

A STUDY ON SALES PROMOTION STRATEGY OF PHARMACEUTICAL INDUSTRY WITH REFERENCE TO MED-PLUS

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Abstract Consumers in the present era are faced with a growing array of choices when it comes to brands, products, and services. They are making purchasing decisions based on the Company's brands, customer service quality, and value proposition. With the current COVID-19 pandemic, the Pharmaceutical Retail Industry is experiencing more uncertainty and difficulty than ever before. This research is being carried out at Med-plus, India's second largest drugstore chain. Med-Plus provides prescription and over-the-counter medications, fast-moving consumer goods (FMCG), vitamins and other nutritional supplements, as well as optical. The client and ultimate arbiter in the pharmaceutical industry diverges from those in other industries. The Doctors exert significant control over both segments. The patients serve as the ultimate consumers; however, they do not directly constitute the company's clientele. Consequently, pharmaceutical companies prioritize doctors to effectively promote their medications using focused marketing strategies. However, the crucial inquiry pertains to the rationality of doctors prescribing branded medications. The goal of this study is to learn more about "A Study on Pharmaceutical Industry Sales Promotion Strategy with Reference to Med-Plus." The project's goal is to gain a better understanding of the present market situation in the pharmaceutical retail industry, as well as to obtain various inputs on what marketing methods Med-Plus should employ and which promotional instruments should be used more successfully. It would also give us insight into how effective promotional tools are for customers, how Med-Plus should communicate promotional activity, and which promotional activity should be preferably carried out by Med-Plus to attract customers and increase product sales among customers during COVID-19 lockdown.

Keywords Sales Promotion, Pharmaceutical Industry, Med-Plus, Promotional Tools, Branded Medications

INTRODUCTION

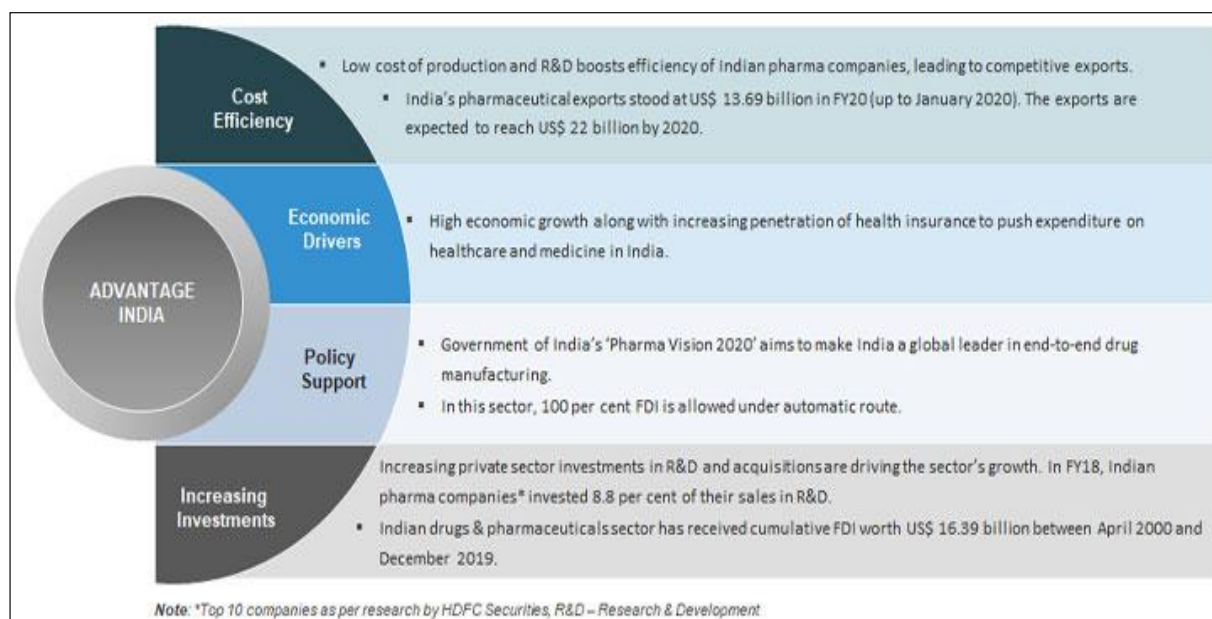
Physicians are undeniably the most influential sales representatives in the pharmaceutical industry. They write the prescriptions that specify the medications the patient will take. The crucial aspect of pharmaceutical sales is to exert influence over the physician. In the past, a large sales force from the pharmaceutical industry was accountable for this task. It is not unusual for a medium-sized pharmaceutical company to have a sales team consisting of 1000 individuals. Numerous individuals are employed by the leading multinational companies. The sales representatives regularly visited physicians, providing them with information and complimentary medicine samples. Currently, this method is still in use. However, economic difficulties are compelling

pharmaceutical companies to reassess their conventional approach to selling to physicians (Moynihan, 2007). Pharmaceutical companies are developing strategies to exert influence on individuals who have the power to influence doctors. Physicians can be influenced through self-influence via research, peer influence, direct engagement with pharmaceutical firms, patients, and public or private insurance companies. Pharmaceutical companies undertake these endeavours through two approaches: by formulating a pull strategy and by executing a push plan. The pull strategy primarily emphasizes mass media advertising and has a restricted influence on physicians. Several countries, especially those with a higher frequency of doctor level promotions, employ push as their main promotional strategy.

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Introduction to Pharmaceutical Industry

India is the leading global provider of generic pharmaceuticals. India's pharmaceutical industry fulfils over 50% of the worldwide need for vaccines, 40% of the generic demand in the United States, and 25% of the total pharmaceutical demand in the United Kingdom. India occupies a prominent position in the global pharmaceutical industry. Moreover, the nation possesses a substantial reservoir of scientists and engineers who possess the capacity to advance the industry to unprecedented levels. Indian pharmaceutical companies presently provide more than 80% of the antiretroviral medications required to combat AIDS (Acquired Immune Deficiency Syndrome) globally.

Size of the Market

The pharmaceutical industry had a value of US\$ 33 billion in 2017. The pharmaceutical industry in the country is projected to experience a compound annual growth rate (CAGR) of 22.4 percent from 2015 to 2020, resulting in a market value of US\$ 55 billion. India's pharmaceutical exports amounted to US\$ 17.27 billion in FY18 and increased to US\$ 19.14 billion in FY19. Pharmaceutical exports encompass a wide range of products, including bulk pharmaceuticals, intermediates, drug formulations, biologicals, Ayush and herbal goods, and surgical products. In 2017, Indian firms received 304 clearances for Abbreviated New Drug Applications (ANDAs) from the US Food and Drug Administration (USFDA). The United States holds approximately 30% of the generics market in terms of volume and around 10% in terms of value, which amounts

to a market worth between US\$ 70-80 billion. India's biotechnology sector, encompassing biopharmaceuticals, bio services, bio agriculture, bioindustry, and bioinformatics, is projected to achieve a compound annual growth rate of approximately 30% by 2025, resulting in a market value of US\$ 100 billion.

Recent Developments and Investments

The Union Cabinet has granted approval for an amendment to the current Foreign Direct Investment (FDI) policy in the pharmaceutical sector. This amendment permits FDI up to 100% through the automatic route for the production of medical devices, subject to certain specified conditions. The Department of Industrial Policy and Promotion has provided data indicating that the medications and pharmaceuticals sector received a total of US\$ 15.98 billion in foreign direct investment (FDI) between April 2000 and March 2019.

Government Initiatives

The government has implemented several measures to boost the pharmaceutical industry in India. One such initiative is the establishment of six pharmacy parks in Uttar Pradesh, which has attracted investments totaling more than Rs 5,000-6,000 crore (US\$ 712-855 million).

- The National Health Protection Scheme is the largest publicly funded healthcare program globally. It aims to assist 100 million impoverished families in the country by offering coverage of up to Rs 5 Lakh (US\$ 7,723.2) per family per year for hospitalization in secondary and tertiary care facilities. The program was unveiled in the Union Budget for the fiscal year 2018-19.

