Dissertation Presentation

Market Orientation of Pharmaceutical Companies Executives Towards Market Place

Guided by-

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Background

Dr. Philip Kotler defines marketing as “the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit “.

- Marketing identifies unfulfilled needs and desires.

- Kohli and Jaworski (1990) defined market orientation as "***the organization-wide generation of market intelligence, dissemination of the intelligence across departments and organization-wide responsiveness to it***”

- Within marketing, there has been great interest in “**market orientation”** as an intangible factor that has an effect on organizational performance. (Homburg et al., 2003).

Components of Market Orientation

Aim

To study the components of market orientation in respect to pharmaceutical companies

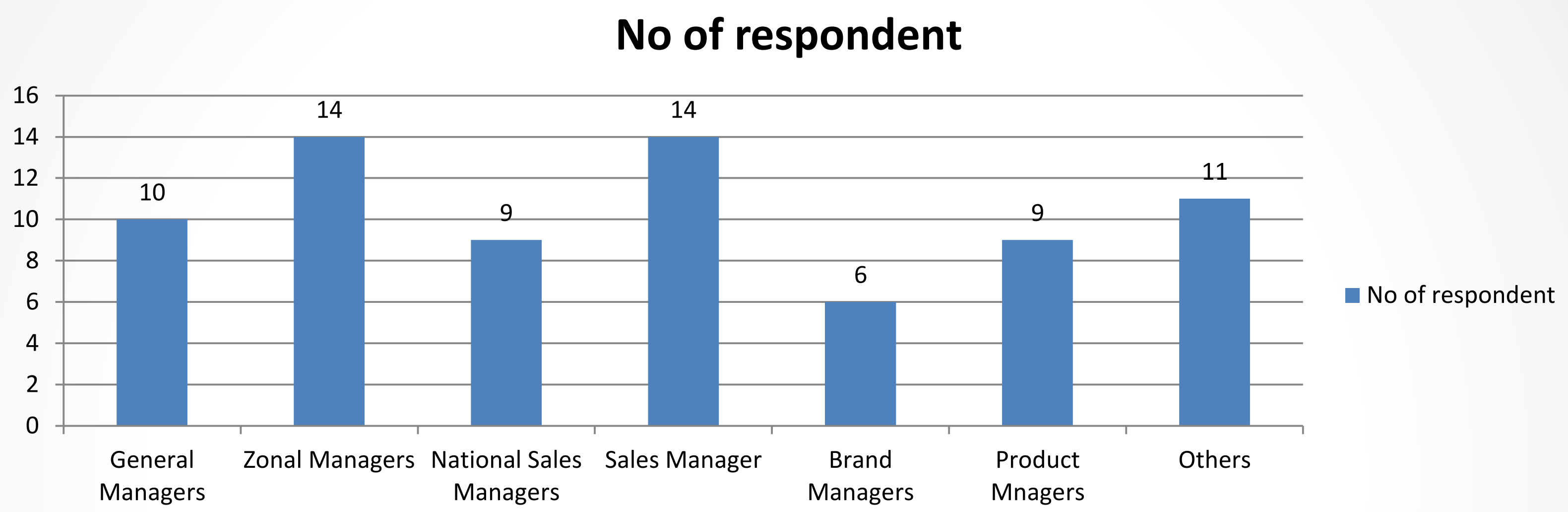
Objectives

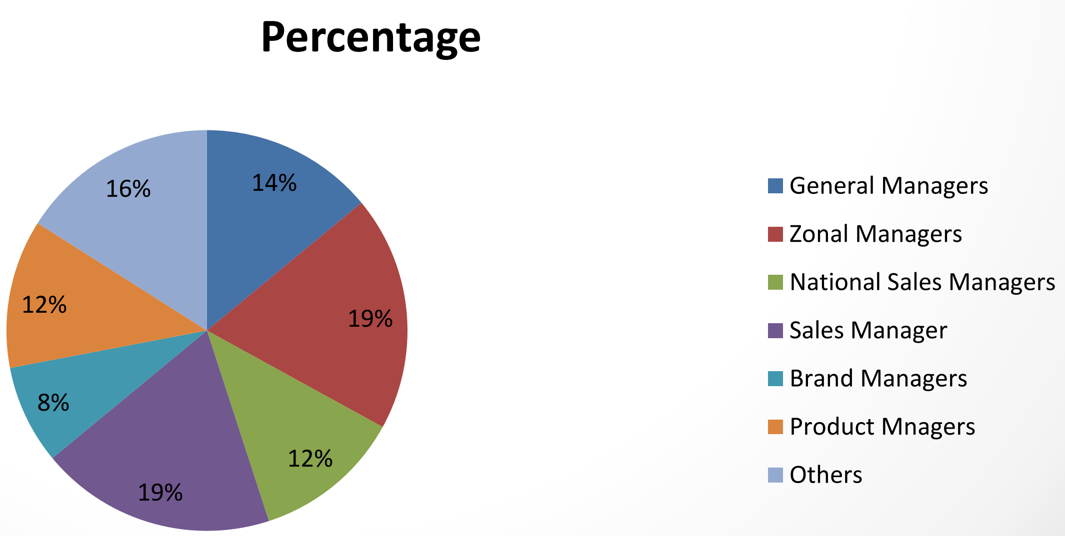
- To develop a measures of Market Orientation in context to Pharmaceutical Industry.
- To determine the major components affecting the Market Orientation of Pharmaceutical Industry.

Methodology

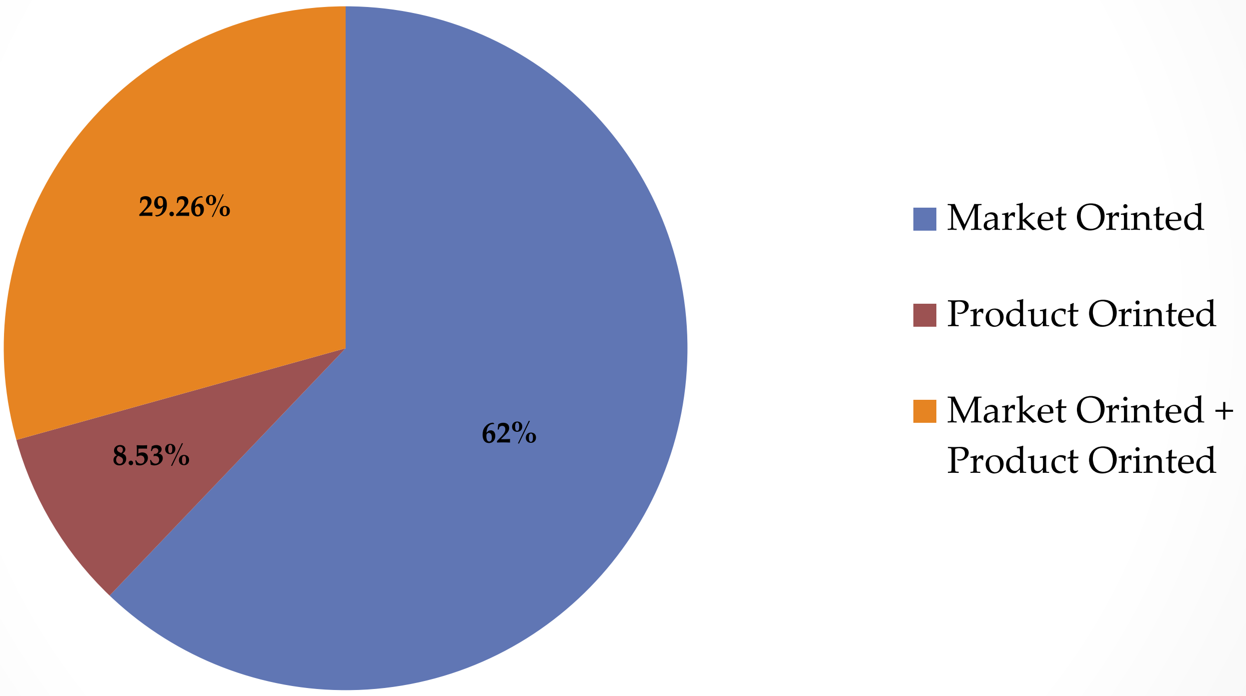
- Research Design & Type : Cross sectional – Descriptive (7 point Likert scale)
- Sampling method : Purposive sampling
- Sample size : 82
- Sampling Unit : Top management people
- Data type : Primary Data
- Study Location : India
- Data Tool : Structured questionnaire
- Data Technique : MS Excel
- Study Duration : 3 Months

