

Stanford University

Technology Entrepreneurship Part 2

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New Review

Submission

INNOVATIVE GROUP ASSIGNMENT ON MARKETING & SALES EXPERIMENTS ANALYSIS: SUBMITTED BY Lawal Mohammad Anka

Marketing and Sales Experiments Analysis and lessons learned

INNOVATIVE GROUP ASSIGNMENT
SUBMITTED BY Lawal Mohammad Anka
MARKET ANALYSIS AND FIRST SALES EXPERIMENTS FOR 2015 & MARKETING PAGE SUBMITTED ON 24th April 2015
FIRST SALES EXPERIMENTS 2015
MONTHPATENTEDNON PATENTEDTOTAL
JAN11.48.720.1
FEB12.58.821.3
MARCH12.79.221.9
APRIL13.310.023.3
MAY
JUNE
JULY
AUG
SEPT
OCT
NOV
DEC
SWOT ANALYSIS FOR PHARMACEUTICAL INDUSTRY IN NIGERIA
The marketing research and tailored marketing strategy described in our Business model will result in good healthy profits increasing every years starting from 2015.It is estimated that by the 2015 revenues will reflect on 15% market share of local pharmaceutical market.
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