CHAPTER V

MARKET RESEARCH TO DEVELOP NEW PRODUCTS IN PHARMACEUTICAL INDUSTRY

This chapter explained the competition, SWOT analysis, segmentation, performance of pharmaceutical companies to develop new products success in pharmaceutical business management. It analysis identifying the problem of new product commercialization and give solution to solve the problem of new product commercialization in pharmaceutical business management. To know about the manager’s responsibility, organization structure, organgram, and training roles lead to develop new product in pharmaceutical business management which are explained in this chapter.

COMPETITION IN PHARMACEUTICAL INDUSTRY

Competition

Rivalry is in the marketplace. Goods and services are bought from those, in the view of buyers, provide ‘the most for the money, Hence competition will tend to reward the more efficient producers and/or suppliers and so lead the economy toward efficient use of resources.

Competition is the battle between businesses to win consumer acceptance and loyalty. The free-enterprise system ensures that businesses make decisions about what to produce, how to produce it, and what price to charge for the product or service. Competition is a basic premise of the free-enterprise system because it is believed that having more than one business competing for the same consumers will cause the products and/or services to the provided at a better quality and a lower cost than if there
were no competitors. In other words, competition should provide the consumers with the best value for their hard earned dollar.

**Pharmaceutical Competition**

Competition in Pharmaceutical Industry is based on the criteria below given:

- Competition based on same molecule.
- Competition based on different molecule and same indication.
- Competition based on combination molecular strategy.
- Competition based on combination strength strategy.
- Competition based on brand image and company image.
- Competition based on pricing strategy.
- Competition based on Research and innovation molecular strategy.
- Competition based on marketing strategy.

Above the points mention the competition strategy of the Pharmaceutical Industries.

**Aspects of Competition**

In Pharmaceutical industry competition is formed by the different molecular strategy and technological strategy. For example Novartis pharmaceutical company had introduced the Diclofenac molecule in market. This is research molecule for Novartis pharmaceutical MNC. Other companies had introduced similar indication such as Nimusilide, Aceclofenac, Ibuprofen, Rofecoxicp, voldcoxcip. These are same indication and different molecular competition.

Many pharmaceuticals have introduced combination molecule like Diclofenac sodium and paracetamol molecule. So Novartis Pharmaceutical Pharma Company has
introduced Diclofenac sodium and paracetamol molecule in Feb-2007. That brand name is Voveran Plus.

While being aware of the competition and making a countermove is important, it is also very important to pay attention to changing consumer wants needs and values and to make the needed changes before the competition does. Doing research and development and being the force to provide a new product or service can give a company a competitive advantage in the market place. Once consumers purchase a product or service and are satisfied with it, they will typically purchase the same product again. Having a competitive advantage means that a company does something better than the competition. Having a competitive advantage might mean inventing a new products; providing the best quality, the lowest prices, or the best customer service; or having cutting-edge technology. To determine an area where a company might have a competitive advantage, a SWOT analysis is often done to identify the company’s internal Strengths and Weaknesses and the external opportunities and threats. A SWOT analysis lets the company know in which area(s) it has a competitive advantage so it can concentrate on those areas in the production and marketing of its product(s) or service(s).

In addition to staying on top of changing consumer preferences, companies must constantly be looking for ways to cut cost and increase productivity. Companies must provide consumers with the best – Quality product at the lowest cost while still making a profit if they are to be successful competitors in the long run. One way to remain competitive is through the use of technology. Technology can help speed up production processes through the use of robots or production lines, move information more accurately and more quickly through the use of computer systems, and assist in research and development proceedings.
Information on competing products for Daskil cream

**DASKIL CREAM**

Information on competing brands for Daskil cream is given below in table 5.1

**Table 5.1 Competing Brands for Daskil Cream**

<table>
<thead>
<tr>
<th>Brand name</th>
<th>Company</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zimic</td>
<td>GSK</td>
<td>49Rs/tube of 10 gm</td>
</tr>
<tr>
<td>Sabifine</td>
<td>Ranboxy</td>
<td>49Rs/tube of 10 gm</td>
</tr>
<tr>
<td>Terbinyl</td>
<td>Indi pharma</td>
<td>38Rs/tube of 10 gm</td>
</tr>
<tr>
<td>Daskil cream</td>
<td>Novartis</td>
<td>49Rs/tube of 10 gm</td>
</tr>
<tr>
<td>Candid cream</td>
<td>Glenmark</td>
<td>34Rs/tube of 10 gm</td>
</tr>
<tr>
<td>Dermonorm</td>
<td>Glaxo allenlary</td>
<td>49Rs/tube of 10 gm</td>
</tr>
<tr>
<td>Zole-F</td>
<td>Rexel</td>
<td>35Rs/tube of 10 gm</td>
</tr>
<tr>
<td>Nizral</td>
<td>Johnson&amp;Johnson</td>
<td>70Rs/tube of 10 gm</td>
</tr>
<tr>
<td>Canastin</td>
<td>Bayer</td>
<td>38Rs/tube of 10 gm</td>
</tr>
</tbody>
</table>

(Source: A book of Classification simplified drug selection- CIMS)

Table 5.1 gives information about competition brands of Daskil cream. Daskil cream is a product of Novartis pharmaceuticals. Terbinafine molecule is a research molecule of Novartis multi national pharmaceutical company. Daskil cream moderated priced, with Nizral of Johnson and Johnson in premium-end and candid cream of Glenmark in the bottom. The total market for this drug class is Rs. 1.71 Crs. of this 35% is with Novartis. The immediate competitors for Daskil cream are Zimic, Sabifine. Zimic is a brand of GSK pharmaceutical company. GSK pharmaceutical company has special division for promoting the Zimic cream. The GSK special division name is dermatology division. Above two pharmaceuticals get raw material from Novartis pharmaceutical company. Because Terbinifine molecule is research molecule for Novartis pharmaceutical multinational company.
VOVERAN PLUS

