

# **An Internship Report on Pharma Solutions Bangladesh Limited**

## **Submitted to:**

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**Date of Submission**

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## Letter of Transmittal

March 18, 2024

To  
Mohammad Tohidul Islam Miya  
Assistant Professor,  
School of Business and Economics  
United International University

Subject: Submission of Internship report on “Pharma Solutions Bangladesh Limited”.

Dear Sir,

I am delighted to inform you that I have successfully prepared my internship report on “Pharma Solutions Bangladesh Limited”. I’ve worked in this company in the Marketing and Sales Coordination department as an intern. I have directly interacted with the promotional activities of the company. Since the main products are medical devices, we basically need to follow the BTL marketing as there are some governmental rules of ATL and BTL marketing. I work here as a team member and directly involved in creating several marketing strategies regarding promotional activities and help my team to execute those strategies.

I have prepared the report and I want to add that the report has been prepared directly from my overall experiences and observations. Also following some secondary sources (e.g. journals, daily newspaper, and publications of reputed authors). All the data is collected from relevant sources and no information is directly copied from any sources.

It would be great now if you check my internship report and give your significant judgment.

Your obedient student,  
Taiob Md Raiyan  
ID: 111 173 005  
Major: Marketing BBA Program  
School of Business and Economics,  
United International University

## Declaration of the Student

I, Taiob Md Raiyan, announce that I have prepared the internship report on “Promotional activities of Pharma Solutions Bangladesh Limited”. The report has been prepared directly from my overall experiences and observations by the direct involvement with the promotional activities of the company. All the information provided in the study is valid and relevant.

I affirm that this report is my unique work & will not cause any copyright issue. Also, no information is copied or shared directly in the report without sharing the proper reference. Also, the report has been arranged just for my scholarly prerequisite for my BBA degree for which practical work experience in any organization and a report based on that experience is mandatory.

Taiob Md Raiyan

ID: 111 173 005

Major: Marketing

BBA Program

School of Business and Economics

United International University

## Acknowledgement

Firstly, I would like to give a cordial thanks to almighty Allah (SWT) who blessed me with great wellbeing and sound personality to make this report.

Secondly, I would like to express my thankfulness to my supervisor Mohammad Tohidul Islam for helping me and guiding me from the very beginning for preparing my internship report. Also, I would like to show my gratitude to Pallaab Chakravarty (CEO), Sindhu Bhowmick (Senior Manager, Marketing & Sales Coordination), Nandan Kumar Datta (My reporting supervisor, Executive, Marketing & Sales Coordination), Anamika Saha (Executive, Marketing & Sales Coordination), for appointing me as an intern in Pharma Solutions Bangladesh Limited & supporting me a lot throughout my internship period. Without their immense support and tolerance, I couldn't have been able to complete my internship period successfully.

And finally, I'm very grateful to my colleagues and associates who provided me with a lot of information regarding this report, and overall helped me a lot in preparing this report, as well as helping me to cope with the corporate environment.

## Executive summary

Pharma Solutions Bangladesh Ltd. (PSBL) former Zuellig Pharma Bangladesh Limited (ZPBL) was incorporated in Bangladesh in 2006. ZPBL established its footprint in Bangladesh to help Pharmaceutical MNCs to utilize instant opportunity. There are three main purposes of PSBL: Distribution, Warehousing, and Agency Model Business. In the sense of logistics, PSBL is already at the top and considered the market leader. But when coming to the brands of PSBL then those are Accu-chek, Yuwell, and Zeiss, but these brands have competitors and continuous changes in marketing strategies are required to compete in the market. The primary task of marketing and sales coordination department is dealing with these brands which are imported as it's not a manufacture company.

The promotional strategy that PSBL follows mainly is BTL marketing. BTL stands for: "Below the Line (BTL)" marketing, which is a more targeted and direct approach to marketing. Several marketing campaigns or other below the line promotional activities are conducted. In contrast, BTL campaigns are targeted at user groups who have the potential to be converted to customers. As promotional activities PSBL basically follows several strategies, like free healthcare campaigns in several parks or malls where people attend the campaign and get to know about the brands of the company. Not only campaigns but also chemist engagement through seminar, gifts for doctors, gifts and discount for pharmacists etc. are some promotional strategies that PSBL follows.

I directly interacted with so many promotional activities, firstly I was a member of a research team, collected data by directly going to the market to analyze and understand the scenario of the market. Then submitted the data to the management team, they discussed and created several strategies. Then while executing the strategy I worked directly with the team.

The study is divided into several parts including introduction; objective of studies; scopes & limitations of study; historical background of the company; product, service, and customer mix of the company, strength & weaknesses of the company; external environmental factors; company's promotional activities and implementation part, recommendations, and conclusion. From the report our broad focus is to get to know about the "Promotional activities of Pharma Solutions Bangladesh Limited" and find the factors behind the coverage expansion, increase of sales and developing the Salesforce, ultimately strategies to reach the vision of Pharma solutions Bangladesh limited.

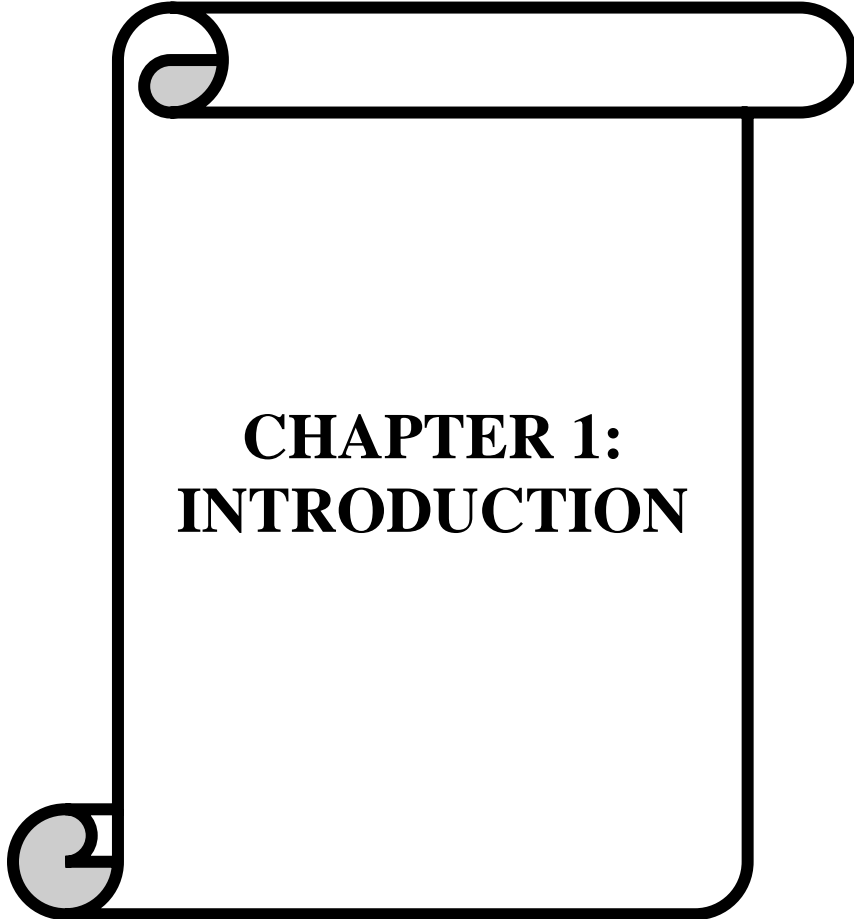
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## Background of the Report

Academic theoretical knowledge and practically gained knowledge doesn't always mean the same or does not give the same output. Theory most often differs greatly from the practical knowledge while implementing. Undoubtedly to uphold the knowledge that was gained from academic books, practical knowledge and experience has great impact. An internship program is a great opportunity for all the students to implement the academic learnings. Thus, they can get closer to the real corporate world. Internship not only gives the practical world vive, rather it educates an individual with professionalism.

To accomplish the Bachelor of Business Administration (BBA) degree from United International University (UIU), it's mandatory to submit an internship report to the assigned honorable professor. Each and all students need to take either an internship or a project after completing all the academic courses in the last trimester. Students learn various academic terms based on the chosen major area, but they don't get any practical knowledge until they join any company. United International University motivates the students to join as an intern in any reputed company to implement their academic learnings into practical.

I am doing my internship in the company Pharma Solutions Bangladesh Limited (PSBL), I am a part of the marketing and sales coordination department where I directly work with the execution of marketing strategies. Since the products are medical equipment, PSBL follows BTL marketing, and I actively join all the promotional activities. So here in this report I'll discuss and present several promotional activities of the company Pharma Solutions Bangladesh Limited.

## Objectives of the Report

Every report should have general & specific objectives or targets in order to be meaningful. Without objectives, a report lacks significance. I have established certain objectives that are closely related to the issues I encountered during my internship. I intend to incorporate these objectives into my entire internship report.

## General Objective

This report is mainly prepared to fulfil the requirement of the BBA degree from United International University. To fulfil the degree, I have to submit an internship report on my internship experience

of five months. That means I must work in any company and based on the overall learnings and experiences I've to make a formal report. I have worked as intern at corporate office of Pharma Solutions Bangladesh Limited, and wrote the report based on that real life knowledge. Besides fulfilling the University requirements, this report intends to cover the overall business strategies and promotional strategies of Pharma Solutions Bangladesh Limited.

## Specific Objectives

- To express a basic thought about Pharma Solutions Bangladesh Limited
- To explain the business strategies of PSBL
- To discuss about the marketing strategies of Pharma Solutions Bangladesh Limited
- To do PESTLE analysis to compare with the industry.
- To mention the promotional activities of Pharma Solutions Bangladesh Limited
- To gain the practical knowledge of applying Promotional strategies which can be applied only on medical equipment.
- To analyze strengths and weaknesses of Pharma Solutions Bangladesh Limited by doing SWOT analysis
- To locate out the marketing planning methods of Pharma Solutions Bangladesh Limited
- To be aware of the advertising and marketing manipulate of Pharma Solutions Bangladesh Limited.
- To see the success of the marketing and sales coordination department by doing industry analysis.

## Motivation of the Report

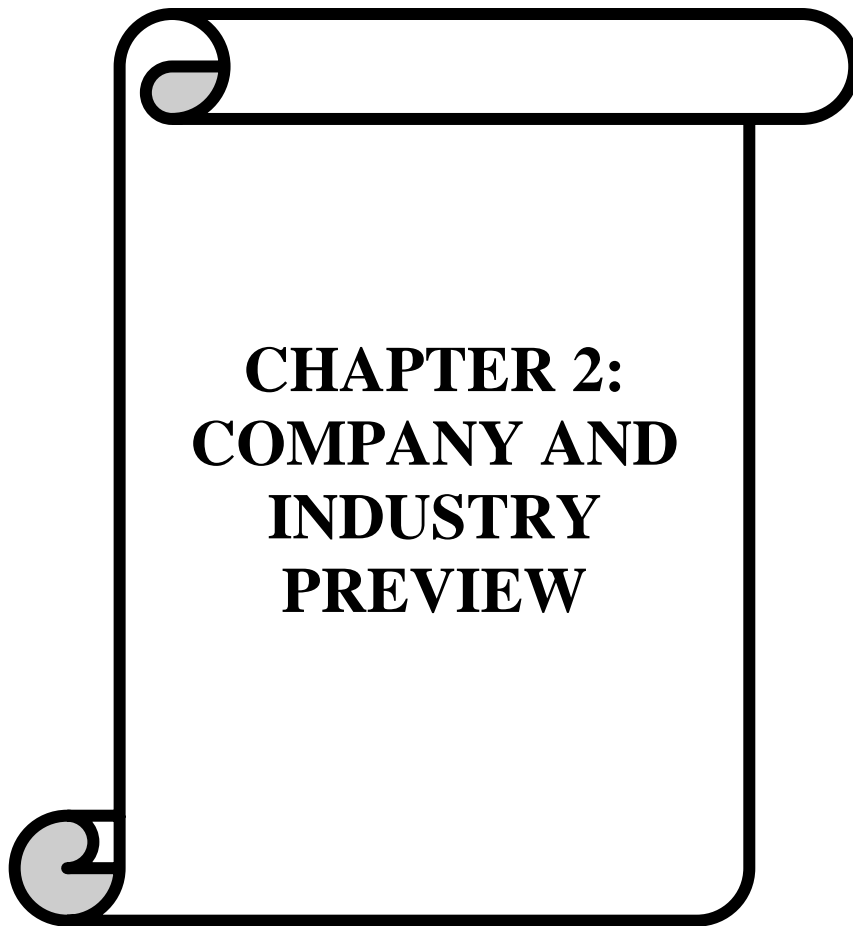
After completing 120 academic course credits, United International University requires completing an internship to accomplish the BBA program. As a student enrolled in the BBA program, I am required to fulfill this internship requirement. My major area is marketing, so I was looking for a place where I can implement my academic learnings into practical corporate world. As part of my academic obligations, it is now my responsibility to compile an internship report following a three-month work experience.

