



Daffodil
International
University

**An Analysis of the Marketing Strategies of Beximco
Pharmaceuticals Ltd.**

Submitted To

Professor Mohammed Masum Iqbal, PhD

Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Submitted By

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LETTER OF TRANSMITTAL

Date: 12/5/2025

To
Professor Mohammed Masum Iqbal, PhD
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report as ‘**An Analysis of the Marketing Strategies of Beximco Pharmaceuticals Ltd**’.

Dear Sir,

With due respect, I am pleased to submit my internship report titled “**An Analysis of the Marketing Strategies of Beximco Pharmaceuticals Ltd.**” as a requirement of the BBA program at Daffodil International University. This report is based on my four-month internship at **Beximco Pharmaceuticals Ltd.** The report focuses on analyzing the marketing strategies of **Beximco Pharmaceuticals Ltd.**

I am grateful for your supervision and guidance throughout this work. I hope this report meets your expectations.



Abid Hossain Rafi

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LETTER OF APPROVAL

This is to certify that the internship report titled ‘**An Analysis of the Marketing Strategies of Beximco Pharmaceuticals Ltd**’ has been prepared by **Abid Hossain Rafi, ID: 221-11-1595**, as part of the requirements for the Bachelor of Business Administration (BBA) Program, Major in Marketing, under the Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University.

The report is an original work carried out under my supervision and is hereby recommended for submission.



Professor Mohammed Masum Iqbal, PhD

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

DECLARATION

I am Abid Hossain Rafi, a student of Daffodil International University, bearing ID: 221-11-1595, Major in Marketing, Department of Business Administration, do hereby sincerely declare that the internship report entitled “**An Analysis of the Marketing Strategies of Beximco Pharmaceuticals Ltd**” has been prepared by me.

While preparing this internship report, I have not intentionally violated any copyright laws or academic integrity policies.

I further declare that this report has not been submitted anywhere else for the purpose of obtaining any degree, diploma, or certificate.



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Special thanks to my Supervisor **Kashfia Rahman Konica** and members of the Oncology Team (KRK) and Analgesic Team (AFH) for their support and cooperation during my internship.



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EXECUTIVE SUMMARY

This internship report, titled “An Analysis of the Marketing Strategies of Beximco Pharmaceuticals Ltd.”, was prepared as part of the academic internship requirement for the Bachelor of Business Administration (BBA) program with a major in Marketing and to analysis how Beximco Pharmaceuticals Ltd. plans and executes their marketing activities in a competitive and regulated pharmaceutical environment in Bangladesh.

The objectives of the study are to identify the market segmentation, targeting, and positioning strategies of Beximco Pharmaceuticals Ltd., to analyze the marketing mix (Product, Price, Place, and Promotion) of Beximco Pharmaceuticals Ltd., and to recommend ways to improve the marketing strategies of Beximco Pharmaceuticals Ltd. The report follows a qualitative and analytical approach based on established marketing frameworks, including STP, the marketing mix, Integrated Marketing Communications, and competitive positioning.

The findings indicate that pharmaceutical marketing at BPL is highly stakeholder-driven and that marketing effectiveness depends not only on strategic planning but also on execution consistency, product availability, and strong cross-functional coordination among marketing, sales, and distribution functions. The analysis also highlights the challenges of brand differentiation in highly competitive generic markets and the need for more structured market feedback.

Based on these findings, the report recommends strengthening cross-departmental coordination, improving structured market feedback and reporting systems, increasing the use of data-driven approaches in marketing planning, and supporting gradual digital capability development to enhance marketing effectiveness and competitive positioning.

Chapter 1
Introduction

1.1 Introduction

In today's highly competitive and regulated pharmaceutical industry, strategic brand development plays a vital role in achieving sustainable market growth and long-term competitive advantage. Pharmaceutical companies tend to operate in a world where products are usually similar in structure and hereafter brand differentiation, stakeholder trust, and steady implementation are necessary in ensuring success in this competitive market. This reflects the ethical promotion, regulatory compliance and good coordination between marketing and sales functions are needed to be run with effective brand strategies.

