CHAPTER – 6
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From the basis of data analysis and inferences drawn the following suggestions are offered for the improvement of marketing Strategies of pharmaceutical companies

- Marketing professionals are more aware of their companies Product and Promotional Strategies and their Knowledge on pricing Distribution and Market Strategies are not adequate. Therefore it is suggested that the companies most initiate attempts to improve awareness of the marketing professionals through meeting discussions and training programmes.

- The marketing intermediaries who act as link between company and end users are not much aware of the market product distribution and promotional Strategies of the companies whose products dealing with , Hence companies need to organise awareness campaign for marketing intermediaries with regards to above issues.

- The End-Users of pharmaceutical products in other words Doctors prescribing antibiotics are not properly informed by the companies of their products promotions and distribution arrangements therefore a separate get-together, conference discussions of the doctors on specific brands of the pharmaceutical products will help the companies both for effective marketing and for development of strong customer base.

- In order to keep the life of antibiotic longer and to maintain least resistance it is suggested to constitute an independent body by the government to regulate marketing activities of pharmaceutical companies with respect to antibiotic.

- As there is disparity in the pricing Strategies which determines the use of antibiotics in order to ensure less resistance by preventing price war among the companies, an independent agencies is to be created either by government or by the pharmaceutical companies which can act as neutral agency to rationalise the prices.

- The Government most come out with regulation to restrict the sale of antibiotics without prescription recognised medical practioners.

- Hospitals must be instructed to follow Antibiogram Policy, Antibiotic rotation policy and should be followed strictly.
- It must be made mandatory to use antibiotic products empirically only after getting approval from concerned Microbiology department.
- Pharmaceutical Companies and Pharmacy department of the hospitals should focus on making high end antibiotic products available in time rater than making easy availability of low-end products.
- Sales teams should be equipped to provide thorough information on pharmacokinetics and dynamics of drug, usage, indication and dosage to concerned medical consultants and both of them have to work jointly towards patient awareness, programs on creating awareness on importance and compliance.

6.1. SUGGESTIONS WITH RESPECT TO THE MARKET STRATEGIES.
- From the study it is evident that the performance of multinational pharmaceutical companies is better that then Indian companies therefore this is high time Cipla, Ranbaxy and Microlabs to come out with innovative products and focus on R& D in order to Growth, market share and Profitabality.
- Pruning can improve return on investment, Growth Rate, more beneficial in having limited resources and also helps in restoring balance. Hence companies should focus more on analysing their current resources and existing market coverage.
- Astrazeneca, Pfizer and Glaxosmithkline Beecham have to make more involvement in making products available in market place and promotion has to be intensified where as Cipla, Ranbaxy and MicroLabs have to concentrate on improving on their product efficacy.

6.2. SUGGESTIONS WITH RESPECT TO THE PRODUCT STRATEGIES.
- Pharmaceutical companies are suggested to reposition their products to enhancing its value and life span by which entry of new antibiotic can be prevented due to which antibiotic resistance can be reduced.
- Pharmaceutical companies for their survival need to focus on development of new and innovative products through extended product research and sustainable research and development in order to survive in the market.
6.3. SUGGESTIONS WITH RESPECT TO THE PRICING STRATEGIES.

- AstraZeneca, Pfizer, and GlaxosmithKline Beecham adopted skimming price to launch new products and maintain price for the existing products. In the case of price flexibility, it was observed that one price strategy is adopted and maintained for all customers. On the other hand, Cipla, Ranbaxy, and MicroLabs adopted penetration price strategy to launch new products and reducing the prices for existing products and more flexibility price is adapted to all the customers. Further, marketing professionals analysis lead to polarisation observed basically with AstraZeneca, Pfizer and GlaxosmithKline Beecham where they launched innovative products and spent huge money in market to create awareness about the new products, at the same time enjoying the monopoly of the market. Hence, patients have affordability constraint. On the other hand, Cipla, Ranbaxy, and MicroLabs have launched generic version, no investment on innovation, penetrating into establish market. Hence there is need to regulate the price of antibiotics either through the government agencies by neutral mechanism to avoid excess use of antibiotics and reduction in resistance.

6.4. SUGGESTIONS WITH RESPECT TO THE DISTRIBUTION STRATEGIES

- It was found that, most of the companies have adopted multiple channel structure and intensive distribution strategies. Therefore, it is suggested to have structured distribution system across all companies instead of push strategy, if pull strategy is adopted, it will help to reduce unhealthy competition among channel partners. This leads to brand replacement, price discounts, and quantity discounts which will ensure that antibiotic products will move as per prescription in long run.

6.5. SUGGESTIONS WITH RESPECT TO THE PROMOTION STRATEGIES

- Drug promotion is one of the factors contributing to unnecessary antibiotic use, and inappropriate use of newer, broad-spectrum products, and therefore to antibiotic resistance will increase. Regulation of promotion is to be taken seriously. The World Health Organization (WHO-Europe) has described, “An
inherent conflict of interest between the legitimate business goals of manufacturers and the social, medical and economic needs of providers and the public to select and use drugs in the most rational way”. Hence, companies should have proper strategies to sustain it for longer period by hiring well trained sales persons who are able to promote scientifically, companies have to give more focus on sharing information on products, indication, through emails to key customers. Only scientific conference has to be sponsored and gifts should carry only clinical value. Patient awareness program are to be conducted frequently. A Judicious use of promotional tools will help in keeping antibiotic for long run.

6.6. SCOPE FOR THE FUTURE RESEARCH

The current study of marketing strategy is limited to Pharmaceuticals Companies operating in Karnataka.

Only six companies have been selected for the present study, this study is confined only to anti-infective therapeutics and an few dimensions of marketing strategies are considered. Hence there is scope to continue research along with other dimensions of marketing Strategies or with respect to different therapeutics.

The research work was undertaken comprehensively to cover the sectorial views of Marketing professionals, Marketing intermediaries and End-users. As a result of no specific focus has been made on any one of them. Therefore a focused research in specific group of respondents considered under this study can provide avenues for further research. More than anything pharmaceutical industry is highly dynamic fast growing business opportunity both for Indian and global players as India is wide market for pharma products research into market identification product development and promotion of products to untapped markets requires focus by academic and industrial researchers.
6.7. CONCLUSION

Pharmaceutical marketing plays a vital role in the health care management of any country. Pharmaceutical industry is one of the fastest growing industries of the recent times. Antibiotic resistance places an increased burden on society in terms of high morbidity, mortality, and high cost which hampers the development of any countries economy. On the other hand pharmaceutical companies spend huge money on research and development of newer antibiotic drugs. Hence it is very important to market antibiotics in rational ways so has to reduce antibiotic resistance.

Aggressive marketing Strategies adopted by the companies to promote their products is one of the contributing factor for the unnecessary use of antibiotics. Introduction of new antibiotics and their excessive use leads to resistance, therefore there is an urgent need to regulate the promotional Strategies of pharmaceutical companies which are very rarely visible unlike that of market of other products there is a wide market and untapped opportunities for pharmaceutical companies in India, But antibiotic resistance is not only an hindrance for the product efficacy but can turn to be a national problem in the health management arearna. Therefore all the stakeholders of the public health should join hands in spreading the need for regulating undue growth of antibiotic products on the one hand and promote products of high quality at affordable prices to keep in tune with the national health policy.