

FINAL YEAR PROJECT

REVITALIZING MUNAWAR PHARMA'S

BRAND PRESENCE

Term: Fall 2023



Faculty of Management Sciences
University of Central Punjab

**REVITALIZING MUNAWAR PHARMA'S BRAND
PRESENCE**



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Session 2020 - 2024

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**A report submitted in partial fulfillment of the requirements for the degree
of
Bachelors of Business Administration**

**Faculty of Management Sciences
University of Central Punjab**

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DECLARATION

I hereby declare that the report “**Revitalizing Munawar Pharma’s Brand Presence**” submitted by me in partial fulfillment of BBA degree, is my original work and has not been submitted or published earlier. I declare that I have prepared this report entirely based on my effort made under the sincere guidance of my supervisor. I also solemnly declare that it shall not, in future, be submitted by me for obtaining any other degree from this or any other university or institution.

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Contents

Chapter 1	11
Introduction of Company	11
Brief History of the Company.....	11
Mission Statement of the Company	11
Vision Statement of the Company	12
Business Product Lines	12
Hierarchy of Munawar Pharma.....	13
Chapter 2	14
Problem Statement, Objectives, and Scope of Study/Project	14
Problem Statement	14
Objectives	15
Scope of the Project	16
Chapter 3	17
Brief Overview of Departments/Functions of the Company.....	17
Marketing Department at Munawar Pharma.....	17
Product planning.....	17
Market segmentation	17
Pricing policy	17
Channel of distribution.....	18
Sales promotion	18
Advertising.....	18
Market research	18
Human Resource Department at Munawar Pharma:	19
Recruitment and selection policy.....	19
Training and development	19
Promotion and transfer	20
Job description	20
Wage & salary administration.....	20
Grievance handling scheme	20
Finance and Accounting Department at Munawar Pharma	21
Working capital structure.....	21
Capitalization	22
Management of fixed assets.....	22
Management of receivables.....	22
Management of cash	22
Production and Operation Department at Munawar Pharma	23

Production and planning control.....	23
Work study methods.....	23
Plant location and layout.....	23
Material codification.....	24
Distribution network	24
Inventory.....	24
Plant maintenance.....	24
Chapter 4	26
a) Micro & Macro Analysis of the Company.....	26
SWOT Analysis:	26
Internal Factor Evaluation (IFE):.....	31
Interpretation:	32
External Factors Evaluation (EFE):	33
Interpretation:	35
Competitor Profile Matrix (CPM)	36
Interpretation:	37
BCG MATRIX (BOSTON CONSULTING GROUP MATRIX):.....	38
Space Matrix:	40
Interpretations:	42
SWOT Matrix:	44
Interpretation:	46
Quantitative Strategic Planning Matrix(QSPM):.....	48
Interpretation:	53
Chapter 4	54
b) Methodology.....	54
Research Design.....	54
Sampling Design.....	54
Sample Size and Location.....	54
Data Type.....	55
Instrument Used	55
Questionnaire:	56
Chapter 5	58
b) Analysis/Findings.....	58
Findings of the Questionnaire	58
Current State of Brand Visibility and Engagement:	58
Challenges Due to Absence of Active Brand Promotion:	58
Benefits of a Robust Social Media Presence:	58

Strategic Use of Different Social Media Platforms:	58
Creative Marketing Plans Beyond Conventional Advertising:	59
Monitoring and Evaluating Marketing Effectiveness:	59
Sustainable Approach to Brand Growth:	59
Alignment of Social Media Strategy with Brand Objectives:	59
Overcoming Obstacles to Change:	60
Resources and Support Needed:	60
Gap Analysis of Munawar Pharma:	60
Chapter 6	62
a) Conclusion	62
b) Recommendations and Action Plan	64
c) References	67

REVITALIZING MUNAWAR PHARMA'S BRAND PRESENCE

Chapter 1

Introduction of Company

Brief History of the Company

Munawar Pharma is a company that aims to be highly focused on providing quality healthcare. They are committed to continually improving their Quality Management System, which ensures that their products are suitable for their intended use, safe, and of high quality and effectiveness. Their journey began in 1995 with the establishment of a factory located 31 kilometers away from Ferozpur Road, a significant hub for the pharmaceutical industry. Over the years, Munawar Pharma has achieved notable success by consistently making progress in various departments, such as production, research and development, quality control, and assurance. This means they've been doing well in creating medicines, advancing in scientific research, and maintaining high-quality standards. Moreover, Munawar Pharma has successfully expanded its market share, indicating that more people are choosing and relying on their products. The company's commitment to quality and progress demonstrates its dedication to being a leading and reliable healthcare organization.

Mission Statement of the Company

The Mission Statement of Munawar Pharma is “To Provide Cost-effective Health Care products for every individual that improve quality of life for mankind. We are equipped with the latest state-of-the-art manufacturing plant backed by our team of dedicated professionals.”

Vision Statement of the Company

“Committed to excellence.” This is the vision statement of Munawar Pharma.

Business Product Lines

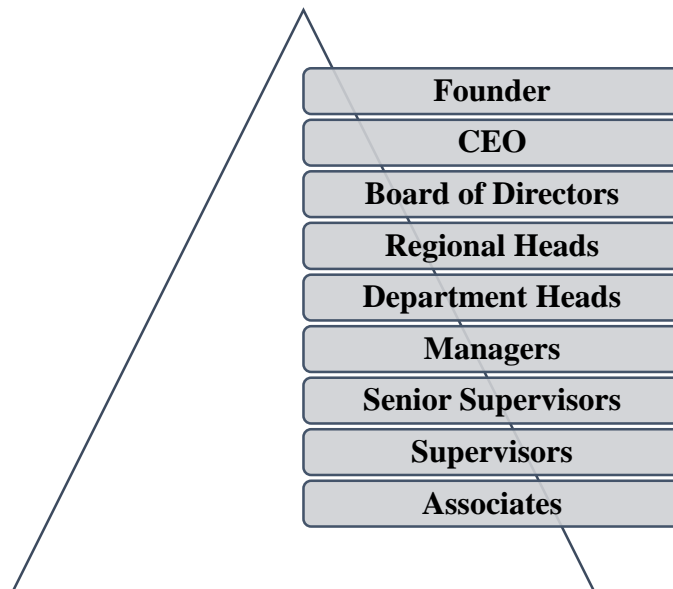
Munawar Pharma deals in a wide variety of innovative healthcare solutions in their product line which caters to current needs and anticipates future requirements. Their products cover every step of preventing and treating diseases, and they also aim to improve the overall quality of life for individuals. This means that Munawar Pharma is constantly working on creating a diverse set of new and effective healthcare products that address not only the health issues people face today but also consider what might be needed in the future.

The list of available products in the market are:

1. Tablets
2. Oral Liquids
3. Dry Syrups
4. Capsules
5. Liquid Injectables
6. Drops

Hierarchy of Munawar Pharma

The organizational structure/hierarchy of the company is as follows:



The Chain of Command is that the associates report to the supervisors, the supervisors report to senior supervisors, senior supervisors report to the managers, the manager reports to department heads, the department head reports to regional heads, the regional head reports to the board of directors and the board of directors reports to the CEO.

Chapter 2

Problem Statement, Objectives, and Scope of Study/Project

Problem Statement

The absence of active brand promotion limits a company's visibility and engagement with its target audience. Munawar Pharma is a pharmaceutical firm that is presently having a lot of difficulties because it doesn't have a social media presence and doesn't do any commercial product advertising. Munawar Pharma's visibility and interaction with its target audience are restricted by this lack of aggressive brand marketing. This project aims to answer the following questions:

- In what ways can Munawar Pharma use different social media platforms to strategically build and use a brand presence to improve visibility and engagement?
- In addition to conventional commercial advertising, what other creative but successful marketing plans may be created and put into action to add new life to Munawar Pharma's brand?