Respondent Distribution



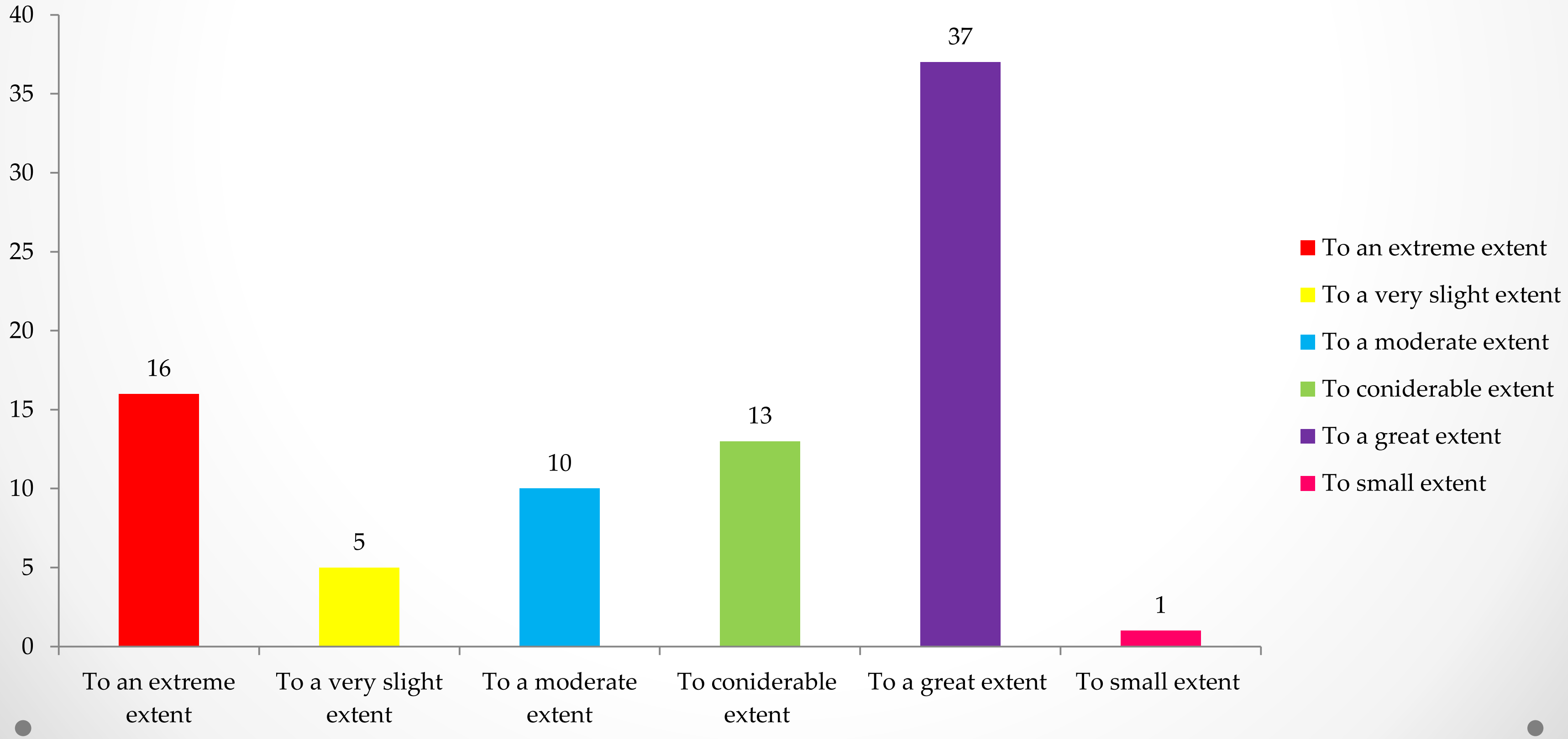


Do you consider your company as Product oriented or Market Oriented

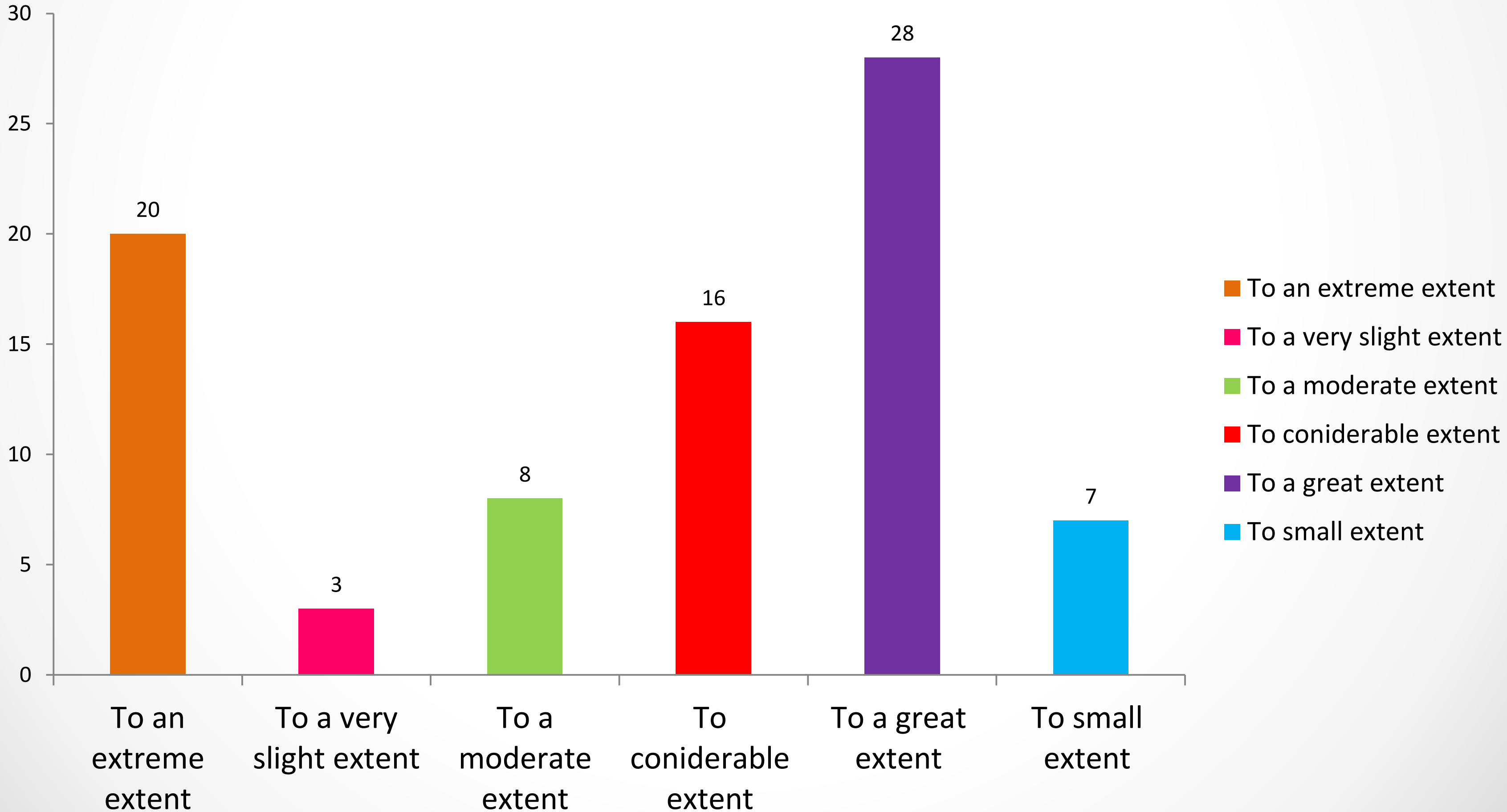



data
analysis

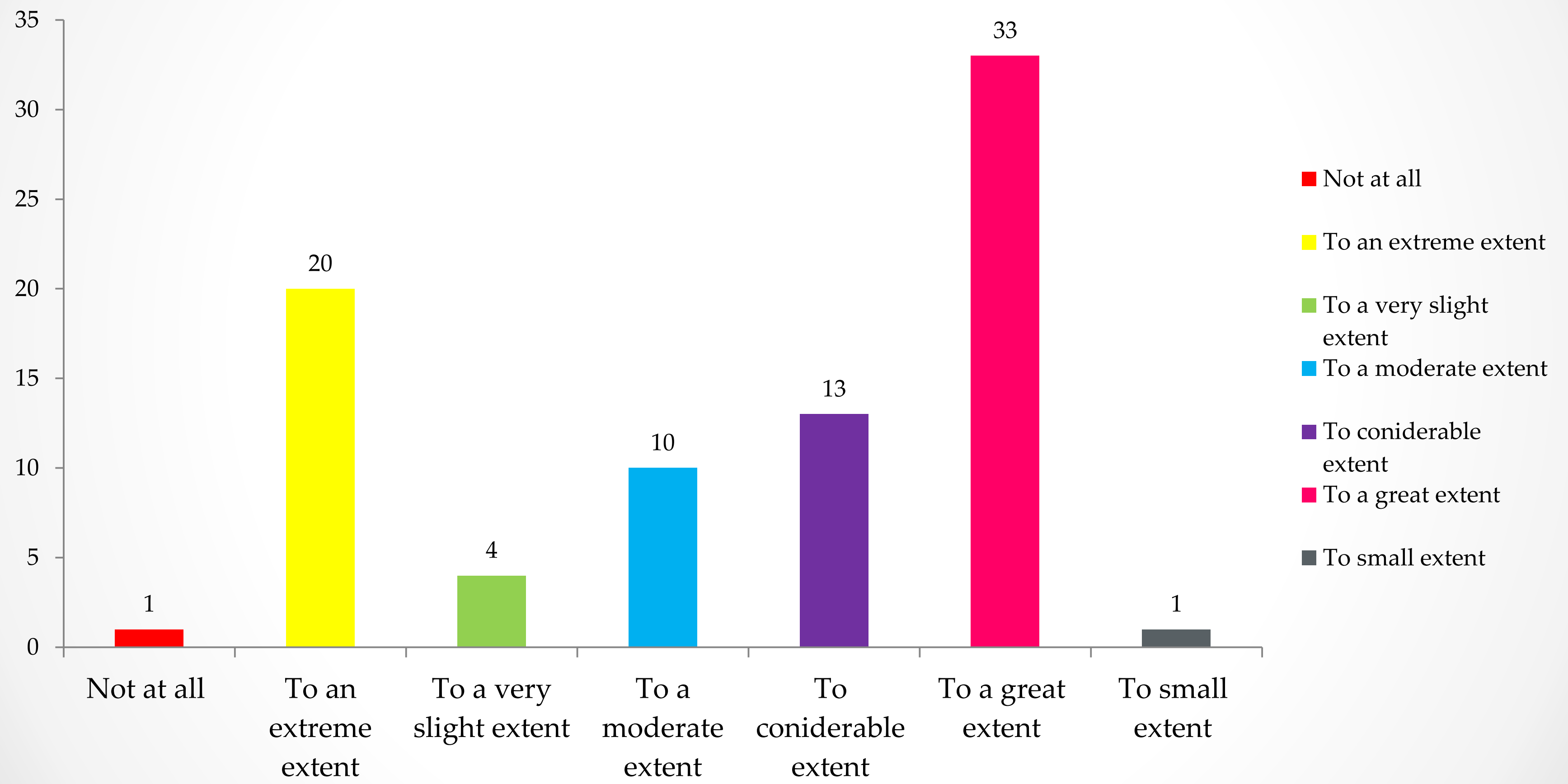
