



# **TRADE MARKETING ANALYSIS OF MARTIN DOW MARKER LTD TERM REPORT**

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## About Company and its Trade Marketing

Martin Dow is a well-known pharmaceutical company which has wide range of businesses, such as Martin Dow Marker Ltd. and the recently created Wellnox, which focuses on consumer health and also well-known Seattle brand. With more than 120 medications in its portfolio as of its 1995 establishment in Pakistan, Martin Dow has made a name for itself as an important player in the pharmaceutical sector. The origins of the group may be traced to Merck's establishment in the nation throughout the 1960s. Martin Dow Group is ranked among the top six corporations in Pakistan within a global pharmaceutical business with a market capitalization of about \$900 billion.



We had a conversation with Uzair Ahmed who is Trade Marketing manager at Martin Dow Marker. He started his journey at Merck and later joined Martin Dow. He is Seasoned Professional, with diverse experience, and expertise in in Pharmaceutical Marketing, Trade Marketing, OTC Marketing, Business Management, Consumer Marketing, Brand Management and Sales Management.



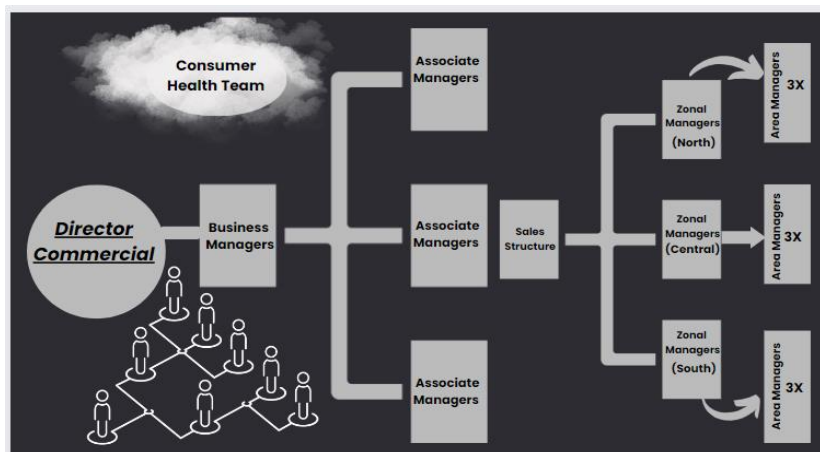
Basically, four Strategic Business Units (SBUs) were created by Martin Dow Marker Ltd. as it expanded: in woman fertility gynecological fertility, diabetic and cardiovascular care, primary care, and neuro care. Thus, giving rise to an understanding that the distribution channels that are more effective, especially for items with no doctor prescriptions setting up the trade marketing department was a requirement. Almost equivalently of what they are making was on the way. The programming has a positive impact on the network of physical stores as well as on the quality of customer service that is being provided. This applies to a huge selection of brands, that are being presented according to the needs of each SBU.

## Trade Marketing Organogram

Martin Dow Marker Ltd.'s sales and trade marketing organogram is set up with different roles and hierarchies to promote efficient coordination and administration. The Director Commercial is in charge of managing all aspects of the business, including trade marketing. Business Managers report to the Director Commercial and are in charge of particular business divisions. The trade marketing department has been integrated into the Consumer Health Team as a result of the organization's shift towards consumer health. Three Associate Managers on this team are in charge of trade marketing initiatives.

The sales structure is comprised of three Zonal Managers who oversee the South, Central, and North zones, respectively, as one moves down the hierarchy. Three Area Managers assist each Zonal Manager, and they are in charge of a group of five Territory Area Coordinators (TACs). These Territory Area Coordinators are essential to the successful implementation of trade marketing plans at the local level as well as to the efficient distribution and advertising of Martin Dow Marker's goods. This methodical approach facilitates effective decision-making, open lines

of communication, and the best possible implementation of trade marketing campaigns in various geographic areas.



## Trade Marketing and Sales Collaboration

The trade marketing department's organizational structure within Martin Dow Marker Ltd.'s overall sales organization plays a critical role in guaranteeing smooth coordination and efficacy.