The competition of Voveran plus is given below table 5.2

**Table 5.2 Competing Brands for Voveran plus**

<table>
<thead>
<tr>
<th>Brand name</th>
<th>Company</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dicloran-A</td>
<td>Unique</td>
<td>2Rs/tab</td>
</tr>
<tr>
<td>Fenac plus</td>
<td>Modi mundi pharma</td>
<td>2.25Rs/tab</td>
</tr>
<tr>
<td>Jonac plus</td>
<td>German Remedies</td>
<td>1.5Rs/tab</td>
</tr>
<tr>
<td>Ultra flam</td>
<td>Croslands</td>
<td>2.10Rs/tab</td>
</tr>
<tr>
<td>Oxalgin Dp</td>
<td>Cadila Health care</td>
<td>1.75</td>
</tr>
<tr>
<td>Diclogesic</td>
<td>Torrent</td>
<td>1.85Rs/tab</td>
</tr>
<tr>
<td>Avida</td>
<td>Dr.Reddys</td>
<td>1.70Rs/tab</td>
</tr>
<tr>
<td>Numol</td>
<td>Karnatic anti biotic</td>
<td>1.65Rs/tab</td>
</tr>
<tr>
<td>Vovern plus</td>
<td>Novartis</td>
<td>2.48/tab</td>
</tr>
<tr>
<td>Dicloftal forte</td>
<td>Blue cross</td>
<td>1.60Rs/tab</td>
</tr>
</tbody>
</table>

(Source: A book of Classification simplified drug selection -CIMS)

Voveran plus has Soflet Technology. This is first time introduced by Novartis pharmaceutical multinational company. Product information of Voveran Plus has mentioned in Chapter III. Novartis Company has introduced first time Soflet Technology in Paracetamol and Diclofenac sodium molecule in Pharmaceutical market. So Novartis has faced competition over the soflet technology and field force strategy.

CITROMACALVIT

The competitors of Citromacalvit is mentioned in table 5.3

**Table 5.3 Competing Brands for Citromacalvit**

<table>
<thead>
<tr>
<th>Brand Name</th>
<th>Company</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gemcal</td>
<td>Glenmark</td>
<td>8 Rs/tab</td>
</tr>
<tr>
<td>Ostrolol</td>
<td>Otsira</td>
<td>5.10Rs/tab</td>
</tr>
<tr>
<td>Rocaltrol</td>
<td>Nicholas</td>
<td>9 Rs/tab</td>
</tr>
<tr>
<td>Citromacalvit</td>
<td>Novartis</td>
<td>8Rs/tab</td>
</tr>
<tr>
<td>Rolsical</td>
<td>Inca</td>
<td>10.90 Rs/tab</td>
</tr>
<tr>
<td>Bio D3</td>
<td>American Remedies</td>
<td>4.50Rs/tab</td>
</tr>
<tr>
<td>Abdex drop</td>
<td>Parke daviess</td>
<td>16Rs/tab</td>
</tr>
<tr>
<td>Alpha dol</td>
<td>Panacea</td>
<td>7.50</td>
</tr>
<tr>
<td>Alpha cip</td>
<td>Cipla</td>
<td>12Rs/tab</td>
</tr>
<tr>
<td>Alpha set</td>
<td>Orchid</td>
<td>10Rs/tab</td>
</tr>
</tbody>
</table>

(Source: A book of Classification simplified drug selection- CIMS)
Citro macalvit has calcitriol and calcium citrate molecule. Citro macalvit has scored tablet form, which easy to breakable and easy to swallow. This improves patient compliance. And Calcium citrate has better solubility 7.3 mi.mol/litter. This is more bioavalible calcium. Because of molecular strategy and scored tablet form strategy Novartis MNC has faced competition in market.

**Trioptal**

The competition of Trioptal is mentioned below Table 5.4

<table>
<thead>
<tr>
<th>Brand Name</th>
<th>Company</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oxytal</td>
<td>Sun</td>
<td>4.50Rs/tab</td>
</tr>
<tr>
<td>Tegrital</td>
<td>Novartis</td>
<td>2.50Rs/tab</td>
</tr>
<tr>
<td>Epinil</td>
<td>Themis pharma</td>
<td>3.00</td>
</tr>
<tr>
<td>Mazetol</td>
<td>Sppl</td>
<td>2.50Rs/tab</td>
</tr>
<tr>
<td>Carmaz</td>
<td>Natco</td>
<td>2.50Rs/tab</td>
</tr>
<tr>
<td>Carbatol</td>
<td>Torrent</td>
<td>4.00Rs/tab</td>
</tr>
<tr>
<td>Zen 100</td>
<td>Intas</td>
<td>1.80 Rs/tab</td>
</tr>
<tr>
<td>Versizur</td>
<td>Micro lab</td>
<td>1.50Rs/tab</td>
</tr>
<tr>
<td>Zeptal</td>
<td>Sun</td>
<td>1.80Rs/tab</td>
</tr>
</tbody>
</table>

(Source: A book of Classification simplified drug selection -CIMS)

Trioptal has different molecular competition in pharmaceutical market. Trioptal has acted on three ways, which is Effective, Well tolerated, and easy to use. Which is mentioned in chapter III? Trioptal is non sedative drugs. So Novartis Company has faced competition over the product strategy and sales strategy. Above the competitors Products are available in pharmaceutical market.

**Diabetic Drugs Competition**

In Pharmaceutical industry Diabetic products business is having more competition. The competitor brands for diabetic drugs are given below.
<table>
<thead>
<tr>
<th>Brand Name</th>
<th>Company name</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Glista PM</td>
<td>Cadila Pharmaceuticals</td>
<td>4.2 Rs/tab</td>
</tr>
<tr>
<td>Daoryl PM</td>
<td>JP Chemicals</td>
<td>5.7 Rs/tab</td>
</tr>
<tr>
<td>Glypar PM</td>
<td>Indswift</td>
<td>4.3 Rs/tab</td>
</tr>
<tr>
<td>Glimaday</td>
<td>Wockhardt</td>
<td>5.4 Rs/Tab</td>
</tr>
<tr>
<td>Gemer Forte</td>
<td>Sun</td>
<td>5.0 /Tab</td>
</tr>
<tr>
<td>Glamor-MP</td>
<td>Invision</td>
<td>4.86 Rs/tab</td>
</tr>
<tr>
<td>Trblend</td>
<td>Akaess</td>
<td>4.8 Rs/Tab</td>
</tr>
<tr>
<td>Diapride forte</td>
<td>Micro</td>
<td>2.7 Rs/Tab</td>
</tr>
<tr>
<td>Glimcare Forete</td>
<td>Q check</td>
<td>4.5 Rs/tab</td>
</tr>
<tr>
<td>GLM</td>
<td>Systopic</td>
<td>4.86 Rs/Tab</td>
</tr>
<tr>
<td>Betaglim M2</td>
<td>Panacea</td>
<td>3.5 Rs/tab</td>
</tr>
</tbody>
</table>

(Source: A book of Classification simplified drug selection -CIMS)

**MARKETING RESEARCH IN PHARMACEUTICAL BUSINESS MANAGEMENT**

There are four steps involved in Marketing Research in Pharmaceutical Business. These four steps are mentioned in below mentioned Picture. These four steps are very important to develop New Products in Pharmaceutical Business. These four steps are given below.