Our business strategies are driven by our beliefs about how we can create greater value for customers



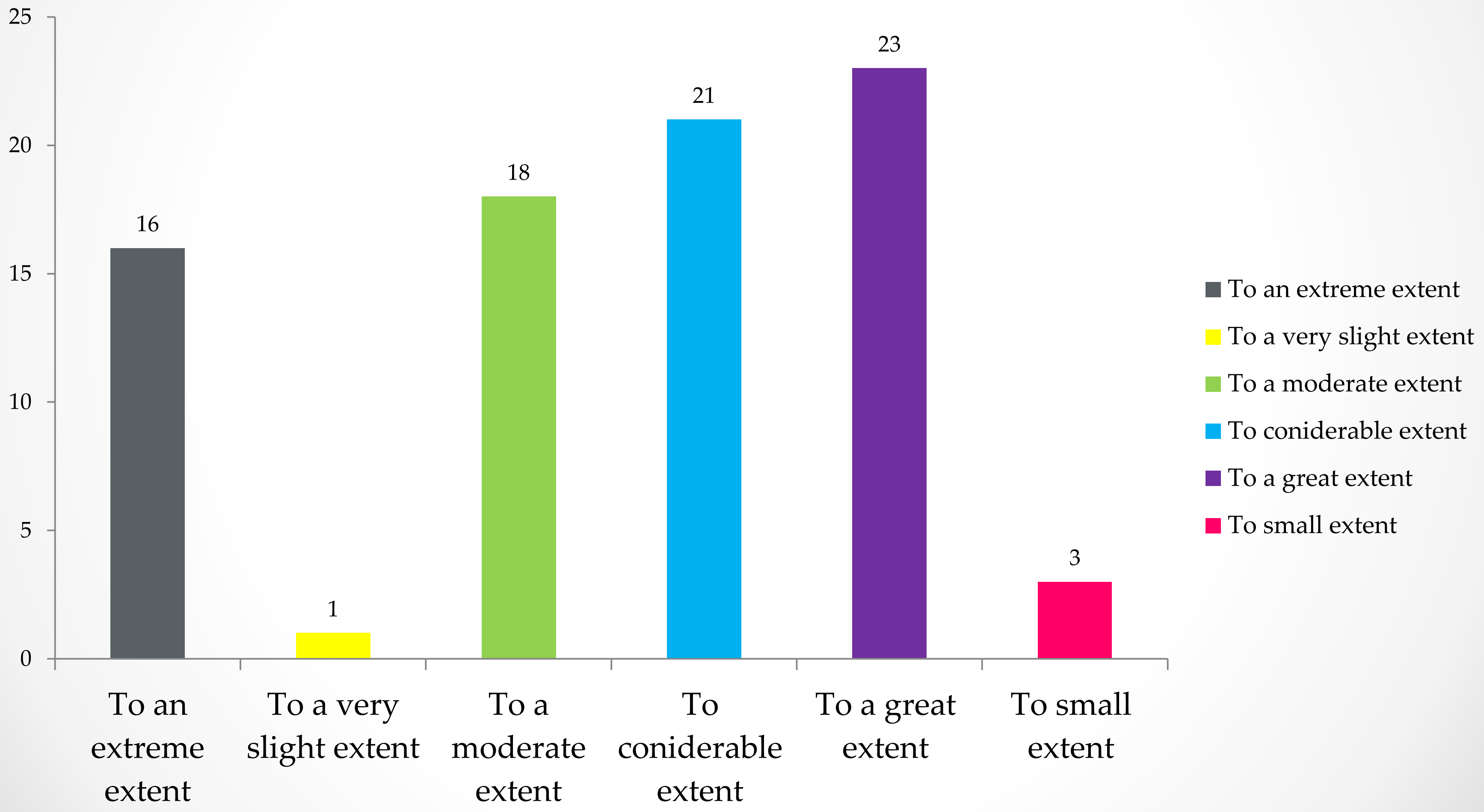
We measure customer satisfaction systematically and frequently



