

SYNOPSIS

1. TITLE

A Strategic Analysis of Product Pricing, Promotional Schemes, and Market Positioning of Mectec Pharmaceuticals: A Competitive Perspective

2. INTRODUCTION

In a fiercely competitive pharmaceutical industry, small and mid-sized companies must employ targeted strategies to sustain their market position. Mectec Pharmaceuticals, a decade-old company operating across Indore and the broader Madhya Pradesh region, actively engages in doctor engagement, price-driven marketing, and CRM-based follow-up practices.

This study explores how Mectec's pricing structure and promotional schemes influence its product visibility, especially in key therapeutic areas like orthopedics, gynecology, and general medicine. Strategic tools such as BCG Matrix, Ansoff Matrix, and GE–McKinsey Matrix will be used to position Mectec's brands, identify growth opportunities, and provide evidence-based recommendations.

3. RESEARCH QUESTION

How effective are Mectec Pharmaceuticals' pricing and promotional strategies in establishing a competitive and sustainable market position in Indore and surrounding regions?

4. OBJECTIVES

Primary Objective:

- To analyze Mectec Pharmaceuticals' pricing and promotional strategies and assess their role in achieving competitive positioning.

Secondary Objectives:

- To conduct a comparative assessment of Mectec's product pricing vs. competitors in Indore.
- To evaluate the effectiveness of current CRM practices and field force engagement tools.
- To apply strategic models (BCG, Ansoff, GE–McKinsey) to evaluate growth potential and positioning.
- To recommend strategies for improved brand performance and market coverage.

5. HYPOTHESIS

- H₀ (Null Hypothesis): Mectec's current strategies have no significant impact on its competitive position in the Indore pharma market.
- H₁ (Alternative Hypothesis): Mectec's strategic pricing and doctor engagement practices significantly influence its competitive positioning.

6. MATERIAL AND METHODS

Study Design:

- Descriptive, comparative, and strategic analysis using secondary data.

Setting:

- Mectec Pharmaceuticals, Indore (with focus on Ortho, Gynae, and GP segments)

Study Population (Data Sources):

- Mectec's product booklet, price list, promotional materials, and field insights.
- Online data from platforms like Tata 1mg, Apollo, SastaSundar for competitor benchmarking.

Inclusion Criteria:

- Actively marketed Mectec products in MP region.

Exclusion Criteria:

- Discontinued or legacy products with no data.

Study Tools:

- Internal documents, public pharmacy data, strategic marketing frameworks (BCG, Ansoff, GE-McKinsey).

Duration of Study:

- March 10 – May 31, 2025

Sample Size:

- 5–6 key products analyzed across 3 therapeutic areas.

Sampling Technique:

- Purposive sampling of Mectec's best-selling brands.

Data Collection Procedure:

- Extraction of pricing/scheme data from Mectec records.
- Online comparison of competitor prices.
- Strategic placement of products into marketing matrices.

- Analysis of CRM approaches and field practices.

Operational Definitions:

- CRM Strategy: Doctor engagement mechanisms including SWP, follow-ups, CME, camps, etc.
- Market Positioning: The perceived value and recognition of Mectec brands compared to competitors.
- Product Portfolio Strategy: Resource allocation based on growth potential and market presence using BCG and other tools.

7. DATA ANALYSIS PLAN

- Descriptive statistics for price/scheme comparison
- Competitive benchmarking tables for 5+ products
- SWOT analysis
- BCG Matrix for product lifecycle and investment decisions
- GE–McKinsey Matrix for business strength vs. market attractiveness
- Ansoff Matrix to recommend strategic direction

Tools: Microsoft Excel, Canva (for visualization), and manual scoring based on best-fit logic

8. ETHICAL CONSIDERATIONS

No human subjects or patient data are used. All data is either publicly available or shared with internal permission from Mectec Pharmaceuticals. Strategic analysis is conducted for academic purposes only, ensuring confidentiality.

9. IMPLICATIONS OF RESEARCH

This research will help Mectec Pharmaceuticals sharpen its brand strategies, align resource allocation, and better compete in the Indore market. It will also serve as a model for strategic management in mid-sized pharma companies.

10. REFERENCES

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