- Strategic Marketing analysis in Pharmaceutical Business
- Marketing Strategy formulation in Pharmaceutical business
- Marketing Strategy Choice in Pharmaceutical Business

1. **Strategic Marketing Analysis in Pharmaceutical Business:**

Strategic and Marketing analysis plays vital roles to develop New Products business in Pharmaceutical Industry. The Strategic and Marketing analysis in Pharmaceutical Business comes under four types. These four types are given below.
* S.W.O.T Analysis
* Productivity Analysis
* Competitor Analysis
* Customer Analysis

**S.W.O.T Analysis**

SWOT means Strength, Weakness, Opportunity and Threats. Here analysis about Strength and Weakness is internal Factor of analysis in Pharmaceutical Business. And Opportunity and Threats are External factor in Pharmaceutical Business. Internal and External factor in SWOT analysis mentioned in below diagram.

**Diagram 5.1 SWOT Analysis**

**SWOT**

- Factors affecting an organization can usually be classified as:

  - **Internal factors**
    - Strengths (S)
    - Weaknesses (W)

  - **External factors**
    - Opportunities (O)
    - Threats (T)

**STRENGTH**

In Pharmaceutical Industry Analysis about internal factor strength is mention below.

- Image of the company Eg. MNC or Indian base Pharmaceutical companies
- Research based Pharmaceutical companies and Non research based Pharmaceutical companies. All Research based Pharmaceutical companies’
Products are more potential quality products as compare to Non research based Pharmaceutical companies. Eg. Novartis, Aventis, AstraZeneca, Pfizer, these kinds of companies are research based Multinational companies in Pharmaceutical Industry. So Research based products sales turn over is higher than non research Pharmaceutical Products.

- Non research based Pharmaceutical companies have to develop Research and development to increase business in Pharmaceutical Industry.

- Employees also one of the strength factor in Pharmaceutical Company. Employees have to stand in one company long time. Healthy culture of employee activity helps to increase profit in Pharmaceutical business.

- Pharmaceutical company has to provide proper Product training to Field work employees.

- Pharmaceutical company has to develop employees’ product communication skills to have effective communication in front of customer doctors, Chemist and Stockiest.

- Pharmaceutical companies should have Active Pharmaceutical Ingredients (API) manufacturing facility. API manufacturing facility helps to develop business in Pharmaceutical Business.

- Good Human resources Policy helps to improve satisfactory employees in Pharmaceutical Business. Good Human Resource policy also strength in Pharmaceutical Business.

**WEAKNESS**

Weakness is internal factor of SWOT analysis in Pharmaceutical Business.

Weakness in SWOT analysis is given below.
- Unknown brand is in Pharmaceutical company
- Unfamiliar Name of the company
- Unfamiliar name of Products in Pharmaceutical companies.
- Employees Problem, Trade union Problem also weakness in Pharmaceutical companies
- Unfamiliar Molecule
- Employees unsatisfactory behaviors
- Unorganized companies culture
- Utilization of improper inputs
- Substandard or non Research and development activities.
- Substandard Manufacturing Facilities
- Non financial background
- Bad cultural behavior of pharmaceutical company

**OPPORTUNITY**

Opportunity is excellent External Attractive Factors in SWOT analysis in Pharmaceutical business. Opportunity in Pharmaceutical business is given below.

- Product Expansion
- Market expansion E.g. Employees Head quarters expansion
- Customer expansion E.g. Increase number of Doctor visits Per executives level
- Opportunity to expansion in more division
- Patients are increased in year by year, Customers also increased in year by year. This is good opportunities to develop product in Pharmaceutical Business.
- Opportunity to increase customer visit
Opportunity to develop market expansion
Opportunity to increase promotional activity
Pharmaceutical companies are having more opportunity to develop business in rural markets also.
Opportunity to increase business and Market share

THREATS

Threats are External factors in SWOT analysis in Pharmaceutical Business. Threats are External Factor, beyond an organizations’ control, which could place the organization mission or operation at risk. In this case study analysis about Threats in Pharmaceutical Business. The treats in Pharmaceutical Business are given below.

- Increasing more number of competitions in Pharmaceutical industry.
- Highly service Expectation of customer
- Changes of Value Added Tax
- Government policy
- Price control Act implemented by government
- Price control act for Life saving drugs
- Environmental changes
- Different types of legal Policies
- Patent rights act
- Coping the business and Product strategy of one Pharmaceutical company to another Pharmaceutical company
- New Company Entry
- New technological product entry
- Existing product banded by government
Similar brand entry in Market or similar name changed product entry in
Market.

Above the threats are in Pharmaceutical business.

MARKETING STRATEGY FORMULATION IN PHARMACEUTICAL
BUSINESS MANAGEMENT

The Marketing Strategy Formulation in Pharmaceutical Business management is
mentioned below.

1. Environmental Analysis
   a) Internal analysis
   b) External analysis

2. Segmentation

3. Targeting

1. Environmental Analysis

Environmental analysis is one of the first steps in Marketing Strategy formulation
in Pharmaceutical Business. Environmental Analysis classified in two. Internal
environmental analysis and External environmental analysis.

   Internal Environmental analyses are given below.

   ❖ To analysis about Pharmaceutical company image

   ❖ Analysis Market image

   ❖ Analysis about Brand image

   ❖ Analysis about New Product lounging and technological implementation.
- Analysis about Employees strength and caliber in side the company.

- Analysis about Manufacturing and Research and Development in Pharmaceutical Company.

- Analysis about Active Pharmaceutical Ingredient facility in side the Pharmaceutical Company.

- To analysis about training facility in side the Pharmaceutical Company.

Above Internal Environmental analysis develops Product formulation in Pharmaceutical Business.

**EXTERNAL ENVIRONMENTAL ANALYSIS**

External environmental analyses are given below.

- Government policies
- Approval of new products
- Value added taxes policy
- Analysis about Market acceptances
- Analysis about customer acceptances

Above External and Internal environmental influences the development Of products in Pharmaceutical business.

**SEGMENTATION**

Segmentation plays vital roles to develop product in Pharmaceutical business.

These Segmentations are classified below.

- Market segmentation
- Employees segmentation
- Customer segmentation
- Product segmentation

**Market Segmentation**

Segmentation of Market helps to increase business in Pharmaceutical industry. Market segmentation classified base on the area and size of the cities. The segmentation in Market is mentioned below.