Trade marketing department's organizational structure within Martin Dow Marker Ltd. sale's overall framework is pivotal in preventing any chess move which would lead to the failure in the sales process. Trade marketing, whose formats are varied and others include retail sectors, and covers all phases of the value chain, is therefore the key factor in the changing global marketing environment. The trade marketing and brand management are one single mechanism, but the brand manager works at the marketing mix, the advertising budget, the forecast sales, and the promotion planning while trade marketers focus on the merchandising, the sales execution, and the POS. To slam this gap and to assure that the ready item gets to a customer speedily and effortlessly trade marketers intervenes. Other than the basic duty, the trade marketeers must exercise distributor channel management. Their main responsibility is to monitor primary distribution and point of sale promotions. This implies urging distributors to be more productive, paying attention to results achieved, and preserving a good distribution network. In order to stimulate distributors and their buyers, incentives like awards are often used. For the top performing distributors award is surely a recognition to their performance. Nevertheless, the trade marketers engage corrective actions too, by analyzing problems with performance and acting on them in appropriate manner to produce a quality product and be sure on customer satisfaction.



When a product enters the wholesale and retail segments after passing via the distribution channels, wholesale channel management becomes essential. Because it immediately affects retail sales, wholesale management is especially important when working with products that are heavily wholesale-intensive. Martin Dow Marker creates wholesale programs specifically designed to satisfy the demands of wholesalers, who frequently handle high product volumes, in order to manage wholesale operations efficiently. In order to ensure mutual success in the distribution process, wholesalers and Martin Dow Marker must evaluate each other's

performance. After wholesale management, focus switches to retail management, which has changed significantly in the last several years. With the growth of traditional Kiryana businesses, Local Modern Trade (LMTs), and International Modern Trade (IMTs), retail is becoming a major factor in determining what consumers will buy. It has been noted that the majority of customers decide what to buy or change their minds after entering a retail establishment. An example of this would be a consumer who might have originally planned to buy Tapal tea, but after visiting a retail establishment, they might decide to switch to Lipton since it seems like a better deal.

Martin Dow Marker uses a variety of techniques to effectively promote in retail settings in order to take advantage of this. Together with retailers, joint business plans (JBPs) are created to match goals and tactics. In retail settings, visual merchandising and merchandising are crucial for increasing product exposure and appeal. Product placement and location are carefully thought out to provide the best possible exposure and accessibility for customers. For example, every inch of shelf space counts in stores like Intiaz, so product placement—whether it's at eye level or below—must be carefully considered.



Knowing the distinct characteristics of various retail formats—like IMTs, LMTs, and Kiryana stores—is crucial to choosing the best marketing strategy. Considerations are made for things like how well a product fits into each retail format and how much different tactics will cost. Ultimately, influencing consumer decisions and increasing sales of Martin Dow Marker's products depend heavily on successful trade marketing in the retail sector.

## Pricing Strategies

Trade marketing group of Martin Dow Marker acts as a premier source of information and a cornerstone of pharmaceutical pricing dynamics. Also, by focusing on drugs trade marketing not only gives the market remedy but as well as excellent market input that is perfect enough to make pricing decisions. Brand managers may monitor some prices some times, but trade marketers are completely resourceful in matters of consumer preferences and their purchasing practice. As trade marketers evaluate whether their pricing strategies are appropriate to the different user segments, they become involved in this process. For instance, they realize that a product might not be attuned to all regions, taking into account their margins. The insides of traders is crucial feedback that leads to the plentiful improvement of the pricing methods. This in turn keeps the goods both competitive and attractive to the consumers with a wide variety of demographic makeup. Such knowledge is extremely important especially for the goods which customers could buy in several trade settings like in Orangi town versus in IMT outlets like those of Carrefour.



A retail firm selling goods in its own location would likely have lesser product diversity but pricing methods will still be significant. Regularly monitoring whether or not retail agents follow

standard tactics of pricing and display is part of merchandizing package for trade marketers. Here, the arrangement of goods generally implicates positioning of products from the highest priced items to the lower cost ones, with those being placed at eye level and the last ones at the bottom. Through the use of established placements of pricing, trade marketers can achieve easily noticeable product visibility while maintaining fixed and the same pricing techniques through the retail businesses. Profitability of the firm and consumer purchase decision are both undoubtedly guided by this sensitive pricing framework.

