



Daffodil International University

Internship Report on

**An Analysis of the Pharmaceutical Products Marketing in
Bangladesh: A Study on Pharma Solutions Bangladesh
Limited**

Submitted To

Professor Dr. Mohammad Masum Iqbal
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Submitted By

Amana Chowdhury Muna
ID: 211-11-1223
Program: BBA (Major in Marketing)
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Date of Submission: 31st December 2024



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Bangladesh: A Study on Pharma Solutions Bangladesh
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Letter of Transmittal

31st December 2024

Professor Dr. Mohammed Masum Iqbal
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report on 'An Analysis of the Pharmaceutical Products Marketing in Bangladesh: A Study on Pharma Solutions Bangladesh Limited'.

Dear Sir,

I am delighted to submit my internship report on 'An Analysis of the Pharmaceutical Products Marketing in Bangladesh: A Study on Pharma Solutions Bangladesh Limited', which I have completed as a compulsory part of my internship program.

The primary purpose of this report is to understand and analyze the marketing strategies of Pharma Solutions Bangladesh Limited. I have collected the data through direct observations, discussions with team members a review of company documents. I have given my full dedication and the best of my ability to prepare the report under your expert guidance. I truly appreciate your effort and support that you gave to help me for completing my internship journey.

I, therefore, hope that you will recognize my dedication and find the report satisfactory.

Sincerely,

Amana Chowdhury Muna

ID: 211-11-1223

Program: BBA (Major in Marketing)
Department of Business Administration
Faculty of Business & Entrepreneurship

Certificate of Approval

This is to certify that the internship report entitled ‘An Analysis of the Pharmaceutical Products Marketing in Bangladesh: A Study on Pharma Solutions Bangladesh Limited’ is prepared by Amana Chowdhury Muna, as a requirement of the Bachelor of Business Administration (BBA) Program under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission.



Professor Dr. Mohammed Masum Iqbal
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Acknowledgement

I am thankful to my supervisor Professor Dr. Masum Iqbal as he shared his knowledge and expertise with me and guided me to complete the report. It was an amazing opportunity for me to learn new things about report writing directly from him.

Then, it was a great pleasure for me that I got a chance to work at Pharma Solutions Bangladesh Limited. From time to time, the entire team helped me to comprehend the work culture. Their warm welcome and cooperative nature made me feel valuable to the organization. Also, I got an opportunity to increase my skills on MS Office specially on MS Excel and other things related to workplace.

I would like to extend my heartfelt gratitude to all the people who have been helpful and kind to me for completing my internship journey. They have positively affected my internship experience. I would remember them with whole my heart.

Student's Declaration

I, Amana Chowdhury Muna, hereby give a declaration about the internship report titled 'An Analysis of the Pharmaceutical Products Marketing in Bangladesh: A Study on Pharma Solutions Bangladesh Limited' is the result of my own work. I have completed as a part of my BBA program during my internship at 'Pharma Solutions Bangladesh Limited'.

I wrote this report only for an academic purpose and did not submit it anywhere else before. I further want to state that all the information that is presented in the report is accurate and does not have any existing copyright claim. I have completed the report with my understanding of the subject matter. I have also acknowledged the references that have been used in the writing.



Amana Chowdhury Muna

ID: 211-11-1223

Program: BBA

Major: Marketing

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Executive Summary

This internship report presents an analysis of the pharmaceutical products marketing in Bangladesh employed by Pharma Solutions Bangladesh Limited (PSBL). It seeks to evaluate the effectiveness of marketing activities and strategies in promoting products in the competitive market.

The report is divided into six chapters, starting with an introduction that covers the study's background, objectives, research methodology and limitations. Chapter two provides an overview of PSBL's history, vision, mission, core values, and facilities along with highlighting its partnerships with leading global pharmaceutical and healthcare companies.

Chapter three focuses on PSBL's marketing strategies, including Sales Team Hosting Services, Call Center, Warehousing and Importation Services. PSBL's marketing mix has been discussed in chapter four including product, price, place, promotion, people and process.