- Metro cities Market  (10 to 15 field work employees)
- Semi metro Market  (5 to 7 field work employees)
- Big town Market  (2 to 3 field work employees)
- Town Market  (1 to 2 filed work employees)
- Rural Market  (1 field work employees)

Market segmentation helps to appoint Pharmaceutical Executives and Manager in Pharmaceutical business. Market segmentation analysis about the Potential of Business in Particular place. The Market segmentation in Pharmaceutical Business has been mentioned below diagram.

**Diagram 5.2 Market Segmentation**
Employees’ Segmentation

Employees’ segmentation helps to analysis about Pharmaceutical Business. Pharmaceutical companies’ employees are segmented by Employees’ designation. The Indian pharmaceutical companies segmentation of Employees are mentioned below.

- Field executives
- Area Business Manager
- Regional Business Manager
- Zonal Business manager
- South head
- Deputy General Manager
- General Manager (National Head)
- Vice President
- President

Below diagram shows employees segmentation in Field executive, Regional Business Manager, South head and National head.

In Indian Pharmaceutical companies Field executives are bottom employees in Pharmaceutical Business. Area business Manager is supervisor for Field work Executives. And Regional business manager is supervisor for Field work executives and Area business managers. Zonal Business Manager is supervisor for Regional Business managers, Area business managers and field work executives. South Head is supervisor for Zonal Business managers, Regional Business Managers, Area business managers and field work executives. Deputy General Manager is supervisor for South heads, Zonal business managers, Regional Business managers, Area business managers and field work Executives.
General Manager is supervisor for Deputy General Manager, Vice president is supervisor for General Manager and President is supervisor for president.

The segmentation employees in Pharmaceutical business are shown in below mentioned diagram.

**Diagram 5.3 Employees Segmentation**

Customer Segmentation

In Pharmaceutical business customers are doctors, chemist and distributors. In this research study analysis about segmentation of Doctors. Doctors are segment by below specialist category.

- Cardiologist
- Diabetologist
- Dermatologist
- General Physician
- Oncologist
- Dentist
- Gynecologists
- Ortho specialist

The segmentation of doctors helps to develop business in Pharmaceutical industry. It helps to analysis about promotion strategy, Product strategy, and Price strategy to develop existing product and New product in Pharmaceutical Business. Below mentioned diagram explain about the segmentation of the customer in Pharmaceutical business.

**Diagram 5.4 Customer Segmentation**

![Diagram 5.4 Customer Segmentation](image)

**Product Segmentation**

Product segmentation in Pharmaceutical industry develops Pharmaceutical business. In this research study analysis about product segmentation in specialty Products. Product segmentation has classified by below.
Many Pharmaceutical companies are having more than 2 to 10 division in Pharmaceutical Industry. Pharmaceutical companies utilize Product segmentation to introduce New products. So this Product segmentation helps to increase product and business in Pharmaceutical Industry. Below this diagram gives information product segmentation.

**Diagram 5.5 Product Segmentation**
Targeting

Targeting is third step in marketing strategy formulation in Pharmaceutical business. The targeting in Market strategy are mentioned below.

- Area wise targeting and provide the target for the employees
- Potential wise fix the target
- Product potential wise fix the target
- Customer potential wise provide the target.

MARKETING STRATEGIES CHOICE IN PHARMACEUTICAL BUSINESS

Marketing Strategies choice in Pharmaceutical Business is third steps in Marketing Research. Marketing strategies choice in Pharmaceutical Business classified in four. These four classifications of marketing strategies choices are given below.

- Product strategies
- Price Strategies
- Contribution strategies
- Promotional strategies

Product Strategies

In Pharmaceutical business Product strategies develops in New Products and existing product. Pharmaceutical industry Product development strategies are mentioned below.

- Hydrogel metrics delivery system technology in drugs
- Soft let technology in New products
- Soft let technology in existing product
- OD technology in New products and existing products
- Sustain release technology in Pharmaceutical New products
Control release formulation in Pharmaceutical drugs

Good flavor and sweet flavor in Pediatrics Pharmaceutical drugs.

**Price Strategy**

Pricing strategy helps to develop product Pharmaceutical business.

- To analysis about competitors’ product price
- To analysis about Market price competition
- To analysis about customer acceptance of Pharmaceutical product Price.

**Promotional Strategy**

Promotional strategy helps to develop New product and existing product in Pharmaceutical business. In Pharmaceutical business promotional strategies are given below.

- Communicate with doctors with the help of visualid
- Provide communication skills program to field work employees
- Provide Product training to field work employees
- Provide literature and brand reminder cards to doctors and chemist
- Get Retail chemist Prescription audit from chemist and doctors.
- Provide new product Physician sample medicine to doctors.
- Provide existing product Physician sample to doctors
- Conducting Medical camp, 
- Conducting Continuous Medical Education Program to doctors.
- Conducting Patient education Program
- Conducting Diabetic screening program in hospitals and public place to develop Business in Diabetic products.
Above the promotional activity helps to develop new product in Pharmaceutical business. Above the promotional activity helps to increase sales also.

**Marketing Strategies Evaluation in Pharmaceutical Business**

Marketing strategies Evaluation in Pharmaceutical business is Fourth step in Marketing Research. Marketing strategies evaluation in Pharmaceutical business is classified by three. These three classifications are mentioned below.