Establishing a significant and influential social media presence through the effective execution of this project would aid in Munawar Pharma's overall brand presence. Through this initiative, Munawar Pharma will get insights into innovative marketing tactics and alternative means for boosting brand visibility. The outcomes of this project may prove to be a valuable case study for pharmaceutical businesses attempting to manage the difficulties of brand revitalization in a progressively digital and competitive industry.

Objectives

The main challenge for Munawar Pharma is that it lacks active promotion, which makes it hard for people to recognize the company and its products. So, keeping in mind the challenge that Munawar Pharma is facing, the main objectives of this project are:

- To establish a robust social media strategy

Making a plan on how to use different social media platforms so that these platforms talk about Munawar Pharma and connect with people who might be interested.

- To enhance brand credibility and trust.

Sharing information and being honest and transparent to make people believe in and rely on Munawar Pharma.

- To establish creative marketing initiatives.

Thinking of fun and interesting ways to make people aware of Munawar Pharma and its products, not just using regular traditional ads.

- To monitor and evaluate marketing effectiveness.

Keeping an eye on marketing efforts to see if they are working well and making a difference?

- To increase brand awareness and interaction with meaningful and relevant content.

Telling more people about Munawar Pharma and encouraging them to interact by sharing useful and interesting information.

- To lay the groundwork for continued success by fostering a sustainable approach to brand growth.

Make sure that Munawar Pharma keeps doing well by creating a plan that helps the brand to grow steadily over time.

This project aims to make Munawar Pharma more visible and liked by people who need healthcare products.

Scope of the Project

Munawar Pharma, a well-known participant in the pharmaceutical sector, is presently facing difficulties as a result of its lack of participation in commercial product advertising and its absence on social media. This shortcoming has hindered the company's ability to develop overall by negatively affecting its exposure and interactions with its target market. Recognizing the critical role of brand marketing in the contemporary business landscape, this project focuses on leveraging social media platforms strategically and exploring unconventional marketing avenues to revitalize the brand, aiming not only to enhance visibility and engagement but also to extract valuable insights into innovative marketing tactics and alternative strategies for successful brand presence.

If this project is carried out successfully, Munawar Pharma is anticipated to undergo a radical change that will propel the business into a new phase of brand awareness and engagement. The company's goal is to greatly increase brand credibility and trust by implementing a strong social media strategy and establishing itself as a dependable, customer-focused pharmaceutical company. Innovative marketing campaigns are expected to draw in the audience and promote greater awareness and meaningful engagement. Adaptive strategies can be employed to ensure the efficiency of marketing endeavors through the establishment of a strict monitoring and evaluation system. By encouraging a sustainable approach to brand growth that is in line with changing consumer expectations and industry trends, the project ultimately seeks to establish a strong foundation for long-term success.

Chapter 3

Brief Overview of Departments/Functions of the Company

Marketing Department at Munawar Pharma

Munawar Pharma's marketing department plays an important role in ensuring the company's success by effectively promoting its healthcare products in the market.

Product planning

Munawar Pharma's product planning team focuses on developing and optimizing its healthcare product portfolio. This involves looking for market needs, assessing competition, and ensuring that the product aligns with the company's commitment to providing affordable and quality healthcare to individuals of Pakistan which helps improve the quality of life. A comprehensive market research is done by this team to manage the product planning.

Market segmentation

Although Munawar Pharma lacks effective marketing strategies, still there's a Market segmentation team that divides the target audience into distinct groups based on factors such as demographics, behavior, and needs. This helps Munawar Pharma to tailor their product packaging such as a kid's syrup named Munapol includes a picture of a kid which segments this product into the kids' category. This ensures a more personalized and effective approach.

Pricing policy

Determining the prices of the products is a hectic task, for this purpose, Munawar Pharma also has a pricing policy team that is responsible for determining the prices of healthcare products. This team keeps in mind factors such as production costs, market demand, and competitor pricing while establishing competitive yet fair prices for their offerings.

Channel of distribution

Munawar Pharma's distribution team is located in Lohari Medicine Market, this team is known as Siddique Sons. The distribution teams manage the channels through which Munawar Pharma's Products reach consumers. This includes establishing relationships with pharmacies, local medicine suppliers, hospitals (both govt and private), and other healthcare providers to ensure widespread availability of their products.

Sales promotion

Munawar Pharma's sales promotion team develops strategies to stimulate product sales. This involves creating special promotional campaigns or percentage discounts for the suppliers and it also includes incentives for the suppliers which encourage suppliers to choose Munawar Pharma's products.

Advertising

Munawar Pharma's advertising team is not as effective as we thought, an advertising team is responsible for creating and implementing marketing campaigns to raise awareness, but they haven't done their job well. Our project majorly depends on guiding this team to use both traditional and digital advertising methods to reach a broad audience and create much-needed brand awareness.

Market research

The market research team conducts thorough analyses of market trends, consumer preferences, and competitor strategies. The main task of Munawar Pharma's marketing research team is to analyze which product is most demanded by the consumer and mainly focus on the production of that product.

The marketing department of Munawar Pharma is dedicated to strategically planning, promoting, and distributing high-quality healthcare products, ensuring the company's continued growth and success in the competitive healthcare industry.

Human Resource Department at Munawar Pharma:

The selection of the right employees is essential for the success of Munawar Pharma. A well-trained and motivated workforce will increase sales and profitability. Additionally, the right employees will create a positive image and reputation for the organization, leading to increased customer support, referrals, and loyalty. Properly selected employees will also contribute to a healthy and productive work environment, which can lead to reduced turnover and labor costs. Hiring the right employees will provide Munawar Pharma with an edge over its competition. Munawar Pharma's HR Department ensures a motivated and skilled workforce.

Recruitment and selection policy

The recruitment and selection team at Munawar Pharma develops and implements policies for hiring new talent. They use different tools such as Job interviews, aptitude tests, reference checks, and background checks to select the best candidate for the job. They have specific criteria for different positions in the organization.

Training and development

The training and development team at Munawar Pharma focuses on enhancing the skills and knowledge of the employees. Munawar Pharma does provide additional training and workshops to selected employees for professional development. These programs are tailored to the needs of the company, as well as providing development opportunities for individual employees. The

company also offers a variety of educational activities, to help employees, gain new skills and knowledge.

Promotion and transfer

The promotion and transfer team at Munawar Pharma handles career progression within the company. They assess employees' performance, identify potential candidates for promotion, and manage internal transfers to align skills with organizational needs.

Job description

The job description team outlines the roles and responsibilities of each position within the Munawarpharma. A clear job description helps employees understand their roles, contribute effectively, and support overall organizational goals.

Wage & salary administration

The wage and salary administration team at Munawar Pharma is responsible for determining fair and competitive packages. They conduct broad market surveys, analyze and evaluate industry-wide standards, and ensure that their employees are fairly rewarded for their contributions to the company.

Grievance handling scheme

The grievance handling team addresses employee concerns and conflicts. Usually, employee conduct strikes for any of their concerns if their concerns are not approved by the department. So, this team establishes effective mechanisms for employees to voice grievances, investigate issues, and work towards resolutions to maintain a positive work environment.

The HR Department at Munawar Pharma Plays a pivotal role in attracting, retaining, and developing a skilled workforce. By implementing fair recruitment practices, providing continuous training and development opportunities, and ensuring transparent HR policies, the

department contributes to the overall success of Munawar Pharma as a reliable and leading healthcare organization.