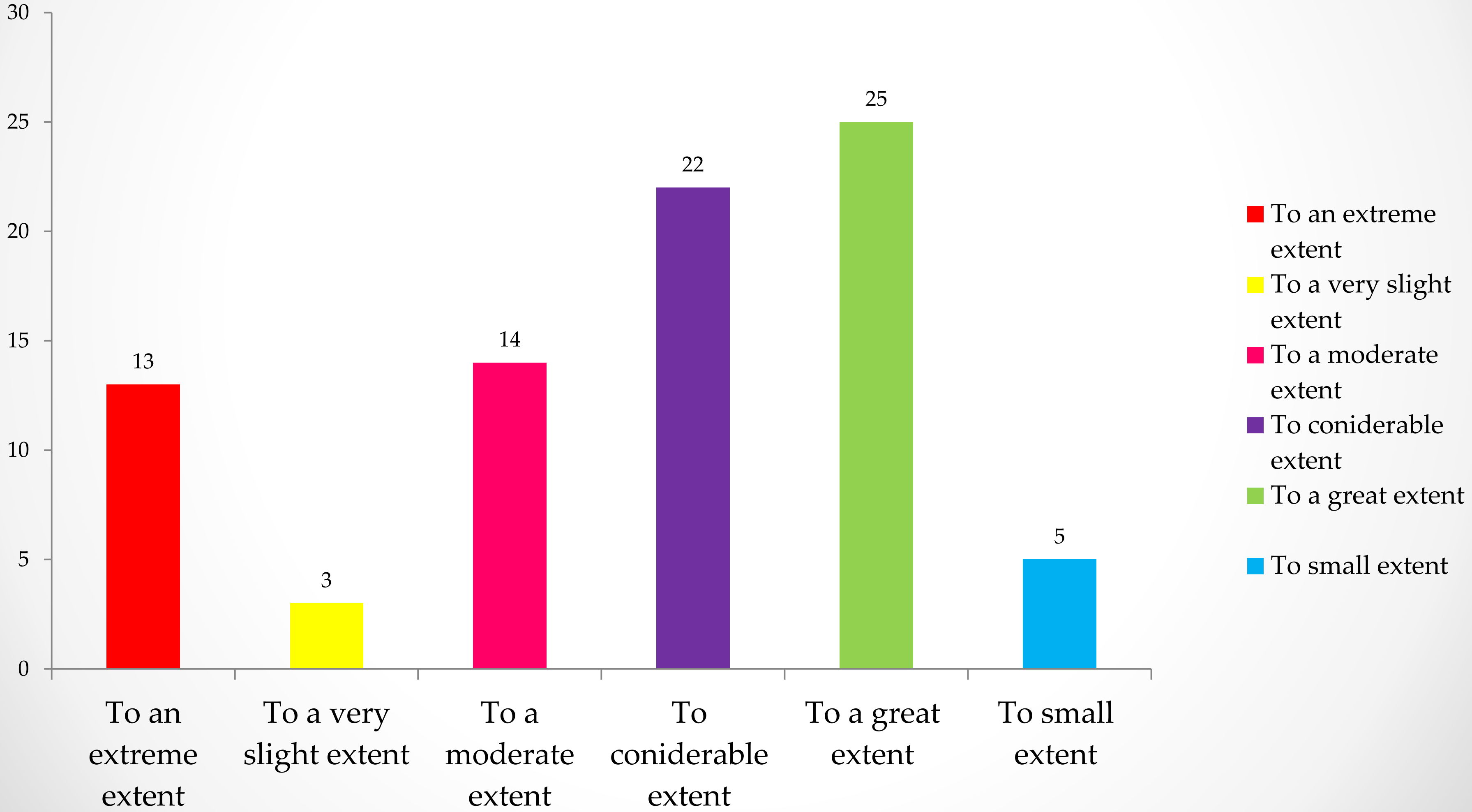
Our business objectives are driven primarily by customer satisfaction



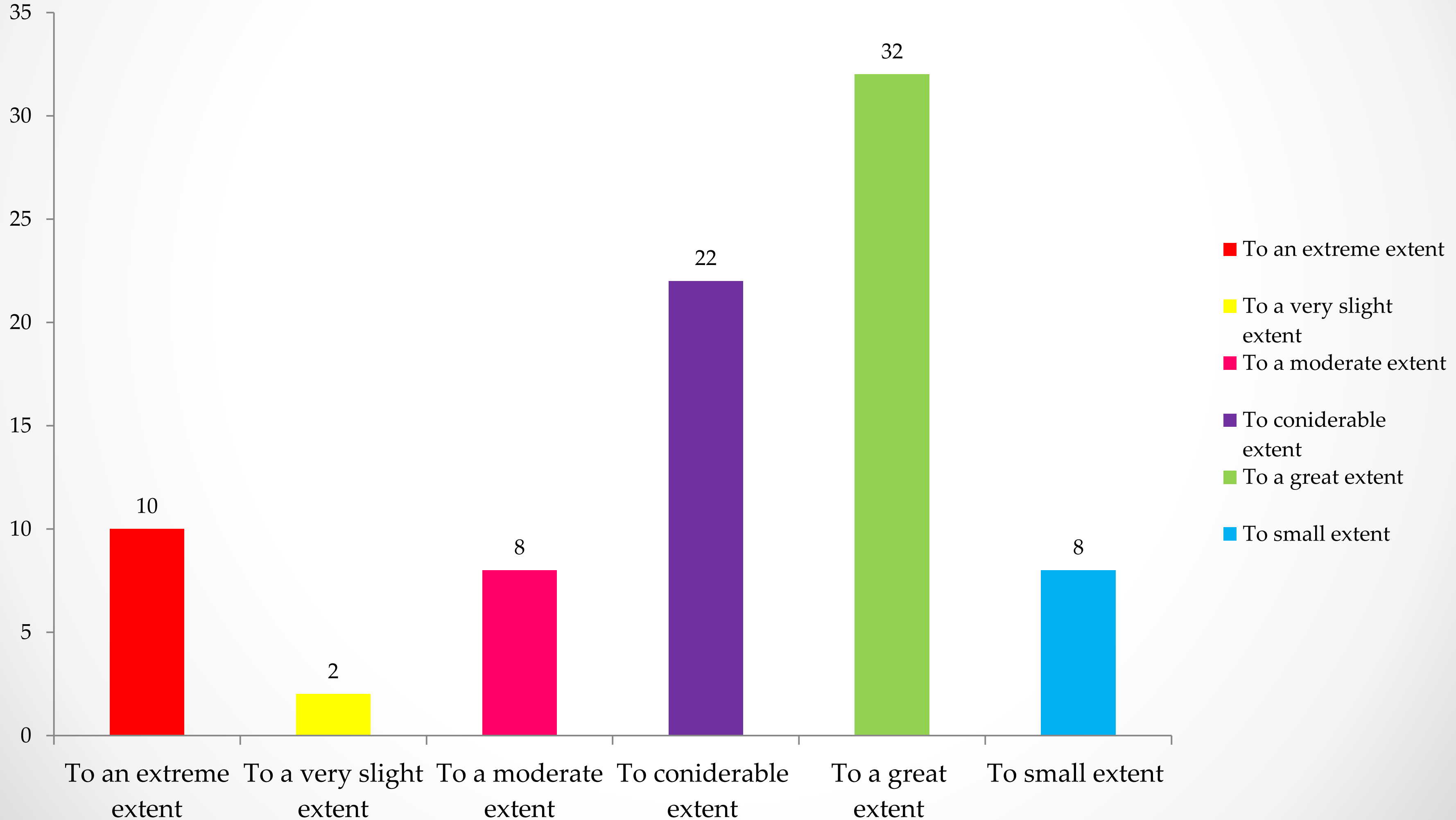
Our sales people regularly share information within their business concerning competitors strategies