## Key Accounts Management

Key accounts are instrumental in shaping the business strategy at Martin Dow because they embody a high level of concentration and volume. In order to cultivate long-term partnerships and ensure mutual benefits are maximized, these accounts are given special attention along with solutions that are specifically crafted. One notable feature in their Key Account Management is the direct supply which circumvents certain intermediaries and reaches the account directly. Through this act of eliminating inefficiencies (which otherwise would have resulted from involving those intermediaries) as well as additional costs, both parties see an increased margin — by 7% for key accounts — leading to profitability enhancement at each side's end: further solidifying the mutually beneficial relationship.



Martin Dow Marker typically bargains for additional incentives like higher visibility and placements in exchange for this preferred treatment. In order to increase visibility and sales, these negotiations might result in the acquisition of premium shelf space, noticeable product placement, and improved marketing assistance.

By giving first priority to important clients and putting direct supply agreements in place in addition to negotiated benefits, their goals are to fortify their alliances, optimize earnings, and promote long-term market expansion.

## Trade Marketing Contracts

In trade marketing approach at Martin Dow, Joint Business Plans (JBP) serve as the cornerstone of their partnerships with pharmacies. These plans outline mutual objectives, strategies, and commitments between the company and the pharmacy to drive sales and promote products effectively.



### Negotiation and Management Process:

- **Sales Volume Targets:** During the negotiation process, specific sales volume targets are established for each product category within the pharmacy. These targets are agreed upon based on factors such as market demand, historical sales data, and growth projections.
- **Percentage Allocation:** A percentage allocation of sales volume is determined for each product category within the JBP. This allocation ensures a balanced focus on key products and categories, optimizing sales potential and market share.
- **Performance Incentives:** To incentivize achievement of these targets, performance incentives are incorporated into the JBP. If the pharmacy successfully achieves the



agreed-upon sales volume targets, the company offers additional percentage points as a reward. This motivates the pharmacy to actively promote their products and strive for sales growth.

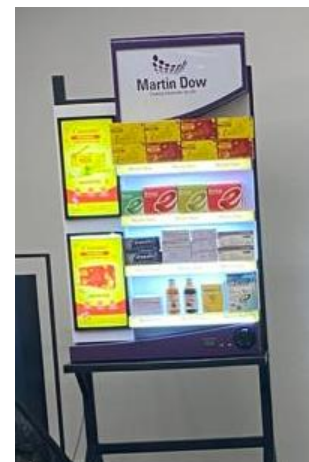
- **Resource Allocation:** The JBP also includes provisions for resource allocation, such as the number of Brand Ambassadors (BAs) allocated to support store planning and promotional activities.
- **Promotional Campaigns:** The number and scope of promotional campaigns are outlined in the JBP. These campaigns may include in-store promotions, digital marketing initiatives, and community engagement activities. The company sets specific targets for the number of campaigns to be conducted within the partnership period to maximize brand visibility and customer engagement.

So, Joint Business Plans (JBP) form the basis of collaborative partnerships with pharmacies at Martin Dow. By establishing clear objectives, strategies, and commitments, Martin Dow strive to drive sales growth, enhance brand visibility, and deliver mutual value for both parties involved.

## Category and Planogram Management

A key component of their business approach is category management. Product categories are carefully arranged and optimized in order to boost sales, raise customer satisfaction, and spur expansion. They make sure that their product assortments, pricing strategies, and promotional efforts are properly aligned to satisfy the needs of their consumers by keeping a close eye on market developments and consumer preferences.

At Martin Dow, setting planograms for pharmacies is a strategic process aimed at optimizing product visibility and driving sales. Here's how they approach planogram management:



### 1. Annual Planogram Setting with Flexibility:

They begin by setting annual planograms in alignment with brand objectives and targets. These planograms outline the placement and arrangement of products throughout the year. However, market dynamics can change rapidly. Therefore, they maintain flexibility in their planograms, allowing for adjustments on a quarterly basis or as needed to adapt to changing conditions and opportunities.

### 2. Monitoring and Adaptation:

Sales team and merchandising team work closely to monitor the implementation of planograms in pharmacies. They ensure that the designated floor standing units (FSUs) or back wall units are properly utilized according to the planogram.