Finance and Accounting Department at Munawar Pharma

Finance and Accounting Department at Munawar Pharma plays a pivotal role in supporting the company's mission of providing quality healthcare. The major role of this department is to manage various financial aspects crucial to the organization's success and sustainability.

Working capital structure

Munawar Pharma's Finance and Accounting department oversees the efficient management of working capital, ensuring that the company has adequate liquidity to meet its short-term obligations. They also monitor current assets and liabilities, optimize inventory levels, and manage cash flows effectively.

Profit and sales figures for the last three years:

Year	Sales	Profit
2023	Near about 65 Cr	5% After taxes and expenses
2022	Near About 60 Cr	5% After taxes and expenses
2021	Near About 72 Cr	5% After taxes and expenses

This historical data provides insights into the financial performance of Munawar Pharma in the past three years. It also helps stakeholders to understand trends, identify growth opportunities, and make informed strategic decisions.

Capitalization

One of the most important roles of a financial department is to manage the capital structure.

Munawar Pharma's finance and accounting department determines the optimal mix of debt and equity to fund the company's operations and growth initiatives while maintaining a balanced and suitable capitalization structure.

Management of fixed assets

Munawar Pharma owns many fixed assets such as a plant, manufacturing machinery, property, offices, furniture, and vehicles. Efficient management of fixed assets is a key focus of the finance and accounting department of Munawar Pharma. The department ensures proper maintenance, depreciation accounting, and strategic planning for capital expenditures to support the long-term objectives of Munawar Pharma.

Management of receivables

For maintaining a healthy cash flow, timely collection of receivables is crucial for Munawar Pharma. The finance and accounting department at Munawar Pharma employs effective credit management strategies, monitors receivables closely, and implements measures to minimize overdue accounts.

Management of cash

To meet daily operational needs and seize strategic opportunities, cash management is a priority and Munawar Pharma is taking care of it. The finance and accounting department at Munawar Pharma employs cash forecasting, monitors cash inflows and outflows, and ensures optimal cash balances to support the company's financial stability and long-term growth.

In summary, Munawar Pharma's Finance and Accounting department is playing a crucial role in maintaining the financial health of the organization. By strategically managing working capital,

analyzing financial performance, and making informed decision on capital structure and asset management, the department contributes to the overall success, sustainability, and long-term growth of Munawar Pharma in the pharmaceutical industry in Pakistan.

Production and Operation Department at Munawar Pharma

Production and Operation Department at Munawar Pharma is instrumental in ensuring the company's commitment to provide high-quality healthcare products. This department coordinates various aspects of the production process, optimizes efficiency, and maintains the standards that define Munawar Pharma's success in the pharmaceutical industry.

Production and planning control

Munawar Pharma's production and operation department plans and controls the production processes to ensure the timely and efficient manufacturing of pharmaceutical products. This department allocates the resources, schedules the production processes, and monitors the production processes to meet the demand while maintaining quality standards of their products.

Work study methods

Munawar Pharma's production and operation department continuously assesses and refines production processes by employing work study methods. This department analyzes workflows, time and motion studies, and optimizes labor and machine utilization to enhance efficiency and productivity to cater to rising electricity prices and labor costs.

Plant location and layout

Munawar Pharma's Plant is Located near Kasur city on Ferozepur Road, Lahore. The plant is situated in the hub of the pharmaceutical industry and is surrounded by many other plants.

Munawar Pharma's production and operational department is involved in designing layouts that

facilitate smooth workflow, minimize bottlenecks, and ensure compliance with regulatory requirements.

Material codification

Streamlining the procurement and usage of raw materials in the production process is dependent on efficient material codification. The production and operations department at Munawar Pharma implements effective coding systems to organize and manage materials, contributing to cost-effective and accurate production.

Distribution network

The production and operation department at Munawar Pharma works with a proper network of professional pharmaceutical distributors to ensure adequate inventory, availability, and distribution of healthcare products at different cities and chemist shelves. This is also one of the key factors behind the success and progress of Munawar Pharma.

Inventory

Munawar Pharma's production and operation department carefully manages inventory levels to strike a balance between meeting demands and avoiding overstock. The major role of this department is to implement inventory control measures, forecast demand, and coordinate with other departments to optimize stock levels.

Plant maintenance

Munawar Pharma's production and operation department focuses on proactive plant maintenance to uphold high-quality standards. Yearly inspections are conducted to ensure the proper working of the plant. Regular preventive maintenance and swift responses to equipment issues are done to minimize downtime and ensure continuous and reliable production flow.

In summary, Munawar Pharma's Production & Operation Department effectively manages the production process, which is crucial to the company's success. Munawar Pharma's reputation as a premier and dependable healthcare provider is further cemented by the department's contribution to the continuous delivery of high-quality healthcare products. This is achieved through careful planning, workflow optimization, strategic plant layout decisions, efficient material codification, and careful inventory and maintenance management.

Chapter 4

a) Micro & Macro Analysis of the Company

SWOT Analysis:

MUNAWAR PHARMA	
STRENGTHS	WEAKNESSES
High Production Capacity: Munawar Pharma can produce large quantities of pharmaceutical products quickly and efficiently.	High Cost of Production: The production cost of Munawar Pharma is high due to the mismanagement of resources.
Variety of Products: Munawar Pharma has the strength to produce a wide range of pharmaceutical products such as tablets, oral liquids, dry syrups, capsules and liquid injectables.	Centralized Decision Making: The decisions are made by the upper management of Munawar Pharma which is a weakness because they have no proper idea about the situation and their decision cannot be fruitful sometimes.
Research and Development: Munawar Pharma has invested a lot in research and development to discover more efficient ways to produce pharmaceutical products.	Lack of Social Media Presence: This is a significant weakness for Munawar Pharma. Establishing an active social media presence can enhance brand visibility and engagement.

Regulatory Compliance: Munawar Pharma adheres to strict regulatory standards to ensure product safety and market access.	Less Advertising: The advertising and promotion cost of Munawar Pharma is very low, due to which it cannot take advantage of more turnouts.
Location: The plant is situated in Lahore which is renowned for pharmaceutical production.	Lack of Succession Planning: Not having a clear succession plan for key leadership positions can disrupt the business continuity and growth of Munawar Pharma.
Advanced Technology: Munawar Pharma is continually investing in advanced technology to streamline its production processes, reduce manual labor, and increase efficiency.	High Employee Turnover: Munawar Pharma experiences high employee turnover on a permanent basis, especially at the lower-level staff.
Access to High-Quality Chemical: Munawar Pharma has access to major high-quality suppliers of chemicals in Pakistan to make high-quality pharmaceutical products in Pakistan.	High Wastage: Munawar Pharma's operations have high wastage which costs the company.
High-Quality Standards: Munawar Pharma is an ISO-certified company, which produces a sense of satisfaction for its customers. Munawar Pharma also follows the ISO standards.	Limited Digital Infrastructure: Apart from a social media presence, Munawar Pharma also lacks digital tools and platforms for internal operations and customer interaction.

Skilled Workforce: Munawar Pharma has well-trained employees who contribute to efficient operations and product development.	Dependence on Suppliers: Munawar Pharma is dependent on its suppliers for raw materials and other inputs, which could create supply chain disruptions.
Financial Resources: Munawar Pharma has strong financial resources due to its strong financial background. With a strong financial position, it can attract investors and lenders.	Lack of Benefits and Rewards to the employees: Some facilities are provided to their employees like transport and medical fees etc. However, Munawar Pharma does not provide sufficient facilities to their employees and employee turnover increases.