- Modeling approaches
- Management contents
- Revising strategies

**PERFORMANCE OF TOP 50 PHARMACEUTICAL MNCs**

**Table 5.6 Performance of Top 50 Pharmaceutical MNCs**

<table>
<thead>
<tr>
<th>BANK</th>
<th>NAME OF THE COMPANY</th>
<th>COUNTRY</th>
<th>REVENUE IN BILLION US $</th>
<th>R &amp; D SPENT BILLION US $</th>
<th>NUMBER OF EMPLOYEES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>PFIZER</td>
<td>USA</td>
<td>44.2</td>
<td>7.9</td>
<td>1,15,000</td>
</tr>
<tr>
<td>2</td>
<td>GLAXO SMITHKLINE</td>
<td>UK</td>
<td>43</td>
<td>5.2</td>
<td>1,00,619</td>
</tr>
<tr>
<td>3</td>
<td>SANOFI AVENTIS</td>
<td>FRANCE-GERMANY</td>
<td>38.7</td>
<td>6.5</td>
<td>96,439</td>
</tr>
<tr>
<td>4</td>
<td>NOVARTIS</td>
<td>SWITZERLAND</td>
<td>36</td>
<td>7.2</td>
<td>81,392</td>
</tr>
<tr>
<td>5</td>
<td>ASTRA ZENECA</td>
<td>UK</td>
<td>31.6</td>
<td>5.1</td>
<td>64,200</td>
</tr>
<tr>
<td>6</td>
<td>JOHNSON AND JOHNSON</td>
<td>USA</td>
<td>24.6</td>
<td>5.1</td>
<td>43,000</td>
</tr>
<tr>
<td>7</td>
<td>MERCK</td>
<td>GERMANY</td>
<td>23.6</td>
<td>4.8</td>
<td>62,600</td>
</tr>
<tr>
<td>8</td>
<td>ROCHE</td>
<td>SWITZERLAND</td>
<td>21</td>
<td>7.2</td>
<td>64,703</td>
</tr>
<tr>
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<td>ELI LILLY</td>
<td>USA</td>
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<td>44,500</td>
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<tr>
<td>10</td>
<td>WYTH</td>
<td>USA</td>
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<td>3.4</td>
<td>51,401</td>
</tr>
<tr>
<td>11</td>
<td>BRISTOL-MYERS SULBB</td>
<td>USA</td>
<td>17.7</td>
<td>3.6</td>
<td>1,09,900</td>
</tr>
<tr>
<td>12</td>
<td>ABBOTT</td>
<td>USA</td>
<td>16.7</td>
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<td>Revenue 3</td>
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<td>ICELAND</td>
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(Source: https://en.wikipedia.org/wiki/List_of_pharmaceutical_companies)
In this research study analysis about the Multinational Pharmaceutical companies rank, Name of the company and it turn over. In Pharmaceutical Industry Pfizer Pharmaceutical is world top Pharmaceutical company in the world. In Pfizer turn over is 44.2 billion USD in Pharmaceutical industry. And Pfizer spends 7.9 billion US $ for Research and development. Pfizer Pharmaceutical has 1, 15,000 Employees in worldwide operation. Pfizer provides good research product in Pharmaceutical business. Pfizer is USA base Multinational research oriented Pharmaceutical Company in the global Pharmaceutical Industry.

GLAXO SMITHKLINE is United Kingdom based Multi National Pharmaceutical Company. Glaxo Smithkline turn over is 43 billion US $ and Glaxo smithkline spends 5.2 billion US $ for Research and Development. And Glaxo smithkline has world class manufacturing facility in Pharmaceutical Industry. There are 1, 00,619 employees are working in Glaxo Smithkline Multi national Pharmaceutical company.

Sanofi-Aventis is world third Multi National Pharmaceutical Company. Sanofi-Aventis turn over is 38.7 billion US $. And Sanofi-Aventis spends 6.5 billion US $ for Research and Development. There are 96,439 employees are working in Sanofi-Aventis Pharmaceutical Multinational company. Sanofi-Aventis is based at France-Germany.

Novartis is fourth largest Multi National Pharmaceutical company in the world. Novartis turn over is 36 billion US $. And Novartis spends 7.2 billion US $ for research and development. Novartis product and product department is one of the strongest production department in the global Pharmaceutical companies. There are 81,392 employees are working in Novartis Multinational Pharmaceutical companies. Novartis Research and Development provides more number of Pharmaceutical Research and
innovative product in Pharmaceutical business. Recently Novartis Purchase Rabies Vaccine. Novartis is having strong Market research team in global Pharmaceutical industry. Novartis Multi national Pharmaceutical Company is based at Switzerland. Novartis was formed through the 1996 merger of two Swiss firms Ciba-Geigy. Novartis Product including generic drug, eye care products, consumer health care Products, and Pharmaceuticals. In 2002 Novartis created and ethics committee to evaluate research involving human stem cells.

ASTRA ZENECA is fifth Largest Pharmaceutical Multinational Company in global Pharmaceutical business. Astra Zeneca turnover is 31.6 billion US $ and Astra Zeneca spends 5.1 billion US $ for Research and development. Astra Zeneca is UK based Multinational Pharmaceutical Company. There are 64,200 employees are working in Astra Zeneca global Pharmaceutical company. Astra Zeneca is having strong research and development product in Pharmaceutical industry.

Actavls is in top 50 Pharmaceutical Multinational company. These out of top 50 Pharmaceutical multinational company Actavls turn over is 1.8 billion US $. There are 3,402 employees are working in Actavls Multi National Pharmaceutical company. Actavls is based in Iceland country. Actavls’ Research and development has not invested more money.

All Top 50 Pharmaceutical companies turnover, country head quarter, Research and development investment details and number of employees details are mentioned above table.
IDEA TO INCREASE TURNOVER IN PHARMACEUTICAL MNCS

All multinational and Indian Pharmaceutical companies plan to increase turnover of the business in every year. To analysis about increasing turnover of pharmaceutical company business is given below.

- Pharmaceutical company has to invest more money for research and development.
- Pharmaceutical company has to expand Marketing employees every year or every half year.
- Company has to provide proper scientific knowledge to Field work employees
- Pharmaceutical company has to provide proper and reasonable target sheet and Incentive sheet to Marketing Employees.
- Pharmaceutical company has to provide feedback questionnaire to customer doctors, chemist, and Distributor.
- Pharmaceutical company has to provide quality product to customer. This will help to increase turn over in Pharmaceutical company sales.
- Pharmaceutical company has to maintain good Product development team.
- Company should not give any unethical commitment to customer and field work employees.
- Pharmaceutical company should create good and honest image among the customer doctors, Chemist, Distributors and employees.
- Pharmaceutical should not coping the another Pharmaceutical companies strategy.
- Pharmaceutical companies’ Market research team should provide proper Marketing strategy.
Pharmaceutical company has to increase Active Pharmaceutical Ingredients’
Manufacturing facility

Pharmaceutical company should have proper quality control and production
facility.

Above the point help to increase turnover in Pharmaceutical Industry.

