A STUDY ON NEW PRODUCT DEVELOPMENT STRATEGIES IN
PHARMACEUTICAL INDUSTRY

INTERVIEW SCHEDULE (With Employees)

PART I

PERSONAL INFORMATION :

1. Name of the Respondent :
2. Qualification :
3. Gender : Male/Female
4. Marital Status : Married/ Unmarried
5. Type of Pharma Company : MNC/Indian MNC/ Indian Large size company/ Small Size Company
6. Salary :
   Less then Rs 10000/Rs.10000 to 20000 / Rs. 20000 to 30000/ 30000 to 40000/ more than 40000
7. Experience :

PART II

Interview about New product development in Pharmaceutical business

I. Strategy for Customer (Doctor) :

1. Give Doctors’ opinion about new product Physician sample.

   1. Highly accepted  2. Accepted
   3. Neither accepted nor unaccepted  4. Unaccepted
   5. Highly unaccepted

3. Give doctors’ opinion about patient satisfactory level about new product
   1. Highly Satisfied  2. Satisfied
   3. Neither satisfied nor dissatisfied  4. Dissatisfied
   5. Highly Dissatisfied
4. Give Doctors’ opinion about the New products’ Drug Technology.
   1. Strongly agree  
   2. Somewhat agree
   3. Neither agree nor disagree  
   4. Somewhat disagree
   5. Strongly Disagree

5. Give Doctors’ opinion about new products’ Inputs (Literature/gift)
   1. Excellent  
   2. Very Good
   3. Good
   4. Fair
   5. Poor

II. Strategy for Marketing Employees

   1. Excellent  
   2. Very Good
   3. Good
   4. Fair
   5. Poor

7. Give information about your Satisfactory level in New product Incentives
   1. Highly Satisfied  
   2. Satisfied
   3. Neither satisfied nor dissatisfied  
   4. Dissatisfied
   5. Highly Dissatisfied

8. Give your Acceptance of New Product Target in Pharmaceutical companies.
   1. Highly accepted  
   2. Accepted
   3. Neither accepted nor unaccepted  
   4. Unaccepted
   5. Highly unaccepted

9. Give your opinion about new products’ Visual aid and communication strategy.
   1. Excellent  
   2. Very Good
   3. Good
   4. Fair
   5. Poor

10. What kinds of benefits you are getting from your company to achieve New Pharmaceutical Products?
   1. Increment  
   2. Incentive
   3. Certificate
   4. Promotion
   5. Award

11. What kinds of benefits you like to get form your company to achieve New products in Pharmaceutical business?
   1. Increment  
   2. Incentive
   3. Certificate
   4. Promotion
   5. Award

III. Strategy for Market

12. Give your opinion about availability level of Pharmaceutical New Products in Distributor and Medical store area.
   1. Excellent  
   2. Very Good
   3. Good
   4. Fair
   5. Poor
13. Your satisfactory level of Distributor service to develop New product
   1. Highly Satisfied  
   2. Satisfied  
   3. Neither satisfied nor dissatisfied  
   4. Dissatisfied  
   5. Highly Dissatisfied

14. Give your opinion about the sales and promotion strategy of New product for market in your company.
   1. Excellent  
   2. Very Good  
   3. Good  
   4. Fair  
   5. Poor

15. Give your information about New product’s Leave behind Literature acceptance level with doctors.
   1. Highly accepted  
   2. Accepted  
   3. Neither accepted nor unaccepted  
   4. Unaccepted  
   5. Highly unaccepted

   1. Camp (Diabetic, Bone density, LNCT, )  
   2. CME,  
   3. Doctors meeting and conferences  
   4. Providing CDs, Books related new product to doctor  
   5. Any Service for doctors (Financial, Tour, Family get-togethers…)

17. What Kinds of Schemes your company is having to develop New product.
   1. Product offer to Chemist  
   2. Gift to doctors  
   3. Price discount to institute and big hospitals  
   4. Credit facility to Distributors  
   5. Special schemes for Bulk Purchase.