MUNAWAR PHARMA	
OPPORTUNITIES	THREATS
Growth Rate: The growth rate of the domestic pharmaceutical industry is increasing by 6-8% per annum.	Increased Competition by 5%: Munawar Pharma faces stiff competition from local players in the pharmaceutical industry, which can put pressure on its market share and profitability.
Telemedicine Integration: Leveraging telemedicine platforms for consultations and prescription deliveries can tap into the growing	Fluctuating Raw Material Prices by 5-10% Monthly: The prices of raw materials such as paracetamol can be volatile, which can impact

demand for remote healthcare services by 10-15%.	Munawar Pharma's Production costs and profitability.
Digital Marketing: Munawar Pharma can explore digital channels for marketing and engagement. To increase their reach by 15-20%.	Healthcare Reforms: Government policies may impact pricing and reimbursement.
Health Awareness Campaigns: Initiating educational campaigns on disease prevention and treatment can position Munawar Pharma as a trusted source of healthcare information.	Economic Downturns: Economic Downturns by 10-15% can lead to reduced demand for pharmaceutical products which can impact Munawar Pharma's sales and profitability.
Strategic Partnerships: Collaborating with other companies or industry players can help Munawar Pharma leverage its expertise, networks, and resources to expand its business and capabilities by 5% .	Political Instability: With Political instability of the -2.5 index and other unrests in Pakistan can impact Munawar Pharma's operations, supply chain, and market demand.
Corporate Social Responsibility: Munawar Pharma can invest 10% of its revenue in social responsibility initiatives such as supporting local communities, creating job opportunities,	Labor Disputes: Labor disputes, strikes, and protests can disrupt the company's operations and productions, leading to delays and increased costs.

and contributing to environmental conservation.	
New Market Segments: Munawar Pharma can enter into 25% of new market segments easily due to its high standards and reputation in the Pakistani Market.	Increased Tax by 18%: Increasing tax regularly can also be a major threat to the company and can create many problems for the firm.
Cost Reduction: Munawar Pharma can reduce the cost by 15% if they properly utilize their resources. If the costs of different processes are being controlled effectively by the management, they can produce more with less cost.	Pricing Pressure: With competitors lowering the price of their products Munawar Pharma also has to do the same to meet the customer perception and also to compete in the market. This can be a threat to the company.
Population Growth: With a 10% annual increase in the population of Pakistan, Munawar Pharma can take benefit of increasing demand and sales of their products.	Currency Fluctuation of More than 35% as Compared to last year: Regular devaluation of PKR can further increase the costs of the Company. This can be a major threat.
Promotional Activities: Munawar Pharma can use 15% of its revenue for innovative marketing strategies to promote its products and reach a wider audience.	Unpredictable Government Policies: Government policies are changing day to day so it is also a threat for Munawar Pharma to survive in such unstable conditions.

Internal Factor Evaluation (IFE):

Key Internal Factors	Industry Weights	Company Rates	Weighted Score
Strengths:			
High production capacity	0.10	4	0.4
Variety of products	0.05	3	0.15
Research and Development	0.05	4	0.2
Regulatory Compliance	0.10	4	0.4
Location	0.02	3	0.06
Advanced Technology	0.10	4	0.4
Access to High-Quality Chemicals	0.04	3	0.12
High-Quality Standards	0.05	4	0.2
Skilled Workforce	0.05	3	0.15
Financial Resources	0.10	4	0.4
Weaknesses:			
High cost of production	0.05	2	0.1
Less Advertising	0.03	1	0.03
Lack of Succession Planning	0.05	2	0.1
Centralized Decision Making	0.02	2	0.04
High dependence on Suppliers	0.04	2	0.08
Lack of Social Media Presence	0.05	1	0.05

High wastage	0.03	2	0.06
Lack of Benefits and rewards to employees	0.03	2	0.06
	0.02	1	0.02
High Employee Turnover	0.02	1	0.02
Limited Digital Infrastructure			
Total	1.00		3.04

Interpretation:

Munawar Pharma gets an IFE score of 3.04 (Weighted score) which indicates that the firm is above average in its overall internal strength and is an internally strong organization. Munawar Pharma is doing well internally. They seem to have strong foundations and are in a good position overall. This means they're likely effective in managing their resources, and navigating challenges within their operations.

Criteria of Given rates to company:

- Major Strength = 4
- Minor Strength = 3
- Minor weakness = 2
- Major weakness = 1

Weighted Score Criteria:

- Excellent = 4.00
- Good = 3.50
- Above average = 3.00
- Average = 2.50
- Below average = 2.00
- Poor = 1.50
- Worst = 1.0

External Factors Evaluation (EFE):

Key External Factors	Industry Weights	Company Rates	Weighted Score
Opportunities:			
The growth rate of the domestic pharmaceutical industry is increasing by 6-8%	0.05	3	0.15
Telemedicine Integration can grow demand by 10-15%	0.05	4	0.2
Digital Marketing can increase reach by 15-20%	0.10	2	0.2
Health Awareness Campaigns	0.02	3	0.06
15% more promotional activities	0.05	2	0.1
Showing corporate social responsibility by investing 10% revenue	0.03	3	0.09
Entering into 25% of new market segments	0.05	3	0.15
Cost reduction by 15%	0.05	4	0.2
10% annual increase in population	0.04	4	0.16
Collaborating with other companies	0.10	4	0.4
Threats:			
Increased competition by 5%	0.10	4	0.4
Fluctuating raw material prices by 5-10%	0.02	3	0.06
Healthcare Reforms	0.04	2	0.08
Economic downturn by 10-15%	0.10	3	0.3
The political instability of -2.5 index	0.02	3	0.06

Labor disputes	0.03	3	0.09
Increased tax by 18%	0.05	3	0.15
Pricing pressure	0.02	4	0.08
Currency fluctuation for more than 25% as compared to the previous year	0.05	3	0.15
Unpredictable government policies	0.03	2	0.06
Total	1.00		3.14

Criteria of giving rates to company:

- Superior Response = 4
- Above average response = 3
- Average response = 2
- Poor response = 1

Weighted Score Criteria

- Excellent = 4.00
- Good = 3.50
- Above average = 3.00
- Average = 2.50
- Below average = 2.00
- Poor = 1.50
- Worst = 1.0

Interpretation:

Munawar Pharma get an external factor evaluation score of 3.14(Weighted Score). This score indicates that the company is taking advantage of opportunities effectively and is also addressing potential threats in its external environment. Munawar Pharma is doing a good job of spotting and making the most out of opportunities that come its way. At the same time, they're also keeping an eye on potential dangers or challenges that could affect their business, and they seem to be taking steps to handle them. Overall, they're being smart about both the good and the tough aspects of the world outside their company.