If pharmacies deviate from the planogram by placing other products on the shelves, their teams intervene to address the issue promptly and ensure alignment with their branding and marketing strategies.

### 3. Pharmacy-Specific Alignment:

Pharmacies vary in their approach to product alignment. Some pharmacies prefer organizing products by company, while others opt for salt-wise or formula-wise arrangements. Their

planograms take these variations into account, providing flexibility to accommodate the preferences of individual pharmacies while maintaining consistency with their overall brand objectives.

#### 4. Focus on Assortment and Customer Behavior:

While setting planograms, they consider customer behavior in pharmacies. Typically, customers visit pharmacies with specific prescriptions or requests for their prescribed medications. For over-the-counter (OTC) products, such as Cosme lozenges, which cater to spontaneous purchases, they ensure a separate area on the counter for enhanced visibility and accessibility. So, Planogram management at Martin Dow involves setting annual planograms with flexibility for adaptation, close monitoring by their sales and merchandising teams, and alignment with pharmacy-specific preferences and customer behavior. By optimizing product visibility and alignment with customer needs, they aim to drive sales and enhance customer satisfaction in pharmacies.

### Retail Data Collection and Analysis

The pharmaceutical industry is inherently data-rich, with third-party providers such as IQVIA playing a pivotal role in data collection and analysis.

IQVIA is a major force in healthcare data analytics and research. They provide clinical research, solutions based on real-world evidence, and consultation to healthcare organizations and pharmaceutical businesses.

Globally, IQVIA aims to improve decision-making procedures and, eventually, patient care and results by utilizing data-driven insights. Their work supports the whole healthcare ecosystem, ranging from drug discovery to marketing and beyond.

IQVIA aggregates data from all distributors for every product, creating comprehensive market insights.

For instance, IQVIA establishes separate markets for products like cranberry, analyzing factors such as value, stock keeping, and volume. Their subscription-based model provides access to prescription analysis also.

Martin Dow has access to robust secondary data. IQVIA offers detailed insights into market behavior, including growth trends and product performance comparisons. They can compare market growth of their product and their competitor product.

They also do some qualitative surveys by their own team and Retail audits are also conducted monthly to ensure accurate and up-to-date data.





## Sales Channel and Management

Martin Dow uses a multichannel sales strategy to reach its target market. The choice of channel varies from product to product. It is determined by factors such as e-commerce platforms and pharmacies. The common approach is to acquire deep allocation, which means they strive to have their items available in a big number of outlets, for common products such as Wintogeno or Evion.

At this point, 40,000 of the 70,000 stores in the universe carry Martin Dow's items. To achieve a numerical rise in distribution, the corporation wants to raise this figure this year up to 42,000. This means increasing both their reach and visibility in already-existing sources.

Martin Dow encourages its channel partners, such as Dvago and Imtiaz, to use e-commerce for marketing and sales even if it isn't a significant avenue for pharmaceutical sales. Martin Dow provides financial incentives to these partners, such as paying them to manage marketing campaigns and display their items online. For example, Martin Dow may pay a partner 300,000 PKR to manage a marketing campaign. Through these platforms, this not only helps Martin Dow boost sales, but it also helps the partners by increasing their online presence and attracting a wider audience. It produces a win-win situation.

Smaller, less upscale retailers usually get their items from Martin Dow through distributors. Because of their lesser sales volume, these retailers earn lower discount margins than bigger stores. KPIs are essential for assessing the success of trade marketing initiatives in the pharmaceutical sector. The number of stores or outlets where a product is sold is referred to as numerical handling. Weighted handling takes each outlet's size or significance into account. In comparison to rivals, a product's SoS indicates how much shelf space it takes up in retailers. Category growth evaluates the product category's total market growth. These, along with volume and availability, are critical KPIs for every business.

The brand initially evaluates the potential for development in the local market and establishes the targeted market penetration. They determine the quantities and number of units to be distributed to each market based on this information. Volume (sales) and availability (presence in stores) are the primary KPIs in this procedure. The pharmaceutical sector is particularly data-driven, needing significant surveillance and analysis to make informed judgements.