Beximco Pharmaceuticals Ltd. one of the top pharmaceutical companies in Bangladesh and have a good presence in both local and international markets. The firm has an extensive portfolio of brands in different therapeutic segments with a well-organized marketing department to maintain the same positioning of the brand and successful market implementation. The strategic Brand Development department of Beximco Pharmaceuticals is aimed to integrate the brand planning, promotional strategy and sales implementation to establish sustainable brand equity and stakeholder confidence.

This report is made according to the academic internship course of the Bachelor of Business Administration (BBA) major in Marketing. The study aims at analyzing the strategic brand development of Beximco Pharmaceuticals Ltd. in terms of its segmentation, targeting and positioning strategy and marketing mix and execution strategy. The focus of the report is also to establish the obstacles associated with brand differentiation, implementation, consistency and to make suggestions on how brand performance can be achieved in the competitive pharmaceutical sector.

1.2 Background

The BBA Internship Requirement is a core component of the BBA Program at Daffodil International University in which students work within an organization while meeting academic, professional and personal learning objectives. As a student of marketing, it's also crucial to have knowledge on how businesses actually run and implement sales strategies. I did my internship in Beximco Pharmaceuticals Ltd., a multi-national pharma company of Bangladesh. Business in the pharmaceutical industry is an entirely different game as compared to FMCG marketing & advertising because it focus more to doctors, pharmacists and other health care professionals.

This forms a highly specialized and organized marketing strategy which is built around brand positioning, scientific communications, and relationships. While I was interning on the SBM (Strategic Brand Management) Team, I learned how marketing plans are created, what goes into print pieces, and how various therapeutic teams are communicating their information to healthcare providers. That experience gave me a good knowledge about how the marketing work in practical life which helped me to prepare this project paper on “Overall and Marketing activities of Beximco ltd”.

1.3 Statement of the Problem

Pharmaceutical marketing is very different when compared to the traditional consumer marketing since it is more controlled and the market is more aimed at the healthcare professionals, not the final consumers. Investigating such environment, companies have to find the right balance between scientific communication, ethical promotion and brand positioning to be competitive. Even though Beximco Pharmaceuticals Ltd. is a prominent pharmaceutical enterprise in Bangladesh, there research has been conducted on how its marketing plans are scheduled and reminded using Strategic Brand Management role. Thus, the objective of the study is to examine the marketing strategies of Beximco Pharmaceuticals Ltd. with an aim of determining its efficacy, difficulty and its improvement opportunities in an already regulated market.

1.4 Significance of the Study

The process of marketing in the pharmaceutical industry is far different from other consumer sectors. While FMCG companies are targeted directly towards end consumers, pharmaceutical companies are more oriented towards doctors, pharmacists, chemist and the healthcare institutions. This group has heavy influence over patient prescriptions and, thus, over which brands win or lose in the marketplace. It is therefore essential for marketing in the pharmaceutical industry to blend both to use scientific communication, build relationships with stakeholders, promote ethically and drive brand's strong position.

It is also essential for marketing students to know more about this specific mechanism. It introduces you to how brands are positioned without TV advertising mass, how promotional tools are developed for healthcare professionals and how marketing efforts need that awesome compliance. Being an intern of Beximco Pharmaceuticals Ltd I had the chance to know all of these activities closely and that is how a top most Pharma Company runs its strategic branding Marketing.

The justification of the study is to review and understand practical perspective or marketing strategy application of Beximco Pharma, to link theory learned in course with the field as I study business administration in this university to learn various skill about professional practical marketing over an industry that is highly competitive and regulated. Such an

analysis is also expected to enable me to gain some practical knowledge and skills which can be used for the benefit of my future undertaking.

1.5 Objectives of the study

Broad Objective

The primary objective of this study is to analyze the Marketing Strategies of Beximco Pharmaceuticals Ltd.