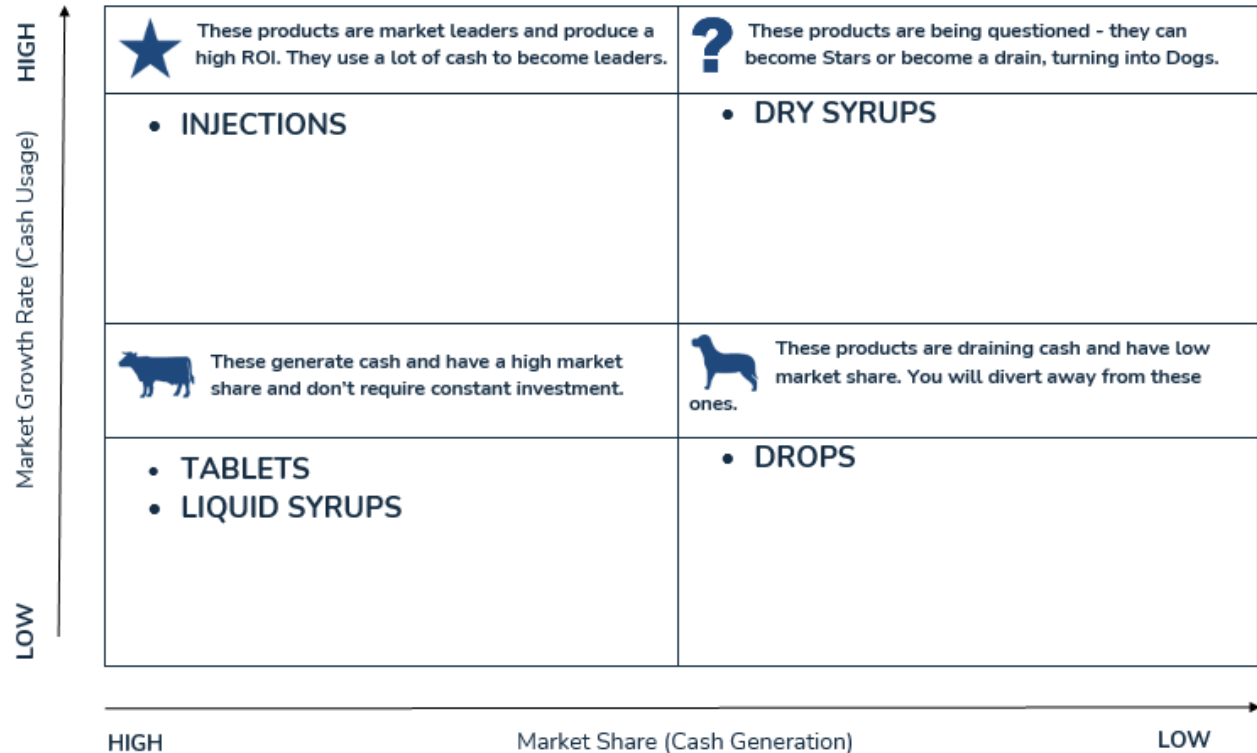
Competitor Profile Matrix (CPM)

Critical Success Factors	Industry Weights	Munawar Pharma Rate	Weighted scores	Venus Pharma Rate	Weighted score	Irza Pharma Rate	Weighted score
Product portfolio	0.10	4	0.40	3	0.30	2	0.20
Technology	0.12	3	0.36	4	0.48	2	0.24
R&D	0.11	4	0.44	2	0.22	3	0.33
Market positioning	0.10	2	0.20	3	0.30	4	0.40
Product quality	0.11	3	0.33	4	0.44	2	0.22
Distribution Network	0.09	2	0.18	3	0.27	1	0.09
Financial position	0.10	4	0.40	3	0.30	2	0.20
Procurement of raw material	0.07	3	0.21	2	0.14	4	0.28
Management	0.10	3	0.30	4	0.40	2	0.20
Trained Manpower	0.10	4	0.40	2	0.20	3	0.30
Total	1.00		3.22		3.05		2.46

Interpretation:

Munawar Pharma is one of the largest and leading company as it has the weighted score of 3.22 which shows that it is better in many areas as compared to Venus Pharma and Irza Pharma with a weighted score of 3.05 and 2.46 respectively, still, many improvements are required by Munawar Pharma to further improve this score. This suggests that Munawar Pharma is performing better in several areas compared to its rivals. However, despite its leading position, there's still room for improvement. Munawar Pharma shouldn't rest on its laurels; it needs to keep working hard to enhance its performance even further. By identifying areas where it's not as strong (marketing) and focusing on making improvements, Munawar Pharma can continue to maintain its competitive edge and solidify its position as a leader in the pharmaceutical industry.

BCG MATRIX (BOSTON CONSULTING GROUP MATRIX):



Stars (Injections):

- Injections are in a high-growth market with a high relative market share.
- Strategies: Munawar Pharma should continue to invest and innovate in injection category to maintain leadership in the market.

Cash Cows (Tablets and Liquid Syrups):

- Tablets and Liquid Syrups have a high market share in a moderate-growth market.
- Strategies: Munawar Pharma should focus on generating stable cash flows. They should consider focusing on efficiency improvements.

Question Marks (Dry Syrups):

- Dry Syrups are in a high-growth market but have a relatively low market share.

- Strategies: Munawar Pharma should decide whether to invest further for growth or consider divestiture based on a thorough evaluation.

Dogs (Drops):

- Drops are in a low market share position in low-growth markets.
- Strategies: Munawar Pharma should consider divestiture, restructuring, or other measures to address the challenges faced by this unit.

Strategic Implications:

Divestiture Consideration: For Dogs, Munawar Pharma should assess the viability of the product category (Drops) and consider divestiture if they do not align with overall strategic objectives.

Resource Allocation: Munawar Pharma should allocate resources strategically based on the growth and market share characteristics of each product category.

Space Matrix:

- **Financial Position**

- Return on Investment +6
- Net Profit +5
- Cashflow management +4
- Liquidity +5
- Revenue Growth +6

Total divided by N = $+26/5 = 5.2$

- **Competitors Position**

- Market share -1
- No. of retailers -1
- Product quality -2
- No. of employees -1
- Production capacity -1

Total divided by N = $-6/5 = -1.2$

- **Stability Position**

- GDP -2
- Inflation -2
- Technological upgrade -3
- Interest -2
- Taxes -1

Total divided by N = $-10/5 = -2$

- **Industry Position**

- Profitability Potential +6
- No. of competitors +2
- Financial Stability +3
- Growth Potential +6
- Taxation +4