## Territory Management

Territories are split based on potential and geographic factors when targeting pharmacies for sales and marketing initiatives. For instance, the area of Karachi is split up into several zones. To be precise, Martin Dow is divided into three zones: North, which includes KPK and Baluchistan, South, which includes Sindh, and Central, which includes Punjab. Quetta is located in the South zone. Area managers oversee managing marketing and sales initiatives in each zone. The potential of each zone determines how resources, such as salespeople and marketing campaigns, are allocated. More resources are allocated to higher-potential zones to optimize sales.



## Sales Incentives Schemes

A crucial component of Martin Dow's trade marketing approach, sales incentive programs are put in place to boost pharmacist involvement and boost sales. Customers can be classified as either external (distributors, pharmacies, etc.) or internal (sales staff). Incentive programs aim to inspire both kinds of clients. Martin Dow has a "Pay for Performance" program for distributors. Distributors enjoy higher discount margins if they reach or surpass their sales goals. For instance, a distributor may see a 0.5% gain in discount margin if they reach 105% of their sales goal and a 1% or 1.5% increase if they reach 110%. Distributors are greatly encouraged by this policy to meet their sales goals.



Martin Dow provides extra discounts and loyalty programs for retailers, depending on their success. Martin Dow, for instance, just enrolled in the Java Pharma trade program, where retailers are assigned growth objectives. Retailers gain extra product discounts if they surpass these goals for a predetermined amount of time. Furthermore, top-selling stores might be added to lucky draws for prizes like vacations to Baku or Umrah.

Teams of internal salespeople have additional motivation to perform effectively. Performance-based incentives are offered, with larger commissions coming from bigger sales. Depending on their sales success, a few members of the sales team have received commissions of up to 300,000 PKR. These audacious rewards are intended to motivate the sales team and guarantee that marketing and sales plans are implemented successfully locally, resulting in more sales.

## Hotspot Strategies at Point of Sale (POS)

Regarding execution, they concentrate on pharmacies' hotspots, like the point-of-sale (POS) sections next to cash counters. These are the places where people buy over the counter (OTC) items on impulse, such as cough syrups. Our goal is to boost sales and awareness by positioning our items in these hotspots strategically.



They frequently examine customer comments, competition activity, and sales statistics to assess the efficacy of our GTM approach. To better interact with pharmacies, increase sales, and keep a competitive advantage in the market, they have to make wise decisions and modify their approach.

## Go To Market Strategy

Using a range of techniques, the company engages with pharmacies, drives product sales, and evaluates the efficacy of our Go-To-Market (GTM) strategy to get a competitive edge. They are in the process of developing a new GTM strategy, and part of that plan is making attractive offers to consumers, retailers, and doctors. Although we are unable to provide doctors with percentage discounts, we concentrate on providing shops with alluring incentives like lucky draws. We provide promotions to retailers such as "buy one set, get 10% off," "buy three sets, get 15% off," and "buy five sets, get 20% off." The purpose of these promotions is to increase sales and generate interest in our products.

It is noteworthy that their belief is that discounts are not the only way to get a competitive edge. Rather, it is dependent upon the distinct value proposition of their merchandise. To begin with, getting shops to accept their items is essential to getting them listed. The product's efficacy and quality will determine its listing position.

Martin Dow Marker Ltd. Is currently working on GTM for its new product Ritebery.

**Ritebery**  
CRANBERRY Natural Extract

محترم کیسٹ حضرات، السلام علیکم  
ہم نہایت مسرت سے آپ کو مطلع کرنا چاہتے ہیں کہ مارٹن ڈاؤ بیہش کی طرح اپنی کوئی پروڈکٹ کی روایات پر قرار دیتے ہوئے اس بات پر کہ اس پروڈکٹ کے گہرے ذائقے اور کوئی پروڈکٹ Ritebery متعارف کر رہی ہے۔  
Ritebery جس میں Cranberry Extract ہے جو قدرتی اجزاء سے تیار ہوتا ہے اور اس کے بے شمار فوائد ہیں۔  
جس میں سے کچھ مندرجہ ذیل ہیں۔  
1- Ritebery UTIs سے محفوظ رکھتا ہے۔  
2- قوت مدافعت کو بہتر کرتا ہے۔  
3- کولیسٹرول کو کم کرتا ہے۔  
4- وزن کو کم کرنے میں مدد کرتا ہے۔  
Ritebery کی تعارفی قیمت اور پیکنگ درج ذیل ہے۔