Specific Objectives

- To identify the market segmentation, targeting, and positioning strategies of Beximco Pharmaceuticals Ltd.
- To analyze the marketing mix (Product, Price, Place and Promotion) of Beximco Pharmaceuticals Ltd.
- To recommend ways to improve marketing strategies of Beximco Pharmaceuticals Ltd.

1.6 Methodology

This report is developed based on both primary and secondary data that I have used to secure from my internship in the Beximco Pharmaceuticals Ltd. Primary data has been derived through my involvement in daily tasks of the Strategic Brand Management Department and the questionnaires, which were exchanged between me and my supervisors and colleagues. The secondarily derived data was extracted from company's reports, the internet and published materials concerned with pharmaceutical marketing.

Primary Data

- Practical experience from internship tasks in the Strategic Brand Management Department
- Discussion with supervisors, team leader, and colleagues
- Monitoring team coordination and workflow.
- Participation in team meetings, and brand discussions with team members
- Practical participation in literature and digital concept, marketing content.

Secondary Data

- Company documents, brand manuals, and official publications of Beximco Pharmaceuticals Ltd.
- Information from Beximco Pharma's official website
- Internship guidelines provided by Daffodil International University

1.7 Limitation of the Study

This study has several limitations that may affect the generalization of its findings. The scope of the study is to gain an internship experience at **Beximco Pharmaceuticals Ltd.** and focuses primarily on selected brand and marketing-related activities rather than the company's overall operations. The analysis also depends a lot on what I have seen myself and the information I got from documents that are not secret. These documents might not show everything the organization does in terms of strategy and operations. There are also some limitations to the way we did this study. We mainly used information that's not, in numbers, which we got from doing our daily work talking to our colleagues in a casual way and looking at internal documents. The organizations complete way of doing things might not be fully represented by this information. The study of the organization relies on data and this is a limitation. Due to time constraints and restricted access, the study could not cover all marketing processes in detail, conduct in-depth analysis of confidential performance data, or include extensive field-level observation involving doctors and pharmacies. Despite these limitations, the internship provided sufficient practical exposure and relevant insights to analyze the marketing strategies of Beximco Pharmaceuticals Ltd.

Chapter 2

Company Overview

2.1 Company Overview

Beximco Pharmaceuticals Ltd is a leading manufacturer of pharmaceutical Industry in Bangladesh. Founded in 1976, today it is one of the leading generic manufacturers of high-quality products. The company plays a significant role in local and international markets as well. Beximco Pharma had a successful history of extending its capabilities through alliances, licensing and strategic acquisitions. The company has a wide range of products in all the major therapeutic categories including oncology, analgesic, antibiotics, cardiovascular supplements, Gastroenterology and respiratory care.

Beximco Pharma has manufacturing facilities which are maintained to the highest quality standards, ensuring the production of high-quality medicines including US-FDA, UK-MHRA and European-Agency approved products. As a result, the company has exported its products to over 50 countries worldwide. Unique was also the first Bangladeshi pharmaceutical company that exported medicinal products to the USA, this confirms its successful international stature and reliability.

In the Bangladesh domestic market, Beximco Pharma is a strong player with better product offering and large number of products, sales force to cover doctors as well as other prescribers including pharmacies and health centers / institutions and retailer level marketing. Product Promotion and Positioning are structured within individual therapeutic teams, responsible for key brands. By constant product development and effective marketing.

2.2 Mission, Vision, and Values

2.2.1 Mission

The mission of Beximco Pharmaceuticals Ltd. is to utilize their resources and the technological superiority they possess to be recognized as a leader in both local/international market by providing high quality products for human healthcare, through research services conforming to international standards and bringing value that contributes toward national development.