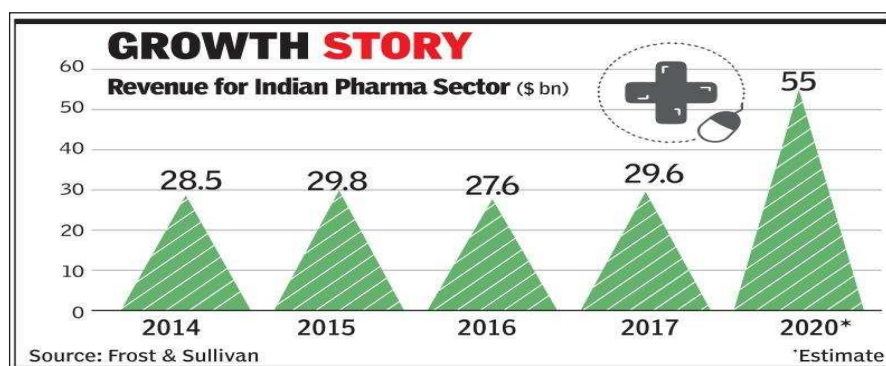
- In March 2018, the Drug Controller General of India (DCGI) declared its intention to establish a centralized facility that would offer streamlined access to consents, approvals, and other relevant information. This action is intended to provide impetus to the Make in India initiative.
- The Indian government intends to establish an electronic platform to oversee online pharmacies as part of a new policy, with the aim of preventing any abuse resulting from their convenient accessibility.
- The Indian government has introduced 'Pharma Vision 2020' with the objective of positioning India as a worldwide frontrunner in the complete production of pharmaceuticals. The approval process for new facilities has been shortened in order to stimulate investments.
- The government implemented measures such as the Drug Price Control Order and the National Pharmaceutical Pricing Authority to address the problem of making medicines affordable and accessible.

Road Ahead

India's expenditure on medicine is expected to increase by 9-12 percent in the next five years, propelling the country to rank among the top 10 nations in terms of medicine spending. In the future, the improvement of domestic sales will rely on companies' capacity to adjust their product offerings to focus on chronic therapies for diseases like cardiovascular, anti-diabetes, anti-depressants, and anti-cancers, which are experiencing an increase in prevalence. The Indian government has implemented numerous measures to mitigate expenses and decrease healthcare costs. The rapid introduction of generic drugs into the market has been a key area of attention and is anticipated to be advantageous for Indian pharmaceutical companies. Furthermore, the emphasis on rural health initiatives, essential medications, and preventative immunizations bodes positively for pharmaceutical companies.

Indian Pharmaceutical Companies Face Challenges at Home and Abroad

The pharmacy industry will not have an easy time recovering. The domestic market is slowing, and the corona virus outbreak has created concerns about rising input costs. In 2019, the Nifty Pharmacy index has lost nearly 12% of its value, compared to a 6.8% gain for the Nifty 500. In the previous month, the Indian pharmaceutical industry, which has been taking measures to protect itself from a lack of expansion in the United States, experienced a decrease in growth rate. The domestic market experienced a 7.6% year-on-year expansion in January, which is a decrease compared to the 8.8% increase in December and the 14.5% growth in November. For three consecutive months, there has been a consistent decline in growth, with virtually no increase in volume. Following a slowing rate of development in global revenue, some of the biggest pharmaceutical companies have been gradually refocusing their efforts on the domestic market. In fact, the growth of big pharmacy corporations has outpaced that of the domestic market, with an 11 percent increase in the December quarter. In Q3, the Indian pharmaceutical market grew by roughly 9.5 percent on average. However, the sales volume in the domestic market experienced a decline of 0.3% in January, and has remained at a relatively low rate of 2.2% compared to the same period last year for the past three months. In general, the absence of volume growth indicates that the domestic market is primarily influenced by changes in prices. According to AIOCD data, the Indian Pharmacy Market experienced a year-on-year growth of 7.6% in January 2020, reaching ₹12,080 crore. This growth rate is lower than the high single-digit growth observed in December 2019. Analysts at SBI Capital Markets Ltd. stated that the growth was primarily fuelled by a 5.2% increase in pricing and a 2.7% increase in new products. However, this growth was partially counteracted by a 0.3% decline in volumes. With the conclusion of the acute season, a time when the prevalence of specific diseases rises, there may be a decrease in volume growth.



India's Pharmacy Industries See Opportunity Amidst Threats in the COVID-19 Crisis

“Every crisis is an opportunity disguised,” stated John Adams, the second president of the United States. For India's pharmaceutical business, taking this to heart appears to be the way forward. The aftermath of COVID-19 has thrown the industry into chaos, but it may just be the wake-up call it needs to get back on track. The Union cabinet's announcement this weekend to establish bulk medicine parks, as well as other stimulus measures to support domestic industry, has served as a further shot in the arm. Despite its thriving company — India's pharmacy industry is the world's third largest — the corona virus panic highlighted India's Achilles heel early on. For years, Indian pharmaceutical companies have relied on China for raw materials such as active pharmaceutical ingredients (API) such as paracetamol and aspirin, which are used in the production of antibiotics and other essential drugs, as well as key starting materials (KSM), which serve as the foundation for drug formulations. According to a note presented to the Union cabinet at its most recent meeting, “in some specific bulk medications, import dependency ranges from 80% to 100%.” Despite the fact that at least a few of them were also available locally. “While our hands are tied in some items (where) a special mineral is only available in China,” Kushal Suri, head of international business development at Morepen Laboratories, told THE WEEK. “For many products, there are substitutes available in India.” Despite this, Indian pharmaceutical firms were buying them from China. “Twenty years ago, everything was made in India,” Suri continued, “but as Chinese products became cheaper over time, their production in India became completely unviable. “However, with manufacturing closures in China and supply chain disruptions, things have once again gone full circle. “At current rates, these products are now again viable for manufacturing in India,” Suri noted. Last month, rating agency ICRA changed its outlook on the Indian pharmaceutical business from ‘stable’ to ‘negative’ due to disruptions in API and KSM supply and shipping from China. Around 60% of the raw materials used in the Indian pharmaceutical sector were imported, mostly from China. China is the sole provider of several KSMs and accounts for up to 70% of certain APIs.

The Confederation of Indian Industry (CII) has also weighed in on how Chinese shutdowns will affect Indian industry. It highlighted how India's pharmaceutical industry was at a cost disadvantage to China's, and urged the central government to “take active measures by procuring KSMs and APIs, as well as expediting approval processes and obtaining immediate environmental clearances so that Pharma companies can begin manufacturing APIs locally.” However, with manufacturing closures in China and supply

chain disruptions, things have once again gone full circle. “At current rates, these products are now again viable for manufacturing in India,” Suri noted. Last month, rating agency ICRA changed its outlook on the Indian pharmaceutical business from ‘stable’ to ‘negative’ due to disruptions in API and KSM supply and shipping from China. Around 60% of the raw materials used in the Indian pharmaceutical sector were imported, mostly from China. China is the sole provider of several KSMs and accounts for up to 70% of certain APIs. The Confederation of Indian Industry (CII) has also weighed in on how Chinese shutdowns will effect Indian industry. It highlighted how India's pharmaceutical industry was at a cost disadvantage to China's, and urged the government to “take active measures by procuring KSMs and APIs, as well as expediting approval processes and obtaining immediate environmental clearances so that Pharma companies can begin manufacturing APIs locally.

Lack of Supply of Active Pharmaceutical Ingredients or Finished Drug Products from China

Long-term manufacturing closures in China are causing problems for pharmaceutical companies. A majority of raw components required to make finished medications come from China, where several companies have temporarily stopped down due to coronavirus fears. According to the most recent statistics provided by India's medicines regulatory authorities, in the event of a prolonged shutdown in China, 57 APIs of critical antibiotics, vitamins, hormones, and steroids might go out of supply. COVID-19 outbreaks have the potential to cause supply interruptions or shortages of important medicinal items. Disruptions in the supply chain could jeopardise our ability to obtain pharmaceuticals.

Inter-State Transportation Challenges

Another key issue is inter-state transportation challenges. Goa, Baddi, and Sikkim provide a large amount of medication supplies. It has become impossible to contact retailers due to the shutdown. Distributors are also dealing with transportation challenges when it comes to delivering drugs to other states. As part of its newest round of measures to deliver products and services during the corona virus-induced lockdown, the government relaxed requirements. The government exempted private laboratories from the lockdown in order to ensure that lab personnel and sample transportation, as well as the establishment of interim collecting locations, were not hampered. Truck drivers will be required to provide an electronic way bill issued by GST Network, or an invoice, in order to pass through interstate transport.

Measures That Can Be Taken to Keep the Situation under Control

Concerns regarding the potential for disruption in the development and delivery of pharmaceutical items have grown as the new coronavirus spreads across countries. To keep the situation under control, the administration is recommending actions and steps. The government is considering measures to increase API manufacture in the country by providing a conducive environment. To alleviate the shortage, the FDA is collaborating with a domestic manufacturer. The FDA is working to ensure that no shortages of items that cannot be replenished have been found. The government placed restrictions on the sale and distribution of hydroxychloroquine, declaring it an essential medicine to fulfil the needs of any COVID-19 pandemic emergency. As in both laboratory and in-vivo tests, hydroxychloroquine was proven to be effective against coronavirus. Its use in prophylaxis is based on existing evidence of effectiveness as a therapy, which is backed up by preclinical studies. The government has also placed urgent restrictions on the export of diagnostic kits, ensuring that enterprises cannot raise the price of medical devices over what is permissible under any circumstances. This is done to prevent price inflation, which is especially important while a country is fighting a pandemic. The government has taken an important step by lowering the cost of hand sanitizer and surgical masks. Availability, however, is a significant barrier for the general public. The government is also considering how to expand the API industry in the future.