ANALYSIS THE PROBLEMS IN NEW PRODUCTS
COMMERCIALIZATION

Table No: 5.7 Frequency distribution of Employees opinion about Problems of
commercialization

<table>
<thead>
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<th>Problems in NPD</th>
<th>Yes</th>
<th></th>
<th></th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Count</td>
<td>%</td>
<td>Count</td>
<td>%</td>
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<tr>
<td>1. Unregister Brand name</td>
<td>125</td>
<td>22.01</td>
<td>443</td>
<td>77.99</td>
</tr>
<tr>
<td>2. Company Image</td>
<td>41</td>
<td>7.22</td>
<td>527</td>
<td>92.78</td>
</tr>
<tr>
<td>3. Irrational combination</td>
<td>476</td>
<td>83.80</td>
<td>92</td>
<td>16.20</td>
</tr>
<tr>
<td>4. Adverse reaction</td>
<td>264</td>
<td>46.48</td>
<td>304</td>
<td>53.52</td>
</tr>
<tr>
<td>5. Doctors Non acceptance</td>
<td>48</td>
<td>8.43</td>
<td>520</td>
<td>91.55</td>
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<td>6. Improper Marketing strategy</td>
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<td>543</td>
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<td>7. Unaccepted brand name</td>
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<td>55.28</td>
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<td>8. Competition</td>
<td>19</td>
<td>3.35</td>
<td>549</td>
<td>96.55</td>
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<tr>
<td>9. Superior Harassments</td>
<td>504</td>
<td>88.73</td>
<td>64</td>
<td>11.27</td>
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<td>10. Availability Problems</td>
<td>5</td>
<td>.88</td>
<td>563</td>
<td>99.12</td>
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</table>

(Source: From Pharmaceutical companies Marketing employees -Primary data)

Fig. 5.6 Bar Diagrams represent Problems of commercialization
A. Unregistered Brand Name
B. Company Image
C. Irrational combination
D. Adverse reaction
E. Doctors Non acceptance
F. Improper Marketing strategy
G. Unaccepted Brand name
H. Competition
I. Superior Harassments
J. Availability Problems

Above Table and Bar Diagrams explained 22.01 % Pharmaceutical companies Employees suggest “Unregister Brand Name” leads to problem of commercialization in New Products Development. 7.22 % Pharmaceutical companies Employees suggest “Company Image” Leads to problem of commercialization of New Products in Pharmaceutical Industry. 83.80 % Pharmaceutical Companies Employees suggest “Irrational Combination drugs” leads to problem of commercialization of New Products in Pharmaceutical Industry. 46.48 % Pharmaceutical companies Employees Suggest “Adverse Reaction” leads to problem of commercialization of New Products in Pharmaceutical Industry. 8.45 % Pharmaceutical companies Employees suggest “Doctors Non Acceptance” leads to problem of commercialization in New Products development in Pharmaceutical Industry. 4.40 % Pharmaceutical companies Employees suggest “Improper Marketing Strategy” leads to problem of commercialization in New Products Development. 55.28 % Pharmaceutical companies Employees suggest “Unaccepted Brand Name” leads to problem of commercialization in New Products Development. 3.35 % Pharmaceutical companies Employees suggest “Competition” leads problem of commercialization in New Products Development in Pharmaceutical Industry. 88.73 % Pharmaceutical companies Employees suggest “Superior Harassments” leads problem of commercialization in New Products Development in
Pharmaceutical Industry. 0.88 % Pharmaceutical companies Employees suggest “Availability Problems” leads problem of commercialization in New Products Development in Pharmaceutical Industry.

ANALYSIS THE SOLUTION TO SOLVE PROBLEMS IN NEW PRODUCT COMMERCIALIZATION

Table No: 5.8 Frequency distribution of Suggestions and Solution to solve the problem of New products development

<table>
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<th>No</th>
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<td>%</td>
<td>Count</td>
<td>%</td>
</tr>
<tr>
<td>-------------------------------------</td>
<td>-----</td>
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<td>-------</td>
</tr>
<tr>
<td>1. Good brand name</td>
<td>83</td>
<td>14.61</td>
<td>485</td>
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<tr>
<td>2. Less Adverse reaction</td>
<td>20</td>
<td>3.52</td>
<td>548</td>
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<tr>
<td>3. USFDA Approved</td>
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<td>4. India Approved</td>
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<td>5. Relevant brand name</td>
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<td>2.46</td>
<td>554</td>
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<tr>
<td>6. Strategy for competitions</td>
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<td>1.58</td>
<td>559</td>
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<tr>
<td>7. Good market strategy</td>
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<td>8.63</td>
<td>519</td>
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<tr>
<td>8. Good work culture</td>
<td>528</td>
<td>92.96</td>
<td>40</td>
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<tr>
<td>9. Adverse event form</td>
<td>78</td>
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<tr>
<td>10. Employees sincerity</td>
<td>3</td>
<td>.53</td>
<td>565</td>
</tr>
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</table>

(Source: From Pharmaceutical companies marketing employees -Primary data)

Fig. 5.7 Bar Diagrams represent Suggestions and Solution to solve problem of New Products Development
A. Good Brand Name  
B. Less Adverse reaction  
C. USFDA Approved  
D. Indian Drug Authority Approved  
E. Brand name should be relevant to Generic name  
F. Strategies for Competitions  
G. Good Market Strategy  
H. Good Work culture  
I. Adverse Event Form  
J. Employees Sincerity  

Above Table and Bar Diagram explained 14.61 % Pharmaceutical companies Employees suggest “Good Brand Name” helps solution to solve problem of New Products in Pharmaceutical Industry. 3.52 % Pharmaceutical companies Employees suggest “Less Adverse reaction” gives better solution to solve problem in New Products development in Pharmaceutical Industry. 97.54 % Pharmaceutical companies Employees suggest “US FDA Approved drug” gives better solution to solve problem in New Products Development. 76.23 % Pharmaceutical companies Employees suggest “Indian Drug Authority Approved Products” gives solution to solve problem in New Products development in Pharmaceutical Industry. 2.46 % Pharmaceutical companies Employees suggest “Relevant brand name” gives solution to solve problem in new Products development in Pharmaceutical Industry. 1.58 % Pharmaceutical companies Employees suggest “Strategy for competitions” gives solution to solve problem in New Products Development in Pharmaceutical Industry. 8.63 % Pharmaceutical companies Employees suggest “Good Market Strategy” gives solution to solve problem in commercialization of New Products in Pharmaceutical Industry. 92.96 % Pharmaceutical companies Employees suggest “Good work culture” gives solution to solve problem in commercialization of New Products in Pharmaceutical Industry. 13.73 %
Pharmaceutical companies Employees suggest “Adverse Event form” gives solution to solve problem in commercialization of New Products in Pharmaceutical Industry. 0.53% Pharmaceutical companies Employees suggest “Employees sincerity” gives solution to solve problem in commercialization of New Products in Pharmaceutical Industry.

To Create Successful New Products, The Pharmaceutical Company Must:

- Analysis it’s customers, Products, Markets and Competitors.
- Pharmaceutical company should develop New Products that deliver superior Value to customers eg. Doctors, Chemist, and Stockiest.