Chapter five identifies several problems related to marketing and provides some recommendations which could be suitable for PSBL's marketing success. Problems include budget limitations, low brand awareness, lack of promotions for exported products, insufficient digital marketing presence and the impact of political instability. To address these issues, the report recommends enhancing the marketing budget, increasing brand awareness through outreach and partnerships, promoting exported products via strategic collaborations and strengthening digital marketing efforts. Additionally, a crisis management plan and community engagement are suggested to mitigate risks from political unrest, ensuring long-term growth and resilience. A conclusion has been drawn based on the analysis of the pharmaceutical products marketing and activities of Pharma Solutions Bangladesh Limited.

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Chapter- 01

INTRODUCTION

1.1 Introduction:

The internship report examines the marketing strategies of Pharma Solutions Bangladesh Limited (PSBL) which is one of the key companies in the pharmaceutical distribution sector in Bangladesh. Previously, it was Zuellig Pharma Bangladesh Limited. It was established in 2006. Later, it changed itself to Pharma Solutions Bangladesh Limited. The main goal of the establishment was to help multinational pharmaceutical companies to grab emerging opportunities in the Bangladeshi market. It took its initiative by collaborating with GSK, the company expanded its partnerships to include RAK Pharma, Reckitt-Benckiser, and Novartis Bangladesh.

A major change in PSBL's strategic strategy occurred in 2015 when it changed its name from the Zuellig group to Rapid Keen Holdings Limited and rebranded it in 2019. The core of the company's marketing strategy is its concentration on advanced warehousing, distribution, supply chain management, and value-added services for top pharmaceutical manufacturers worldwide.

1.2 Background of the Study

This report is a required part of completing Bachelor of Business Administration (BBA) program at Daffodil International University. Internship plays a pivotal role in shaping students' outer knowledge about the workplace and helps to develop new skills and enhance them.

The study aims to interpret the internship experience, focusing on the objectives, activities undertaken, skills development and an impact on personal and professional growth through practical engagement.

1.3 Objectives of the Study

The study was undertaken with the following objectives for Pharma Solutions Bangladesh Ltd:

- Identifying the marketing strategies of Pharma Solutions Bangladesh Ltd;
- Analyzing and examining the marketing mix of Pharma Solutions Bangladesh Ltd;
- Identifying the problems related to the marketing activities of Pharma Solutions Bangladesh Ltd;
- Making some recommendations to solve the problems of Pharma Solutions Bangladesh Ltd;

1.4 Research Methodology

Methodology of the Study

i. Nature of the Study

This is 'Exploratory Research' in nature as the objective is to gain insights of PBL's marketing strategies, explore marketing mix, understand marketing problems and give recommendations.

ii. Sources of Data

▪ Primary Data:

- Desk Job
- Direct Observation
- Interaction with Team Members

▪ Secondary Data:

- Official Website of PSBL
- Company Policy and Guidelines
- Sales Report of Various Products
- Press Releases and
- Marketing Materials

iii. Target Population

The target population for the study includes employees of PSBL. It includes mainly sales and marketing personnel, operations team, order management and logistics team.

iv. Sample Size

The study has been conducted with a sample size of 25 participants. It includes 8 employees from the sales and marketing department, 5 from the operations team, 5 and 7 from order management and logistics department respectively.

v. Sampling Method

For the study, I have chosen Convenience Sampling because my time and resources are limited and the participants are easily reachable and available. Besides, this method is quick and inexpensive to conduct.

vi. Method of Data Collection

Data have been collected by talking with some selected participants from some departments of PSBL. I mainly focused on marketing personnel as they are directly involved in the marketing of the products. I have also observed directly some marketing activities and how can attract customers and increase sales. Secondary data such as guidelines, official press releases and existing marketing materials have been utilized for the study.

1.5 Limitations of the Study:

- The marketing department is strict about their internal information and does not approve of sharing competitive strategies.
- Time was a big limitation for collecting data.
- Data is not adequate as participants had to follow the organization's rules and regulations.
- Sample size is too small.