For many years, the pharmaceutical industry's successful approach of placing large bets on a few compounds, extensively pushing them, and turning them into blockbusters worked well, but R&D productivity has dropped, and the environment is changing. Seven significant themes, according to PwC, are altering the marketplace:

- Instances of chronic disease are increasing, placing even greater pressure on already stretched healthcare budgets.
 - Healthcare policy-makers and payers are increasingly mandating what doctors can prescribe.
 - A growing number of healthcare payers are measuring the pharmaceutical economic performance of different medicines. A widespread use of electronic medical records will give them the data they need to insist on outcomes-based pricing.
 - Boundaries between different forms of healthcare are blurring, as clinical advances render previously fatal diseases chronic and the self-medication sector expands.
 - Demand for medicines is growing more rapidly in the emerging economies than the industrialized economies.
- Governments are beginning to focus on prevention rather than treatment, although they have not yet invested very much in pre-emptive measures; and
 - Regulators are becoming more cautious about approving truly innovative medicines.

OVERVIEW OF RETAIL PHARMACY IN INDIA

Today, India's pharmaceutical industry is at the forefront of the country's science-based industries, with broad skills in the complicated field of drug manufacturing and technology. The Indian pharmaceutical industry is projected to be valued \$ 4.5 billion and growing at a rate of 8 to 9% per year. In terms of technology, quality, and diversity of medications produced, it rates quite high in the third world. Almost every sort of drug is now created in-house, from simple headache medicines to sophisticated antibiotics and complicated cardiac chemicals. The Indian Pharma Industry, which plays a significant role in encouraging and sustaining development in the vital field of medicines, boasts of excellent producers and numerous units that have been approved by regulatory agencies in the United States and the United Kingdom. In the last 53 years, international firms involved in this sector have supported, assisted, and lead this dynamic development, helping to put India on the global pharmaceutical map. With over 20,000 registered units, the Indian pharmaceutical industry is severely fragmented. In the previous two decades, it has grown dramatically. The top 250 pharmaceutical businesses control 70% of the market, with the market leader accounting for approximately 7% of the total. The market is highly fragmented, with fierce price rivalry and government price control. In India, the pharmaceutical sector supplies over 70% of the country's demand for bulk pharmaceuticals, drug intermediates, pharmaceutical formulations, chemicals, tablets, capsules, orals, and injectibles. The pharmaceutical business in India is made up of approximately 250 big units and 8000 small scale facilities (including 5 Central Public Sector Units). These facilities create a whole spectrum of pharmaceutical formulations, i.e., medications that are ready for patients to consume, as well as around 350 bulk pharmaceuticals, which are substances with therapeutic value that are employed in the manufacturing of pharmaceutical formulations.

REGULATIONS PERTAINING TO RETAIL PHARMACY IN INDIA

- As previously indicated, the retail pharmaceutical channel is currently closed to foreign investment.
- The government has approved 100 percent foreign direct investment in the pharmaceutical industry, which is categorised as single-brand outlets.

- Retail pharmacies are classified as multi-brand stores, and FDI options are currently being considered by the relevant authorities.
- To open a pharmacy store and sell pharmaceuticals in India, you'll need a licence.
- The FDA (Food and Drug Administration) issues licences to anyone who want to work in a retail pharmacy.
- The Food and Cosmetics Act of 1940 governs the issuance of licences.
- The sale of Ayurveda products, on the other hand, does not require a licence.
- In the retail pharmacy business, the shop format and location are significant considerations.
- In terms of size, a minimum carpet area of ten square metres is required.
- One of the essential requirements is the availability of controlled temperatures for drug storage, as the majority of pharmaceuticals lose their potency if not stored at the specified temperatures.
- As a result, we can observe that all of the organised retail pharmacy stores included in this research have emphasised the fact that they operate through locations with adequate storage facilities.

Overview of the Company

When Dr. Madhukar Gangadi came across a World Health Organization research claiming that India is responsible for up to 30% of the world's bogus pharmaceuticals, he realized he had to act. Dr. Gangadi, a medical doctor by training and a natural entrepreneur, set out to create a company that would eliminate the danger of purchasing drugs. Med Plus was the end product. In February 2006, the first Med Plus pharmacy opened its doors in Hyderabad. Med Plus now has approximately 1100 pharmacy locations across India, serving over 1,30,000 clients every day. The goal of this pharmaceutical retail chain expanded as the company grew. Med Plus now aspires to be the initial point of contact for routine medical care. This network has introduced cutting-edge diagnostic lab services that can help with the prevention, identification, and treatment of a variety of ailments. It also began clinic services to alleviate the pain of locating a qualified physician. These services are referred to as their "Community Care" initiative. In the organized retail pharmacy industry, Med Plus has nearly a 35 percent market share. In this category, the corporation generates around 700 crores in annual revenue. Three elements run across all Med Plus services: quality, convenience, and affordable prices. At Med Plus, you can rest assured that the drugs you buy are genuine, that the lab testing you get is accurate, and that the doctors you visit with are qualified. Med Plus offers the

Indian client cost, convenience, and the assurance of 100 percent authentic drugs. Med Plus is quickly expanding in India to provide people with simple access to high-quality medicines at reasonable prices. Their locations are only a few steps from your front door, and they will, of course, deliver to your home if you request it. Med Plus also offers inexpensive pricing, such as a 10% discount on medicines, a 30% discount on lab testing, and even free lab testing vouchers with prescription purchases to help you save even more money. Med Plus, established in Hyderabad, India, is the fastest-growing retail pharmacy business in the world. Med Plus hopes you appreciate shopping at Med Plus as much as it enjoys providing services to you. Their 65,000 employees are ready to assist you at any time, and they are available 365 days a year.

Pharmacy: Medicines are delicate commodities in the pharmacy. They will not work successfully if they are not created in the right conditions. They will lose their efficacy if not stored at the proper conditions. Unfortunately, it has been shown that up to 30% of the pharmaceuticals produced in India may be counterfeit or inferior. To make matters worse, despite the Drugs and Cosmetics Act requiring the storage of pharmaceuticals below 25°C, approximately 75% of unbranded medical shops do not have air conditioning. Why jeopardise your health? MedPlus is a unique company. MedPlus was created to make purchasing drugs safer for consumers. Only reputable medicines from the most renowned manufacturers are sourced and sold. Air conditioning and refrigeration units are used in each of our 600 locations to ensure that your medicines stay factory fresh and perform as expected. Even highly qualified pharmacists are employed to give you with excellent customer service. MedPlus didn't only make your medicines safer; it went above and above. MedPlus also made them more affordable and accessible. All of our medicines are sold at a 10% discount off the MRP at MedPlus. MedPlus also provides free home delivery, free healthcare camps, and a variety of other discounts. And, with 600 locations across the country and over 25,000 medications, there's a MedPlus near you that has everything you need.

Sourcing Drugs: Quality ingredients and manufacturing procedures are the foundations of quality medicines. Only the most trustworthy manufacturers are sold by MedPlus: well-known brands with a long track record, as well as companies that manufacture to world-class standards. What is the significance of this? With roughly 20,000 medicine producers in India, buyers may find it difficult to distinguish between a good company and a mediocre one. To save money, unethical manufacturers make pharmaceuticals in plants that do not meet permitted standards, reduce the amount of active ingredient in a medicine, and introduce substances that should never have been in the first place. The lack of purity and efficacy in a pharmaceutical as a result

can put a consumer's health at risk. Unfortunately, in many cases, these subpar medications are sold with the retailer's knowledge. In order to get a bit extra money, the shop accepts these drugs and sells them to unwitting customers. Doctors may be compensated for referring patients who have been prescribed problematic medications by the reseller. MedPlus will never take chances with your health. MedPlus inspects each company's product before it is placed to our shelves, and it is only added once MedPlus is satisfied with it. MedPlus also requires that all customers get a computer-generated bill from us. This assures that you will never be sold a medicine that the business has not approved. In addition, doctors are not compensated for pharmacy referrals by MedPlus.