As I have been instructed by my supervisor to prepare an internship report. I prepared this formal report on “Promotional activities of Pharma Solutions Bangladesh Limited”.

## Scope and Limitations of the Report

### Scopes of the study

The reason for the report is to overview the organization Pharma Solutions Bangladesh Ltd, its core principals, its business strategies, and the promotional activities of Pharma Solutions Bangladesh Ltd. This report provides a brief overview of the promotional activities of PSBL, the marketing strategies which are followed, made, and executed by the marketing and sales department of PSBL. The report covers mostly the promotional activities, Below the Line (BTL) marketing activities of Pharma Solutions Bangladesh Limited



**CHAPTER 2:  
COMPANY AND  
INDUSTRY  
PREVIEW**

# Company Analysis

Company analysis gives an insight into the historic performance and struggle of a company in terms of its growth, success or failure, present business scenarios, and future strategies based on internal and environmental opportunities and challenges.[1]

## Historical Overview

Pharma Solutions Bangladesh Ltd. (PSBL) former Zuellig Pharma Bangladesh Limited (ZPBL) was incorporated in Bangladesh in 2006. ZPBL established its footprint in Bangladesh in order to help Pharmaceutical MNCs to utilize instant opportunity. We started our operations in February 2007 as a subsidiary of Zuellig Pharma Asia Pacific of which 100% shares belonged to Zuellig Pharma Holdings Limited. In 2007, GlaxoSmithKline plc. (GSK) entered into a partnership with Zuellig Pharma as their Distribution associate. In subsequent years RAK Pharma, Reckitt-Benckiser, Novartis Bangladesh distribution businesses were integrated. In 2015 ZPBL migrated from Zuellig group and was acquired by Rapid Keen Holdings Limited. In mid-2019, Zuellig Pharma changed its name into PSBL, and this success story is continuing, and it is strengthening and flourishing day by day. [2]

Pharma Solutions Bangladesh Limited (PSBL) provides highly advanced warehousing, distribution, supply chain and value-added services to Global major pharmaceutical manufacturers, such as GlaxoSmithKline, Novartis Pharma, Sandoz, Elanco, Roche Diabetes Care, Southwest Technologies Limited, Menarini, Omron Healthcare and Marie Stopes.

In 2017 PSBL had a market share of close to 61% of Multinational Company (MNC) or 4% of total market with sales of over 90M USD. PSBL serves more than 51,000 customers in all channels including doctors, hospitals, pharmacies, clinics, and wholesalers. So, regardless of size and the nature of the business challenge, we have the knowledge and expertise to provide a first-class storage environment. PSBL has a seamless process in

place to ensure that your products are carefully stored, maintained, and transported throughout the entire value chain to meet compliance obligations.

Pharma Solutions Bangladesh Limited is specialized in providing services to the healthcare industry, specifically in the areas of warehousing and distribution of pharmaceutical products. PSBL has made substantial investments in improving the infrastructure & enhancing the overall delivery service capabilities.

## Direct & Indirect Competitors

Speaking of competitors, there are tons of pharmaceutical companies offering healthcare services

through their medicines and kits. Not to mention, several more are getting prepared as well to join and beat the competitive field pharmaceutical industry. Direct competitors typically encompass other pharmaceutical firms that produce similar drugs targeting the same therapeutic areas or ailments. Considering the local market, instant competitors that could be addressed are Square Pharmaceuticals Ltd., Beximco Pharmaceuticals Ltd., Incepta Pharmaceuticals Limited, ACME Laboratories, Renata Limited, Eskayef Pharmaceuticals Limited, Oponin Pharma Limited, Healthcare Pharmaceuticals Limited, Aristropharma Limited. And the list goes on. All the above-mentioned companies provide healthcare and related services. They are considered to be the strongest competitors since they often target the same patient population and healthcare

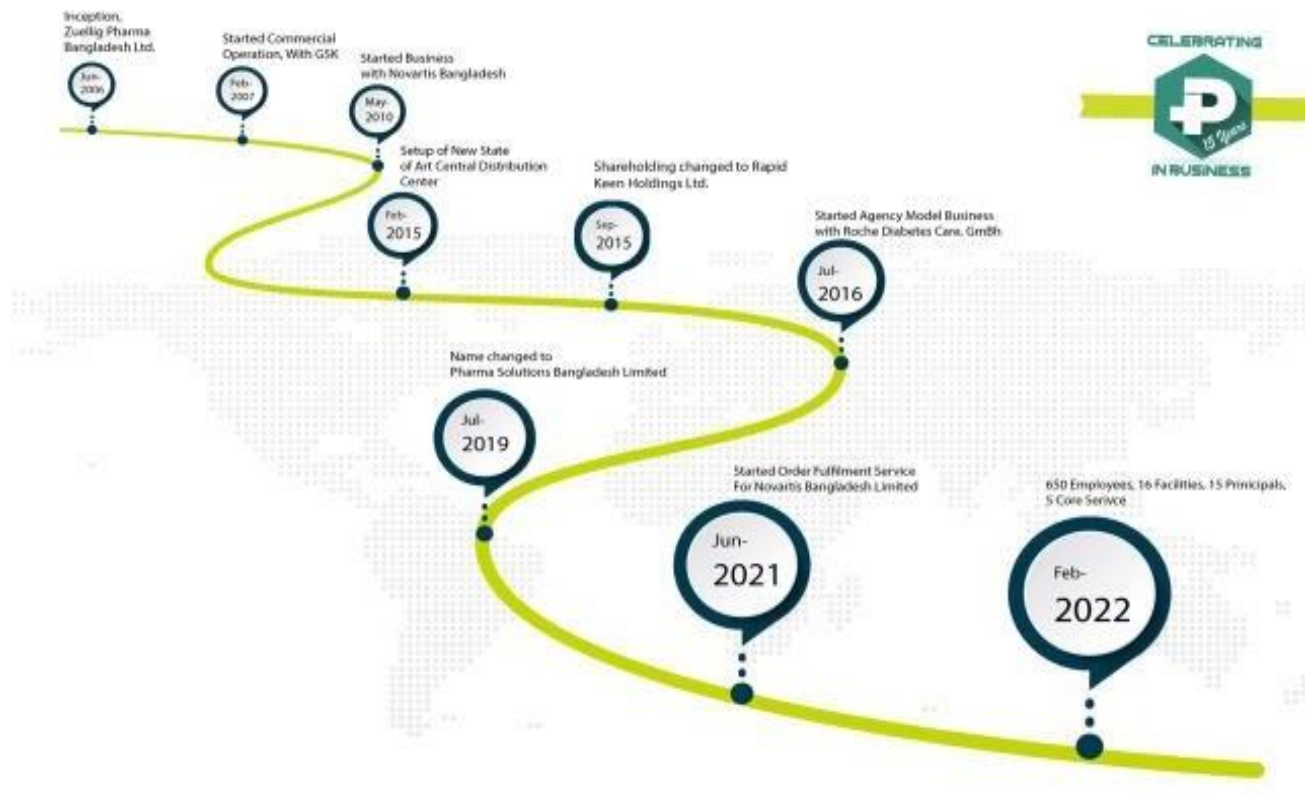


Figure Company overview from beginning

provider endorsements.

Also, indirect competitors can be considered as alternative treatment providers such as medical devices, biotechnology products, or even holistic remedies that provide alternative solutions to similar health conditions. Analyzing the strategies, strengths, and weaknesses of both direct and indirect competitors, both are crucial for a pharmaceutical company to develop effective marketing strategies, differentiate its products, and grab any opportunities that come across for growth in a dynamic market environment.

## Trend & Growth of PSBL

That means Pharma Solutions Bangladesh Ltd. was incorporated in Bangladesh in 2006. Then PSBL formally started operations in February 2007 and in the same year GSK entered into a partnership with PSBL as their Distribution associate. In 2010 PSBL started business with Novartis Bangladesh and in 2015 PSBL set up new state of art central distribution center. 2016 was a huge year for PSBL as an agency model business with Roche Diabetes Care (GmbH) was started. In 2021 PSBL started order fulfilment service for Novartis Bangladesh limited. Thus, now PSBL is considered the market leader in the sense of logistics of pharmaceuticals.



Figure Visualization

## Vision of PSBL

Bringing healthcare closer

## Mission of PSBL

Be the trusted partner that helps healthcare companies realize opportunities in the market through innovative and high-quality solution.



Customer

Customer mix is the sales driven by a particular type of customer segment expressed as a percentage of a business’s total sale. Customer mix tells what all customer segments are being serviced by the business. It shows which customer segment is the most important in driving the sales and which segment is lagging.[3]

PSBL basically has 13 major principals with whom it deals. Mentioning the principals based on the purposes category.