Chapter- 02

AN OVERVIEW OF PHARMA SOLUTIONS BANGLADESH LIMITED

2.1 Company History

Pharma Solutions Bangladesh Ltd. (formerly Zuellig Pharma Bangladesh Limited) was originally registered in Bangladesh in 2006 with the specific purpose of supporting multinational pharmaceutical companies in realizing immediate opportunities presented in the market. Operations began in February 2007, and at inception, the company was a wholly owned subsidiary of Zuellig Pharma Asia Pacific, itself wholly owned by Zuellig Pharma Holdings Limited. Zuellig Pharma became a distributor partner for GSK in 2007. In the subsequent years, Reckitt-Benckiser, RAK Pharma and Novartis Bangladesh allied with ZPBL. In the year 2015, the company separated from the Zuellig group and merged with Rapid Keen Holdings Limited.

In middle of 2019, Zuellig Pharma rebranded the company and currently, it is known as Pharma Solutions Bangladesh Ltd. (PSBL).

Pharma Solutions Bangladesh Limited (PSBL) has achieved its success through advanced warehousing system, order management process, logistics and transportation, supply chain and uninterrupted distribution process. Novartis Bangladesh Limited, Yelanc Pharma, Elanco Bangladesh Ltd., Bengal Remedies Ltd., Pharmasia Ltd., DBL Pharmaceutical Ltd., Unido Pharmaceuticals Ltd. And Mundi Pharma Bangladesh Private Ltd., etc have become an integral part of PSBL.

PSBL's market share was approximately 61% of MNC. It has over 70,000 customers in all

categories such as doctors, hospitals, pharmacies, clinics and wholesalers and so on. The company's main goal to serve the healthcare industry without any disruption of services.

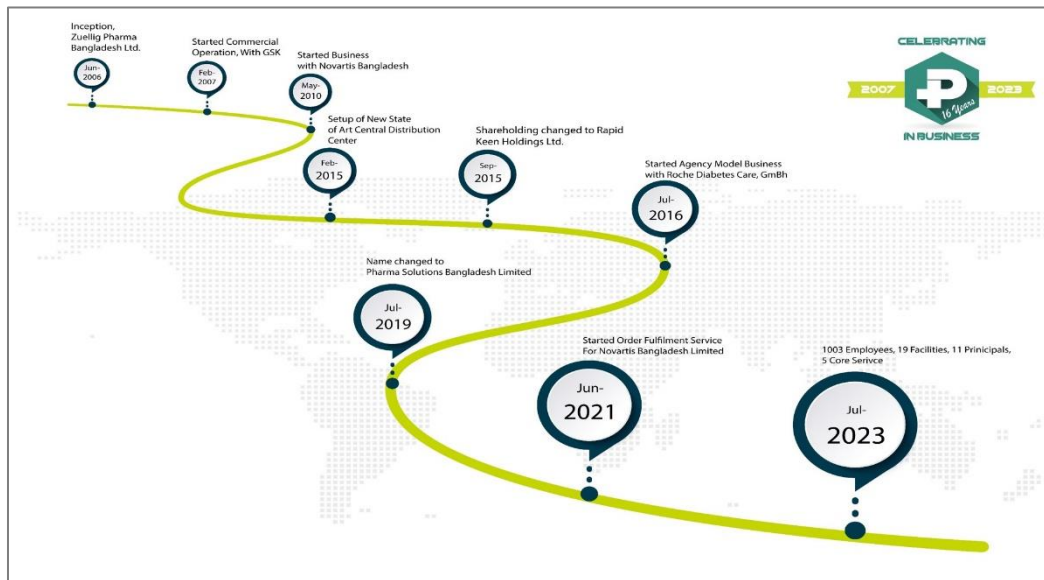


Figure 1.1: History of Company Overview

2.2 Vision & Mission

- **Vision:** PSBL's vision is to Bring the highest quality of healthcare service to the community.
- **Mission:** Trying to become the trusted partner to help the healthcare companies to penetrate the market through innovation with high end solutions.