Storage of Medications: Reputable manufacturers go to considerable lengths to guarantee that your medicines are produced in the best possible conditions and to the highest possible standards. Regrettably, those medicines can then be sold through retail pharmacies that do not take the same precautions to keep the medicines in a safe atmosphere. In a normal chemist, hot and humid weather can degrade drugs, rendering them unusable well before their expiration date. Because the deterioration is not readily apparent on the pill, people may unwittingly acquire an ineffective medicine. To prevent this, India's Drug and Cosmetics Act requires that most pharmaceuticals be stored below 25 degrees Celsius. Perishable drugs, such as insulin, are considerably more temperature sensitive and must be stored in a cool environment. However, only a few medical shops have the essential technology to keep drugs "healthy" in a climate-controlled environment. MedPlus is dedicated to ensuring the safety and efficacy of your medications. Each MedPlus location is completely air conditioned. This chilly air is distributed around the shop via fans, ensuring that each medicine is treated similarly. Injections and live vaccines are also stored in refrigerators in every outlet.

Opportunity for Suppliers: Medicines are extremely fragile. They will not work successfully if they are not created in the right conditions. They will lose their efficacy if not stored at the proper conditions. Unfortunately, it has been shown that up to 30% of the pharmaceuticals produced in India may be counterfeit or inferior. To make matters worse, despite the Drugs and Cosmetics Act requiring the storage of pharmaceuticals below 25°C, approximately 75% of unbranded medical shops do not have air conditioning.

Why Jeopardise Your Health?

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medicines fresh and working as they should. MedPlus even has highly educated pharmacists on staff to give you with excellent customer service. MedPlus didn't only make your medicines safer; it went above and above. MedPlus also made them more affordable and accessible. All of our medicines are sold at a 10% discount off the MRP at MedPlus. MedPlus also offers free home delivery, free healthcare camps, and a variety of other cost-cutting options. And, with 600 locations across the country and over 25,000 medications, there's a MedPlus near you that has everything you need.



SWOT Analysis

Strengths

- Low cost of Distribution.
- Large pool of installed capacities.
- Efficient technology for large number of Generics.
- Large pool of skill technical manpower.
- Increasing liberalizing of government policies.

Weaknesses

- Fragmentation of installed capacities.
- Low technology level of capital goods of this section.
- Non-availability of major intermediaries for bulk drugs.
- Very low key R&D.
- Low share of India in world pharmaceutical production (1.2% of world production but having 16.1% of world's population).
- Very low level of Biotechnology in India and also for New Drug Discovery Systems.
- Lack of experience in International Trade.
- Low level of strategic planning for future and also for technology for-casting.

Opportunities

- Aging of the word population.
- Growing income.
- Growing attention for health.
- New diagnoses and new social diseases.
- Spreading point of market is far away.
- Net therapy approaches.
- New delivery system.
- Spreading attitude for soft medication (OTE drugs).
- Spreading use Generic drugs.
- Globalizations.
- Easier international trading.
- New markets are opening.
- COVID-19 Lockdown.

Threats

- Containment of rising health care cost.
- High Cost of discovering new product and fewer discoveries.
- Stricter registration procedure.
- High entry cost in newer markets.
- High cost of sale and marketing.
- Competition, particularly from generic products.
- More potential new drugs and more efficient therapies.

What is the Definition of a Sales Promotion?

Sales promotion is an important part of the promotion mix in marketing. It focuses on increasing the value of an organization's products or services in order to encourage potential customers to buy them. One of the five elements of the promotional mix is sales promotion (Advertising, personal selling, direct marketing, and publicity/public relations are the other four components of the promotional mix). To enhance customer demand, drive market demand, or improve product availability, marketers use media and non-media marketing communication for a pre-determined, limited time. Contests, discounts, freebies, and loss leaders, as well as point-of-purchase displays, premiums, prizes, product samples, and rebates, are all examples. "The purpose of sale promotion is to stimulate, motivate, and influence the purchase and other desired behavioural responses of the firm's customers." "Sales Promotion incentive offering and interest creating activities are generally shot term marketing events other than advertising, Personal Selling, Publicity, and Direct Marketing. The purpose of sale promotion is to stimulate, motivate, and influence the purchase and other

desired behavioural responses of the firm's customers." Sales Promotions provide a clear incentive to act by delivering additional value beyond what is included into the product at its regular price. These transitory incentives are frequently presented at a time and location when a purchase decision is being made. Sales promotions are not only widespread in today's competitive industry, but they are also expanding at a rapid rate. These promotions are a form of direct bribery. Despite their simplicity, sales promotions are a complex marketing tool with countless creative possibilities limited only by the imagination of promotion strategists. 'Extra purchase value' and 'below the line selling' are two terms used to describe sales promotion.

Promotional Sales Techniques

There are three different sorts of sales promotion tactics. The following are —

Pull Strategy - The draw strategy aims to persuade customers to 'pull' things from the business. It entails utilising marketing communication as well as efforts such as seasonal discounts, financial incentives, and so forth.

Push Strategy - The push strategy aims to get the product out from the corporation and into the hands of the customers. It entails persuading intermediary channels to push merchandise from distribution networks to end users through promotional and personal marketing activities. This strategy entails employing strategies tailored to resellers, merchants, dealers, distributors, and agents.

Hybrid Plan - To sell a product with the least amount of opposition, a hybrid sales promotion strategy employs both the pull and push strategies. It entails luring customers with special coupons as well as providing merchants with incentives to sell the brand's items.

Sales Promotions

What are they and How Do They Work?

According to who the campaign is aimed at, sales promotions can be split into two sorts. The following are:

- Promotion of Consumer Purchases.
- The term "consumer sales promotion" refers to sales promotion tactics that are aimed at end users.
- Customers may, for example, receive a 20% discount on selected products.
- Consumer-oriented promotion's primary goal is to enhance sales by acquiring new clients and seducing existing ones.

Push Strategies

Pushing Techniques: A push approach is persuading trade intermediary channel members to use promotional efforts to “push” the product through the distribution channels to the end consumer. The product is promoted by the corporation through a reseller, who then advertises it to another reseller or the end user.

- There is a lack of brand clutter or identity.
- There is no way to differentiate products.
- The promotion budget is limited.
- Low brand loyalty.
- Marketing channels are brief and to-the-point.
- There is no way to get access to advertising media.

Pull Approach: A marketing strategy aimed at getting customers to “pull” a product from a manufacturer via the marketing channel. The corporation concentrates its marketing communications efforts on customers in the hopes of generating consumer interest and demand for the product.

- There is a strong sense of brand identification.
- There is a high level of brand loyalty.
- Promotional costs are substantial.
- The product is categorised as a high-involvement product.
- There is a sense that the products are distinct.
- Self-service retail, i.e. supermarket culture, is included in retail.

Research Methodology Adopted for the Purpose of Study

Statement of the Problem

The purpose of this project is to study the Sales Promotion Strategy that can be taken up by Med-Plus in the future and during COVID-19 Pandemic and also find out which strategy would be effective to increase the sales of the product sold by Med-plus.

Scope of the Study

The main purpose of the study is to know the Marketing Activities carried out and to fulfil the customer’s preference and expectations. The study will help us know as to which promotional strategy would be more effective to increase the sales of Med-Plus products in the future and also during COVID-19 Lockdown and increase the sales of the company.

Objectives of the Study

- To Study the Pharmaceutical industry in India.
- To understand the marketing strategies of Med-plus.

- To Study the customers perception towards various Sales Promotion Strategies in Hubli.

Research Design

Based on the objective of the study, the descriptive research method is used. The descriptive study is taken up when the researcher is interested in knowing the sales promotion and how it is done in the market, the conclusion is arrived from the collected data and statistical tool was used to analyze the data collected from the survey.

Research design is Descriptive as it describes the characteristics of population or presentation of answer for the questions like where, when, and how it is related to a field. The study will present the as it exists.

Type of Research

The research design followed is Descriptive Research:

Descriptive research is descriptive studies may be characterized as simply the attempt to determine, describe or identify what is, while analytical research attempts to establish why it is that way or how it came to be it is to be considered because it describes the characteristics of the Respondents as to how and when they heard about the brand.

Type of Data

• Primary Data

Primary data are the data that are collected to help solve a problem or taken advantage of an opportunity on which decision must be taken. The main method of collecting primary data is survey method, there are different types of survey techniques for example mail survey, Internet survey and telephone survey.

• Secondary Data

Secondary data are data that were developed for some purpose other than helping to solve the problem at hand. After identifying and defining the research problem and determining

Population

Research was mainly subjected to the Customers of pharmaceutical Industry which included all the Customers who uses the products and medicines.

Sample Area

It consists of Customers of Hubli City.

Sample Size

50

Sample Technique

Sampling technique is convenience sampling in which it was taken into consideration the customers we who were willing to respond easily. Sampling technique used for the project is nonprobability sampling because of the time and resources available for the project.

Data Collection

- *Data Collection Instrument:* Research instrument was Questionnaire with structured set of questions in Google Forms which were to measure which instrument is more effective to increase the purchase of product.
- *Data Sources:* The source of data used was mainly primary with help of questionnaire in Google Form and Secondary data for further completion of project from websites etc.