**MANAGER’S RESPONSIBILITY TO DEVELOP NEW PRODUCTS IN PHARMACEUTICAL BUSINESS**

Managers play vital roles to develop products in pharmaceutical business management.

**Purpose of Managers roles**

Achievement of assigned area and team goals in line with the organizational goals and objectives through development of people, customers, Market, Products and ensuring Effective implementation of marketing programs.

**Managers Responsibility in Pharmaceutical Business**

A manager plays vital roles in Pharmaceutical Business. Managers should five Responsibilities to develop Pharmaceutical Business. These Five responsibilities are Given below.

1. People Development
2. Customer Development
3. Market Development
4. Products Development
5. Effective Implementation.
1. PEOPLE DEVELOPMENT

A good Manager always concentrates to develop people. People development is very important to develop Pharmaceutical Business. The developments of people are given below.

i. Developing people:

- Identification of strengths and areas of improvement of pharmaceutical executives.
- Developing TASK specific competencies e.g. Knowledge, Skills and abilities
- Providing on job training and field coaching
- Exemplification

ii. Providing right instructions and directions:

- Channelizing the efforts of people
- Manager should motivate and Driving Subordinate efforts towards productive work behaviors
iii. Team Management and Development:
   
   ➢ Selection and retention
   
   ➢ Act as a liaison with his superiors and company head office people

iv. Proper induction of team member:
   
   Manager should give proper induction to his subordinate about job and company profile.

v. Friend and Philosopher and guide for subordinate:
   
   ➢ Support subordinates in establishing a whole meaning to their work
   
   ➢ Support subordinates in identifying their career pathway

vi. In-Clinic Effectiveness:

   Manager should demonstrate good job in In-Clinic or hospitals in front of his subordinates.

2. CUSTOMER DEVELOPMENT

   Manager should develop Customer. Doctors, Chemist, and stockiest are Customer in Pharmaceutical business. Doctors are great customer in Pharmaceutical business. The developments of customers are mentioned below.

   a. Right customer selection and targeting the customer
      
      ➢ Identify 2 to 5 core products for each customer in each subordinate area.
      
      ➢ 20 to 40 customer core prescribers for each for each Pharmaceutical
      
      ➢ Product in each subordinate area.

   b. Customer Profiling

   c. Dynamic Must call conversion list (Customer list) updating and

   d. correction

   e. Key opinion leaders development (good prescribers in business)
3. MARKET DEVELOPMENT

Market development is one of the Major responsibilities of Manager to develop Pharmaceutical Business. Market development in Pharmaceutical business is given below.

**Competition**

- Updated on competitor activities and strategies
- Local competition for each Market
- Segmenting customers in terms of their disposition to competitors
  
a. Coverage of Various Institution
  
b. Coverage of different Market e.g. Big towns, Micro interiors and out station
  
c. Developing Master coverage plan to their subordinates
  
d. Identifying and tapping newer markets and opportunities
  
e. Developing customer and market knowledge of self and team.

4. PRODUCT DEVELOPMENT

Manager should develop Pharmaceutical Product and Pharmaceutical New products.

The Manager responsibility in Product development in given below.

a. **Identifying and developing core customers for each Brand and each Products**

- Develop their business
- Protect from competition
- Developing a supplementary list who can later become drivers
b. **Developing the business of each product:**

- New products
- Maximizing established brands
- Rx brands vs. Established brands

c. Achievement of product-wise targets
d. Improving Product Knowledge of self and subordinate
e. Providing product training to his subordinates

5. **Effective Implementation**

Effective Implementation is very important roles of Manager to develop business in Pharmaceutical Industry. Manager’s effective Implementations are given below.

a. Action planning—Beginning of each Month

- Periodicity of visits
- Effective coverage
- Activities to be conducted on each date
- Campaign programs as per company directive

ii. **Manager Tour Plan**

1. Coverage of Subordinate:

- Balance HQ vs. Out station
- Synchronize manager tour plan with that of superiors
- Spend more time with subordinate who needs manager support in breaking business.
- Minimum 3 days with each subordinate and 6 days with newly joined subordinate in every month.
iii. **Daily work Plan**

- An effective planning tool
- Don’t compromise on the quality
- Coach subordinate in preparing work plan
- Ensure that subordinate carry and implement plans as per work plan

**Business and Organization of Manager**

Manager responsibility of Business and Organization are given below.

- Manager should face the organization to subordinate
- Develop Pharmaceutical company culture and team work in front of subordinate
- Manage Vacant territories
- Manager should ensure retention of people
- Manager should support recruitment and selection of subordinate

**ORGANIZATION STRUCTURE IN PHARMACEUTICAL BUSINESS**

To analysis about organization structure in Pharmaceutical Business helps to develop product. There are two type of Organizations are in Pharmaceutical Industry.

1. Centralized Pharmaceutical organization
2. Non Centralized Pharmaceutical organization

**Centralized Pharmaceutical Organization**

In Centralized Pharmaceutical organization Managing Director is Taking care of all responsibility in Pharmaceutical Company. In centralized Pharmaceutical company Managing Director roles is very important to develop pharmaceutical business. Managing Director only responsible for Marketing department, Product department,
Manufacturing department, Engineering Department and Purchase Department, Finance and Account Department and Human Resources Department. In Centralized organization Managing director only responsible to develop product in pharmaceutical business.

**Non Centralized organization**

In Non Centralized organization Each and every employee has to take responsible to develop business in Pharmaceutical Industry. In Non Central organization Managing Director appoints Directors for all Departments. These Directors are mentioned below.

- Product Director
- Sales and Marketing director
- Engineering Director
- Manufacturing Director
- Manufacturing director
- Human resource development Director
- Finance and Account Director
- Purchase Director

In non Centralized Pharmaceutical company Product director is responsible to develop product and training. And Product director has to provided Scientific and communication skill training to Field work employees. Sales and Marketing Director responsible to develop business and sales. Sales and marketing Director should have sound knowledge about market and business strategy.

Engineering Director has to take responsible for manufacturing Equipment and Medical equipment function and purchase also.
Manufacturing Director has to control Production department and Quality control department in manufacturing unit.

Human Resource Director has to take responsible to select Candidate for the pharmaceutical company. Human resource Director has to take responsible to fix salary for the employees and human Resource director has to provide appointment letter for Employees. Human resource Director has to provide promotion order for the Employee.