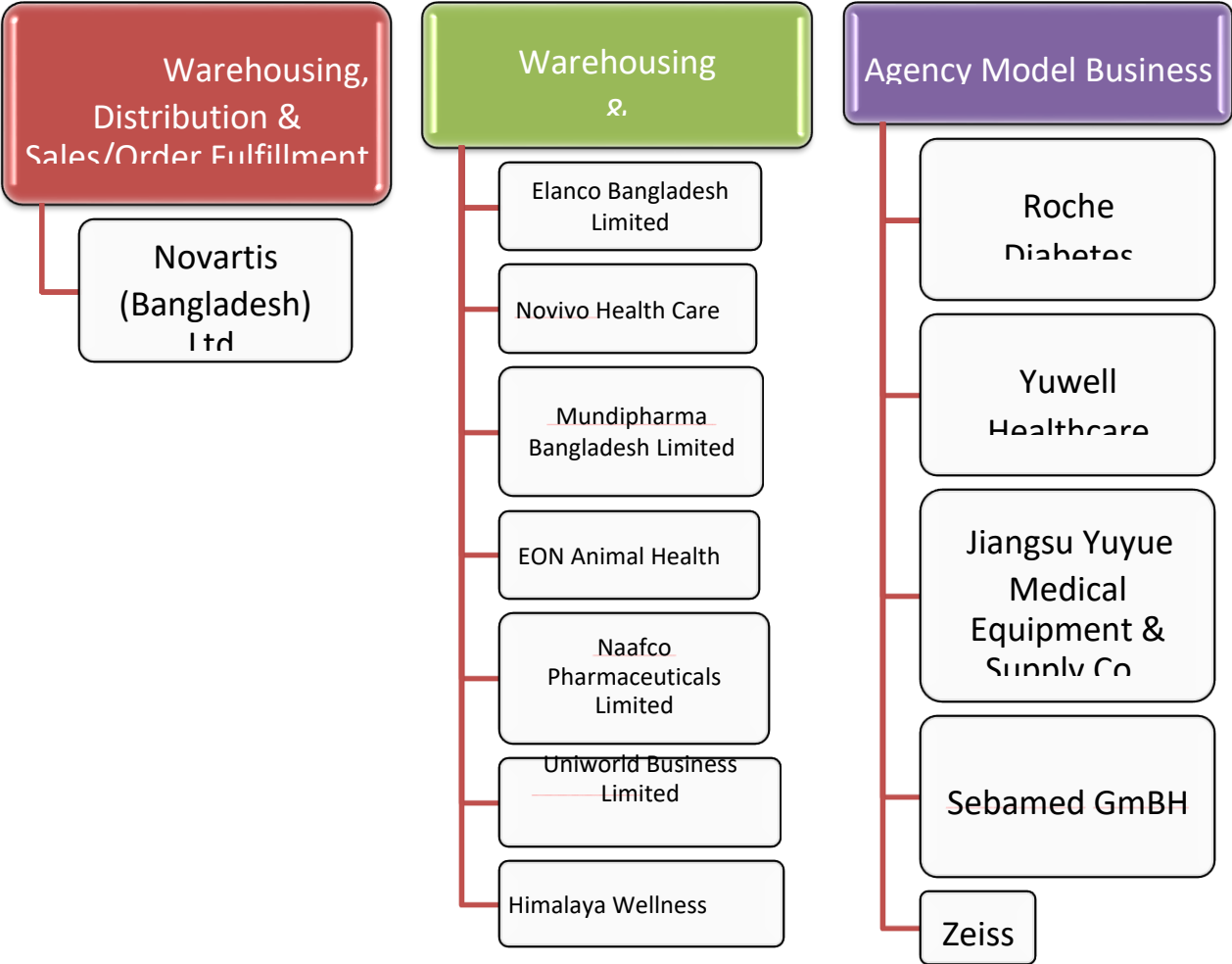
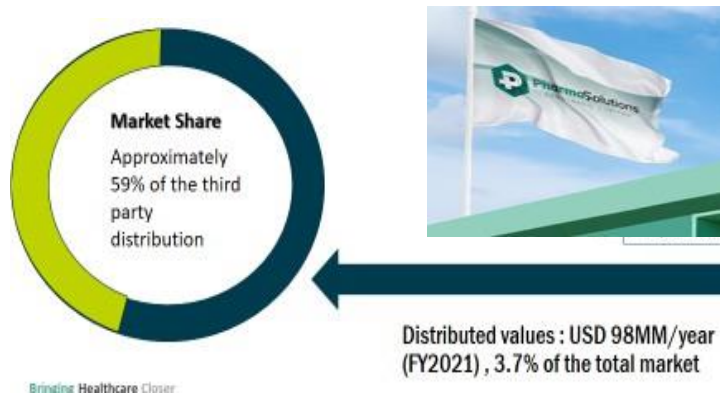


Figure Major Principals of PSBL



*Figure Market share of PSBL*

Pharma Solutions Bangladesh Limited has more than 650 dedicated distribution specialists to serve clients' requirements / needs. PSBL is a Pharma importer and has a strong local presence throughout Bangladesh. There are 13 branches in all.

major cities in Bangladesh. Our distribution serves over 51,000 customers.

### Service Mix

Product & service mix basically refers to a company's overall number of product lines, as well as the various goods or services it provides.

During the partnership stage, every firm is concerned with enhancing the relationship with customers. Customers mainly intend to stay in the relationship with a company if they feel that the company understands their continuously changing needs and is willing to invest in the relationship by constantly improving and evolving its product and service mix. By enhancing these relationships, the firm expects such customers to be less likely to be taken away by competitors and more likely to buy additional products and services from the company over time.

Since PSBL mainly belongs to pharmaceutical logistic industry, it provides several services to its principals.

### Core services Distribution.

PSBL branches are mainly located in Bangladesh's major big towns. 13 branches are available in all over Bangladesh's seven divisions. PSBL offers services to over 50,000 clients, including pharmacies, doctors, educational institutions, hospitals, and clinics. In Bangladesh, PSBL manages 61% of all MNC third-party distribution, with a distribution value of over \$90 million annually. Pharma Solutions Bangladesh Limited collaborates with global pharmaceutical manufacturers that include GlaxoSmithKline, Novartis, Elanco, Novivo Health Care, Roche Diabetes Care, Southwest Technologies, and Menarini.

Pharma Solutions Bangladesh Limited make sure that the needs of customers are always met by

the services. The main goal is to provide the best in facilities, fleet, and pharmaceutical delivery solutions. PSBL is the best in Bangladesh in satisfying its clients' distribution needs because of its fully temperature-controlled delivery fleet. Another extra service is that PSBL deals with emergency patient requirements and serves them within 2 hours during business hours.



Figure Distribution structural process of PSBL

## Warehousing

Another core service of PSBL is warehousing. PSBL stores medicines of top pharmaceutical companies in Central Distribution Center (CDC). CDC is in Savar & has 2,400 pallet places capacity with temperature-controlled storage (below 25 degrees Celsius) and cold rooms (2-8 degrees Celsius). The whole facility is under temperature control with a high standard of security. The company has 160 Pallet place capacity of cold chain facility, which is built and maintained in compliance with global standards. The CDC receives stocks from Clients' factory in Bangladesh, Clients C&F agent from Airport, Land port and/or seaport and supplies stocks to the 13 branches across Bangladesh.

## IT services

Pharma Solutions Bangladesh is using industry standard IT systems for its business operations. The aim of Pharma Solutions IT architecture is to develop and maintain an integrated business information model of core systems to represent the business, specifically designed for pharmaceutical distribution for Principals. The current architecture has enabled us to bring new services online, improve the user experience, explore new ideas and respond to technological & service-oriented change. Giving the highest priority to the operations, Pharma Solutions has an IT system that follows ISO 27001.

Giving the upmost priority to information assets, all our IT processes, Policy and SOPs are based on 27001 standards. We use an ITIL based approach for IT service Management. We have the following software to provide services for our clients like Novartis Pharma, Sandoz, Elanco, Roche, Novivo, Marie Stopes, Menarini, Omron, Sebamed. These help our clients to concentrate more on business rather than thinking of IT systems.

## Value adding services Clinical Trial Logistics

Clinical trial logistics is provided in terms of direct sales to customers. Customers can order anything for 12 hours every day including holidays. And a web-based order management system is available for customers. PSBL has several strategies to improve the selling system and to make the process easy for both the patients and healthcare professional personnel.

## Trade Return Management

PSBL has an expert team for trade return management support. They use advanced software to manage all kinds of trade returns by the principals. Through software PSBL can track all the transaction related information automatically. Customer accounts may be settled through credit note or through product exchange. PSBL's customized solution enables its clients with real time status of inventory of the trade returns, customer account, and settlement status.

## Sample & Promotional Material Management

PSBL manages samples and Promotional Materials from its Central Distribution Center, Ashulia. As for its other services, PSBL relies on robust software to facilitate its clients' requirements of samples and promotional materials distribution to the field team.

### Relabeling Services

PSBL has a fully complaint facility at its Central Distribution Center to facility its clients to comply with local regulatory requirements of relabeling or client's own requirement of product pack customization. The facility has 3 imprinting machines to print text/logo/picture to the product.

### Importation

Pharma Solutions Bangladesh Ltd. Provide importation service for importing of medical equipment products. The supply chain of PSBL can facilitate the importation of pharmaceuticals or cosmeceuticals products. The service is fully customizable as per requirement of the client.

### Product Registration

Pharma Solutions Bangladesh Ltd. Also provides pharmaceutical regulatory services. PSBLs regulatory team can facilitate the registration of pharmaceutical products. The team has full understanding about the requirements of registration body and documentations requirement during product registration. It has a good understanding with the regulatory body which enables the interested clients to register their products within a reasonable time.

### Sales Team Hosting Services

Pharma Solutions Bangladesh Ltd. also provides sales team hosting services. PSBL can facilitate clients with excess requirements of personnel for sales or order collection. The service is designed as per the requirements of the clients.

### 12/7 Call Center

PSBL has a separate department for call center. 12/7 call center enables patients to order products distributed by Pharma Solutions. They can also call for information related to the drugs/medical devices. Call center of PSBL also receives complaints regarding the product or service of Pharma Solutions. The call center operates everyday (including holidays) from 9:00 am to 10 pm

## Product mix

The product mix may require special consideration in the organizational design. Products often do not receive the attention they need unless specific responsibility is assigned to the planning and coordination of the product activities. [5]

In terms of products PSBL is the sole importer and distributor of some brands and takes the responsibility of marketing. Products categories are,

- Diabetes care
- Dermatology
- Health care
- Vision care

## Diabetes care

Pharma Solutions Bangladesh Ltd. is the sole distributor, seller and marketing agent of Roche Diabetes care in Bangladesh. At present, Roche Diabetes care offers Accu-Chek brand. The promotional activities are responsibility of the sales and marketing coordination department of PSBL



ACCU-CHEK®

Figure ACCU-CHEK



## Dermatology

Pharma Solutions Bangladesh Limited is the sole distributor, seller and marketing agent of Sebamed brand in Bangladesh. Sebamed is a German brand which falls under dermatology category. More than 120 scientific studies have been conducted to validate the high efficacy and excellent skin compatibility of all sebamed products, confirming their skin care competence for sensitive and troubled skin.



## Health care

Pharma Solutions Bangladesh Limited is the Authorized Distributor and Marketer of 'Yuwell' Brand Products in Bangladesh. Yuwell offers so many medical equipment like BP monitor, Nebulizer, PAP device, oxygen concentrator, thermometer etc.

The brand has become one of the professional experts in manufacturing oxygen equipment and other medical equipment.



Figure Yuwell product

## Vision care



### Zeiss anti-fog kit

Zeiss anti-fog kit is a spray that is used on glasses to keep the lenses fog free. This kit helps to keep the lenses fog-free for up to 72 hours, even when wearing a face mask. They are safe, don't create any damage to the glasses, and enable an easy & gentle cleaning process without damaging the anti-reflective coating of optics.