Data Plan Analysis

For data analysis Statistical Package for the Social Sciences (SPSS) was used and the Descriptive statistical tools such as Bar Charts, Linker Scale and Rating Scale were used for Analysis or Data.

Limitations

- It was restricted to Hubli city only.
- The study was restricted for 2 two months.

Time Duration of Study

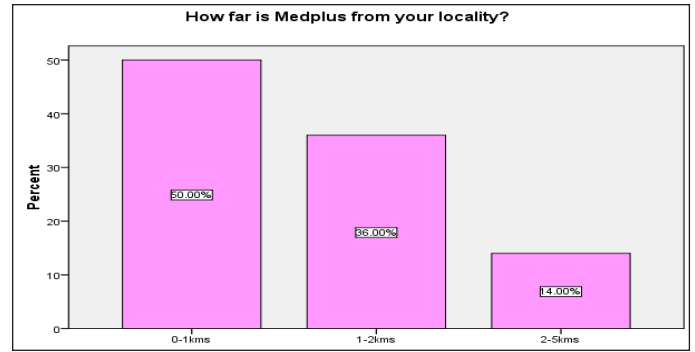
60 days

Data Analysis and Interpretation

1. How far is Med-Plus from your Locality?

Table 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-1 kms	25	50.0	50.0	50.0
	1-2 kms	18	36.0	36.0	86.0
	2-5 kms	7	14.0	14.0	100.0
	Total	50	100.0	100.0	



Graph 1

Interpretation: From the above Table 1 and Graph 1, it is observed that out of all the 50 respondents 50% of the respondents said it is 0-1kms from their Locality, 36% of the respondents said it is 1-2kms from their Locality, 14% of the respondents said it is 2-5kms from their Locality. Thus, it is interpreted that Majority of respondents said Med-plus 0-1kms from their Locality.

2. Do you Purchase from Med-Plus?

Table 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	43	86.0	86.0	86.0
	No	7	14.0	14.0	100.0
	Total	50	100.0	100.0	



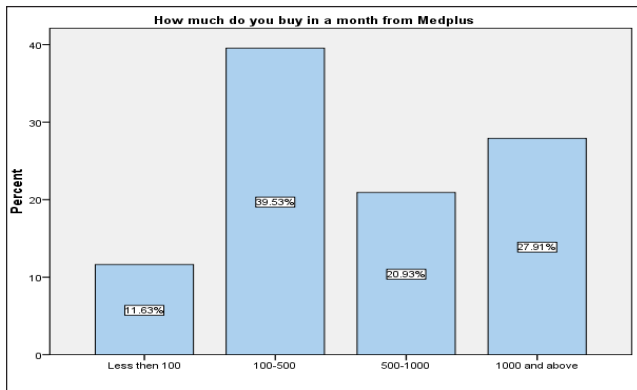
Graph 2

Interpretation: From the above Table 2 and Graph 2, it is observed that out of all the 50 respondents 86% of the respondents of said they Purchase from Med-Plus and 14% of the respondents of said they do not Purchase from Med-Plus. Thus, it is interpreted that Majority of respondents said they Purchase from Med-Plus.

1) How much do you buy in a month from Med-Plus? (In Rs)

Table 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 100	5	11.6%	11.6%	11.6
	100-500	17	39.5%	39.5%	51.2
	500-1000	9	20.9%	20.9%	72.1
	1000 and above	12	27.9%	27.9%	100.0
	Total	43	100.0%	100.0%	



Graph 3

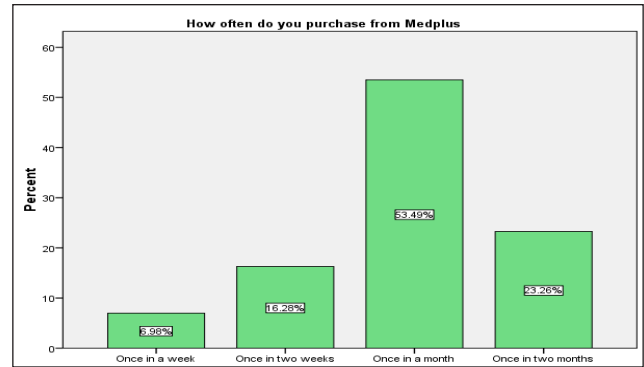
Interpretation: From the above Table 3 and Graph 3, it is observed that the respondents who said they Purchase from Med-Plus 11.6% of the respondents buy less than 100 in a month from Med plus, 39.5% of the respondents buy between 100-500 in a month from Med plus, 20.9% of the respondents buy between 500-1000 in a month from Med plus and 27.9% of the respondents buy 1000 and above in a month from Med plus.

Thus, it is interpreted that Majority of respondents buy between 100 to 500 in a month from Med plus.

2) How often do you Purchase from Med-Plus?

Table 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once in a week	3	7.0%	7.0%	7.0
	Once in two weeks	7	16.3%	16.3%	23.3
	Once in a month	23	53.5%	53.5%	76.7
	Once in two months	10	23.3%	23.3%	100.0
	Total	43	100.0%	100.0%	



Graph 4

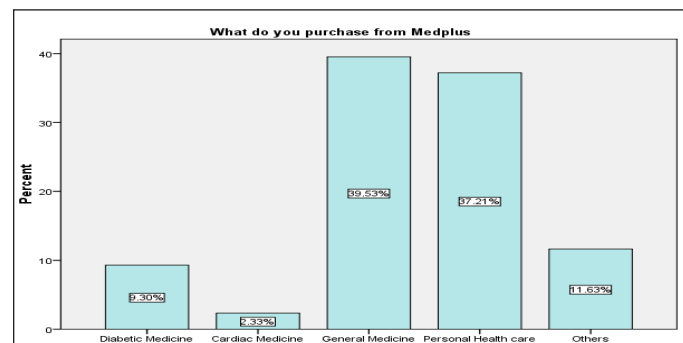
Interpretation: From the above Table 4 and Graph 4, it is observed that the respondents who said they Purchase from Med-Plus 7% of the respondents purchase once in a week from Med plus, 16.3% of the respondents purchase once in two weeks from Med plus, 53.5% of the respondents purchase once in a month from Med plus and 23.3% of the respondents purchase once in two months from Med plus.

Thus, it is interpreted that Majority of respondents Purchase from Med plus Once in a month from Med plus.

3) What do you purchase from Med-Plus?

Table 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diabetic Medicine	4	9.3%	9.3%	9.3
	Cardiac Medicine	1	2.3%	2.3%	11.6
	General Medicine	17	39.5%	39.5%	51.2
	Personal Health care	16	37.2%	37.2%	88.4
	Others	5	11.6%	11.6%	100.0
	Total	43	100.0%	100.0%	



Graph 5

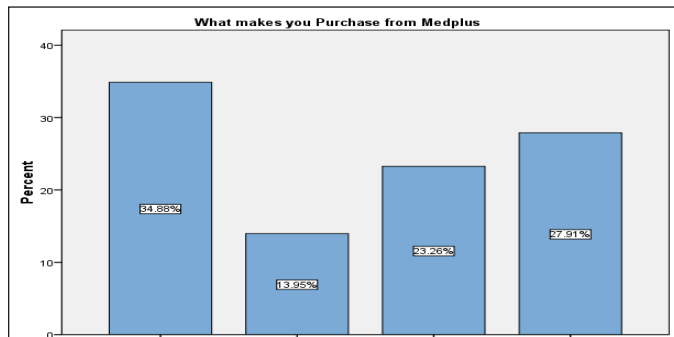
Interpretation: From the above Table 5 and Graph 5, it is observed that the respondents who said they Purchase from Med-Plus 9.3% of the respondents Purchase Diabetic Medicine from Med plus, 2.3% of the respondents Purchase Cardiac Medicine from Med plus, 39.5% of the respondents Purchase General Medicine from Med plus, 37.2% of the respondents Purchase Personal Health Care from Med plus and 11.6% of the respondents Purchase other things from Med plus.

Thus, it is interpreted that Majority of respondents Purchase General Medicines from Med plus.

4) What makes you purchase from Med-Plus?