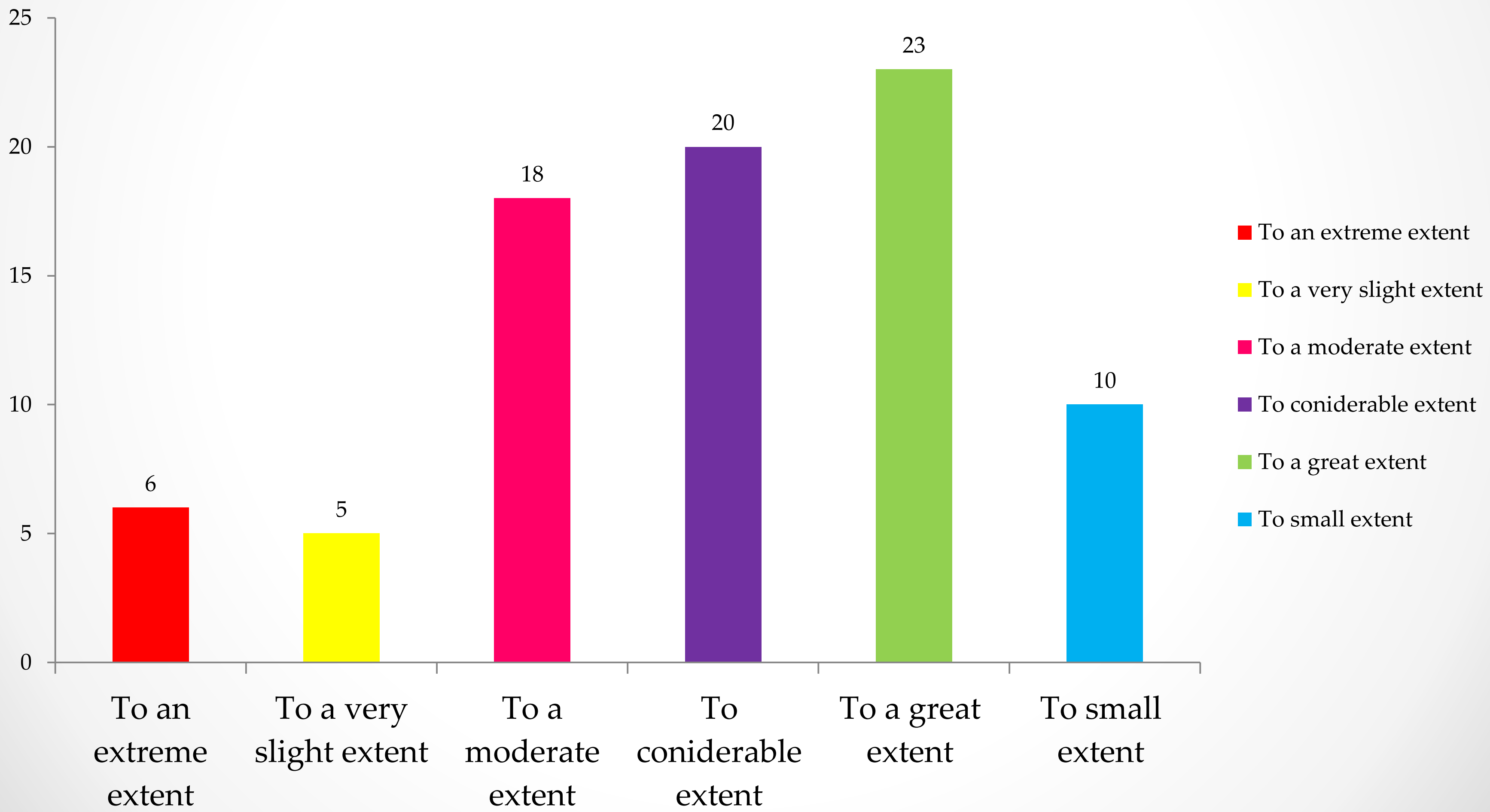
Top management regularly discusses competitors strengths and strategies



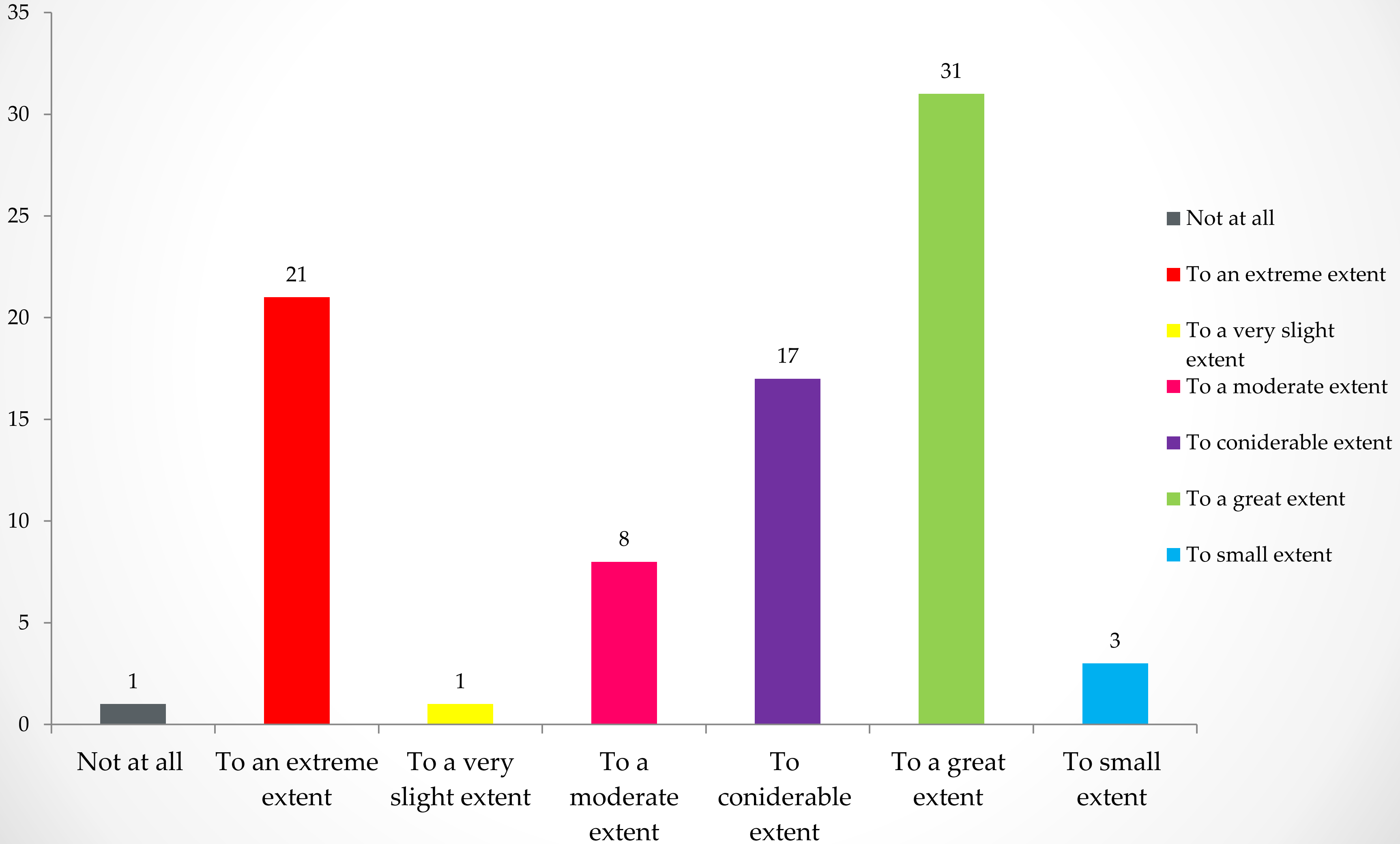
All our business functions (e.g.marketing/sales, manufacturing, R& D, finance/accounting, etc) are integrated in serving the needs of our target markets