Total divided by N = $+21/5 = +4.2$

Y= FP = 5.2

SP= -2

=3.2

X=CP= -1.2

IP= +4.2

=+3

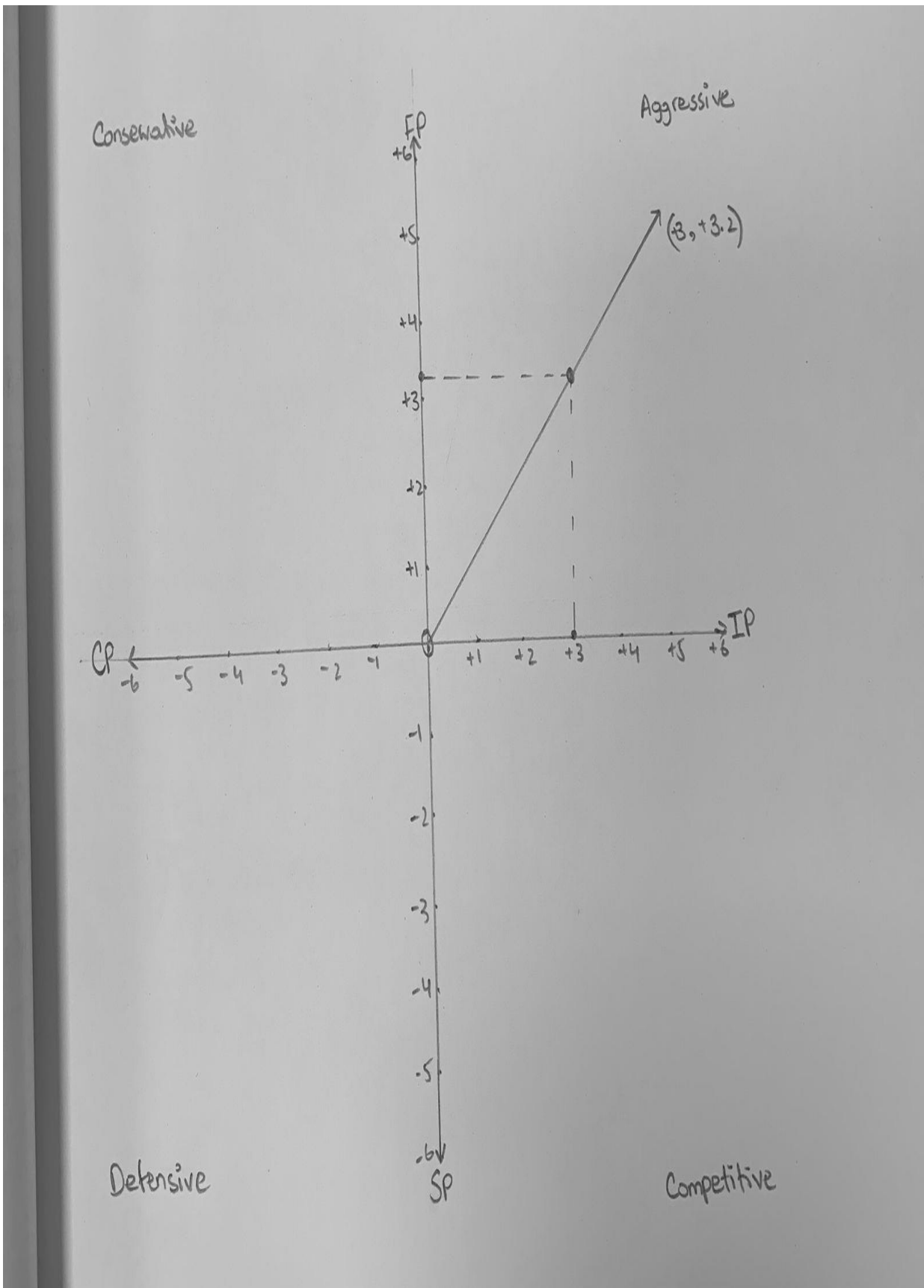
SPACE MATRIX

Financial Position	Rating	Stability Position	Rating
Return on Investment	+6	Rate of inflation	-2
Net Profit	+5	GDP	-2
Cashflow Management	+4	Technological Upgrade	-3
Liquidity	+5	Interest	-2
Revenue Growth	+6	Taxes	-1

Average	+5.2	Average	-2
		Y-Axis	3.2
Competitive Position	Rating	Industry Position	Rating
Market Share	-1	Growth Potential	+6
Number of Retailers	-1	Financial stability	+2
Product Quality	-2	Number of Competitors	+3
Number of Employees	-1	Profit potential	+6
Production Capacity	-1	Taxation	+4
Average	-1.2	Average	+4.2
		X-AXIS	3

Interpretations:

Calculating that we have now the score of our company Munawar Pharma is (+3, +3.2). Vector mark shows that we should go for an aggressive strategy and it also shows that our company has a good competitive position and is operating in a favorable industry. Munawar Pharma should use a market development strategy where it can capture new markets by using different marketing strategies and advertising the brand on different communication channels.



SWOT Matrix:

	STRENGTH	WEAKNESS
	1-High production capacity 2-Variety of products 3-Research and Development 4-Regulatory Compliance 5-Location 6-Advanced Technology 7-Access to High-Quality Chemicals 8-High-Quality Standards 9-Skilled Workforce 10-Financial Resources	1-High cost of production 2-Less Advertising 3-Lack of Succession Planning 4-Centralized Decision Making 5-High dependence on Suppliers 6-Lack of Social Media Presence 7-High wastage 8-Lack of Benefits and rewards to employees 9-High Employee Turnover 10-Limited Digital Infrastructure
OPPORTUNITIES	SO STRATEGIES	WO STRATEGIES
1-The growth rate of the domestic pharmaceutical	1-Munawar Pharma should invest in Digital Marketing. (S10,O3, O5)	1- Munawar Pharma Should invest in Digital Marketing (W2,W6, W10, O2,O3,O5)

<p>industry is increasing by 6-8%</p> <p>2-Telemedicine Integration can grow demand by 10-15%</p> <p>3-Digital Marketing can increase reach by 5%</p> <p>4-Health Awareness Campaigns</p> <p>5-15% more promotional activities</p> <p>6-Showing corporate social responsibility by investing 10% revenue</p> <p>7-Entering into 25% of new market segments</p> <p>8-Cost reduction by 15%</p> <p>9-10% annual increase in population</p> <p>10-Collaborating with other companies</p>	<p>2-Utilizing the organization's competitive advantage over the different firms, Munawar Pharma can concentrate on capturing the local market aggressively. (S1,S2,S10,O2,O7,O9)</p> <p>3-Munawar Pharma should use its resources in the best possible manner to reduce its costs. (S10,O8)</p>	<p>2- Munawar Pharma should use its resources in the best possible manner to reduce its costs. (W1,W8,W9,O8)</p> <p>3-Munawar Pharma should introduce a system of reward for the employees who use the resources of the company efficiently and effectively, this will help the organization to reduce costs and increase employee motivation. (W1,W8, W9, O8)</p>
THREATS	ST STRATEGIES	WT STRATEGIES

1-Increased competition by 5%	1-Munawar Pharma should use aggressive marketing techniques. (S10,T1)	1-Munawar Pharma should focus on marketing strategies for the local market. (W2,W6,T9,T1)
2-Fluctuating raw material prices by 5-10%	2-Munawar Pharma should make future contracts to avoid future downturns. (S4,S10,T2,T4,T5,T7,T9)	2-Increase benefits and rewards for the employees. (W1,W8,W9,T6)
3-Healthcare Reforms	3-Increase benefits and rewards for the employees to avoid disputes. (S10,T6)	3-Munawar Pharma should use its resources carefully to reduce its costs. (W1,T7,T2)
4-Economic downturn by 10-15%		
5-The political instability of - 2.5 index		
6-Labor disputes		
7-Increased tax by 18%		
8-Pricing pressure		
9-Currency fluctuation for more than 25% as compared to the previous year		
10-Unpredictable government policies		

Interpretation:

We have developed different strategies in this space matrix, according to this matrix Munawar Pharma should **prioritize** focus on capturing more of the local market. **Secondly**, it should use its resources carefully to reduce its cost. **Third**, it should increase benefits and rewards for the employees. Munawar Pharma should think off aggressive marketing strategies to capture the

market. They should use different communication channels to promote their brand to increase their reach.

Quantitative Strategic Planning Matrix(QSPM):

		LOCAL MARKET DEVELOPMENT		PENETRATING IN LOCAL MARKET	
KEY FACTORS	WEIGHTS	AS	TAS	AS	TAS
OPPORTUNITY					
The growth rate of the domestic pharmaceutical industry is increasing by 6-8%	0.05	4	0.2	1	0.05
Telemedicine integration can grow demand by 10-15%	0.05	3	0.15	2	0.10
Digital Marketing can increase reach by 15-20%	0.10	4	0.4	3	0.3
Health Awareness Campaigns	0.02	3	0.06	2	0.04
15% more promotional activities.	0.05	4	0.20	2	0.10

Showing corporate social responsibility by investing 10% revenue	0.03	2	0.06	1	0.03
Entering into 25% of new market segments	0.05	4	0.20	2	0.10
Cost reduction by 15%	0.05	2	0.10	4	0.20
10% annual increase in population	0.04	-	-	-	-
Collaborating with other companies	0.10	4	0.40	2	0.20
THREATS					
Increased competition by 5%	0.10	2	0.20	3	0.30
Fluctuating raw material prices by 5-10%	0.02	-	-	-	-

Health Reforms	0.04	4	0.16	3	0.12
Economic downturn by 10- 15%	0.10	2	0.20	4	0.40
The political instability of -2.5 index	0.02	1	0.02	3	0.06
Labor disputes	0.03	-	-	-	-
Increased tax by 18%	0.05	2	0.10	4	0.20
Pricing pressure	0.02	2	0.04	3	0.06
Currency fluctuation for more than 25% as compared to the previous year	0.05	2	0.10	1	0.05
Unpredictable government policies	0.03	2	0.06	3	0.09
SUBTOTAL			2.65		2.38
STRENGTHS					
High production capacity	0.10	4	0.40	2	0.20