2.3 Values of PSBL

- Collaboration
- Passion for excellence
- Innovation
- Personal growth

- Integrity & trust

2.4 Facility of PSBL

The central distribution center (CDC) is a major part of PSBL which is located in Savar. This facility follows the standards, including ISO 9001:2015, Good Storage and Distribution Practices (GSDP), and Health, Safety, and Environment (HSE) regulations. The CDC ambits over 50,000 square feet. The storage space is ambient with air conditioner. Also, an additional 2,000 square feet is allocated for cold chain storage.

2.5 Global Brands that are Represented by PSBL

Pharma Solutions Bangladesh Ltd. offers advanced warehousing, distribution, supply chain, and value-added services to leading global pharmaceutical manufacturers such as GlaxoSmithKline, Novartis Pharma, Sandoz, Elanco Bangladesh Ltd., Mundi Pharma Bangladesh Private Ltd, Bengal Remedies Ltd., DBL Pharmaceuticals Ltd, EON Group, Roche Diabetes Care, Novivo Health Care, Menarini, Himalya Wellness, Yuwell Health Care, Pharma Support Ltd., Yelanc Pharma Ltd., Omron Healthcare, Marie Stopes, and Sebamed.

PSBL is the only marketer and distributor Sebamed product range from Sebapharma GmbH & Co. KG in Germany, Omron Healthcare devices and Accu-Chek from Roche Diabetes Care within Bangladesh.



Chapter- 03

MARKETING STRATEGIES OF PHARMA SOLUTIONS BANGLADESH LIMITED

3.1 Marketing Strategies

3.1.1 Sales Team Hosting Services

Pharma Solutions Bangladesh Ltd. provides customized sales team hosting services to meet clients' needs for order collection and increase sales. The purpose of the service is to share accommodation of specific requirements and efficient and effective support for businesses. PSBL has skilled sales professionals who help clients and customers by providing their sales support and streamlining the operations. It facilitates them to concentrate on core activities while encouraging customer satisfaction.

3.1.2 12/7 Call Center

PSBL owns a call center which operates every day, even on holidays, between 9:00 AM to 10:00 PM. This service offers patients the chance to order different types of medicines and health care products distributed by Pharma Solutions. It also gives information about drugs and medical devices to the keen customers. Customers can make complaints regarding any medicinal side effects. The call center team ensures support is always available for patients' needs.

3.1.3 Warehousing

PSBL has strong warehousing services, by providing Central Distribution Center (CDC) which is in Savar. The facility emphasizes a capacity of 2,400 pallet places, with temperature-controlled storage maintained below 25 degrees Celsius. The cold rooms operate between 2-8 degrees Celsius. CDC is equipped with high-security measures like a cold chain facility with a 160-pallet

place capacity, following the global standards. It efficiently receives stocks from clients' factories and various ports and delivers them to 13 branches across of PSBL and directly to customers all over Bangladesh.

3.1.4 Importation

Pharma Solutions Bangladesh Ltd. provides all sorts of importation services for medical equipment. It also imports pharmaceuticals and cosmeceuticals products. PSBL is fully customized to meet client requirements, ensuring tailored solutions for their specific needs. This has a great influence on PSBL to adapt and meet various client demands properly.

3.1.5 Product Registration

Pharma Solutions Bangladesh Ltd. provides full support for pharmaceutical regulatory services, bearing a hand to clients to registrar the products. PSBL's regulatory team knows the requirements set by registration bodies and what necessary documentation needs to be submitted. Their strong relationship with regulatory authorities enables clients to navigate the registration process efficiently, ensuring that products are registered in a timely manner while meeting all compliance standards. This support helps clients successfully bring their products to market.