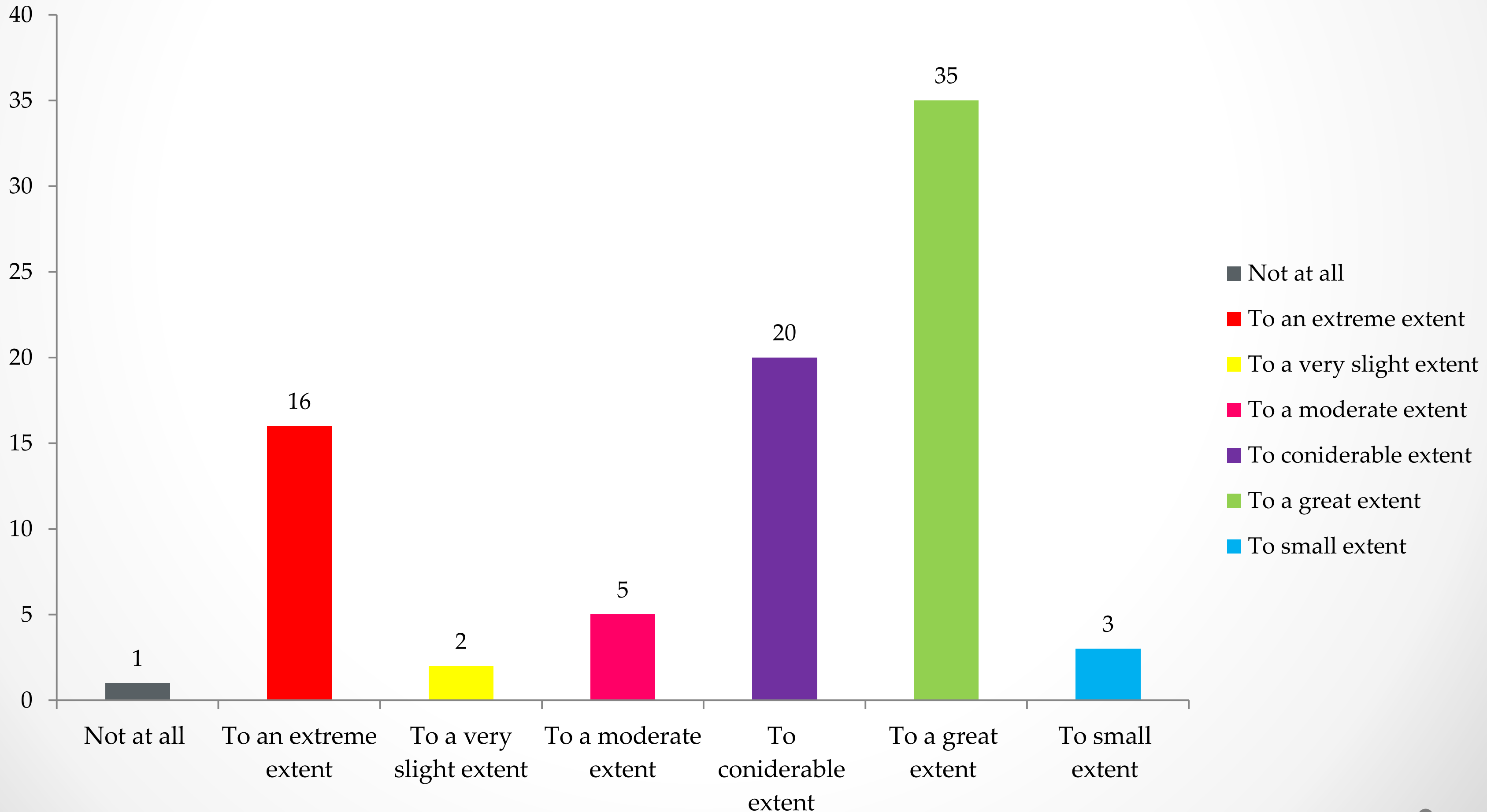
We communicate information about our successful and unsuccessful customer experiences across all business functions



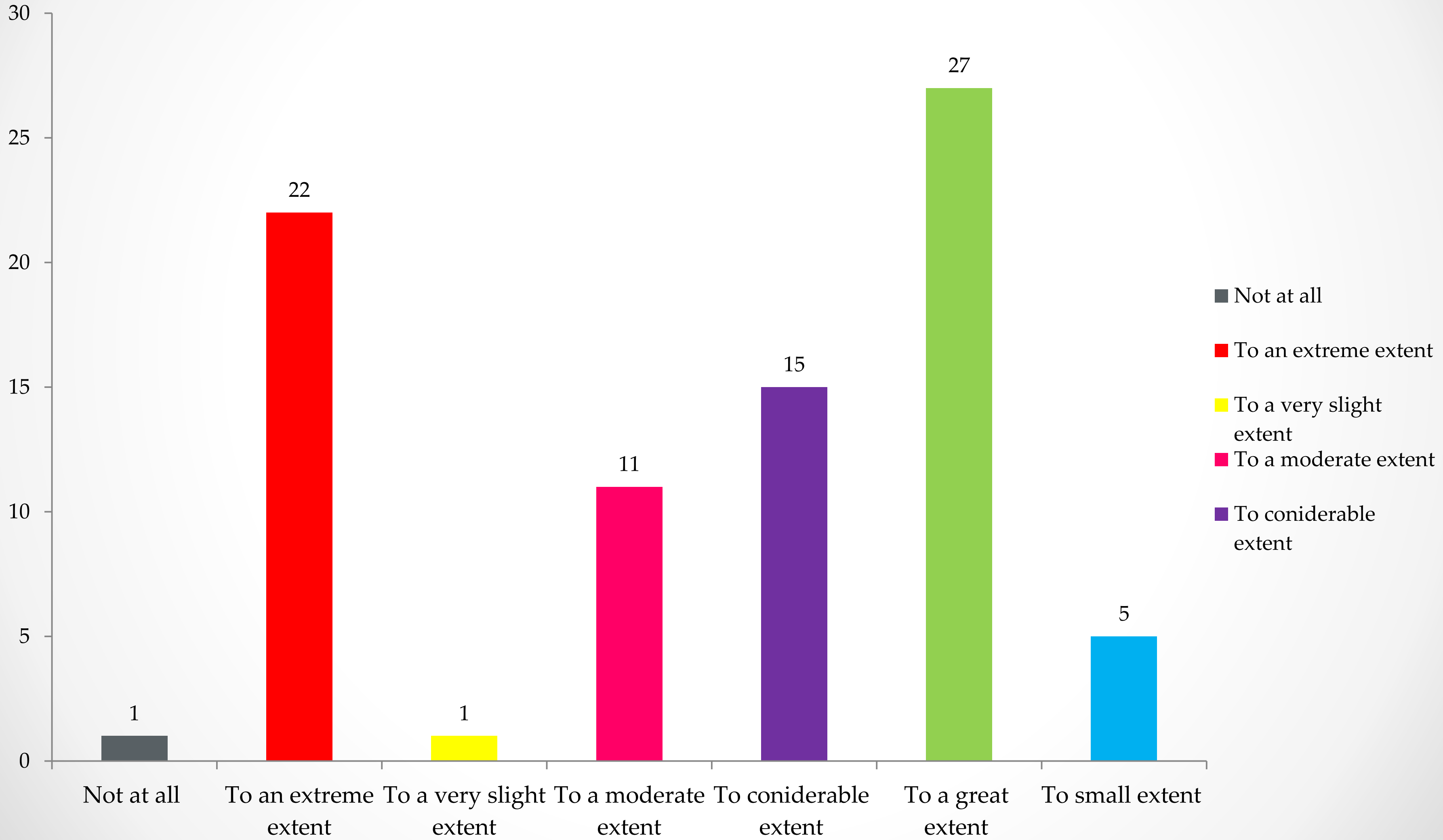
Company activities are designed and focused keeping in view the long term profits of the business.



