key problem in the case.  Be sure to focus on the key problem, not a symptom.  Typically, this is not more than 1-2 paragraphs.  You should focus on one key problem, even if the case has more than one.  All of your subsequent analysis should be directly related to this problem.

1. **1.** **MONSANTO, the launch of the roundup ready soybeans.**
2. (1)  How is Monsanto doing?
3. (2)  Who should Monsanto target, and how should Monsanto position the seeds given this target?
4. (3)  Create a launch plan for Roundup Ready Soybeans. Be sure and address the issues raised in the first paragraph of the case.
5. (4)  What could go wrong? What systems should Monsanto have in place to monitor the launch and detect problems early?