## All product lists of PSBL

Figure Zeiss product

| Principal | Item     | Item details                     | Description of Goods | Country of Origin | MRP    | warranty |
|-----------|----------|----------------------------------|----------------------|-------------------|--------|----------|
| Roche     | RDACI50  | ACCU-CHEK INSTANT STRIP 50's     | Glucometer Strip     | USA               | 1,400  | -        |
| Roche     | RDACK01  | ACCUCHEK ACTIVE METER KIT        | Glucometer           | Germany           | 3,200  | 10       |
| Roche     | RDACK03  | ACCU-CHEK INSTANT S METER mmol/L | Glucometer           | Germany           | 2,700  | 10       |
| Roche     | RDACK04  | ACCU-CHEK INSTANT METER MMOL/L   | Glucometer           | Germany           | 3,700  | 10       |
| Roche     | RDACS00  | ACCUCHEK ACTIVE 100T MIC         | Glucometer Strip     | Germany           | 2,300  | -        |
| Roche     | RDACS10  | ACCUCHEK ACTIVE 10 T MIC         | Glucometer Strip     | Germany           | 290    | -        |
| Roche     | RDACS50  | ACCUCHEK ACTIVE 50 T MIC         | Glucometer Strip     | Germany           | 1,400  | -        |
| Yuwell    | YBCYH350 | Breathcare PAP YH-350 (Cpap)     | BreathCare PAP       | China             | 49,700 | -        |



|        |               |                                   |                        |       |         |                |
|--------|---------------|-----------------------------------|------------------------|-------|---------|----------------|
| Yuwell | YBCYH550      | Breathcare PAP YH-550             | BreathCare PAP         | China | 50,500  | -              |
| Yuwell | YBCYH560      | Breathcare PAP YH-560             | BreathCare PAP         | China | 56,900  | -              |
| Yuwell | YBCYH725      | Breathcare PAP YH-725             | BreathCare PAP         | China | 82,800  | -              |
| Yuwell | YBPANRD<br>2  | BP Monitor Aneroid with<br>Stheto | BP Monitor             | China | 1,600   | -              |
| Yuwell | YBPM660D      | BP Monitor YE 660D                | BP Monitor             | China | 2,820   | <b>5</b>       |
| Yuwell | YBPM660E      | BP Monitor YE 660E                | BP Monitor             | China | 3,850   | <b>5</b>       |
| Yuwell | YBPM680B      | BP Monitor YE 680B                | BP Monitor             | China | 4,750   | <b>5</b>       |
| Yuwell | YBPM680E      | BP Monitor YE 680E                | BP Monitor             | China | 15,600  | -              |
| Yuwell | YBPSFKIT<br>1 | Sphygmanometer Family<br>Kit      | BP Monitor             | China | 2,800   | -              |
| Yuwell | YMSKYF0<br>1  | PAP Masks YF-01                   | Accessories            | China | 3,800   | -              |
| Yuwell | YMSKYN0<br>2  | PAP Masks YN-02                   | Accessories            | China | 3,200   | -              |
| Yuwell | YMSKYP0<br>1  | PAP Masks YP-01                   | Accessories            | China | 7,000   | -              |
| Yuwell | YNEB403T      | Nebulizer 403T                    | Nebulizer              | China | 3,500   | <b>3</b>       |
| Yuwell | YNEB405B      | Nebulizer 405B Portable           | Nebulizer              | China | 3,350   | <b>3</b>       |
| Yuwell | YNEBM102      | Nebulizer Mesh M102               | Nebulizer              | China | 4,000   | <b>3</b>       |
| Yuwell | YOXC7F10      | Oxygen Concentrator 7F-<br>10     | Oxygen<br>Concentrator | China | 134,500 | -              |
| Yuwell | YOXC7F5B      | Oxygen Concentrator 7F-<br>5B     | Oxygen<br>Concentrator | China | 66,000  | -              |
| Yuwell | YOXC7F80      | Oxygen Concentrator 7F-8          | Oxygen<br>Concentrator | China | 111,200 | -              |
| Yuwell | YOXC8F5A      | Oxygen Concentrator 8F-<br>5A     | Oxygen<br>Concentrator | China | 73,700  | -              |
| Yuwell | YPOXM102      | Pulse Oximeter YX102              | Pulse Oximeter         | China | 2,036   | <b>6 month</b> |
| Yuwell | YTHRYT1<br>C  | Thermometer IR YT-1C              | Thermometer            | China | 2,500   | <b>1</b>       |

|       |        |                        |             |        |     |
|-------|--------|------------------------|-------------|--------|-----|
| ZEISS | ZCAK01 | Antifog Kit 15ml       | Accessories | Taiwan | 995 |
| ZEISS | ZCLW01 | LENS Wipes 30pcs       | Accessories | Taiwan | 445 |
| ZEISS | ZCSW01 | Smartphone Wipes 30pcs | Accessories | China  | 445 |

Figure PSBL all product lists.

## Operation

Pharma solutions Bangladesh limited operates its business centrally from the corporate office. Operation department (Ops) is responsible for managing all the branches all over the country, whether those branches are run successfully or not. Regular meetings with principals and knowing their demands and making strategies to fulfill their demands also fall under the responsibility of the operation department.

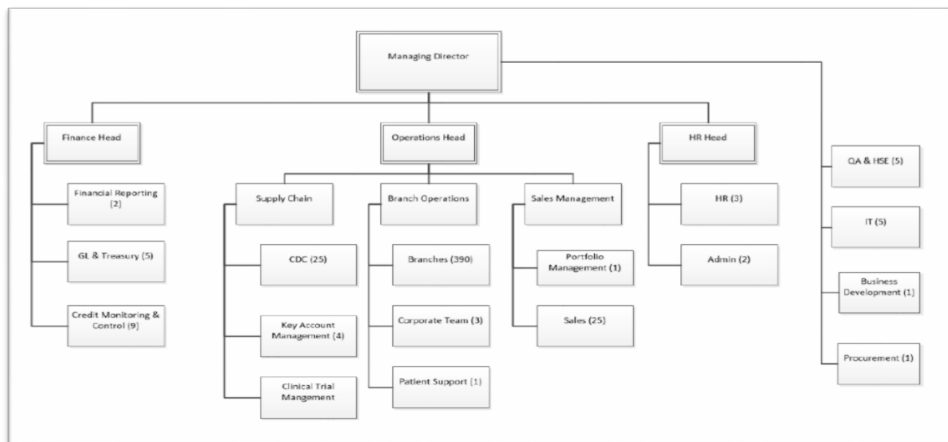


Figure Organizational operational

This is the structural hierarchy of corporate office. Besides that, PSBL has 13 branches all over the country, there another hierarchy system is applied.

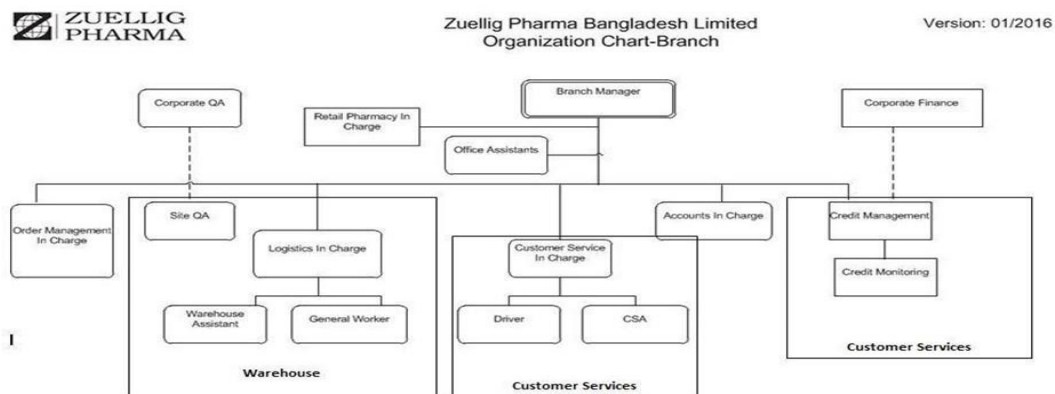


Figure Branch operation structure

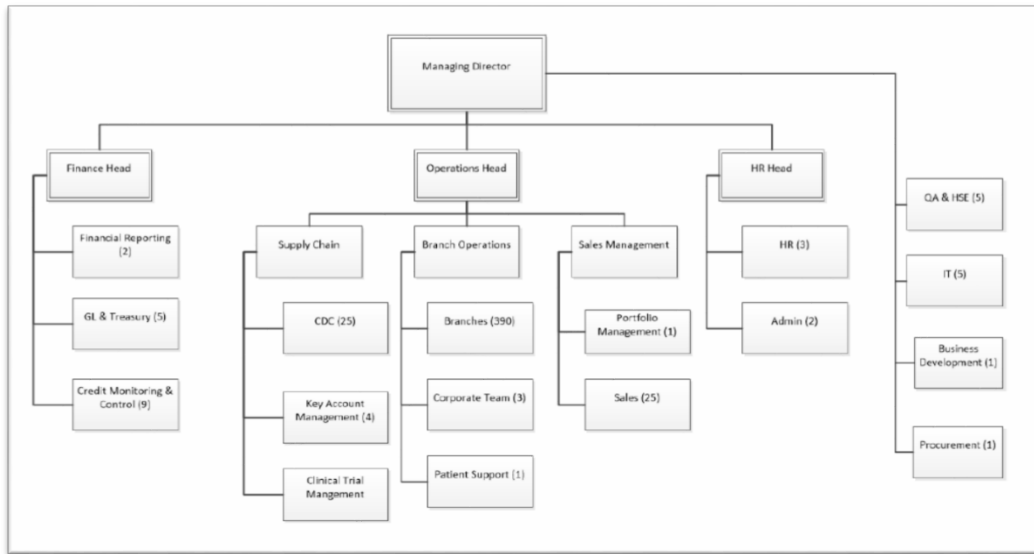


Figure Organizational operational hierarchy

This is the structural hierarchy of corporate office. Besides that, PSBL has 13 branches all over the country, there another hierarchy system is applied.



Zuellig Pharma Bangladesh Limited  
Organization Chart-Branch

Version: 01/2016

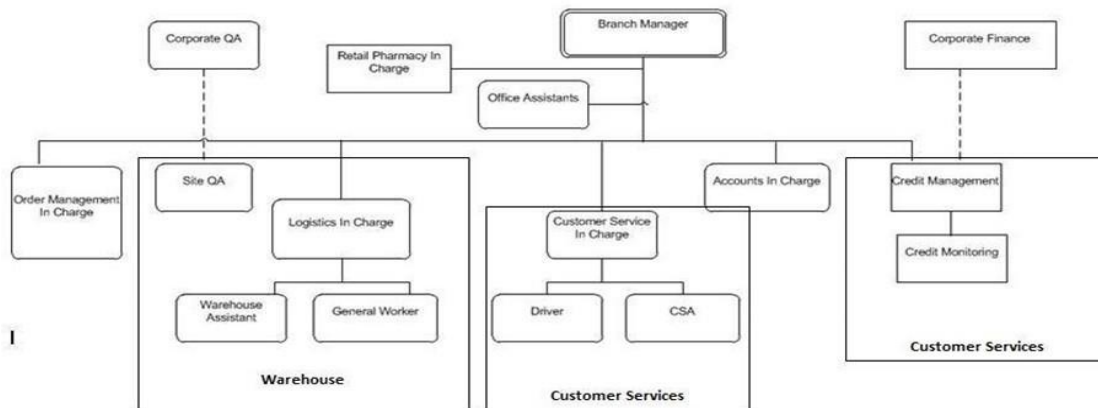


Figure Branch operation structure

## Branches of PSBL

| Branch                      | Address  |
|-----------------------------|--|
| Corporate                   | Haque Tower(4th Floor), 191/A, (Mir Shawqat Shoroni) Tejgaon-Gulshan Link Road, Dhaka 1208 |
| Barishal                    | N. Hossain complex, Police Line Road, Barishal   |
| Bogura                      | 528, Dr. Ishaq Lane, Sutrapur, Bogura  |
| Chattogram                  | 740,M.M Ali Road, Dampara, Chattogram - 4000   |
| Cumilla                     | 204 Shaheed Shamsul Haque Sarak, Jhaowtala, Cumilla - 3500                                 |
| Central Distribution Center | Gazirchat South Para (near Rashid Market), P/O: Alia Madrasha, P/S: Ashulia, Savar, Dhaka  |
| Dhaka                       | 20 Kunipara (Babli Masjid More), Tejgaon I/A, Dhaka - 1208                                 |
| Dhaka North                 | 136, Himerdhigi, Plot #176/177, Tongi industrial area, Tongi, Gazipur                      |
| Jeshore                     | 80,Ghobe Central Road, New Town Housing Estate, Jeshore-7400                               |
| Khulna                      | House No # 387, Road # 20, Ward # 24, Nirala Residential Area, Khulna - 9100               |
| Maizdee                     | Red Crescent Bhaban, Judge Court Road, Maizdee Court,Noakhali - 3800                       |
| Mymensingh                  | 6, Mritunjoy School Road, Mymensingh - 2200  |
| Rajshahi                    | 263/2 Uposhohor Housing Estate, Rajshahi - 6000  |
| Rangpur                     | Sajeda Mahal, Civil Station Road, D.C. More, Rangpur-5400                                  |
| Sylhet                      | 3, Payra, Dorga Mohalla, Sylhet - 3100   |

*Figure Branch addresses of PSBL all over country*

PSBL operates its business from all these branches. One individual branch head along with him team is responsible for smooth operation from all the branches.