Table 6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Reasonable Price	15	34.9%	34.9%	34.9
	Service Quality	6	14.0%	14.0%	48.8
	Availability of Stores	10	23.3%	23.3%	72.1
	Availability of Product Range	12	27.9%	27.9%	100.0
	Total	43	100.0%	100.0%	



Graph 6

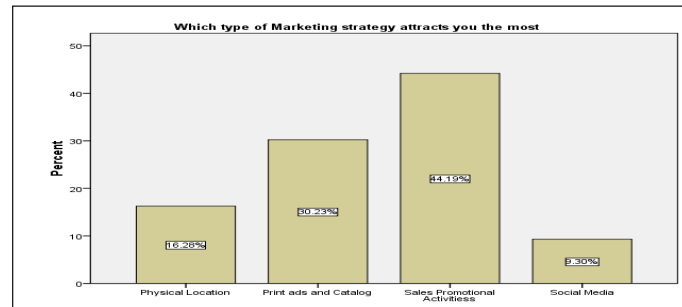
Interpretation: From the above Table 6 and Graph 6, it is observed that the respondents who said they Purchase from Med-Plus 34.9% of the respondents purchase due to Reasonable Price, 14% of the respondents purchase due to Service Quality, 23.3% of the respondents purchase due to Availability of Store and 27.9% of the respondents purchase due to Availability of Product range in the Store.

Thus, it is interpreted that Majority of respondents Purchase from Med Plus due to Reasonable Price.

5) Which type of Marketing Strategy attracts you to visit Med-Plus?

Table 7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Physical Location	7	16.3%	16.3%	16.3
	Print ads and Catalog	13	30.2%	30.2%	46.5
	Sales Promotional Activities	19	44.2%	44.2%	90.7
	Social Media	4	9.3%	9.3%	100.0
	Total	43	100.0%	100.0%	



Graph 7

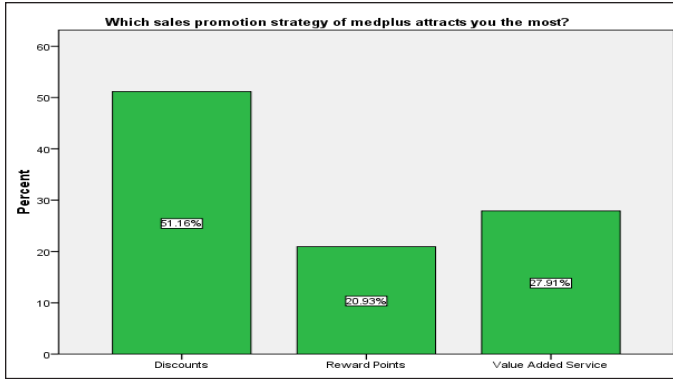
Interpretation: From the above Table 7 and Graph 7, it is observed that the respondents who said they Purchase from Med-Plus 16.3% of the respondents said Physical Location is the Marketing Strategy attracts them to visit Med-Plus, 30.2% of the respondents said Print Ads and Catalog is the Marketing Strategy attracts them to visit Med-Plus, 44.2% of the respondents said Sales Promotion Activities is the Marketing Strategy attracts them to visit Med-Plus and 9.3% of the respondents said Social Media is the Marketing Strategy attracts them to visit Med-Plus.

Thus, it is interpreted that Majority of respondents said Sales Promotional Activities attract them the most to visit Med plus.

6) Which Sales Promotion Strategy of Med-Plus attracts you the most?

Table 8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Discounts	22	51.2%	51.2%	9.3
	Reward Points	9	20.9%	20.9%	11.6
	Value Added Service	12	27.9%	27.9%	51.2
	Total	43	100.0%	100.0%	



Graph 8

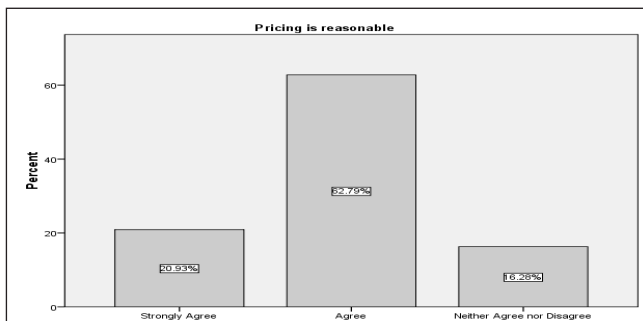
Interpretation: From the above Table 8 and Graph 8, it is observed that the respondents who said they Purchase from Med-Plus 51.2% of the respondents said Discount is the Sales Promotion Strategy of Med-Plus that attracts them the most, 20.9% of the respondents said Reward Points is the Sales Promotion Strategy of Med-Plus that attracts them the most and 27.9% of the respondents said Value Added Service is the Sales Promotion Strategy of Med-Plus that attracts them the most.

Thus, it is interpreted that Majority of respondents said Discount is the Sales Promotion Strategy of Med-Plus that attracts them the most

7) Is the Pricing reasonable?

Table 9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	9	20.9%	20.9%	20.9
	Agree	27	62.8%	62.8%	83.7
	Neither Agree nor Disagree	7	16.3%	16.3%	100.0
	Total	43	100.0%	100.0%	



Graph 9

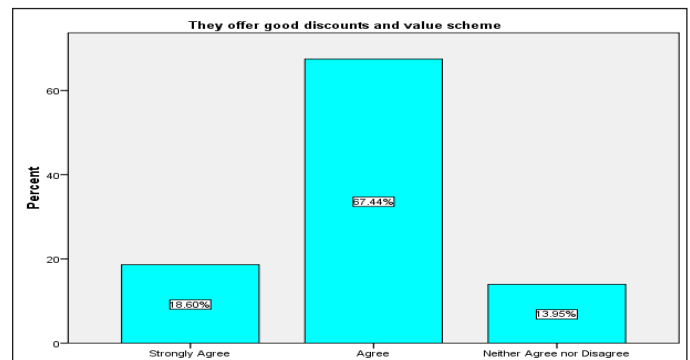
Interpretation: From the above Table 9 and Graph 9, it is observed that the respondents who said they Purchase from Med-Plus 20.9% of the respondents Strongly Agree that Pricing is Reasonable, 62.8% of the respondents Agree that Pricing is Reasonable, 16.3% of the respondents Neither Agree nor Disagree that Pricing is Reasonable.

Thus, it is interpreted that Majority of respondents said that Agree that Pricing is Reasonable.

8) Do they offer very good discounts and value scheme?

Table 10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	8	18.6%	18.6%	18.6
	Agree	29	67.4%	67.4%	86.0
	Neither Agree nor Disagree	6	14.0%	14.0%	100.0
	Total	43	100.0%	100.0%	



Graph 10

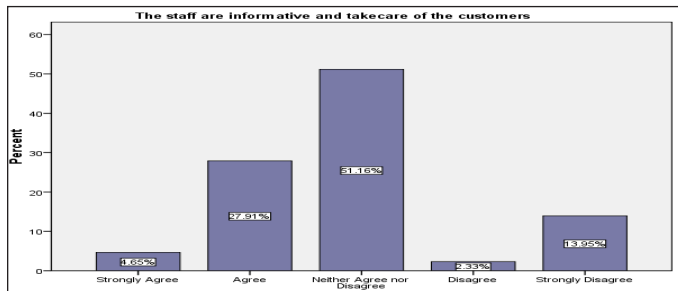
Interpretation: From the above Table 10 and Graph 10, it is observed that the respondents who said they Purchase from Med-Plus 18.6% of the respondents Strongly Agree that the offer very good discounts and value scheme, 67.4% of the respondents Agree that they offer very good discounts and value scheme, 14% of the respondents Neither Agree nor Disagree that the offer very good discounts and value scheme.

Thus, it is interpreted that Majority of respondents said that Agree that they offer very good discounts and value scheme.

9) Are the staff informative and take care of the customers?

Table 11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	2	4.7%	4.7%	4.7
	Agree	12	27.9%	27.9%	32.6
	Neither Agree nor Disagree	22	51.2%	51.2%	83.7
	Disagree	1	2.3%	2.3%	86.0
	Strongly Disagree	6	14.0%	14.0%	100.0
	Total	43	100.0%	100.0%	



Graph 11

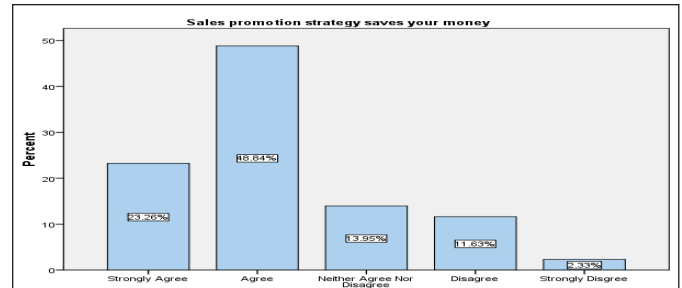
Interpretation: From the above Table 11 and Graph 11, it is observed that the respondents who said they Purchase from Med-Plus 4.7% of the respondents said they Strongly Agree that the staff are informative and take care of the customers, 27.9% of the respondents said they Agree that the staff are informative and take care of the customer, 51.2% of the respondents said they Neither Agree nor Disagree that the staff are informative and take care of the customer, 2.3% of the respondents said they Disagree that the staff are informative and take care of the customers, 14% of the respondents said they Strongly Disagree that the staff are informative and take care of the customers.