Variety of products	0.05	4	0.20	3	0.15
Research and Development	0.05	-	-	-	-
Regulatory Compliance	0.10	1	0.10	4	0.40
Location	0.02	4	0.08	1	0.02
Advanced Technology	0.10	2	0.20	3	0.30
Access to High-Quality Chemicals	0.04	4	0.16	2	0.08
High-Quality Standards	0.05	4	0.20	3	0.15
Skilled Workforce	0.05	4	0.20	1	0.05
Financial Resources	0.10	4	0.40	3	0.30
WEAKNESSES					
High cost of production	0.05	3	0.15	2	0.10
Less advertising	0.03	4	0.12	3	0.09

Lack of Succession planning	0.05	-	-	-	-
Centralized Decision making	0.02	-	-	-	-
High dependence on suppliers	0.04	-	-	-	-
Lack of Social Media presence	0.05	4	0.2	3	0.15
High wastage	0.03	-	-	-	-
Lack of benefits and rewards to employees	0.03	4	0.12	2	0.06
High Employee turnover	0.02	3	0.06	2	0.04
Limited digital infrastructure.	0.02	4	0.08	3	0.06
SUBTOTAL			2.67		2.15
TOTAL			5.32	>	4.53

Interpretation:

Munawar Pharma's total attractiveness score for local market development is 5.32 and total attractiveness scores for local market penetration is 4.53. It reveals that local market development is more attractive strategy, considered all the relevant external and internal critical factors that could affect the strategic decision.

Chapter 4

b) Methodology

Research Design

The research design for this study is qualitative, employing a semi-structured interview format to gather in-depth insights from a key manager at Munawar Pharma. The qualitative approach allows for a detailed exploration of the issues surrounding the company's lack of social media presence and commercial product advertising. This method will provide rich, contextual data that can help identify underlying reasons and potential strategies for improving the company's brand visibility and engagement with its target audience.

Sampling Design

Population: The population for this study includes all managerial-level employees at Munawar Pharma.

Sampling Technique: A purposive sampling technique will be used to select the most knowledgeable and relevant participant for the interview. This technique is appropriate as it allows the selection of an individual who has a comprehensive understanding of the company's marketing strategies and challenges.

Sample Size and Location

Sample Size: Given the in-depth nature of qualitative research and the focus on obtaining detailed information from a knowledgeable source, the sample size will be one manager from Munawar Pharma. This individual will be selected based on their expertise and involvement in the company's marketing and branding strategies.

Location: The interview will be conducted at Munawar Pharma's or via a virtual meeting platform if an in-person interview is not feasible. This ensures convenience and accessibility for the interviewee.

Data Type

Primary Data: The primary data will be collected through the semi-structured interview with the selected manager. This data will include the manager's insights, experiences, and perceptions regarding Munawar Pharma's current marketing practices, challenges, and potential strategies for improvement.

Secondary Data: Secondary data, such as company reports, industry publications, and existing literature on pharmaceutical marketing, will be used to supplement the primary data and provide additional context.

Instrument Used

A semi-structured interview guide will be developed to ensure all relevant topics are covered while allowing flexibility for the manager to elaborate on their responses. The guide will include open-ended questions focusing on:

- Current marketing practices at Munawar Pharma
- Challenges faced in brand promotion
- Perceptions of the impact of not having a social media presence
- Suggestions for improving brand visibility and audience engagement
- Examples of successful marketing strategies within the pharmaceutical industry

Questionnaire:

Based on the Problem Statement and the research, here are 15 questions that we had to ask from the marketing manager of Munawar Pharma:

- Q#1** How do you perceive Munawar Pharma's current brand visibility and engagement with its target audience?
- Q#2** What challenges do you face due to the absence of active brand promotion for Munawar Pharma?
- Q#3** In what ways do you think a robust social media presence could benefit Munawar Pharma's overall brand presence?
- Q#4** Can you outline potential strategies for utilizing different social media platforms to strategically build and leverage Munawar Pharma's brand presence?
- Q#5** Aside from conventional commercial advertising, what creative marketing plans do you envision for revitalizing Munawar Pharma's brand?
- Q#6** How do you plan to enhance brand credibility and trust among Munawar Pharma's target audience?
- Q#7** What innovative marketing initiatives do you propose to make Munawar Pharma more visible and engaging to its audience?
- Q#8** How do you intend to monitor and evaluate the effectiveness of Munawar Pharma's marketing efforts?
- Q#9** What metrics or KPIs will be used to measure the success of Munawar Pharma's marketing initiatives?
- Q#10** How do you plan to increase brand awareness and interaction with meaningful and relevant content?

- Q#11** Can you elaborate on how Munawar Pharma intends to foster a sustainable approach to brand growth?
- Q#12** What specific steps will be taken to ensure that Munawar Pharma's social media strategy aligns with its overall brand objectives?
- Q#13** How do you anticipate overcoming potential obstacles or resistance to change within Munawar Pharma's marketing approach?
- Q#14** What resources or support will be needed to implement the proposed marketing strategies effectively?
- Q#15** How do you envision the outcomes of this project contributing to Munawar Pharma's long-term success and brand development?

These questions aim to delve into various aspects of Munawar Pharma's marketing strategy, including its current challenges, proposed solutions, measurement of success, and long-term goals.

Chapter 5

b) Analysis/Findings

Findings of the Questionnaire

These are the following findings after interviewing the manager at Munawar Pharma.

Current State of Brand Visibility and Engagement:

Munawar Pharma's brand visibility and engagement with its target audience are minimal due to the lack of active brand promotion and social media presence. This has led to a significant disadvantage in a highly competitive market where other companies are actively engaging with and capturing the attention of potential customers.

Challenges Due to Absence of Active Brand Promotion:

The primary challenges faced by Munawar Pharma include low brand awareness, limited customer engagement, competitive disadvantage, and reduced trust and credibility. These factors contribute to Munawar Pharma's struggles in gaining a foothold in the market and building a loyal customer base.

Benefits of a Robust Social Media Presence:

A strong social media presence offers numerous benefits, such as increased visibility, enhanced engagement, strengthened credibility, and potential for driving sales. Social media platforms provide a cost-effective way to reach a broad audience and interact with customers directly, which is essential for building a strong brand in today's digital age.

Strategic Use of Different Social Media Platforms:

According to Munawar Pharma, different platforms can be utilized strategically to build and leverage their brand:

Facebook: For community building and customer service.

Twitter: For real-time engagement and industry news.

LinkedIn: For professional connections and thought leadership.

Instagram: For visually appealing content and behind-the-scenes insights.

YouTube: For educational videos and customer testimonials.

Creative Marketing Plans Beyond Conventional Advertising:

Munawar Pharma acknowledges the importance of creating Innovative marketing plans which include influencer partnerships, content marketing through a blog, webinars and online events, and customer referral programs. These strategies can create more engaging and memorable interactions with the target audience.

Monitoring and Evaluating Marketing Effectiveness:

Effectiveness can be monitored using analytics tools, regular reporting, and customer feedback. These methods will help assess the impact of marketing campaigns and allow for adjustments to optimize performance.

Sustainable Approach to Brand Growth:

According to Munawar Pharma fostering long-term relationships, highlighting sustainable practices, and continuously innovating are essential for sustainable brand growth. This approach will ensure that Munawar Pharma remains relevant and respected in the industry.