## SWOT Analysis

SWOT analysis is basically a strategic planning and strategic management technique which is used to help a person or organization identify Strengths, Weaknesses, Opportunities, and Threats related to business competition or project planning. It is sometimes called situational assessment or situational analysis.



In terms of PSBL it is the best pharmaceutical distribution company of Bangladesh. It is a very renowned company and deals with so many top pharmaceutical principals. If I conduct its SWOT analysis by analyzing external and internal environment then definitely strengths, weaknesses, opportunities, threats all are available.

|  |  |
|--|--|
| <p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>➤ Top pharmaceutical distributor</li> <li>➤ Sole importer of some brands of medical equipment</li> <li>➤ International standard certifications</li> <li>➤ High customer retention rate</li> <li>➤ Strong corporate hierarchy</li> <li>➤ High employee retention rate</li> <li>➤ Strong supply chain team</li> <li>➤ Branches in all major cities of BD</li> </ul> | <p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>➤ No research and development department. One of the biggest weaknesses of PSBL that continuous research is not conducted.</li> <li>➤ New marketing and sales coordination team</li> </ul> |
| <p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>➤ PSBL is very strong and highly organized that anytime it can start manufacturing</li> <li>➤ Global Healthcare is a new concern of PSBL which is very optimistic</li> <li>➤ PSBL already captured major cities of BD, and it can capture more</li> <li>➤ PSBL can extend product line as it has all international based licenses and certificates</li> </ul> | <p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>➤ Competitors entry</li> <li>➤ Parallel products</li> <li>➤ Increase of inflation rate</li> <li>➤ High increase of corporate taxation rate</li> </ul>   |

*Figure SWOT analysis of PSBL.*

Pharma Solutions is a top pharmaceutical distribution company, it's the biggest strength of PSBL, also the customer and employee retention rate is very high. All the certificates are taken regarding the pharmaceutical distribution and pharmaceutical equipment business for smooth operation. But as its sole dealer of the brand yuwell and accu-chek, and directly imports medical equipment of these brands from manufactured country. In this sector PSBL face several challenges and there are some threats involved. By developing the Research and Development (R&D) department and strong marketing team those challenges can be eliminated or overcome. Among all these the best

opportunity that I found is Pharma solutions Bangladesh limited can start manufacturing in future, and thus they will directly get involved in pharmaceutical industry rather than staying in pharmaceutical distribution industry.

## Industry Analysis

The industry analysis includes industry characteristics and trends, such as sales, number of firms, and growth rates; and operating practices of the firms in the industry, including product mix, service provided, barriers to entry, and geographical scope. Many industries provide information in publications and websites that is useful in the analysis. Industry associations also publish research reports, which typically include growth forecasts.

## Specification of the Industry

The pharmaceutical distribution industry in Bangladesh is an important aspect of the healthcare sector. This industry includes all the companies which are involved in the distribution of pharmaceutical products, including prescription drugs, and medical equipment and are responsible for delivering medical products to all over the country. The industry faces various challenges because of having so many competitors in the market and strict regulations, and a complex supply chain. The industry is highly regulated by the Bangladesh Drug Administration, Directorate General of Drug Administration (DGDA) which enables strict standards for the quality, safety, and efficiency of pharmaceutical products.

Pharmaceutical distribution companies in Bangladesh typically operate on a wholesale basis. They buy large quantities of pharmaceutical products from manufacturers and then distribute them to pharmacies, hospitals, clinics, and other healthcare facilities. These companies also provide value-added services such as marketing, sales, and logistics to ensure that pharmaceutical products are delivered promptly and efficiently to their customers. Pharma Solutions Bangladesh Limited is one of the best companies operating in the pharmaceutical distribution industry in Bangladesh. It strictly follows the strict regulations and guidelines set by the Directorate General of Drug Administration (DGDA) to ensure the quality and safety of the pharmaceutical products it distributes. PSBL has established a reliable process to ensure that its products are carefully stored, maintained, and transported throughout the entire value chain to comply with regulatory requirements.

## Size, Trend, & Growth of the industry Size

The pharmaceutical industry in Bangladesh is moving forward with great potential as 98% of the country's total demand for medicine is being met by domestic institutions. According to a report by the Bangladesh Association of Pharmaceutical Industries (BAPI), the industry had a market size of approximately USD 3.5 billion in 2019, with an annual growth rate of around 15%. As a

pharmaceutical distribution company, Pharma Solutions Bangladesh Limited operates within this large and growing market. PSBL basically do business with global major pharmaceutical manufacturers, it has 13 major principals, such as GlaxoSmithKline, Novartis Pharma, Sandoz, Elanco, Roche Diabetes Care, Southwest Technologies Limited, Menarini, Omron Healthcare and Marie Stopes etc. with whom it deals.

## Trend

The pharmaceutical industry in Bangladesh has been experiencing significant growth over the past few years due to several factors, including the rising education rate, increasing healthcare awareness, and government initiatives to expand healthcare services across the country. This growth trend is expected to continue in the coming years, with projections showing that the industry could reach a market size of USD 5.1 billion by 2023. And as the pharmaceutical industry in Bangladesh is increasing so pharmaceutical distribution industry also experiencing significant growth.

## Maturity

The pharmaceutical distribution industry in Bangladesh is kind of in the mature stage now. It has several marketers like Pharma Solutions Bangladesh Limited and some others who are operating within a competitive market. The industry is regulated by the DGDA Bangladesh, and companies must have to follow standards and regulations to ensure the quality and safety of pharmaceutical products.

## PESTLE Analysis

A PESTEL analysis is a strategic framework commonly used to evaluate the business environment in which a firm operates. Traditionally, the framework was referred to as a PEST analysis, which was an acronym for Political, Economic, Social, and Technological; in more recent history, the framework was extended to include Environmental and Legal factors as well.



*Figure PESTLE analysis.*



## Political

Political factors mainly include the political interactions between several country's governments or between the political leaders. Bangladesh government has good diplomatic relations with neighboring and western countries who are considered as world leaders. The political situation is also stable now and the government successfully keeps good relationships with countries which are important for international trade. PSBL is running the business successfully and not facing any restrictions or problematic situations due to political reasons. Government policies and regulations regarding pharmaceutical manufacturing and distribution is suitable for doing the business smoothly. The foreign trade policy is also flexible thus there is no problem while Importing products.

## Economic

Due to the war between Russia and Ukraine the world economy is quite down, especially developing countries like Bangladesh are facing major problems due to this. Inflation, exchange rates, interest rates etc. increased highly, as a result PSBL is facing some challenges to overcome the situation. Not only PSBL but also all the corporates in the industry are facing challenges. And as another consequence the corporate taxation rate of Bangladesh is increased and that's also a challenge PSBL now facing. Demand for pharmaceutical products increased during COVID 19 and that time was very golden for PSBL. After the pandemic there were changes in consumer spending patterns, and PSBL started facing sudden challenges.

## Social Factors

Social factors is called sociocultural factors too. It includes the customers' behavior of a country, or the customer's perceptions and thinking. In Bangladesh currently literature rate is 74.66% which is quite good. But being a south Asian and developing country people's thinking capabilities are not that much upgraded now.

Health awareness and lifestyles of people in Bangladesh is not that much, so dealing with our country people with medical equipment type product is quite challenging. The marketing department has to face a lot of regular challenges because of these sociocultural factors. Though it's highly affected by disposable income. Majority people have low disposable income and that's why they can't afford some medical necessary equipment sometimes.

## Technological Factors

Technological factors mean technological advances, movements, and patterns that may have an immediate or indirect impact on any firm. This could involve global or regional situations. The government of Bangladesh has vision of making digital Bangladesh and we are now quite closer to that vision. The technology is quite advanced now in Bangladesh. The Internet is available all over the country now and that is helpful for PSBL. Being a distribution company, internet connection and advanced technology is quite important. Research and development also fall within technological advancement factors, now the R&D is improving a lot and thus business is progressing a lot.

## Legal Factors

Legal factors include rules, laws, and regulations of a country. Not only rules & regulations but also import-export policies, tax policies etc. are involved. Utilities bill rates like internet bill rate, electricity bill rate etc. also fall within this. Through all these any organization's operations can be hampered, like continuous changes may require in the future planning.

Due to the world economic crisis caused by the war between Russia and Ukraine the economy in Bangladesh got down, which impacted on Letter of Credit (LC) regulations and corporate tax. The corporate taxation rate is increased and PSBL is facing some challenges and hampered on the yearly forecasts. And due to increased inflation rate and decreasing reserve, LC is restricted for some products and that also hampered a lot. Overall intellectual property laws and regulations, and product liability and safety regulations is also favorable for PSBL.

## Environmental Factors

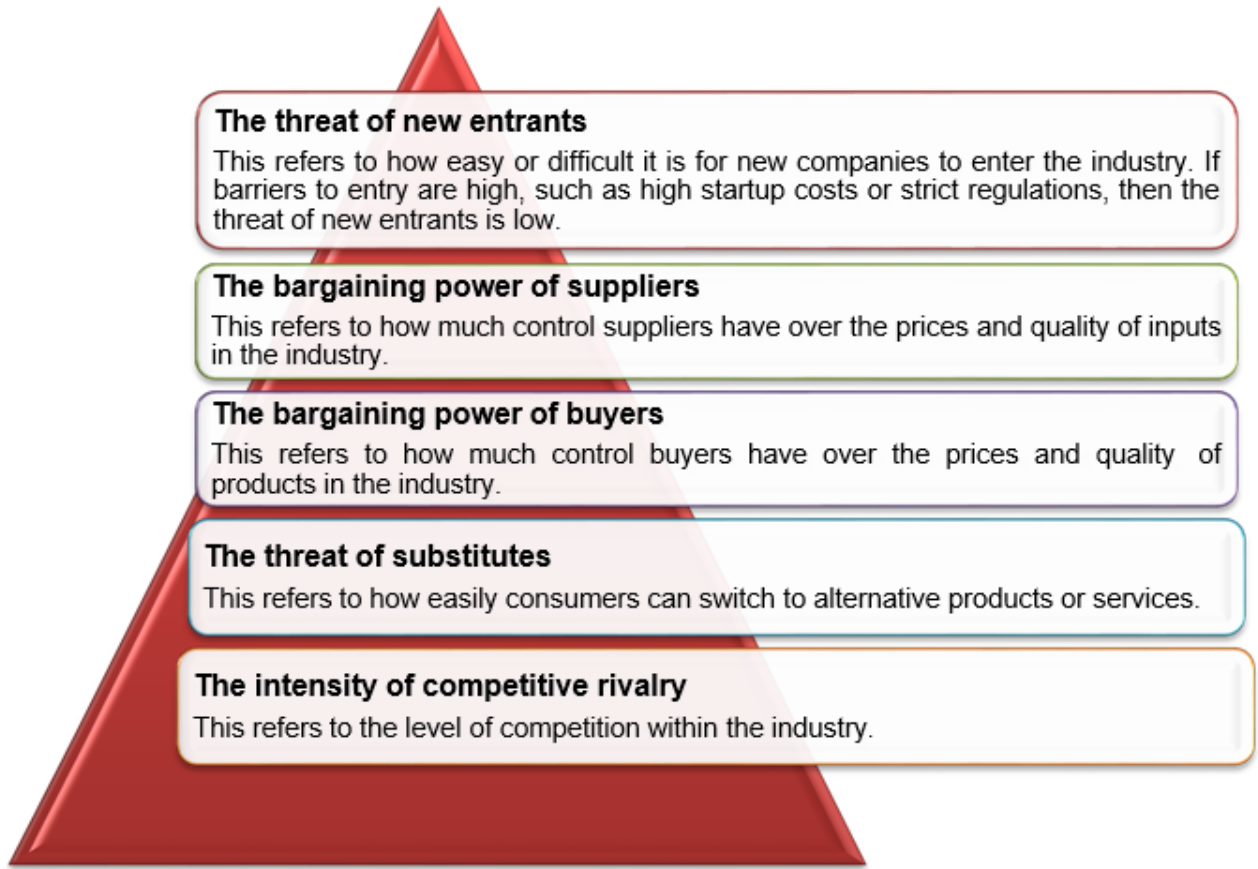
Environmental or ecological aspects examine the effects of businesses on the environment along with the possible ecological effects on businesses. Weather pattern, consumer health condition, resource ability etc. are major areas to be considered while analyzing environmental factors.