PRODUCT NAME	PACK SIZE	MRP / PACK	TP / PACK
RITEBERY	10 SACHET	445	378.25

آپ آج ہی مارٹن ڈاؤ کے گہرے ذائقے کو Ritebery کا آرڈر گھومیں اور اس کی ڈسکاؤنٹ آفر سے فائدہ اٹھائیں۔  
ڈسکاؤنٹ آفر کی Slabs درج ذیل ہیں۔

SLAB 1	SLAB 2	SLAB 3
1 PACK 10 %	3 PACK 15 %	5 PACK 20 %

ہم امید کرتے ہیں کہ آپ اس پروڈکٹ کو سبب بنائے جس میں بیشک کی طرح ہمارا ساتھ دیں گے۔  
آپ سے شکریہ ادا کرتے ہیں۔  
غریب مارکیٹنگ مارٹن ڈاؤ

## Promotional Strategy

Martin Dow usually applies its promotional strategies at the Point of Sales (POS). According to Uzair Ahmed, the trade marketing manager of Martin Dow, "Pharmaceutical companies engage less in advertising as compared to FMCG companies and engage more in Point of Sales". He supported his statement by giving an example of Tapal and Lipton. Tapal markets its product by running ads on social media but at the (POS) there is only one brand ambassador who doesn't work effectively. Along with Tapal, there is also one brand ambassador of Lipton who marketed his product in a detailed way at the Point of sales that the consumer who came to buy Tapal's product changed their decision and bought Lipton's product. So Tapal's work went in vain because they spent a lot of investment on advertising, but they didn't market it well on Point of Sales. So, the thing is that it is very important to understand that the way you market the product on Advertisement, you should also market in the same way at Point of Sales. POS marketing campaigns need to be comprehensive. This includes offering customers incentives



such as bundled deals or complimentary items. Furthermore, Martin Dow uses brand ambassadors to help consumers make decisions that have a significant impact. In addition, Martin Dow focuses on the concepts of category management and merchandising that are crucial for improving in-store marketing tactics.

Martin Dow doesn't market its products on their online website but lists their products on its channel's partner websites like Dvago. The company lists its products on an E-commerce website and advertises on their websites by providing them with a budget of \$2000-\$3000. And they incur this expense to boost their market reach. In this way, the Dvago website gets huge because of more Sales and Martin Dow gets their product sold. Moreover, the company applied the same strategy with Shaheen Record which is a pharmaceutical store in Islamabad.

## Compliance and Regulation

Martin Dows oversees a thorough investigation that involves three to four departments. To scrutinize all actions, including setting up products at the point of sale (POS) and complying with laws and regulations, these departments closely monitor every regulation and legal requirement. To identify any challenges or legal difficulties, stakeholders and the activity department carefully evaluate the suggested activities. The department in charge of legal compliance of Martin Dow also reviews every action to confirm that all legal requirements are met. The organization checks this thorough evaluation procedure, especially with the time constraints that Martin Dow faces. Despite the time constraint, it is mandatory to prioritize collaboration with these departments, recognizing their check and balance in legal matters. Time limits present a problem for the company. Although these departments need time to perform in-depth reviews, the company must run its marketing campaigns for its new product. None of these departments have a separate marketing department, so the trade marketing team of Martin Dow must work very hard to properly communicate goals.



## Training and Education Programs

Martin Dow conducts various training sessions that focus on planning and interpersonal skills. The internal team of Martin Dow conducts these sessions either every year or every six-month basis and these sessions are only for those who show their dedication to the company. After this session, the most deserving employees get the chance to specialize in training in Sales management and trade marketing.

On an external basis, Martin Dow conducts different programs that are aimed at educating retailers about its products. One example of such a program is "Pep" which stands for "Pharmacies Education Program". The Main purpose of launching this program is to target pharmacies from different cities. For example, if the pharmacy chain has twenty branches in the city, then each pharmacy has its pharmacist. So, Martin Dow conducts training sessions for these pharmacists. According to Uzair Ahmed, the trade marketing manager of Martin Dow, "The program was executed successfully last year and will continue this year too". In addition to training pharmacists, the "Pep" program uses various educational methods that include, Round table Discussions (RTDs) to enhance learning. During RTDs, the company covers specific,



relevant topics that are related to their product to ensure that the pharmacist is aware of the description of the product so that they can be confident enough to sell the company's products effectively at the point of sales (POS).



