Abstract

A STUDY ON STRATEGY ADOPTED FOR MARKETING HEMATINIC ORAL SOLID FORMULATIONS IN TIRUCHIRAPALLI HEAD QUARTERS

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Marketing strategy refers to how the firm will manage its relationships with customers, so that it gains an advantage over the competition. Iron deficiency is by far the most common cause of anaemia, throughout the world. “Hematicic” is defined as an agent that tends to stimulate blood cell formation, or to increase the hemoglobin in the blood. International Organisations and Government of India have been sponsoring Iron Folic Acid (IFA) tablets distribution programmes to eradicate anaemia. As recommended in Health Bulletin, social marketing organisation should adopt commercial marketing strategy; to succeed for health related product (or service) promotion. This investigative study deals with marketing strategic components that influence doctors to prescribe hematinic oral solid formulations; promoted by leading pharmaceutical companies in Tiruchirapalli head quarters.