



Dissertation Project

**COMPARATIVE STUDY OF MARKETING
STRATEGY, ESPECIALLY MARKETING
MIX (4PS) OF DIFFERENT DRUG
PRODUCT**

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INTRODUCTION

In India pharmaceutical market is growing fast and there is high number competition among them as a single product is marketed by different brand name.

for the marketing of different pharmaceutical drug product, industries adopt different Unique marketing strategies to influence physicians to promote their product.

The Aim of this study is to know which Marketing Mix Strategy Pharma company use, its benefits and which factor impact on them

For this study I have selected 4 top pharmaceutical companies drug product and, in this study, we will see which pharmaceutical company use marketing mix strategy very efficiently for the marketing of their drug product.

OBJECTIVES

- To Understand, Different Marketing Mix Strategy, use for the marketing of drug product.
- To understand, benefits of Marketing Mix Strategy.
- To understand, on which factor pharmaceutical company focus when they developing Marketing Mix strategy.
- To understand, after comparison which pharma company use marketing mix strategy very efficiently for marketing of different drug Product.

METHODOLOGY

- **Research design** : Descriptive Research.
- **Research question** : Comparative study of Marketing strategy specially Marketing Mix (4Ps) of different Drug Product of Pharmaceutical company.
- Data Collection Method : Simple Random Sampling.
- Data collection Tool:
 - Published Article
 - Research Paper
 - Blogs
 - Organization Website
 - Organization document

COMPARISON OF MARKETING MIX (4PS) STRATEGY OF DIFFERENT DRUG PRODUCT OF PHARMACEUTICAL COMPANIES



Product

- PregaNews
- Nurokind
- Zenflox



Product:

- Brustan
- Painamol
- Paududen



Product

- Candid
- Elovera
- Airz
- Ascoril



Product

- Acigene 250 mg
- Ablung 200 mg
- Acivir 200 Dt

COMPARISON OF PRODUCT STRATEGY

Sun pharm

- Generic market leader
- Innovative product
- Focus on Chronic therapy
- always patient centric
- Serve their product in OTC

Cipla Limited

- World largest antiretroviral drug manufacturer.
- Serve their product in. OTC, Prescription, Inhalers.
- Quality Product.

Product Strategy

Mankind Pharma

- Quality Product by adding value
- pocket friendly & Easy to use with product manual
- always work on USP of Product

Glenmark Pharmaceutical

- serve their product in both branded and generic category.
- Quality product
- Patient centric
- convenient product.

COMPARISON OF PRICE STRATEGY

Sun Pharma

- Set price according the local people.
- Maintain affordable price by optimising operational cost.
- for competitive advantage sun pharma set their price very low.
- low price help for gaining new market.