Thus, it is interpreted that Majority of respondents said that they neither agree nor disagree that the staff are informative and take care of the customers.

10) Do the Sales promotion strategy saves your money?

Table 12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	10	23.3%	23.3%	23.3
	Agree	21	48.8%	48.8%	72.1
	Neither Agree Nor Disagree	6	14.0%	14.0%	86.0
	Disagree	5	11.6%	11.6%	97.7
	Strongly Disagree	1	2.3%	2.3%	100.0
	Total	43	100.0%	100.0%	



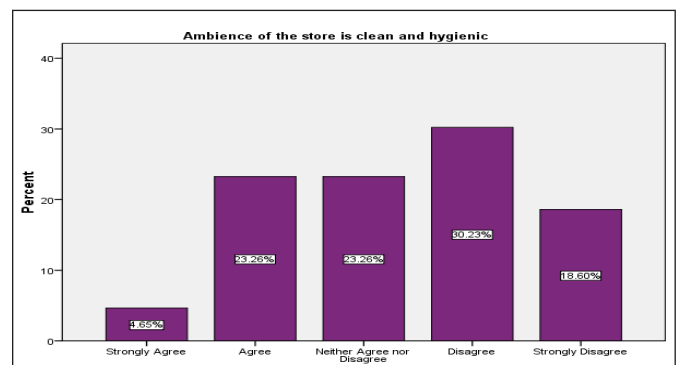
Graph 12

Interpretation: From the above Table 12 and Graph 12, it is observed that the respondents who said they Purchase from Med-Plus 23.3% of the respondents said they Strongly Agree that the Sales promotion strategy saves your money, 48.8% of the respondents said they Agree that the Sales promotion strategy saves your money, 14% of the respondents said they Neither Agree nor Disagree that the Sales promotion strategy saves your money, 11.6% of the respondents said they Disagree that the Sales promotion strategy saves your money and 2.3% of the respondents said they Strongly Disagree that the Sales promotion strategy saves your money. Thus, it is interpreted that Majority of respondents said that they agree that the Sales promotion strategy saves your money.

11) Does the Ambience of the store is clean and hygienic?

Table 13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	2	4.7%	4.7%	4.7
	Agree	10	23.3%	23.3%	27.9
	Neither Agree Nor Disagree	10	23.3%	23.3%	51.2
	Disagree	13	30.2%	30.2%	81.4
	Strongly Disagree	8	18.6%	18.6%	100.0
	Total	43	100.0%	100.0%	



Graph 13

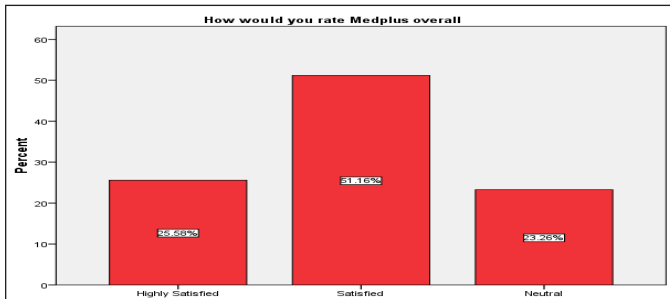
Interpretation: From the above Table 13 and Graph 13, it is observed that the respondents who said they Purchase from Med-Plus 4.7% of the respondents strongly Agree that the Ambience of the store is clean and hygienic, 23.3% of the respondents Agree that the Ambience of the store is clean and hygienic, 23.3% of the respondents neither agree nor disagree that the Ambience of the store is clean and hygienic, 30.2% of the respondents Disagree that the Ambience of the store is clean and hygienic and 18.6% of the respondents Strongly Disagree that the Ambience of the store is clean and hygienic.

Thus, it is interpreted that Majority of respondents said that they disagree that the Ambience of the store is clean and hygienic.

12) How would you rate Med-Plus overall?

Table 14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly Satisfied	11	25.6%	25.6%	25.6
	Satisfied	22	51.2%	51.2%	76.7
	Neutral	10	23.3%	23.3%	100.0
	Total	43	100.0%	100.0%	



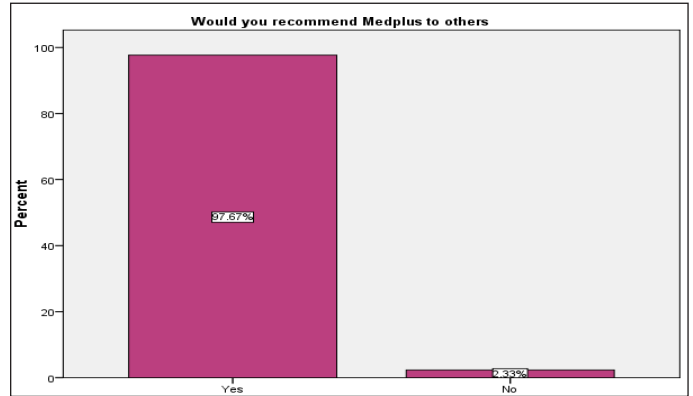
Graph 14

Interpretation: From the above Table 14 and Graph 14, it is observed that the respondents who said they Purchase from Med-Plus 25.6% of the respondents rated Med-Plus overall as Highly Satisfied, 51.2% of the respondents rated Med-Plus overall as Satisfied, 23.3% of the respondents rated Med-Plus overall as Neutral. Thus, it is interpreted that Majority of respondents rated Med-Plus overall Satisfied.

13) Would you recommend Med-Plus to other?

Table 15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	42	97.7%	97.7%	97.7
	No	1	2.3%	2.3%	100.0
	Total	43	100.0%	100.0%	



Graph 15

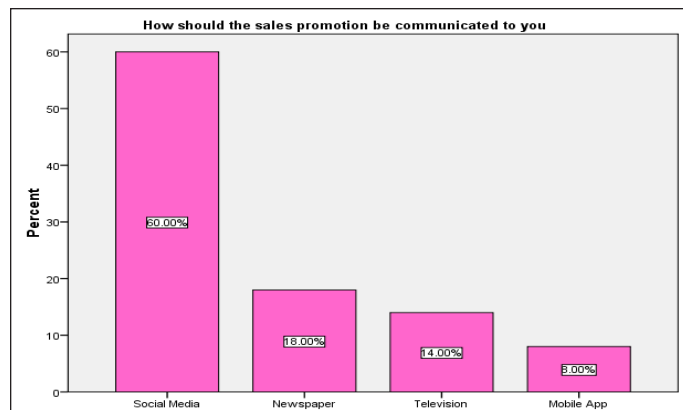
Interpretation: From the above Table 15 and Graph 15, it is observed that the respondents who said they Purchase from Med-Plus 97.7% of the respondents would like to recommend Med-Plus to other and 2.3% of the respondents would not like to recommend Med-Plus to other.

Thus, it is interpreted that majority of the respondents would recommend Med-Plus to others.

14) How should the Sales Promotion be communicated to you?

Table 16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Social Media	30	60.0	60.0	60.0
	Newspaper	9	18.0	18.0	78.0
	Television	7	14.0	14.0	92.0
	Mobile App	4	8.0	8.0	100.0
	Total	50	100.0	100.0	



Graph 16

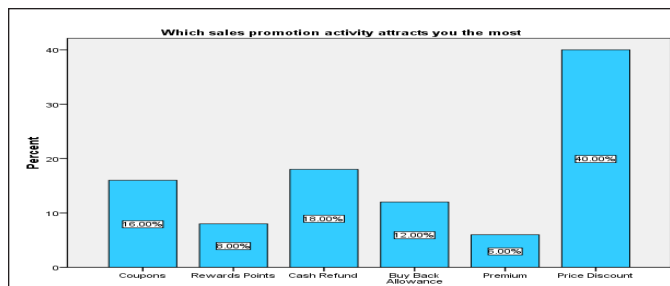
Interpretation: From the above Table 16 and Graph 16, it is observed that out of all the 50 respondents 60% of the respondents said that the Sales Promotion be communicated to them through Social Media, 18% of the respondents said that the Sales Promotion be communicated to them through Newspaper, 14% of the respondents said that the Sales Promotion be communicated to them through Television and 8% of the respondents said that the Sales Promotion be communicated to them through Mobile App.

Thus, it is interpreted that majority of the respondents said Social Media is the best way to communicate to them about the sales promotion.

15) Which Sales Promotion Activity attracts you the most?

