

Seminar 15.

Pharmaceutical marketing Concept
marketing research Directions and
methods of Comprehensive marketing
research on the pharmaceutical market
ABC analysis VEC analysis step
analysis SWOT analysis Three level
product analysis 4A product life
cycle analysis BCG matrix using the
unique advantages of a product analysis
UDT Ansoff matrix

Murawey Pacer

⑤ Marketing

⑤ Marketing research methods

in order to create a company development strategy situational analysis is used which is a set of methods that help determine the company place in the surrounding business environment identify its strengths and weaknesses and the features of the product that affect business development

5.1: The basis of ABC analysis is known as English Activity Based Costing Cost analysis based on the type of company, total sales volume is achieved on the Pareto principle

(5.2) VED analysis

over time determines priority

① what is important for saving life for example vaccines having a life

Threatening withdrawal syndrome that is constantly necessary to maintain the insuring steroids antibiotics

(2) necessary essential effective in the treatment of less dangerous but serious diseases

(3) secondary non essential of the treatment of minor diseases drugs with questionable effectiveness expensive with symptomatic indications.

(5.3) ~~step~~ analysis

- Reveals opportunities for starting a business and possible threats

- orients in the development trends of the business environment which contributes external business climate

- identifies projects with a high probability of failure regardless of company

(5.4) SWOT
- strengths Product strengths here
You can write down the competitive
advantage of the product the connections
of the company founder and special
competencies in the team

- opportunities opportunities that the
external environment offers there are
market trends legislative relaxations
government support bankruptcy of
major competitors.

(5.3) Three level product analysis 4A4
- The product by design is the main benefit or service
- actual product properties quality
packaging label design brand name
- goods with support i.e. installation
guarantees supplier lending after
service