PSBL offers vision care product Zeiss anti-fog kit. Zeiss anti-fog kit is a spray that is used on glasses to keep the lenses fog free. This kit helps to keep the lenses fog-free for up to 72 hours, even when wearing a face mask. According to research there are 1.8M spectacles user and 1M helmet users in Bangladesh. So, Bangladesh is a suitable market for this product and PSBL launched the product basing on economic factor.

## Porter's Five Forces Analysis

Porter's Five Forces is a framework used for analyzing the competitive landscape of an industry. It was developed by Michael E. Porter, a professor at Harvard Business School, and was first introduced in his book "Competitive Strategy" in 1980. [10]

Five forces are.



*Figure Porter's five forces.*

By analyzing these five forces, Pharma solutions Bangladesh limited can better understand the competitive landscape of their industry and make strategic decisions to improve their position within it.

### Threat of New Entrants

Identifying new entrants is important because they can threaten the market share of existing competitors. One reason new entrants pose such a threat is that they bring additional production capacity. Unless the demand for a good or service is increasing, additional capacity holds consumers' costs down, resulting in less revenue and lower returns for competing firms. Often, new entrants have a keen interest in gaining a large market share. As a pharmaceutical distribution company, Pharma Solutions Bangladesh Limited operates in an industry with low barriers to entry. It is relatively easy for new companies to enter the market, especially if they have access to distribution networks and partnerships with pharmaceutical manufacturers. To face this threat, Pharma Solutions Bangladesh Limited can focus on building strong relationships with its current partners, investing in its distribution network, and establishing a reputation for reliability and quality service. They can focus highly on their major principals like Novartis, Universal world business limited, Roche diabetes care, DBL, Yuwell etc. [10]

### Bargaining Power of Suppliers

Increasing prices and reducing the quality of their products are potential means suppliers use to exert power over firms competing within an industry. If a firm is unable to recover cost increases by its suppliers through its own pricing structure, its profitability is reduced by its suppliers' actions.[10]

Pharma Solutions Bangladesh Limited's suppliers are the pharmaceutical manufacturers whose products it distributes. Also, those principles of several countries whose dealership is taken. These suppliers have significant bargaining power due to the limited number of manufacturers in the industry and the importance of their products to Pharma Solutions Bangladesh Limited's business. To mitigate this threat, Pharma Solutions Bangladesh Limited established favorable contracts, developed long-term partnerships, and built relationships with multiple suppliers to reduce dependence on any one supplier. Apart from this, PSBL has all the world class facilities and certifications, thus suppliers are more interested, and they rarely bargain.

## Bargaining Power of Buyers

PSBL's mainly operates B2B business, but it also sells some imported world class brand's products directly to consumers through digital marketing platform. But as mainly Business to Business (B2B) so buyers are the pharmacies and hospitals that purchase pharmaceutical products from the company. These buyers have significant bargaining power due to the large number of competitive brands of PSBL's imported products. To address this threat, Pharma Solutions Bangladesh Limited offer competitive pricing, invest in marketing efforts to build brand recognition and customer loyalty, and provide high-quality and reliable service to differentiate itself from competitors.

## Threat of Substitute Products or Services

Substitute products are goods or services from outside a given industry that perform similar or the same functions as a product that the industry produces. For example, as a sugar substitute, NutraSweet (and other sugar substitutes) places an upper limit on sugar manufacturers' prices.[10]

Pharma Solutions Bangladesh Limited faces a low threat of substitute products or services because of being a distributor of pharmaceutical products. Besides that, Pharma Solutions Bangladesh Limited is sole importer and distributor of some brands like ACCU- CHEK, Yuwell, Zeiss etc. In that case, in Bangladeshi market there are some strong competitors like 'one touch', 'contour', 'jumper', 'viva chek' etc. These are threats for PSBL. To mitigate this threat PSBL follows several strategies and does several promotional activities.

## Rivalry among Existing Competitors

Because an industry's firms are mutually dependent, actions taken by one company usually invite competitive responses. In many industries, firms actively compete against one another. Competitive rivalry intensifies when a firm is challenged by a competitor's actions or when a company recognizes an opportunity to improve its market position. In terms of the pharmaceutical distribution industry in Bangladesh, the pharmaceutical logistics industry is not that much competitive, but in terms of its brands the market it highly competitive with numerous players operating in the market. To stay competitive, Pharma Solutions Bangladesh Limited differentiated itself from competitors through branding and marketing efforts. It provides high-quality and reliable service and invest in its distribution network to ensure that its products are delivered on time and in good condition, and in terms of the brands, it does so many promotional activities for creating strong brand awareness.

Overall, Pharma Solutions Bangladesh Limited can use Porter's Five Forces framework to identify potential risks and opportunities in its competitive environment and develop strategies to address them.



**CHAPTER 3:  
Promotional  
Activities of PSBL**

Promotion is one of the four major elements of the marketing mix. And promotional activities are various marketing tactics used by companies to increase awareness and generate interest in their products or services. These activities can include advertising, personal selling, public relations, sales promotions, direct marketing, and other forms of communication.

PSBL is mainly pharmaceutical distribution company and the market leader of Bangladesh in this industry. Not that much promotion is required for logistics sector but in terms of the imported brands which are ACCU-CHEK, Yuwell, Sebamed, & Zeiss, PSBL follows BTL marketing as these are medical equipment type products and there are certain rules regulations by the government of Bangladesh. PSBL does medical healthcare campaigns, sponsorship, sampling, chemists' engagement etc.

## Product and Branding Strategies

Every company starts its journey with a problem solution or with something innovative that can make people's lives a lot easier. Here, Pharma Solutions Limited is a pharmaceutical company offering both medicines and healthcare kits. Thinking of product and branding strategies, it must focus on addressing the diverse needs of consumers with establishing a strong brand presence in the market. For a strong marketing presence, the company can take several steps, like ensuring a convincing product portfolio comprising a range of medications targeting various therapeutic areas and healthcare kits specifically offering different health concerns or preventive measures.

Diversity in a company plays a vital role. It allows the company to appeal to a wider customer base. Also enhances its relevance in the healthcare landscape. Moreover, the branding strategy should emphasize trust, reliability, and efficacy, positioning the company as a trusted partner in promoting health and wellness. The product itself and packaging can draw clear information since customers prefer to get the information straight. Informative labeling, coupled with transparent communication about the benefits and usage of products, is quite enough to work among consumers.

Also, branding is a big sector to reach the targeted clients. This is the generation of digital platforms. For promoting a brand there are several options to follow for direct consumer marketing and engagement. The first thing is to educate your targeted audience about the product. Starting from a professional website to informative content, SEO-friendly articles about the company, social media appearances, etc. would work great in the initiative stage. This is an effective method that can foster brand loyalty and facilitate customer education. By aligning product offerings with compelling branding strategies, the pharmaceutical company can strengthen its market position, drive customer loyalty, and ultimately contribute to improved health outcomes for consumers.

## Brand Activation:

Brand activation is an event, campaign, or any interaction through which a company drives customer actions. This technique aims to generate brand awareness, build lasting relationships with the target audience, and develop customer loyalty. It helps engage more customers by enabling them to interact with a certain company directly.

### Corporate Campaign

Basically, corporate campaign means doing free campaign in any big corporate office, like GP corporate house, pristine pavilion corporate building, head office of several renowned brands, any TV channel's office etc. That means where the most influential corporate persons work. The marketing and sales department of PSBL first finds and analyses the scope and potential of customers. Then contact with the responsible administrators of those corporate offices through email or direct approach. Then a formal meeting is conducted with the corporate office supervisor and then a letter of permission to do the campaign is written where rules and regulations are mentioned.

### GP House Campaign

GP house is the main corporate office of Grameenphone which is the biggest telecommunication company in Bangladesh. 1200 employees work in the office, so we saw an opportunity that if we can conduct a corporate campaign there then we may get so many potential customers who are educated and easy to convince. Our executive an allocated location to conduct the campaign on 14<sup>th</sup> March 2023. GP house auditorium which is called GP Maidan was given space to us. Then our hired vendor arranged all the other necessities



*Figure Corporate campaign at GP house*



On 14<sup>th</sup> our marketing and sales coordination team was present there in the very morning to run the campaign smoothly. The main activities of the campaign were doing free sugar test of all the employees of GP house by ACCU-CHEK meter, measuring blood pressure of all the employees by Yuwell blood pressure monitor device, and a free trial of Zeiss anti-fog kit to the employees who use spectacles. Not only that but also a gift box was given to all the participants who attended the campaign and did all the tests. An MBBS doctor was also present there, if any of the employees find any unusual report then they could take consultation from the doctor.

Our main goal was to make all the employees aware of our brands, we tested with our brands for free and they got to know about our brands. Finally, a discount voucher was given to all the employees who work there, a code number was mentioned there for availing the discount. That attracted them a lot as they'll get a discount as a GP employee on all our products of us. The campaign was daylong for 12 hours (8am-8pm).



Figure Discount voucher

## Health Campaign on Occasions

There are some public occasion days like 21<sup>st</sup> February international mother language day, 26<sup>th</sup> march independent day, 16<sup>th</sup> December victory day etc. People all over the country celebrate these days and so many crowds are visible on these occasions. If free health campaigns can be done on these days, then that can have lot of positive impacts. Like if people see that a free health campaign is going on where they can test sugar level, pressure, hearth beat rate etc. then people will show interest and thus brand awareness increases highly.

On international mother language day 21<sup>st</sup> February, marketing and sales coordination department of PSBL organized a health campaign at Shahbag Dhaka where so many people were crowded. We hired brand promoters and did free blood sugar test with our brand ACCU- CHEK meter, measured blood pressure with our brand Yuwell BP monitor, and also trailed free anti- fog kit to the people who wear glasses. We gave



necessity information about our products like the features, benefits, and specialties of our products. Also, we offered a discount of 21% on all the products for the occasion of 21<sup>st</sup> February and gave leaflets to everyone. Thus, people got to know about our brands and ultimately potential customers are gained.