Alignment of Social Media Strategy with Brand Objectives:

Defining clear goals, ensuring consistent messaging, and integrating marketing efforts across channels are critical steps to align the social media strategy with overall brand objectives. This alignment will ensure coherence and effectiveness in brand communication.

Overcoming Obstacles to Change:

The manager at Munawar Pharma thinks that they need to educate and train their staff to overcome resistance, along with this gradual implementation, and establishing a feedback mechanism are key to overcoming resistance to change within the marketing approach. These steps will help the team adapt and embrace new strategies.

Resources and Support Needed:

A dedicated digital marketing team, sufficient budget allocation, and investment in technology and tools are essential resources for effective implementation of marketing strategies. These resources will enable Munawar Pharma to execute its plans efficiently and achieve desired outcomes.

Gap Analysis of Munawar Pharma:

Many gaps have been identified such as:

- Lack of active presence on social media.
- Dependence on conventional advertising methods.
- Limited efforts towards building trust and credibility.
- Absence of defined metrics to measure marketing success.
- Insufficient resources and support for marketing initiatives.
- Resistance to adopting new marketing approaches.

How to overcome these gaps?

- Munawar Pharma should develop and implement a comprehensive social media strategy to actively engage with audiences across platforms.

- Munawar Pharma should integrate innovative marketing tactics like influencer marketing, content creation, and interactive online events to attract and retain customers.
- Munawar Pharma should focus on transparent communication, showcase customer success stories, and acquire industry certifications.
- Munawar Pharma should establish and track key performance indicators to evaluate the impact of marketing efforts and make data-driven decisions.
- Munawar Pharma should allocate adequate budget and resources, and invest in a dedicated digital marketing team and tools.
- Munawar Pharma should implement gradual changes, provide training and education to the team, and create feedback loops to ensure smooth transitions.

By addressing these gaps through targeted strategies and resource allocation, Munawar Pharma can significantly enhance its brand visibility, engagement, and credibility, leading to sustainable growth and long-term success in the market.

Chapter 6

a) Conclusion

Munawar Pharma is struggling due to its lack of active brand promotion and social media presence. This situation has resulted in minimal visibility and engagement with its target audience, placing the company at a disadvantage in a competitive market. The primary issues Munawar Pharma faces include low brand awareness, limited customer engagement, and reduced trust and credibility. These challenges make it difficult for the company to establish a strong market presence and build a loyal customer base.

A strong social media presence could offer Munawar Pharma many benefits, including increased visibility, better customer engagement, enhanced credibility, and potential for higher sales. Social media platforms provide a cost-effective way to reach and interact with a wide audience, which is crucial for building a strong brand today. By using different platforms strategically, such as Facebook for community building, Twitter for real-time engagement, LinkedIn for professional connections, Instagram for visual content, and YouTube for educational videos, Munawar Pharma can effectively promote its brand.

Additionally, creative marketing plans beyond conventional advertising can further enhance Munawar Pharma's visibility. Strategies like influencer partnerships, content marketing, webinars, and customer referral programs can create engaging and memorable interactions with the target audience. Monitoring the effectiveness of these marketing efforts using analytics tools and customer feedback will help the company optimize its performance and achieve better results.

For sustainable brand growth, Munawar Pharma needs to focus on fostering long-term relationships, highlighting sustainable practices, and continuously innovating. Aligning the social media strategy with the overall brand objectives by defining clear goals, ensuring consistent messaging, and integrating marketing efforts across channels will ensure effective communication and brand coherence.

To overcome resistance to change, educating and training staff, implementing gradual changes, and establishing feedback mechanisms are essential. Adequate resources and support, such as a dedicated digital marketing team and sufficient budget, are crucial for the successful implementation of new marketing strategies.

Identified gaps include the lack of a social media presence, reliance on conventional advertising methods, limited trust-building efforts, absence of metrics to measure success, insufficient marketing resources, and resistance to new approaches. To address these gaps, Munawar Pharma should develop a comprehensive social media strategy, integrate innovative marketing tactics, focus on transparent communication, establish key performance indicators, allocate adequate resources, and ensure smooth transitions through training and feedback.

By tackling these issues through targeted strategies and proper resource allocation, Munawar Pharma can significantly improve its brand visibility, engagement, and credibility. This will lead to sustainable growth and long-term success in the market.

b) Recommendations and Action Plan

1. Develop a Comprehensive Social Media Strategy

To address the current challenges and improve its market presence, Munawar Pharma should implement several detailed recommendations. First, it is crucial to develop a comprehensive social media strategy. This involves clearly defining and segmenting the target audience based on demographics, interests, and behaviors to tailor content accordingly. Platform-specific strategies should be developed for each social media channel. For Facebook, creating a community through engaging posts, customer stories, and interactive content, and using Facebook Ads to reach a broader audience can be effective. On Twitter, sharing real-time updates, industry news, and engaging in relevant conversations while using hashtags effectively to increase reach is important. LinkedIn should be used to post industry insights, company updates, and professional achievements to establish thought leadership and engage with industry groups. For Instagram, sharing high-quality visuals, behind-the-scenes content, and user-generated content while utilizing Instagram Stories and Reels for greater engagement will be beneficial. YouTube can be used to produce educational videos, product demonstrations, and customer testimonials, optimizing video titles and descriptions for searchability. Developing a content calendar will ensure consistent posting and timely engagement with followers.

2. Integrate Innovative Marketing Tactics:

Integrating innovative marketing tactics is another key recommendation. Partnering with influencers in the pharmaceutical and healthcare sectors can help promote products and increase brand credibility. Starting a blog featuring articles on health tips, industry trends, and product information can attract and retain customers. Hosting webinars and online events on health

topics, product launches, and industry trends will engage the audience and build authority.

Implementing customer referral programs that reward customers for bringing in new clients leverages word-of-mouth marketing.

3. Enhance Trust and Credibility:

Enhancing trust and credibility is essential. Maintaining open and honest communication with customers about product benefits, side effects, and company practices will build transparency.

Sharing testimonials and case studies to highlight positive customer experiences will further build trust. Pursuing relevant industry certifications and displaying them prominently on the website and social media platforms will also enhance credibility.

4. Establish and Track Key Performance Indicators (KPIs):

Establishing and tracking key performance indicators (KPIs) is vital for measuring the success of marketing efforts. Setting clear metrics such as engagement rates, follower growth, website traffic, conversion rates, and customer satisfaction will provide benchmarks for success.

Utilizing tools like Google Analytics, social media insights, and customer feedback platforms to monitor performance and gather data is necessary. Creating regular reports will help assess the impact of marketing activities and enable data-driven decisions for continuous improvement.

5. Allocate Adequate Resources:

Adequate resource allocation is crucial. Hiring or training a dedicated digital marketing team to handle social media management, content creation, and analytics will ensure professional execution of marketing strategies. Ensuring sufficient budget allocation for digital marketing activities, including paid advertising, influencer partnerships, and content production, is necessary for effective implementation. Investing in marketing tools and technologies that

streamline operations and enhance marketing efficiency, such as scheduling tools, graphic design software, and analytics platforms, will support these efforts.

6. Implement Gradual Changes and Provide Training:

Implementing gradual changes and providing training will help manage the transition to new marketing strategies. Conducting regular training sessions for staff to keep them updated on the latest marketing trends and tools is important. Rolling out new marketing strategies gradually will allow the team to adapt and refine processes based on feedback. Establishing mechanisms to gather feedback from both customers and staff will ensure continuous improvement of marketing approaches.

By following these recommendations, Munawar Pharma can effectively enhance its brand visibility, customer engagement, and credibility. This will not only help the company gain a competitive edge but also ensure sustainable growth and long-term success in the market.

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