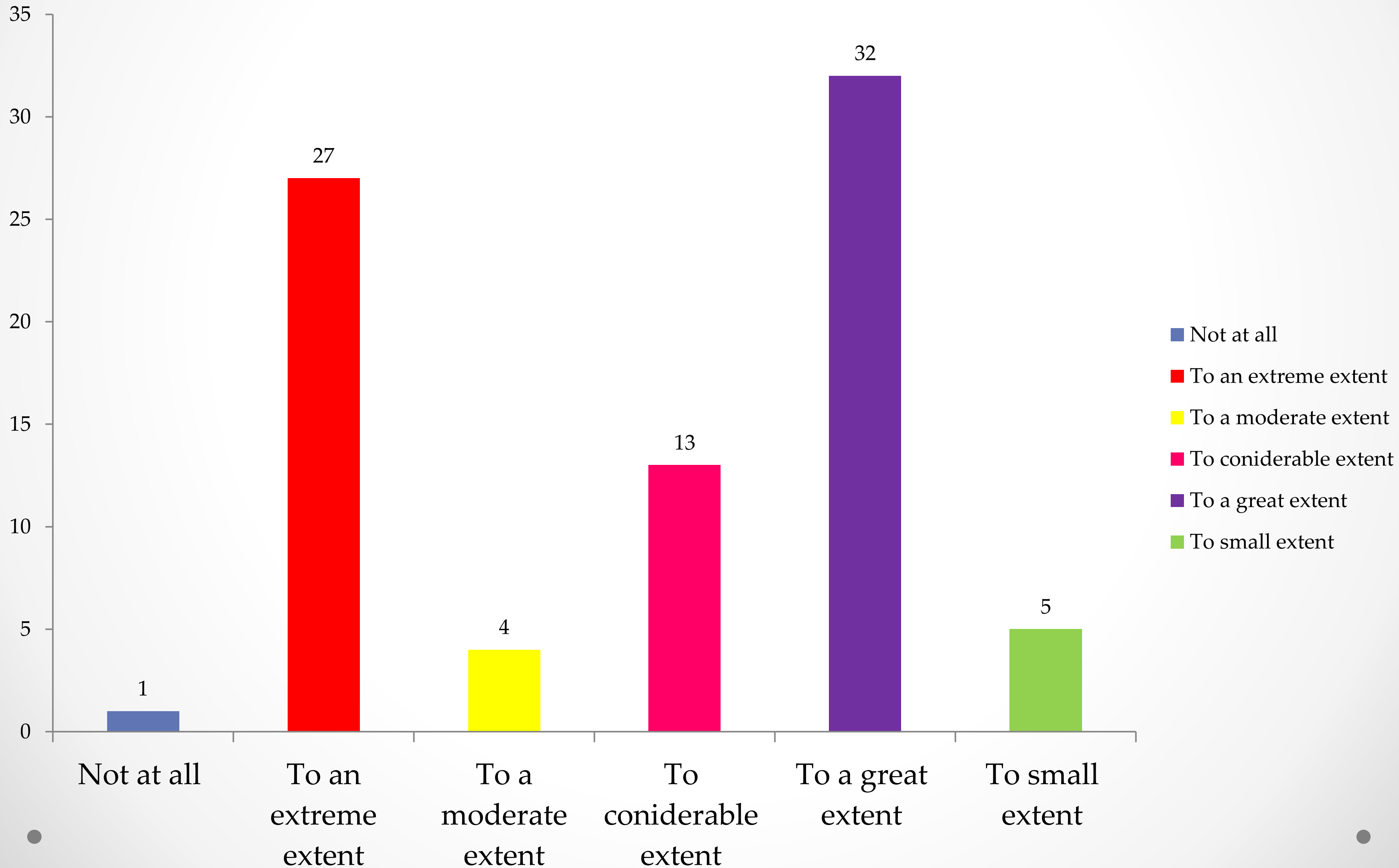
The company aims and carries out all those activities that generate profits and margins in long run



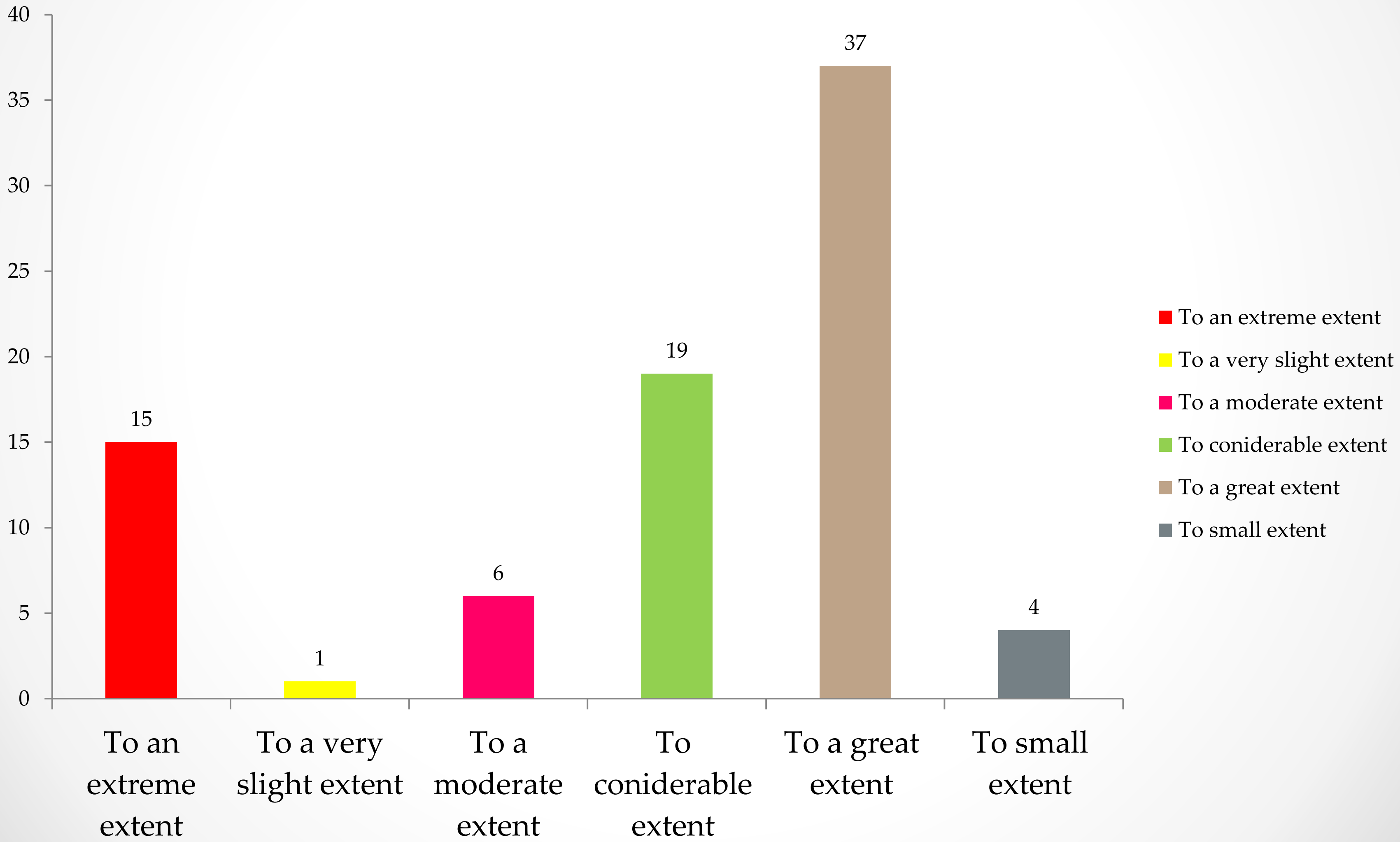
The company always strives to look out for discovering and implementing new value for patients.



