A STUDY ON NEW PRODUCT DEVELOPMENT STRATEGIES IN

PHARMACEUTICAL INDUSTRY

ABSTRACT

This management of business research study gives business strategies to develop new products in pharmaceutical industry. These business strategies are mentioned below.

1. Strategy for Customer
2. Strategy for Marketing Employees
3. Strategy for Market
4. Strategy for Products
5. Strategy to identify the Problem of commercialization
6. Strategy for Suggestion and solution to solve the problems in commercialization.
7. Strategy for doctors’ suggestions and innovative idea to develop new products in pharmaceutical business.

Moreover this research study gives information about the Pharmaceutical drugs’ mode of action roles to develop products in pharmaceutical business management. This research study contains analysis report of 568 respondents of pharmaceutical companies’ marketing employees and it contains analysis report of 254 respondents of doctors to develop new products in pharmaceutical industry. This business management research study gives information on training roles and managers’ responsibility to develop new products in pharmaceutical industry. This business research study analysis the causes of failure in new products in pharmaceutical industry. This study gives information about the recent new products details also. This research study’s business strategies contribute to develop new products in pharmaceutical industry.