University of Development Alternative
(UODA)

- Pharmaceutical Marketing and Sales

Name: Siful Islam
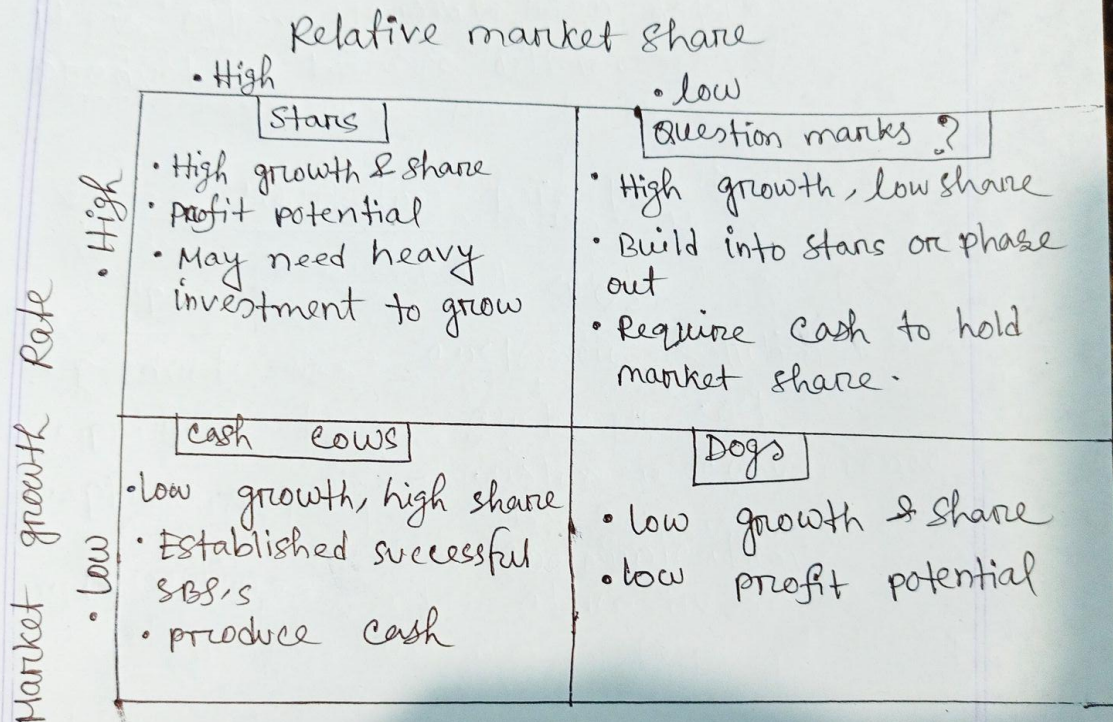ID :— 522193047
Batch:- 22 (M.Pharm)

Ans to the Ques No - 01

Boston consulting group Approach [BCG Model]

Relative market share

	High	Low
High	**Stars** • High growth & share • Profit potential • May need heavy investment to grow	**Question marks ?** • High growth, low share • Build into stars or phase out • Require cash to hold market share.
Low	**Cash cows** • low growth, high share • Established successful SBS's • produce cash	**Dogs** • low growth & share • low profit potential

Market growth Rate

Ans to the Ques No-02

Marketing mix: It is a business tool used in marketing and by marketers. it is often crucial when determining a product or brands offer.

Marketing mix relationship

4 Ps

- product —— customer solution
- price ———— customer cost
- place ———— customer convenience
- promotion ———— communication

4 Cs

5221930 47

Ans to the Ques NO - 04

* Marketing strategy is the goal
of increasing Sales and achieving a
sustainable competitive advantage. All
basic and long-term activities.

** Market segmentation:- the process that
devides a market into distinct groups of buyers
with different needs, characteristics,
behavior who might require separate products.
or market mixes.

** market tergating:- involves each
market segments attractivesness and
selecting one or more segment to enter.

** Market positioning:- is arranging for a
product to occupy a clear, distinctive
and desirable place relative to competing
products in the minds of terget consumers

Ans to the Ques No - 05

① Define the product strategy and roadmap

② Managing the entire product line life cycle from strategic planning to tactical activities.

③ Specifying market requirements for current and future products by conducting market research supported by non-going ~~vigi~~ visits to customers ~~and non~~.

④ Developing and implementing a company wide go to - market plan, working with all departments to execute.

⑤ Analyzing potential partner relationships for the product.

⑥ Work with external third parties to assess partnerships and licensing opportunities.

⑦ Run beta and pilot programs with ~~early~~ - stage products and samples.

⑧ Act as a leader within the company.