Cipla Limited

- Pocket friendly product
- Competitive price
- value of product

Price Strategy

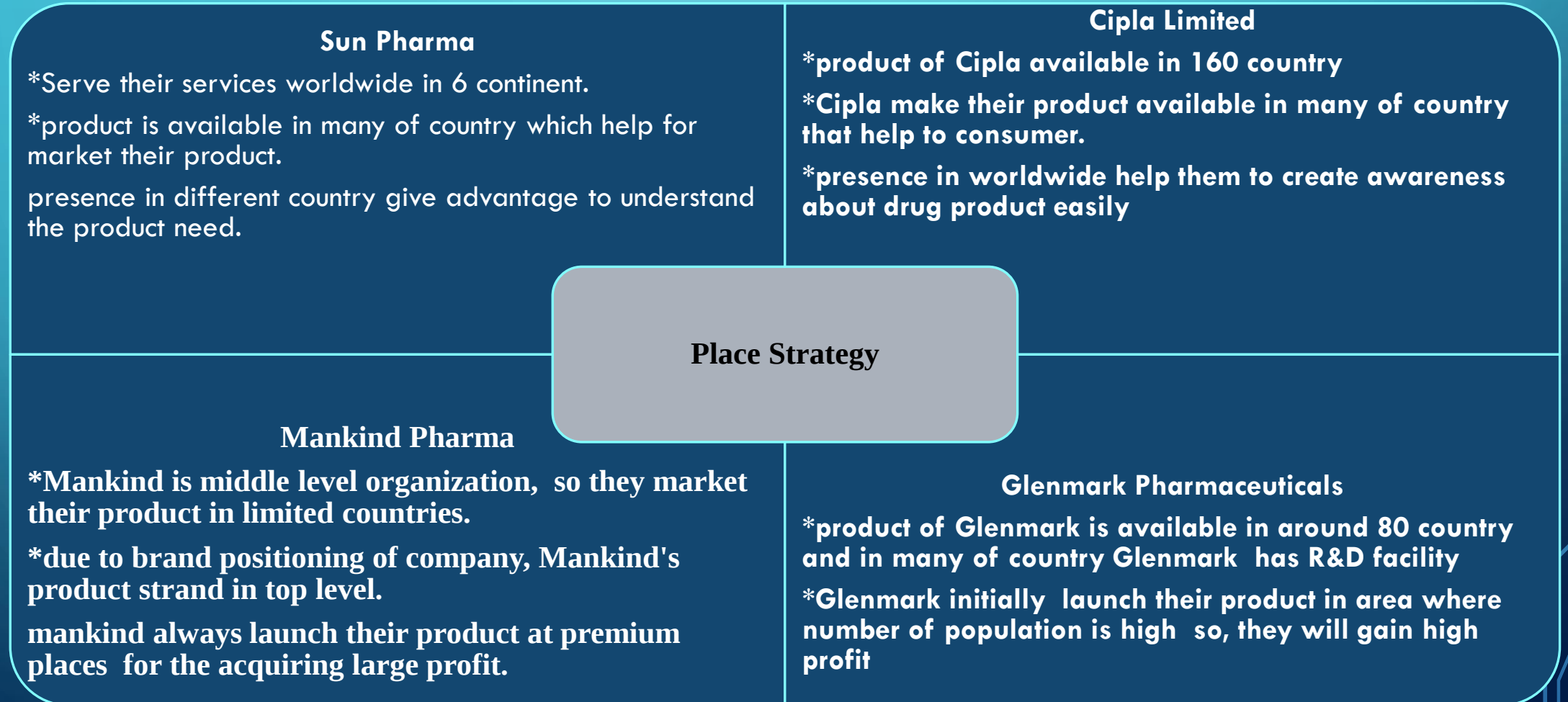
Mankind Pharma

- *Mankind Pharma uses Hybrid Pricing strategy.
- *premium pricing ,psychological pricing, Geographical pricing