Table 17

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Coupons	8	16.0	16.0	16.0
	Rewards Points	4	8.0	8.0	24.0
	Cash Refund	9	18.0	18.0	42.0
	Buy Back Allowance	6	12.0	12.0	54.0
	Premium	3	6.0	6.0	60.0
	Price Discount	20	40.0	40.0	100.0
	Total	50	100.0	100.0	



Graph 17

Interpretation: From the above Table 17 and Graph 17, it is observed that out of all the 50 respondents 16% of the respondents said Coupons is the Sales Promotion Activity that attracts them most, 8% of the respondents said Reward Points is the Sales Promotion Activity that attracts them most, 18% of the respondents said Cash Refund is the Sales Promotion Activity that attracts them most, 12% of the respondents said Buy Back Allowance is the Sales Promotion Activity that attracts them most, 6% of the respondents said Premium is the Sales Promotion Activity that attracts them most and 40% of the respondents said Price Discount is the Sales Promotion Activity that attracts them the most.

Thus, it is interpreted that majority of the respondents Price Discount is the Sales Promotion Activity that attracts them the most.

FINDINGS OF THE STUDY

- From Table 9 and Graph 9, it was found that 20.9% Strongly Agree that Pricing is Reasonable, 62.8% Agree that Pricing is Reasonable and 16.3% Neither Agree nor Disagree that Pricing is Reasonable.
- From Table 10 and Graph 10, it was found that 18.6% strongly Agree that From Table 1 and Graph 1, it was found that 50% said it is 0-1kms from their Locality, 36% said it is 1-2kms from their Locality, 14% said it is 2-5kms from their Locality.
- From Table 2 and Graph 2, it was found that 86% said they Purchase from Med-Plus and 14% of said they do not Purchase from Med-Plus.
- From Table 3 and Graph 3, it was found that 11.6% buy less than 100 in a month from Med plus, 39.5% buy between 100-500 in a month from Med plus, 20.9% buy between 500-1000 in a month from Med plus and 27.9% buy 1000 and above in a month from Med plus

- From Table 4 and Graph 4, it was found that 7% purchase once in a week from Med plus, 16.3% purchase once in two weeks from Med plus, 53.5% purchase once in a month from Med plus and 23.3% purchase once in two months from Med plus.
- From Table 5 and Graph 5, it was found that 9.3% Purchase Diabetic Medicine from Med plus, 2.3% Purchase Cardiac Medicine from Med plus, 39.5% Purchase General Medicine from Med plus, 37.2% Purchase Personal Health Care from Med plus and 11.6% Purchase other things from Med plus.
- From Table 6 and Graph 6, it was found that 34.9% purchase due to Reasonable Price, 14% purchase due to Service Quality, 23.3% due to Availability of Store and 27.9% purchase due to Availability of Product range in the Store.
- From Table 7 and Graph 7, it was found that 16.3% said Physical Location is the Marketing Strategy attracts them to visit Med-Plus, 30.2% said Print Ads and Catalog is the Marketing Strategy attracts them to visit Med-Plus, 44.2% said Sales Promotion Activities is the Marketing Strategy attracts them to visit Med-Plus and 9.3% said Social Media is the Marketing Strategy attracts them to visit Med-Plus.
- From Table 8 and Graph 8, it was found that 51.2% said Discount is the Sales Promotion Strategy of Med-Plus that attracts them the most, 20.9% said Reward Points is the Sales Promotion Strategy of Med-Plus that attracts them the most and 27.9% said Value Added Service is the Sales Promotion Strategy of Med-Plus that attracts them the most.
- The offer very good discounts and value scheme, 67.4% Agree that they offer very good discounts and value scheme and 14% Neither Agree nor Disagree that the offer very good discounts and value scheme.
- From Table 11 and Graph 11, it was found that 4.7% of the respondents said they Strongly Agree that the staff are informative and take care of the customers, 27.9% Agree that the staff are informative and take care of the customer, 51.2% Neither Agree nor Disagree that the staff are informative and take care of the customer, 2.3% Disagree that the staff are informative and take care of the customers and 14% Strongly Disagree that the staff are informative and take care of the customers.
- From Table 12 and Graph 12, it was found that 23.3% Strongly Agree that the Sales promotion strategy saves your money, 48.8% Agree that the Sales promotion strategy saves your money, 14% Neither Agree nor Disagree that the Sales promotion strategy saves your money, 11.6% Disagree that the Sales promotion strategy saves your money and 2.3% Strongly Disagree that the Sales promotion strategy saves your money.
- From Table 13 and Graph 13, it was found that 4.7% strongly Agree that the Ambience of the store is clean and hygienic, 23.3% Agree that the Ambience of the store is clean and hygienic, 23.3% neither agree nor disagree that the Ambience of the store is clean and hygienic, 30.2% Disagree that the Ambience of the store is clean and hygienic and 18.6% Strongly Disagree that the Ambience of the store is clean and hygienic.
- From Table 14 and Graph 14, it was found that 25.6% rate Med-Plus overall as Highly Satisfied, 51.2% of the respondents rated Med-Plus overall as Satisfied, 23.3% of the respondents rated Med-Plus overall as Neutral.
- From Table 15 and Graph 15, it was found 97.7% would like to recommend Med-Plus to other and 2.3% would not like to recommend Med-Plus to other.
- From Table 16 and Graph 16, it was found that 60% said that the Sales Promotion be communicated to them through Social Media, 18% said that the Sales Promotion be communicated to them through Newspaper, 14% said that the Sales Promotion be communicated to them through Television and 8% said that the Sales Promotion be communicated to them through Mobile App.
- From Table 17 and Graph 17, it was found that 16% said Coupons is the Sales Promotion Activity that attracts them most, 8% said Reward Points is the Sales Promotion Activity that attracts them most, 18% said Cash Refund is the Sales Promotion Activity that attracts them most, 12% said Buy Back Allowance is the Sales Promotion Activity that attracts them most, 6% said Premium is the Sales Promotion Activity that attracts them most and 40% said Price Discount is the Sales Promotion Activity that attracts them most.

MAJOR SUGGESTIONS/ RECOMMENDATIONS

- From Finding 11 it has been found that 4.7% Strongly Agree that the staff is informative and take care of the customers, 27.9% Agree 51.2% neither Agree nor Disagree, 2.3% Disagree and 14% Strongly Disagree that the staff are informative and take care of the customers. So it is recommended to Med-Plus that the staff of med-plus must be more communicative with the customers and help the customers in the store regarding the products and service they would like avail and also inform them take care of the customers by informing them about the product availability if ever stock out and also help them out with the prescription prescribed.

- From Finding 13 it was found that 4.7% strongly Agree, 23.3% Agree, 23.3% neither agree nor disagree, 30.2% Disagree and 18.6% Strongly Disagree that the Ambience of the store is clean and hygienic. So it is recommended to Med-Plus that they should keep their ambience of store clean and hygienic as most of them visit Med-Plus and purchase from Med plus and to keep the customers overall satisfied the store needs to be well organized, Clean and comfortable for the customers to visit the store and make purchases.
- From Finding 16 it was found that 60% said that the Sales Promotion be communicated to them through Social Media, 18% Newspaper, 14% said Television, 8% Mobile App. So it is recommended to Med-Plus that they if the sales promotions are taking place it should be communicated to them through Social Media like Facebook, Instagram and YouTube as these are the highly rated Social Platforms and for Newspaper it can be Deccan Herald and Times of India for English and Vijay Karnataka and Sayukhta Karnataka newspaper for Kannada as these are the highly circulated newspaper in Hubli according to the data in IRS Q1 and Q2 2020 and also the all India Social Media Statistics.
- From Finding 17 it has been found that 16% said Coupons is the Sales Promotion Activity that attracts those most, 8% Reward Points, 18% said Cash Refund, 12% said Buy Back Allowance, 6% said Premium and 40% said Price Discount. So it is recommended to Med-Plus that they should continue with their Price Discount Policy and can also take into consideration Coupons and Cash refund policy to attract more customers to their company.

CONCLUSION

Completing this project on Sales Promotional Strategies was a great learning experience for me because it allowed me to learn about the consumers' perspectives on Med-Pus Marketing Strategies and Sales Promotional Strategies. Sales promotion is critical for increasing corporate sales and attracting new clients. To compete in a market with so much competition, every company needs have a solid strategic strategy for marketing. Med-plus is India's second-largest drugstore chain. Med-Plus provides prescription and over-the-counter medications, fast-moving consumer goods (FMCG), vitamins and other nutritional supplements, as well as optical. As a researcher, I wanted to look into the organization's 'Sales Promotion Strategies.' According to the results of the survey, the majority of them said that Med-Plus is close to their home, that they buy general medicine and spend between 100 and 500 rupees on average once a month, that they visit Med-Plus because the prices are

reasonable, that the store's sales promotion strategy, such as discounts, appeals to them the most, and that they believe it will save them money, and that they are generally satisfied with Med-Plus.

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