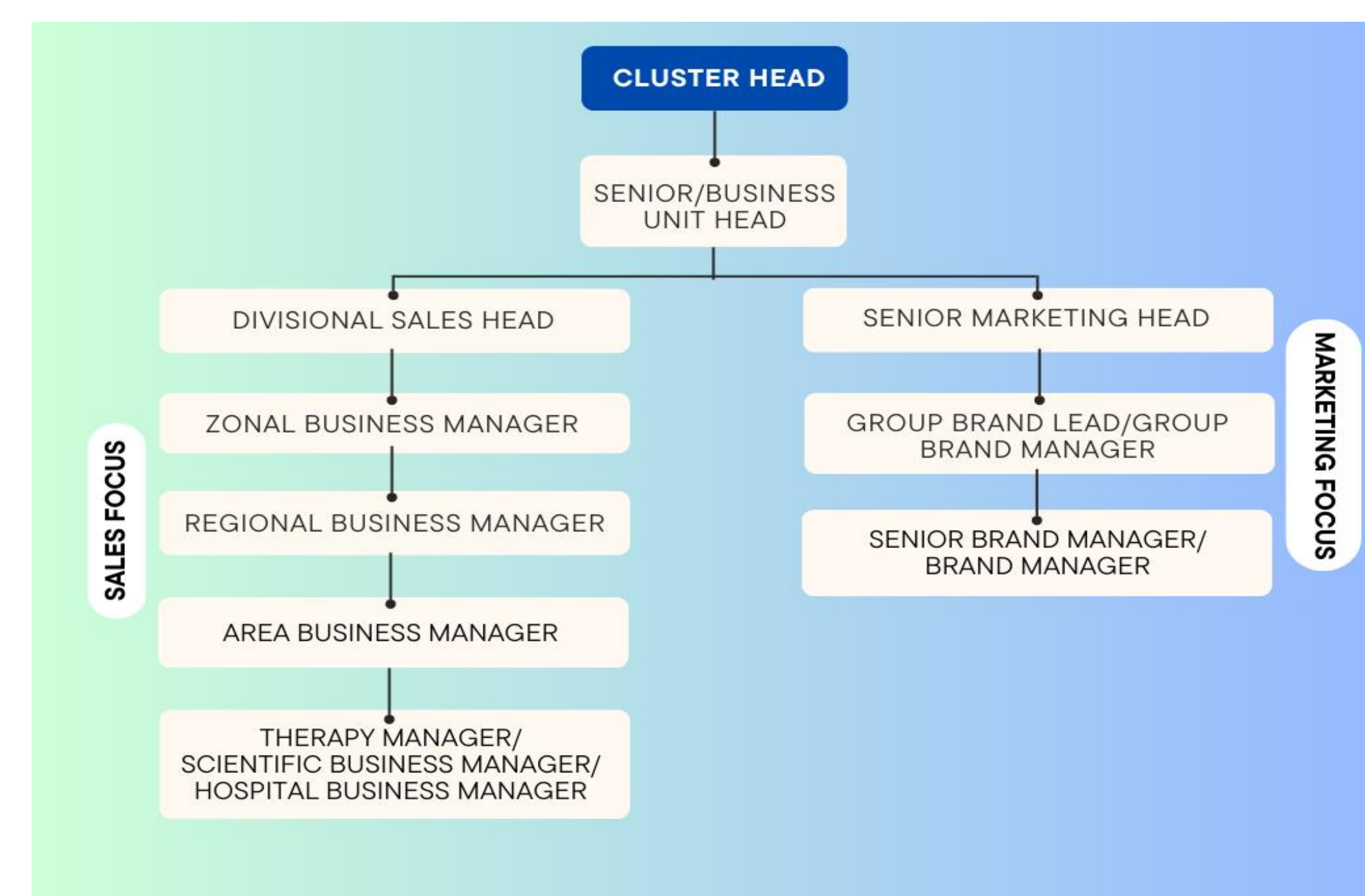


cialties' operations are its core values of
tion, integrity, diversity, and sustainability.
ding principles, shaping the company's
commitment to ethical business practices.



Bisoprolol is a widely prescribed beta-blocker.

Concor holds a strong market position due to brand recognition and perceived efficacy.

Price and availability are important factors influencing pharmacist recommendations.

Pharmacists play a role in educating patients about beta-blocker options.

Theoretical Knowledge	Practical Knowledge
Market Research	Conducting surveys, analysing data, identifying target markets
Sales Process	Understanding the sales cycle, lead generation, sales presentations
Product Knowledge	Gaining in-depth knowledge of product features and benefits
Marketing Communication	Developing marketing materials and campaigns

Combination Preference

Combination	Regular	Occasional	Rarely
BB + CCB	28	47	20
BB + ARB	21	63	12
BB + DIU	53	21	22

- Building Relationships:** Establishing rapport with colleagues and clients in a new environment.
- Time Management:** Effectively managing multiple tasks and deadlines within a limited timeframe.
- Overcoming Objections:** Developing effective strategies to address customer concerns and resistance.
- Gaining Product Knowledge:** Acquiring in-depth understanding of product features and benefits.

- **Reinforce Concor's brand image**
- **Invest in patient education**
- **Strengthen relationships with healthcare professionals**
- **Monitor competitor activities**
- **Consider product enhancements**
- **Explore opportunities for combination products**

Torrent corbis: trying to capture new entries market
be it newly started hospitals or pharmacies

Ucardix Bisodix: Following unethical practices (cash
in hand especially young doctors)

Mankind Bisoheart: Promoting by Convincing on
price point and suggesting concor monopoly
alternative for patients.