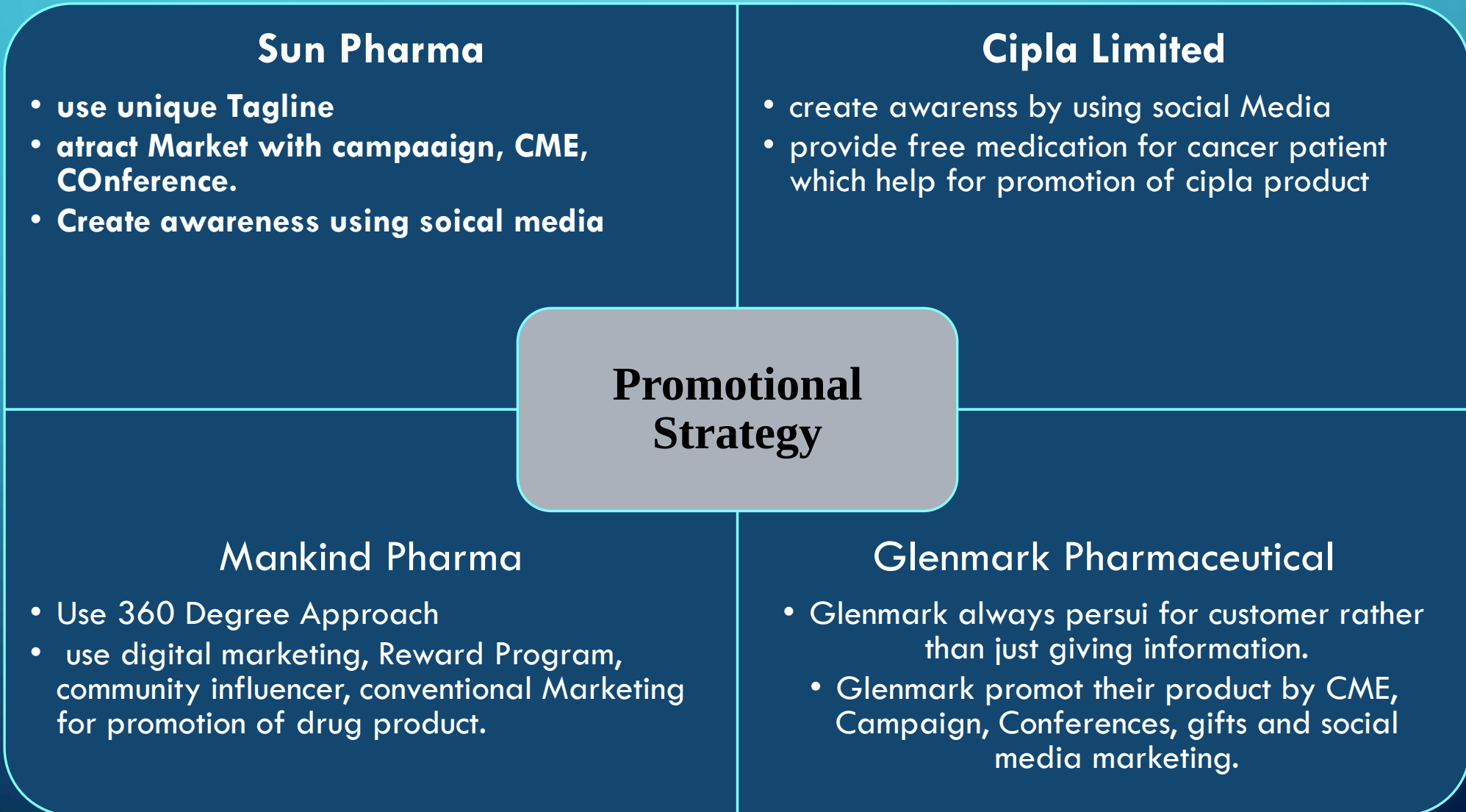
Glenmark Pharmaceuticals

- *Quality of product
- *high price in international and low price in domestic
- *maintain price policy which beneficial for all Stakeholder
- * Affordable price