Chapter- 04

MARKETING MIX OF PHARMA SOLUTIONS BANGLADESH LIMITED

4.1 Marketing Mix

4.1.1 Product

Pharma Solutions Bangladesh Ltd. works as an exclusive importer and distributor for several brands. It also takes the responsibility for marketing activities for all sorts of product types:

- **Diabetes Care:** Marketing agents do all the promotional activities for Roche Diabetes Care products that fall under the purview of the Sales and Marketing Coordination Department of PSBL.
- **Dermatology:** PSBL promotes German brand called Sebamed as being the sole distributor, seller, and marketing agent which specializes in dermatological products. Experts and scientific studies support the efficacy of Sebamed products, asserting their effectiveness for sensitive and troubled skin.
- **Health Care:** PSBL holds the authorization of distribution and marketing of Yuwell brand products in Bangladesh. Yuwell produces a wide variety of medical equipment, including blood pressure monitors, oxygen concentrators, thermometers, nebulizers and PAP devices. The brand is also identified as a player in the production of oxygen equipment and various medical devices.

With the aim to raise awareness and improve sexual health in Bangladesh, PSBL also became the national distributor for Kamasutra Condoms by Godrej Household Products Bangladesh.

- **Vision Care:** PSBL also takes great care for vision products. That's why, it has introduced the Zeiss Anti-Fog Kit in Bangladesh.

4.1.2 Price

The Directorate General of Drug Administration (DGDA) gives permission and regulates all the import and export of raw materials and pharmaceutical products, production, packaging materials, price, license and registration for all kinds of medicines.

PSBL follows DGDA rules and regulations during exporting as well as distributing its products. The company also has a 2% to 6% discount on MRP of assorted items and principals.

4.1.3 Place

PSBL operates its business through 17 branches in Bangladesh. Branches are directly managed by the corporate office which is in Dhaka. Customers can purchase directly from those branches or ask for delivery directly to their place. PSBL has both cash and credit customers.

The company is also committed to providing quality service and customer satisfaction throughout the country.

Branch	Address
Corporate Office	Plot No-335/B, Rangs Tower, Tejgaon Industrial Area, Dhaka
Central Distribution Center, Savar	Gazirchat South Para, Ashulia, Savar, Dhaka
Tongi	Himerdhigi, Tongi Industrial Area,
Sylhet	Plot No- 3, Payra, Dorga Mohalla,

Bogura	Plot No-163, Khondokar Bari, Koigari East Para,
Barishal	Police Line Road, Barishal
Cumilla	Evergreen House, Adorsha Sadar,
Jessore	Ghope Central Road, New Town Housing Estate, Jessore
Khulna	Plot No- 388, Road No- 20, Nirala Residential Area, Khulna
Maizdee	Red Crescent Bhaban, Judge Court Road
Mymensingh	Plot No- 6, Mritunjoy School Road, Mymensingh
Rajshahi	Plot No-263/2 Uposhohor Housing Estate, Rajshahi
Rangpur	M C Mozumder Road, Rangpur
Chittagong	Islam Steel Mills Ltd., Nasirabad Industrial Area

Figure 2.2: All Branches of PSBL

4.1.4 Promotion

- **Health Campaign:** PSBL targets large crowds, especially on different occasion or government holidays in public places to promote health campaign drawing public attention. Provide free health services and checkups on such days can yield to fruitful results. People become curious in health screenings which help to increase the brand awareness.

On the occasion of International Mother Language Day which was on 21st February, the Marketing and Sales Coordination Team of PSBL arranged a health campaign at Shahbag, Dhaka. It drew attention of a large number of people. The program promoted free blood sugar tests by using the ACCU-CHEK meter, measuring blood pressure with Yuwell BP monitor and anti-fog kits for the people who use glasses. People got valuable information about latest and upgraded medical equipment along with its features and benefits. A 21% of special discount was given on different products to make the campaign more lucrative and enhancing customer interest.



Figure 2.3 Brand Campaign on special occasion

- Pharmacy Campaign:** Pharmacy campaigns certainly take place outside of pharmacies. So, it becomes easy too as the pharmacy owners provide the venue and often ask to be the sponsor of the campaigns. At the beginning, PSBL focused on upholding contracts with renowned pharmacies for such campaigns. Activities are designed after a meeting with PSBL and pharmacy owners. It includes free diabetes tests, blood pressure checkups and some complimentary items.