Finance and Account Director has to provide sales and finance statement to the pharmaceutical. Finance and Account Director has to maintain quarterly, Hal fly, and annually budget. And finance and account director has to maintain budget and target of the employee. And Finance and account director has to provide financial report to the company.

Purchase Director has to take responsible to purchase Active Pharmaceutical Ingredient and Purchase director has to purchase medical and Engineering Equipment to Manufacturing unit. Purchase director has to inputs for Sales and Marketing and all promotional activity. So in non centralized organization pharmaceutical company each and every an employee has to take responsible to growth pharmaceutical company. Below diagram explain about non centralized organization.

**Diagram 5.9 PHARMACEUTICAL ORGANIZATION STRUCTURE**
MARKETING EMPLOYEES’ ORGANIZATION STRUCTURE IN PHARMACEUTICAL BUSINESS MANAGEMENT

Proper Employees organization structure helps to develop product in Pharmaceutical Business. All Leading Indian and Multi National Pharmaceutical companies have more than 3 divisions in Pharmaceutical Industry to develop product in Pharmaceutical Business. Many Pharmaceutical companies give different name for divisions. Some Pharmaceutical companies have more than 10 to 15 divisions. Below mentioned the name of Pharmaceutical companies’ division.

- PHARMA DIVISION
- CARDIAC DIVISION
- DIABETIC DIVISION
- DERMA DIVISION
- PSYCHIATRIC DIVISION
- ONCOLOGY DIVISION
- PEDIATRIC DIVISION
- GYNECOLOGIST DIVISION …….ETC

The above divisions divided by Pharmaceutical companies with the help of Product segmentation. Opening the new division in Pharmaceutical company helps to develop Business in Pharmaceutical Industry. Pharmaceutical companies’ Division helps to increase the revenue of the Pharmaceutical companies. Employees’ organization structure in Pharmaceutical Business has mentioned below diagram. Managing director is the head of the Pharmaceutical company. Below diagram gives information about the Marketing Employees organization structure in Pharmaceutical business. In
Pharmaceutical industry analysis about Marketing employee’s structure helps to develop existing product and New product in Pharmaceutical Business.

Managing director is the head of the pharmaceutical company. Vice president in Marketing division is working under the guidance of Managing Director in Pharmaceutical company. Below mention diagram explain about the Indian Pharmaceutical company’s Marketing employee’s structure. General Manager is working under the direction of Vice President in Pharmaceutical Company. National business manager is working under the direction of Managing director, Vice President, and General Manager in Marketing Division of Pharmaceutical Company.

Zonal Business Manager is working under the direction of National Business manager, General Manager, Vice president, and Managing Director. In Indian Pharmaceutical companies are having four Zonal Business managers. Each Zonal Business manager takes responsibility to Develop 4 state or more than 4 state businesses.

Regional Business Manager working under the guidance of Zonal Business manager. Regional business manager is head for state in Pharmaceutical business. The Pharmaceutical companies appoint 14 Regional business Manager to develop Product in Pharmaceutical Business. Few Pharmaceutical companies appoint more than 14 Regional business Manager to develop Business in Pharmaceutical Industry.

Area Business Manager is working under the direction of Regional Business manager. Each Regional Business Manager capable to Handle 4 Area Business Manager. If state size and Market size is small Pharmaceutical company appoint two or three Area business Manager under one Regional Business Manager. In Indian Pharmaceutical companies having 42 Area Business Manager to develop Product in Pharmaceutical Business.
Field Executives are working under the direction of Area Business Manager. Field Executives are bottom Employees in Pharmaceutical Company. Pharmaceutical companies appoint field executive in all major town in India. Pharmaceutical companies appointing 252 Field Executives in one division. Under one Area Business Manager six Field Executives are working in Pharmaceutical Companies.

Definition for Field Executive Job

In Pharmaceutical Industry Field Executive is a Professional job Regularly visit doctors, Chemists, Distributor to generate prescription from doctor by using communication skill and Product Knowledge. The roles and responsibility of field executive job is mentioned in Executives’ responsibility to develop business in Pharmaceutical industry title. Employees organization structure is shown below.

Diagram 5.10 Marketing Employee’s organization structure in Pharmaceutical Business

Managing Director

Division 1  Division 2  Division 3  Division 4  Division 5

Vice President (1)

General Manager (1)

National Business Manager (1)

Zonal Business Manager (4)

Regional Business Manager (14)

Area Business Manager (42)

Field Executives (252)
TRAINING ROLES IN PHARMACEUTICAL BUSINESS MANAGEMENT

Training in Pharmaceutical Industry

Pharmaceutical companies are providing Training for Field working employees to develop Business in Pharmaceutical Industry. There are two type of training in Pharmaceutical business.

1. On-the-job Training
2. Off-the-Job Training

On-the-Job Training

After joining as the Field Executives in the Pharmaceutical Company, Managers have to provide on the job training to field Executives. On the job training helps to develop product in Pharmaceutical business. On the job Training details has mentioned below.

- Manager has to provide Job Induction to the newly join Field executives.
- Manager has to coach information about the existing product and New product to executives
- Manager has to give information about Pre doctors call planning and per capital Per Month business objective.
- Manager has to provide earning information about incentive to his subordinate.
- Manager should give information about planning of Target achievement during the on job

Off-the-Job Training

Before starting the field work, Executives have to attend the Off the Job training. This off the job training is being provided by the pharmaceutical company. The off the job training is very important to develop product in Pharmaceutical Business. Most of
the Pharmaceutical companies are providing off the job training to Executives, Manager and all Marketing Employees. The off the job training in Pharmaceutical company’s details are given below.

- Vestibule Training
- Role play
- Detailing practice
- Communication skills development program
- Providing conference and Discussion
- Refresh training
- New product launching training
- Human resource training
- Medical department training
- Product department training

The off the job training most of the Pharmaceutical companies are providing to develop their employees to do better business.
Above the diagram gives information Training methods in Pharmaceutical business. Above the diagram analysis about the Post call analysis and Per capital per month information. This kinds of training methods helps to develop business in Pharmaceutical industry.

On the job training Methods helps to develop product and it helps to increase productivity in Pharmaceutical business. On the job training is being provided by marketing employees in Pharmaceutical company to the Executives and subordinate.

Off the job training is being provided by the Pharmaceutical companies’ Research and develop department, Product department. Some time Pharmaceutical
companies invite outside trainer to develop off the job training program in perfect manner.

In Pharmaceutical Industry On the job training and off the job training provide better result. It gives Professional knowledge and skills to executives and Managers. So training plays vital roles to develop new product and existing product in Pharmaceutical business.