COMPARISON OF PLACE STRATEGY

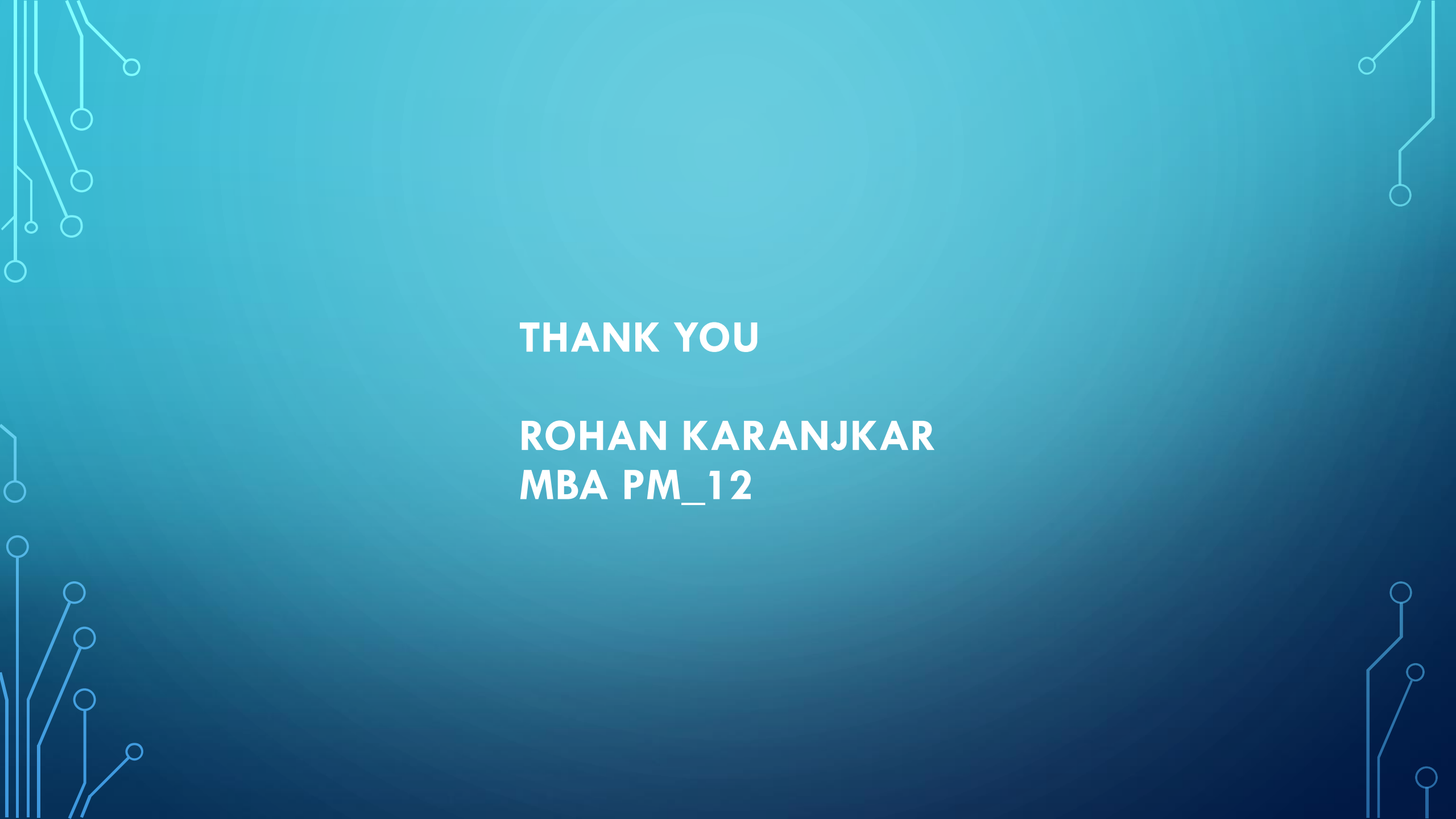


COMPARISON OF PROMOTIONAL STRATEGY



- According to the study we can say that sun pharma and Cipla limited use Marketing mix strategy in such way that they earn huge amount of profit.
- Also available in different countries help Sun pharma and Cipla limited to positioning the drug product.
- Mankind is not served their product in many country which make them weaker in place strategy, but they gained a lot of profit from Indian pharma market by pharmaceutical product and OTC product.
- Comparing pricing strategy Sun pharma, Cipla, Mankind this company price their product very affordable and pocket friendly which help them for the marketing of drug.
- Glenmark majorly focus on premium market of launching their product due to high price of product
- We can say that Sun pharma, Cipla, Mankind, Glenmark uses all product price place, promotion strategy very efficiently for marketing of the drug product.
- Glenmark Pharmaceutical somewhere lack in promotion strategy as they are not that much active in promotional activity

RESULT

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THANK YOU

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