PSBL also designs various cross-banners featuring the company name, brand logos and the pharmacy name. It helps to ensure that people become familiar with PBL brands during the events.

Such events primarily target those customers who need such equipment. Also, sometimes such campaigns take place where hospitals are located. It significantly enhances the chances of gaining the attraction of potential customers.



Figure 2.4 Brand Campaign at Different Places

- Park Campaign:** Parks are the place where most of the health-conscious people come for a walk or do other forms of exercise to maintain a healthy lifestyle. So, PSBL conducts park campaigns to reach to a broader audience. These campaigns mostly take place in the upscale residential areas for example Gulshan, Banani and Dhanmondi. Such campaigns usually start early in the morning to encourage people who go for walks or exercise. On such events, brand promoters offer diabetes tests for free and various complimentary gifts.
- GP House Campaign:** On March 14, 2023, GP House, the corporate headquarters of Grameenphone, the telecommunications giant of Bangladesh, came up with an idea for a corporate campaign. This campaign was held in the GP Maidan auditorium and the marketing and sales coordination team performed free sugar tests and introduced an ACCU-CHEK meter for this purpose, blood pressure measurements using Yuwell monitor, and had a trial of the Zeiss anti-fog kit. Participants got gift boxes and were able to consult with an MBBS doctor. Employees were also given discount coupons to promote greater brand awareness among the workers.



Figure 2.5 Campaign at GP House

- Monthly Gifts to Chemists:** To increase the number of chemists' engagement programs, PSBL motivates them by providing monthly gifts to sell and promote the brand. It facilitates the number of sales. After reaching the sales target level and evaluating sales record with previous months, gifts are offered to top chemists who showcase good performance in promoting the brand.
- Monthly Gift to Doctors:** Doctors directly play a crucial role for PSBL by endorsing medical equipment to patients. Patients ultimately become potential buyers. All the brands that PSBL demonstrate and promote are Conformité Européenne (CE) certified and better than the competitors in the market. It is important to create awareness about quality. PSBL ensures that by offering intact products. So, doctors can recommend that equipment. This engages customers with the brand and actively leads them to make a purchase.
- Health Tips Booklet:** PSBL produces and distributes booklets and brochures about how to maintain a healthy lifestyle. It covers important health tips especially for people who are suffering from any sickness. These booklets mostly contain things about how to deal with diabetes, including its risk factors, symptoms, results and what to do having diabetes and what not to do. It also contains exercise tips and healthy diet charts. Moreover, the booklets maintain a list of essential medical devices that are helpful for monitoring blood pressure, diabetes, oxygen level in the body and so on. It demonstrates product features and benefits

so customers can understand why they need such devices at home. This strategy aligns with health-conscious people, inclining them to make a purchase of branded products offered by PSBL.

- **Pharma Support Limited:** PSBL has introduced Pharma Support Limited. The team is formed with some field representatives. They mainly visit pharmacies and medical equipment shops to get knowledge about product demand and collect customer feedback on the brands. These representatives also serve as sales representatives for taking orders and promoting the products.

The key purpose of these promotional activities is to observe consumer behavior, influence purchasing, and encourage specific actions to have a positive perception of the brand.

- **Social Media Marketing:** In today's time social media marketing has become more reliable and an easy form to connect with customers. It is an essential tool for Pharma Solutions Bangladesh Limited to enhance brand awareness, visibility and engage with customers. PSBL's marketing team regularly monitors and evaluates social media engagements. It supports adopting new marketing strategies and refining the old ones. By sharing educative contents, promoting offers and collaborating with healthcare influencers, PSBL can easily build trust and credibility.
- **Website:** Like every other established business, PSBL has its own website (<https://www.pharmasolutions.com.bd/>). The website is informative. It gives all kinds of information related to products and services and how customers can connect with us. The interface is user-friendly providing live chat support and contacts info concerning products and services. Transparency and accessibility are the reasons how the website helps to strengthen relationships among customers and industry partners.