### Pharmacy Campaign

Pharmacy campaigns are basically held in front of the pharmacy where pharmacy owners manage places to run the campaign and mostly, they sponsor. First PSBL contract with the well renowned pharmacies for the campaign. Then a meeting occurs between PSBL and the pharmacy owner where PSBL describes the activities which includes free diabetes check-up, blood pressure check-up, and free trial of anti-fog kit to the general people whoever passes by the pharmacy. Then if the negotiation is okay then PSBL hires a vendor to organize the event. PSBL makes multiple cross-banners where company name, brands name with logo, pharmacy name etc. are mentioned. Thus, people whoever comes to participate the event get to know about the brands of PSBL Campaign at the Medical Areas

Basically, the main target for medical equipment products are those customers who need medical equipment, and in the areas where several hospitals are located is an appropriate place to target those customers. If campaigns on health care can be done in those areas, then chances are high to achieve more potential customers.



*Figure Health campaign beside green life hospital in green road*

On 22<sup>ND</sup> and 23<sup>rd</sup>. February the marketing and sales coordination department of PSBL arranged a medical campaign where three brand promoters were hired. They checked up on the blood pressure and diabetes result of all the normal citizens.

### Sponsor of Several Program of Educational Institutions

Sometimes in the universities several programs are organized like project show, roadshow, club fair, forum fest etc. PSBL sometimes sponsors those events and do promotion of the brand Zeiss anti-fog kit. Zeiss anti-fog kit is a spray that is used on glasses to keep the lenses fog free. This kit helps to keep the lenses fog-free for up to 72 hours, even when wearing a face mask. They are

absolutely safe, don't create any damage to the glasses, and enable an easy & gentle cleaning process without damaging the anti-reflective coating of optics. In the educational institutions there are so many spectacular users like faculties or students or staffs. If their free trial can be done, then that's a nice promotional strategy for products like the anti-fog kit. This an event was sponsored by PSBL on 27<sup>th</sup> February 2023. Here we promoted our products of Zeiss to all the authorities, faculties and students of BUET. We gave a free trial to whoever interested in understanding our Anti-fog kit.



## Park Campaign

Apart from corporate campaigns or other chemist engagements, PSBL do some park campaigns too where many people can be reached. Mainly focus on some VIP residential areas like Gulshan, banana, Dhanmondi and so on. There is the campaign basically starts in the very morning when old aged citizens go for walk and exercise.



At that time our brand promoters do free diabetes test and give free trials of Zeiss anti-fog kit to the spectacles users. Senior citizens are more health conscious and easy to convince. It's quite

easier to convince them and turn them into potential customers.

### Monthly Gift to Chemists

Besides doing chemists engagement programs PSBL offers monthly gifts to the chemists who sell our brands or promote our brands by letting more people about our brands. Thus, they become motivated to work with our brand. But we don't offer gifts to all the chemists, rather first we analyse the potential by observing previous sales records, then we offer gifts to some specific chemists.

### Monthly Gift to Doctors

Doctors are very important for PSBL, when they refer any medical equipment to the patients then if they talk about any specific brand then that becomes more trustworthy. Definitely the brands that PSBL deal with are very good, they all are Conformité Européene (CE) certified, better than the competitors in the market but we must make the customers aware the customers of this. And doctors can play a vital role in this matter, like we prepare a seal about our products, and when doctors suggest about any equipment then they put a seal of our brand, thus customers get to know about our product and after going to any chemist shop customers ask for our brand by themselves. Thus, our brand awareness increases.



taking orders and letting them know about our brands. They work in the field directly and also do promotion.

The goal of promotional activities is to influence consumer behavior and encourage them to make a purchase, take a specific action, or develop a positive perception of the brand.

## Promotional & Selling Campaign at Bashundhara City Shopping Complex

The campaign on Zeiss Anti-fog kit at Bashundhara City Shopping Complex from 21st April to 21st April was run as a promotional activity for the product Zeiss Anti-fog kit. Marketing and sales coordination department of pharma solutions Bangladesh limited (PSBL) arranged a small 'kiosk' at the right side

of the main escalator of ground floor of Bashundhara city shopping complex. Mushfiqur Rahman, assistant officer or product management along with two interns Taiob Md Raiyan and Sazzadul Alom Munna were responsible for the successful execution of the campaign. Two brand promoters were also hired for the support for trailing the interested customers. There were always two people available at the kiosk for the customers who were interested to trial the product for free. Our main goal was to conduct as much trial as possible to the people who came to Bashundhara city wearing glasses. Because selling is definitely by product. Once people become aware about the product by getting the core benefit from the product, they'll definitely buy.



## Trade Promotions:

Trade promotions offer business-to-business (B2B) companies an attractive way to expand their customer bases, encourage customer loyalty and increase profits. They are promotional activities carried out by marketing teams with the aim of attracting new customers. Understanding the different promotions, you can use may allow you to make the best choice for your business.

### To Pharmaceuticals (B2B):

There are almost 172 pharmaceutical companies in Bangladesh. So, our product manager

decided to give me the responsibility to represent our company including our products and devices. My responsibility was to give a presentation about our company, our principals and demonstrate our products and devices which include BP Monitor, Nebulizer, Zeiss Anti-Fog Kit, Lens wipes, Smartphone wipes etc. I bring some gifts which include mugs, product samples, discount voucher etc. for the authorities of the pharmaceutical company. Our target is to trade a bull quantity of our products to the pharmaceutical company. So I've visited around seven pharmaceutical companies which include Navana Pharmaceuticals, square pharmaceuticals, Nuvista Pharma, Pacific Pharma, Linde Bangladesh, Incepta, Beximco. I sold around 240 pieces of Zeiss Anti-Fog Kit to pharmaceutical companies.

#### To Chemists:

The Chemists have a wide range of connections with pharmacies. Chemist Engagement Program. Chemist engagement is another type of promotional activity of PSBL. Chemists are basically owners of pharmacies, as we deal with medical equipment, chemists are one of our important focuses. When any customer looks for medical equipment in any pharmacy then they can offer any brand to the customers. In that case chemists play a vital role in selling and creating awareness of our brands. It was in a restaurant in Uttara, and all the chemists or big pharmacy owners and employees were invited to join the program. We gave a presentation to the chemists about PSBL and all the brands and products we distribute. We presented with viewing physical products along with video animated presentation, thus chemists got to know about the features and benefits of our products. Also, we discussed the Trade Price (TP) and other compensations with them to make them interested in selling our products. After finishing the presentation, a nice lunch was offered to all the participants and a gift box was given. The main goal of chemist engagement is to make the chemists aware of our products and thus our brand awareness is increased. When chemists are satisfied and amused then definitely, they'll offer our brands to the customers and thus potential customers' increases.



#### To Doctors:

Imagine a doctor is doing a very serious surgery or operation wearing glasses, mask, hand gloves, PPE etc. Suddenly his glasses got fogged up because of mask and increasing body temperature. That might be a worst nightmare for a doctor. That's why we targeted doctors to trade Zeiss Anti-Fog Kit. Our target is to aware doctors why anti-fog kit is a necessary product for them and its effectiveness. So what I've done is, I discussed with the HR of the pharmaceutical companies because they are the one who will take this issue or product seriously because it's their duty to manage their employees and doctors well-being.



### **Social Media Marketing:**

Since the products are medical equipment, PSBL highly focus on digital marketing. It directly sell through various online platforms like daraz, picabo, fb page, direct website etc. The responsible digital marketer of PSBL continuously keeps promoting the products of PSBL, and gives several discounts based on the competitor's actions. PSBL now spend a lot on digital marketing, continuously keep boosting the fb page, and also do Search Engine Optimization (SEO) to keep our brand on the top search list.



## Facebook & Instagram:

Pharma Solution Bangladesh Ltd.'s marketing team conduct marketing of 4 principles. That's why marketing team has to maintain every individual Facebook & Instagram page for every principle except Zeiss. The pages are- Accu-Check Bangladesh (<https://web.facebook.com/accu-check.psbl>), Yuwell Bangladesh (<https://web.facebook.com/yuwell.psbl>), Sebamed Bangladesh ([https://web.facebook.com/sebamed\\_bangladesh.psbl](https://web.facebook.com/sebamed_bangladesh.psbl)) and Pharma Solutions Bangladesh Limited (<https://web.facebook.com/pharmasolutions.com.bd>). My duty is to engage customer of the pages.

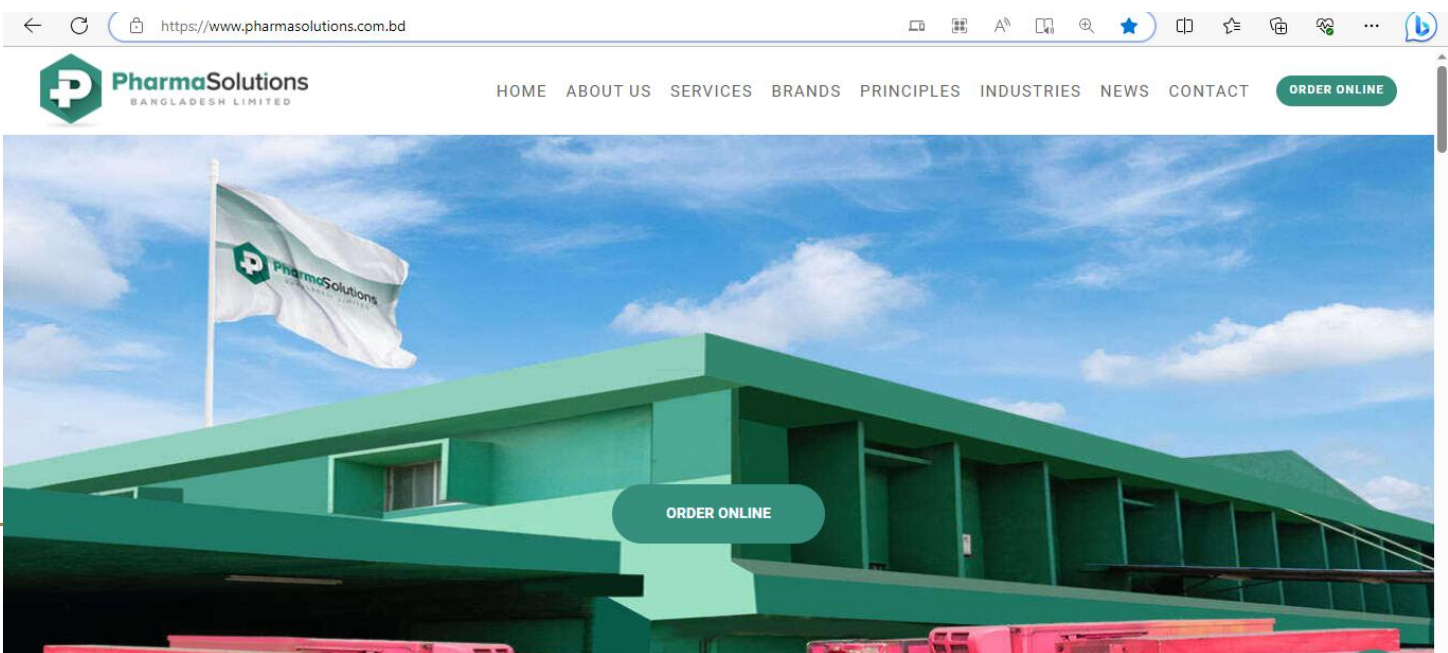


Replying all the questions, solving customer problems and complains, replying comments etc.