IV. **Strategy for Products**

18. Give your opinion about Brand Name of the New products Acceptance level with doctors, Chemist, Distributors.
   1. Highly accepted  
   2. Accepted  
   3. Neither accepted nor unaccepted  
   4. Unaccepted  
   5. Highly unaccepted

19. What do you feel about New Pharmaceutical products’ Excipients technology in your company?
   1. Excellent  
   2. Very Good  
   3. Good  
   4. Fair  
   5. Poor

20. Give your opinion about Packing of New product in your company
   1. Excellent  
   2. Very Good  
   3. Good  
   4. Fair  
   5. Poor
21. Give your opinion about Brand Image of New product in your company

22. Give your opinion about result and action of Active ingredient in New product in your company.

23. What type of new products helps to increase business in Pharmaceutical Company?
   4. New product with advanced technology  5. Imported New product

V. Problem of Commercialization

24. What are the problems you are facing to commercialize New product in Pharmaceutical Business.
   1. Unregistered brand name
   2. Company image
   3. Irrational combination drugs launched by company
   4. Adverse reactions in Pharmaceutical drugs
   5. Doctors non acceptance
   6. Improper Marketing Strategy
   7. Unaccepted brand name of generic Molecule
   8. Competition
   9. De-motivation and unwanted harassments from your superior
   10. Availability problem in Chemist and Distributor level

VI. Suggestions and Solution to solve problem in Commercialization of new Products

   1. Good Brand name
   2. Less Adverse reaction
   3. Pharmaceutical Drug should be approved by US FDA
   4. Drug should be approved by Indian government Drug controller of Authority
   5. Brand name should be relevant of generic name
   6. Strategy to face competition
   7. Good Marketing strategy for Customer, Market, Product
   8. Good work culture and without any harassments of superiors
   9. Each Field work employees should have Adverse Event form and Doctors’ Feedback form about Product. And company has to take responsibility to solve adverse reaction of drugs and Doctors feedback about New products.
   10. Field Employees regularity and sincerity.

Interview conduct by

S. RAJA
Appendix-II

A STUDY ON NEW PRODUCT DEVELOPMENT STRATEGIES IN PHARMACEUTICAL INDUSTRY

QUESTIONNAIRE (with doctors)

PART I

Personal Information (Please tick the appropriate)

1. Name : 
2. Qualification : 
3. Gender : Male / Female 
4. Martial Status : Married / Un Married 
5. Occupation : State Government / Central Government

Private / Others Specify ( )

PART II

Questionnaire about Pharmaceutical New Product development:

1. What type of New Products do you like to Prescribe?
   i. OD Technology
   ii. Soft let technology
   iii. Sustain Release
   iv. Control Release

2. What kinds of new product do you like to Prescribe?
   i. R&D Product
   ii. Product Extension
   iii. Extension of Brand in the Pharmaceutical company
   iv. Combination drugs

3. Which dosage of drugs do you like to prescribe in new product?
   i. OD dose
   ii. BID dose
   iii. TID dose
   iv. Topical

4. Which dosage and administration of new product improves the patient compliance?
   i. iv injection
   ii. im injection
   iii. Oral dosage
   iv. Topical

XIV
5. What kinds of companies’ new product do you like to prescribe?
   i. M.N.C
   ii. Indian M.N.C
   iii. Indian Large size Company
   iv. Small size Company

6. Would you give reason for failures of New Products in Pharmaceutical Industry?
   i. Unregistered brand name
   ii. More side effect and improper mode of action of drugs
   iii. Irresponsibility of Pharmaceutical companies’ Field Executives and Managers.
   iv. Any other reason. Please Specify.

7. What Kinds of Input do you expect from Pharmaceutical company to generate New Product prescription?
   i. Literatures related to New product
   ii. Continuous Medical Education Program (CME)
   iii. Physician sample related to new product.
   iv. If any other Please specify ( ).

Suggestions: Please give your valuable suggestion to develop New Products in Pharmaceutical Industry.

A.
B.
C.
D.

Place : Signature

Date :

Thanking You

(S.RAJA)
Investigator
LIST OF PUBLICATIONS

1. JMI International Journal of Marketing Management (JMIJMM)
   
   **Title:** “Managers responsibility to develop products in Pharmaceutical Business”.
   

2. JMI International Journal of Marketing Management (JMIJMM)
   
   **Title:** “New Product Development in Pharmaceutical Industry” ISSN: 2230-701X, 
   Vol-2, ISSUE-3, July-2012, 191-196
JM International Journal of Marketing Management (JMIJMM)

Appendix-IV

JM International Journal of Marketing Management (JMIJMM)