4.1.5 People

- **Trained Personnel:** PSBL trains its employees to become productive and effective to the business. Being well-trained, staff can use their knowledge and expertise to deal with any uncertain occasion. It also helps them to support customers to increase the overall customer experience.
- **Sales and Marketing Teams:** The sales and marketing team takes every essential step for adopting new strategies and executing promotional activities. The team does community engagements through health campaigns and events to promote the company's products and services and raise brand awareness.
- **Customer-Centric Approach:** PSBL gives importance to customer satisfaction. It ensures that its team members are approachable and friendly to respond to any customer inquiries and needs. Direct delivery services to customers are managed by PSBL's own staff so it can meet the expectations of customers.
- **Community Engagement:** PSBL patronizes its employees to take part in community engagement programs for fostering a healthy lifestyle and fulfilling a sense of social responsibility. Events like this help to gain community trust and showcasing products.
- **Feedback Mechanism:** Feedback from customers about products and services is valuable to any company. PSBL is no exception to this. Employees love to hear from customers and take essential steps to give better support. The commitment is to build strong relationships with customers by gaining their trust.

4.1.6 Process

Pharma Solutions Bangladesh Limited has standard IT systems which is suitable for industry related work. Also, it has also adapted global frameworks and platforms to create and develop enhanced information systems. PSBL maintains a special database to collect customer information and invoice payments.

In order to ensure operational efficiency, Pharma Solutions has put in place an IT management system which is compliant with the requirements of the ISO 27001 standard. Protecting information assets is the highest priority, and all information technology processes, practices, and standard operational procedures (SOPs) comply with ISO 27001 framework security principles. In addition, an ITIL best practices approach is applied in IT service management.

To provide support and services to its principal companies such as Novartis Bangladesh Limited, Elanco Bangladesh Ltd, Pharmasia Ltd, Bengal Remedies Ltd, DBL Pharmaceutical Ltd, Mundi Pharma Bangladesh Private Ltd, and UNIDO Pharmaceuticals Ltd, Pharma Solutions develops and sells different types of software solutions like:

- eZRx (Electronic Order Collections System)
- eZRx SMART(eZRx Reporting System)
- PMMS (Promo Material Management System)
- TRMS (Trade Return Management System)
- QMS (Quality Incident Management System)

4.1.7 Physical Evidence

Creating good customer experience comes through providing physical evidence to create more brand visibility. PSBL actively provides hard copies of invoices, challans, good movements documents, printed reports, price approval documents to concerning people. It also ensures that the documents are professionally formatted and clearly labeled.

It shows how much PSBL care about fulfilling the marketing mix essentials. The company even uses branded packaging for its products, which helps to protect the items from outer damage and also serves as a visual representation of the brand's commitment to quality. Promotional materials, such as brochures and product catalogs can also be considered as physical evidence for highlighting product features and benefits.

PROBLEMS, RECOMMENDATIONS AND CONCLUSION

5.1 Problems

Problems Related to Marketing Activities

- **Budget Limitations**

Pharma Solutions Bangladesh Limited has set some boundaries for budget allocation for several purposes. It profoundly affects marketing activities as the marketing team must follow the financial limitations. So, sometimes the team cannot engage in effective promotional activities. It reduces brand visibility in the market and cannot reach potential customers, which overall hampers total sales. Due to budget constraints, some products do not get enough chance to be advertised in the market and it mostly affects exported products.

- **Limited Brand Awareness**

PSBL has a wide range of products but often struggles with low brand recognition. Many consumers are unaware of the brand identity and its offerings. It creates a huge disruption of smooth marketing activities.