Not only are that, all the contents that regularly posts, are the idea of mine. I regularly give idea for creative content. We have professional graphic designer who does the designing part. So first I make content idea and mail the idea to my reporting boss. He get approval from our marketing head and then command me to finish the content with the help of the Graphic designer. Then finally the approved content posts by our digital marketing expert Emon bhai.

## Website:

Customers can directly order products from <https://www.pharmasolutions.com.bd/> which is the official website of PSBL.



## **E-commerce Platforms:**

An e-commerce platform is a software application that allows businesses to sell products or services online. It provides all the necessary tools and features for businesses to create a fully functional online store. E-commerce platforms can be either hosted or self-hosted. Hosted platforms are hosted by the platform provider and are the most popular option for businesses of all sizes. Self-hosted platforms are hosted by the business themselves and require more technical knowledge to set up and maintain.

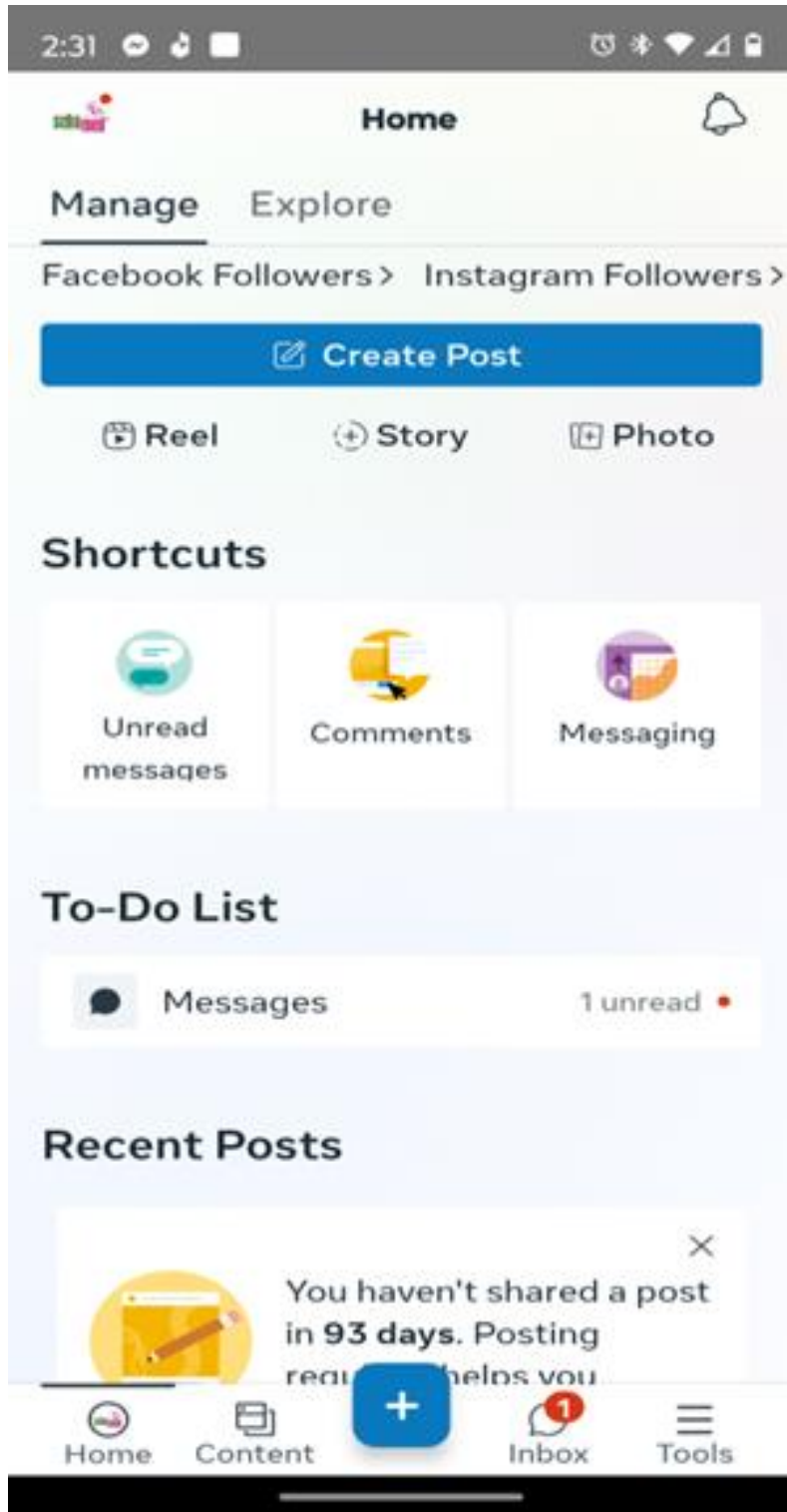
### **Daraz Vendor:**

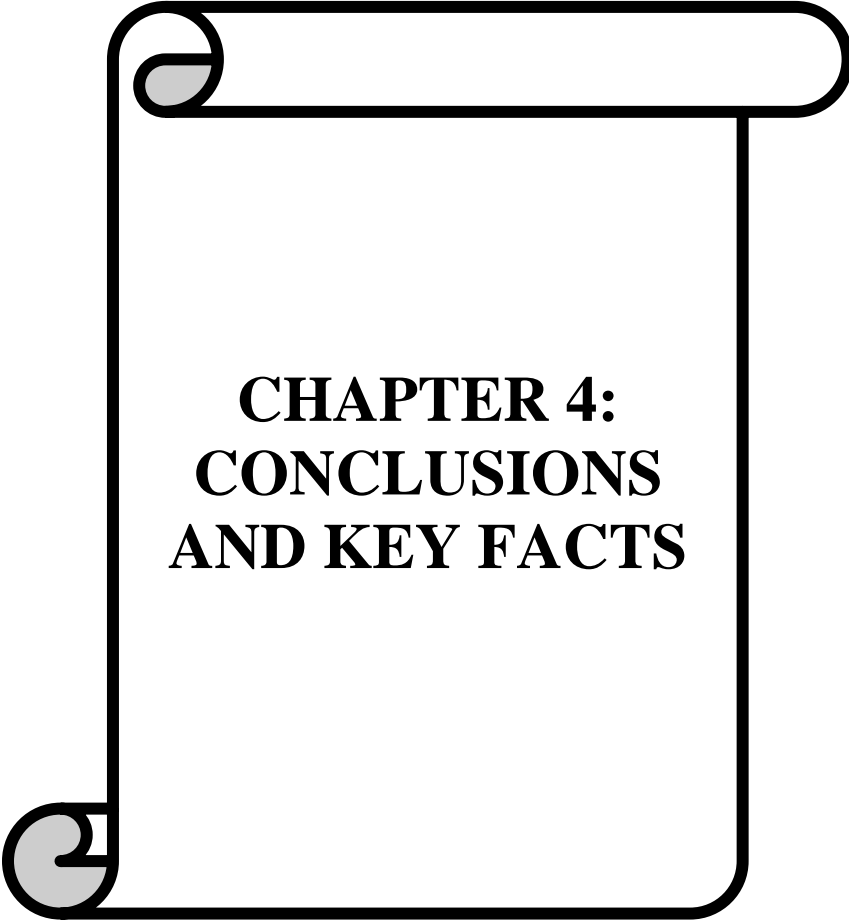
We have a platform of ecommerce in Daraz

([https://sellercenter.daraz.com.bd/apps/seller/login?redirect\\_url=https%3A%2F%2Fsellercenter.daraz.com.bd%2Fv2%2Fhome%3F\\_\\_ARMS\\_PID\\_\\_%3Dgiiryrcz16%25402026e49eb97404c%26userId%3D700507842160I](https://sellercenter.daraz.com.bd/apps/seller/login?redirect_url=https%3A%2F%2Fsellercenter.daraz.com.bd%2Fv2%2Fhome%3F__ARMS_PID__%3Dgiiryrcz16%25402026e49eb97404c%26userId%3D700507842160I)) have the access to check the orders, replying messages and following the good and bad reviews. When we get an order, I inform it to our Officer (Digital Marketing) Imon Hossain then proceed the order. He then proceed the order to Daraz vendor. Daraz vendor starts processing the delivery. First he collect the product from our spot sales and after that they deliver the products to the customer. It takes 2/3 working days to deliver after the order.

The process of ordering from the website is- first enter the website, then click ORDER ONLINE option, there will be product list shown to you. Choose the products and fill the requirements to order. The order will be received by assistant officer marketing and sales department and then assistant officer will deliver the order to call center to confirm the order.

A website is a very important element for a company. A website represents a company's standard. That's why PSBL always updates and tries to maintain the standard of the website. All the detailed information is noted perfectly in the website with a standard segmentation.





**CHAPTER 4:  
CONCLUSIONS  
AND KEY FACTS**

## **Recommendations for Improving Departmental Operations**

Pharma Solutions Bangladesh Limited is conducting their business quite successively. It has more strengths than weaknesses and same as it has more opportunities than threats. Since I worked as a part of the marketing and sales coordination department, I know more about the activities of this department. I can recommend something based on my experience so far.

Research and development department: There is no research and development department in PSBL, but it's quite mandatory to have an R&D department immediately to conduct continuous market research. The market is not stable, it's absolutely turbulent. Continuous changes and new knowledge are required in order to cope with the changes in the market. In this technologically advanced era, without proper research no firm can go further. So at least for doing continuous market research the R&D dept. is important for PSBL.

Expand product portfolio: PSBL can do market research and can determine the market demand regarding medical devices or other segmented products. Then they can increase their product portfolio. Own brand promoters: Since PSBL do below the line (BTL) marketing as there are some governmental issues regarding Above the Line (ATL) marketing. So, several campaigns and events are organized by the marketing and sales coordination department. And for the campaigns and events external brand promoters need to be hired. Sometimes it's seen that promoters are not doing well because every time new promoters are hired, and they don't have experience and didn't do this kind of campaigns before, as a result some negative consequences may occur. So, if some permanent promoters can be hired for only campaigns, thus campaigns will be more successful.

### **Key understanding**

Throughout my internship program I have gained practical knowledge and experiences of corporate life. I worked directly with the marketing team and got to know so many practical things about marketing. If I mention the key understandings, then I would like to highlight some points.

- How to do initial market research and creating marketing strategy based on that research on market situation and customer demand.
- Creating promotional strategies following BTL marketing.
- How to communicate and reach potential customers for a brand.
- How to enhance and maintain customer relationships.
- Customers are the focal point for every company.

Overall, the core key understanding is “Selling is by product, if the brand awareness can be increased then selling will naturally increase”.

## **Conclusion**

Promotional activities are considered as marketing efforts or activities which are mainly designed to promote the products or services of a company. To meet the target audiences with the offered products and services, promotional activities are mandatory. Overall to increase brand awareness the most necessary thing to do now-a-days. Promotional activities can affect customer's psychology of buying decision and can make customers aware of the company's brands. Overall to reach the target audiences, to capture the market (actual & potential customers), to create brand awareness, promotional activities play a vital role. Selling is by product, if brand awareness can be increased then selling will naturally increase.

Throughout this report I got to know how to do promotional activities based on BTL marketing and how awareness can be created. Pharma solutions spend a lot on promotional activities and thus it is running its business successfully.

In the end, to cope with the turbulent market, based on the customer's demand and competitor's course of action, continuous changes in promotional activities & strategies is very important.

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THE END