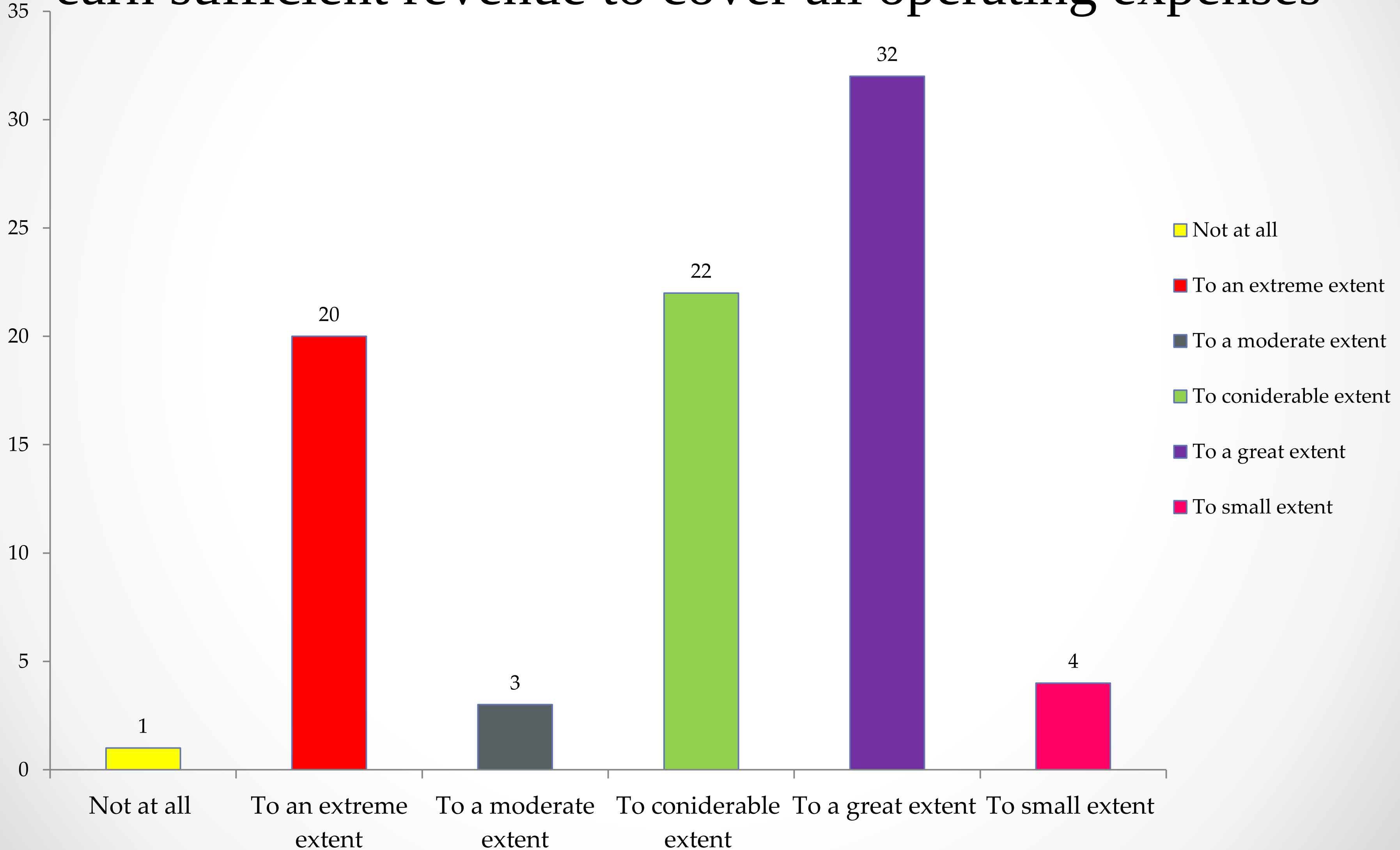
The company analyses profits and margins for every product, product line and business units



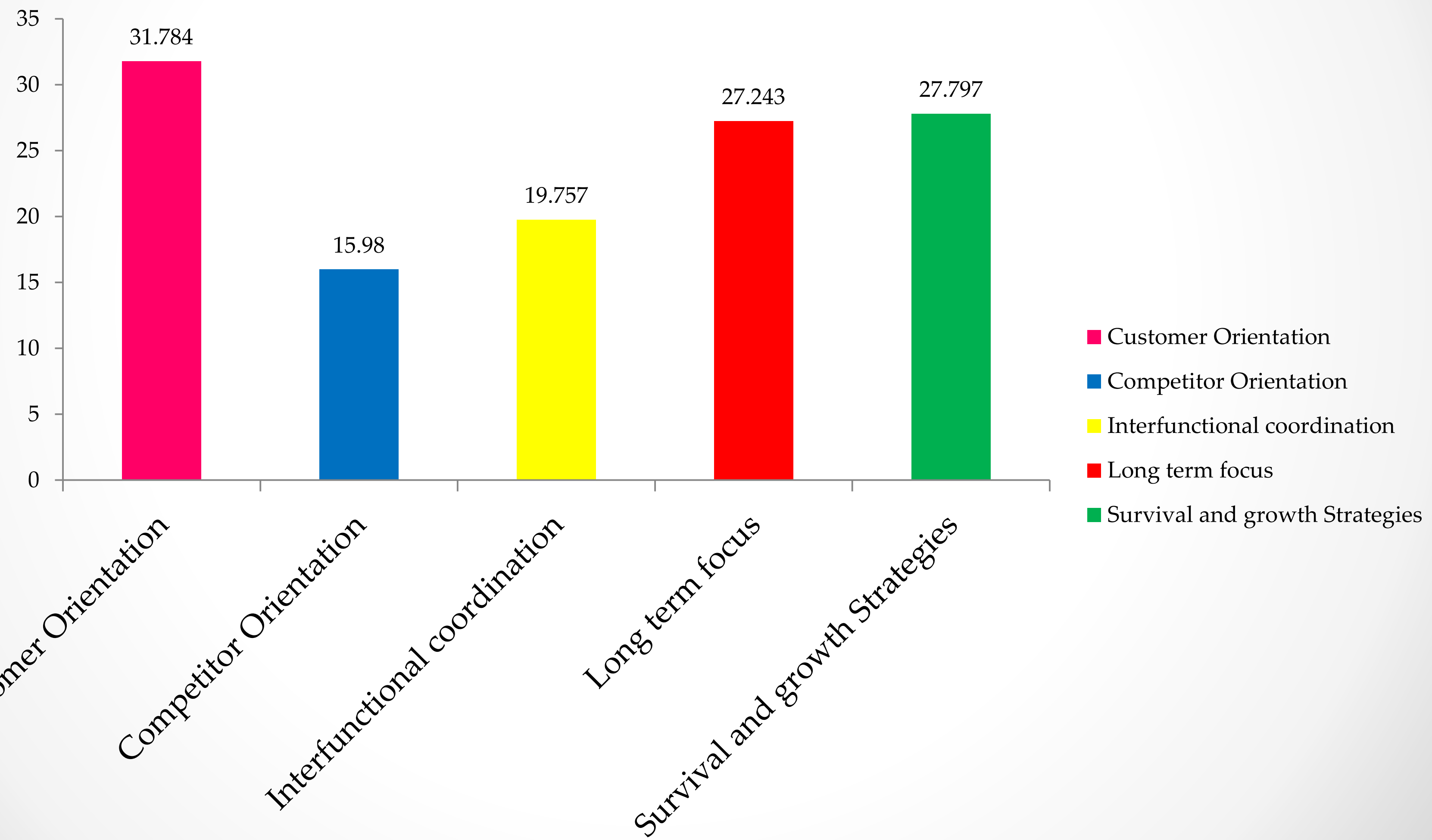
The top managers always emphasize improved performance relative to competitors



The company ensures and emphasizes to generate and earn sufficient revenue to cover all operating expenses



Average of Market components



Conclusion

- From the above study it can be concluded that companies focus more on component customer orientation.
- Companies that focus more on serving the customer needs and wants & also focus more on after sales services are supposed to have better performance.
- Organizations must constantly innovate in every aspect of their business operations


Thank you!
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