- **Lack of Promotions for Exported Products**

Exporting products has a huge risk. If it does not have any promotional activities and cannot gain customers for this, it can become a big burden to PSBL. Without doing proper promotional activities the company can misalign its product offerings. Despite having a good demand for exported products, PSBL often misses its chance because of lack of promotions. As customers are not aware of the products can lead to poor sales affecting

the company's market position. Instead of having a good profit for exported products, it faces losses.

- **Insufficient Digital Marketing Presence**

Digital presence is the newest and easiest way to gain recognition and attract customers but PSBL's online presence is underdeveloped. The company is not properly utilizing the blessing of digital marketing. It has created a limitation to reach a broader audience especially in today's time where love spends their time online. Digital marketing helps to monitor and evaluate demographics information as well as increase sales.

- **Marketing Challenges from Political Unrest**

In recent time, Bangladesh has seen an impactful change in politics that is creating some unusual and uncertain situations for many business operations. Pharmaceutical companies have also seen such disruption in their business. It makes products unavailable due to supply chain breakdown and workers go on strike. It is also affecting marketing activities. The unpredictability of such an environment can lead to customers not attending any campaigns and events.

5.2 Recommendations

Recommendations Related to Marketing Activities

- **Enhance Marketing Budget Allocation**

By increasing budget allocation for marketing activities can increase the number of customers and help to achieve targeted sales or more than that. Resources should be allocated based on prioritization and marketing needs a little bit more budget than other departments as it is directly related to brand building efforts and sales. Besides, brand awareness and brand visibility can be accomplished through marketing initiatives. PSBL should also concentrate on cost-effective marketing strategies.

- **Enhance Brand Awareness**

By conducting educational outreach activities for professional healthcare personnel and consumers can facilitate to raise awareness of PSBL's diverse range of products along with benefits. Moreover, PSBL can take part in industry conferences, pharmaceutical seminars and local health care events. Such participation will give an opportunity to showcase products and connect with potential customers and stakeholders. The company can collaborate with health care professionals, NGOs and industry professionals to amplify brand recognition without making financial investments. These initiatives can help to create a great influence on potential customers and sales.

- **Promotions for Exported Products**

To promote exported products effectively in Bangladeshi market, PSBL needs to understand consumer preferences and needs. Many consumers prefer those products but lack promotions, they do not know such products exist in the market. Being attentive to reach targeted audience and exploring strategic collaboration with international distributor and marketing agencies can help to gain positive outcome and distribution ensuring broader market penetration and enhanced visibility.

- **Strengthen Digital Marketing Presence**

Without having a strong presence on digital platforms can be hard to attract customers. Valuable contents like articles, infographics, videos etc. can inform and educate the target audience in an effective manner. Articles and videos related to healthcare, medical devices, diet charts and so on will make an impression on social media users. PSBL can connect with those people who would be beneficial to the business, fostering trust and brand loyalty.

- **Mitigate Marketing Challenges from Political Unrest**

To make the business hassle free and not to have any disruption in supply chain, PSBL needs to conduct some useful crisis management plans that can capture customers and stakeholders during the time of unrest and instability. Also, making strong relationships with local communities would build trust and loyalty. These types of efforts help to retain the positiveness of the brand and sustain long term relationship with customers even during challenging times.

5.3 Conclusion

By offering a wide range of products and services, PSBL has established a strong presence in the pharmaceutical and healthcare sector of Bangladesh. Services like sales support team, call center, operating team, warehousing and so many things are facilitating PSBL to thrive in the long run of business. However, drawbacks such as budget limitations, low brand awareness and visibility, less digital marketing platform and lastly, political instability are constantly hampering the business from achieving new heights.

To overcome such difficulties, recommendations are provided to eliminate or reduce most of the issues and become more competitive. Enhancing marketing budget, initiating effective

promotional campaigns, investing in digital marketing can be a cardinal to reach a wider audience can yield more awareness of the brand. Besides marketing activities, PSBL is should keep an eye on the marketing mix as it enables the entire business to run effectively. Through this, the offerings and overcoming the challenges, Pharma Solutions Bangladesh Limited can ensure sustainable growth and continued success in the pharmaceutical sector.

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