## Utilization of IQVIA and Other Research Sources

According to IQVIA, which is regarded as the largest enterprise that is engaged in the provision of quantitative metrics concerning the pharmacological sector, by evaluating metrics such as market size and sales performance, which evidently come from the nature of medications, along with their Rx patterns, the status of the sector can be precisely portrayed. Although enriching IQVIA's current research arsenal by integrating other resources or companies would generate deeper insights on demand and customer behavior, but can prevent from understanding market dynamics of the entire system.



1. Extending Insights Beyond Quantitative Metrics: In conclusion, the global population's demographic structure faces significant challenges due to the world's changing age structure, high fertility rates in some regions, and high migration rates in others. This poses a multifaceted problem that requires interventions from governments, policy, and education among other sectors. The strong suit of IQVIA is analyzing numbers, for example, displays of sales figures or customers' size in the marketplace. In contrast, it does not work well with the qualitative part because it does not look in the details such as the preference of the buyer or the taste. Consequently, the case is that into the balance some market research organizations like Nielsen are at the scale point. In contrast to the traditional approach of Nielsen which is oriented to the interviews and the surveys first, and later qualitative research, the latest techniques provide for the deep insights into consumers' behavior, attitude and product perceptions first.

2. Guiding Go-to-Market (GTM) Strategies: On this issue, both 'Buscopan +' case and bureaus to which IQVIA and Nielsen relate to are of great efficiency. The information from IQVIA study can serve as basis for market research as well as for research about competitors. On the other hand, Nielsen techniques are methodical and touch on pain-source end consumer attitudes and perceptions. The process of my research learnings should portray a well-crafted RMT model that involves pricing, distribution, promotion, and messaging for example among other tactics which can be used to develop related product launch and marketing strategies.

## Trade Marketing success

The past few years has seen Wintogeno to tower unimaginably high in the market and a group product manager of Wintogeno shared their views on this in the interview. On the surprise that Wintogeno' market was boomed instead of being catered by the new competitors in the market, the staff member acknowledged that the brand value actually rose from zero to two in the course of four years. Wintogeno became 300-million-dollar brand over five years, it then soared to the impressive stage of 750 million. These efforts led to a considerable climb with initiatives like promotional campaigns and collaboration with non- celebrities, like Bushra Ansari and Noman Aijaz. These efforts, coupled with trade marketing strategies, not only brought sensational growth of Wintogeno's market presence but also the house to the top of the hierarchy.



## Recommendations

Placing the trade marketing problems of Martin Dow Marker under the spotlight now leads the way. The challenge in trade marketing team lies in the need for swift decision-making to keep pace with the market. Timely responses are crucial, especially when facing sudden changes in demands or market conditions. However, internal processes, such as the need to convince the finance department for necessary funds, often slow down our ability to act swiftly. This inefficiency stems from the necessity to align various departments' perspectives before implementing marketing decisions, ultimately hindering our effectiveness. Precisely, there is need of Integration of all departments included. To address this, streamlining internal communication and decision-making processes is recommended, ensuring that the trade marketing team can respond promptly to market dynamics and maintain a competitive edge. As the evolution of modern trade into every changing sphere, moving along the trade marketing strategies towards the brighter and the most attuned with the market is becoming a necessity.



AI is not being incorporated into the Trade Marketing at Martin Dow Marker yet. These inefficiencies, therefore, impedes the operations of the department in identifying ways that can help maximize efficiency and at the same time cater to the changing market dynamics. In view of these issues, it is therefore vital for Martin Dow Marker Company to embrace use of AI that combines data-driven decision making, predictive analytics and automation which cut across many marketers' functions. Further, merging a shopper mission approach is an effective tool to develop strategies that can be aligned to customers' needs and give a good relationship with the customer thus improving the last mile sales productivity. By accepting AI in their trade marketing efforts and putting consumer interest at the core of their approaches, Martin Dow Marker Ltd. could discover a new source of efficiency, innovation and achievement.



## Appendix