2.2.2 Vision

The vision of Beximco Pharmaceuticals Ltd is to become a leading globally recognized healthcare company with its presence in all over the world by providing superior quality Medicines, Tablets, capsules and Injection and other products. The company responsibilities including the further expansion of its overseas operation, enhancement of product range and share & leadership retention in the local market through innovation, growth and long-term sustainability.

2.2.3 Values

The core values that guide **Beximco Pharmaceuticals Ltd.** in all its operations include:

- **Integrity:** Beximco Pharmaceuticals Ltd. will ensure that it carries the ethical responsibility, transparency and honesty and also all the marketing, manufacturing, and distribution are conducted to meet the regulatory standards and ethics to inspire trust among the stakeholders.
- **Quality:** The product quality is one of the primary concern of the company. Beximco Pharmaceuticals play very effective in terms of quality assurance, good manufacturing practices, and monitoring to provide safe, effective, and reliable pharmaceutical products.
- **Innovation:** The company appreciates product development, manufacturing process and marketing practices. Beximco Pharmaceuticals aims at competitiveness and responsive organization through the continuous research, technology development and enhancement programs to meet the changing needs for healthcare.
- **Customer and Patient Focus:** Beximco Pharmaceuticals values the needs of business partners, healthcare professionals, and patients. The goal behind all the strategic decisions is to enhance health outcomes, availability of products and developing long term, trust and relationships.
- **Excellence:** The company is committed to its operational and professional excellence within all the functions such as marketing, sales, production and distribution functions.

2.3 History and Current Operations

Beximco Pharmaceuticals Ltd was established as part of the Beximco Group and has contributed a lot for the development of pharmaceutical industry in Bangladesh. Throughout its years of operation, the company has continue to grow its operations to keep up with the rising demand of high quality and affordable medicines in the domestic and international markets. As the healthcare industry expanded, Beximco Pharmaceuticals Ltd. concentrated on increasing the manufacturing capacity, quality control, and acceptable marketing strategies.

The company started by focusing on creating basic generic medicines and progressively diversified its range of products in various categories of therapeutic products. Beximco Pharmaceuticals Ltd. is considered as one of the best pharmaceutical producers in Bangladesh.

Current Operations:

Currently, Beximco Pharmaceuticals Ltd. is engaged in an overall scope of pharmaceutical operations which include manufacturing and quality control, brand and marketing, world wide distribution and supply chain process, and international export business. The company will keep investing in technology development and improvement of processes to make their

operations more efficient and provide regular supply of their products. Beximco Pharmaceuticals Ltd. has maintained a high customer satisfaction rate due to its dedication and quality, which still allows them to serve at the local and foreign market in an effective way.

Chapter 3

Internship Role and Responsibilities

3.1 Role and Responsibilities

During my internship at Beximco Pharmaceuticals Ltd Where I completed my internship, was assigned for some practical work which helped me to understand how the Strategic Brand Management Department operates in real life. I was in marketing support team. These were all new responsibilities for me and they taught me how to set a professional setting Branding, Promotional and Communication work. With these projects, I was not just using the marketing knowledge that I had acquired from my BBA curriculum but also applying real-life skills that could never be learned in a classroom alone. I was given some tasks in each phase, which made me develop with confidence and understand marketing work in a giant pharmaceutical company.

3.2 Rationale of Those Roles and Responsibilities

My internship position with Beximco Pharmaceuticals Ltd. was intended to work within the Strategic Brand Management (SBM) Department, which serves as the marketing unit of the organization. The SBM department has the responsibility of planning, coordination, and implementation of the brand strategies in various therapeutic areas, as well as meeting regulatory and ethical requirements. My duties as an intern were to helping brand managers and members of the team with both strategic planning and execution tasks at the level. My main job was to offer marketing and communication assistants to the Oncology team and Analgesic team of therapists. This involved content development, brand literature design, development of digital concept and simple data analysis. Such roles were a direct support to the fundamental activities of SBM like brand positioning, development of promotional materials, and the alignment of marketing, sales, and medical teams. I got involved in the daily branding operations under the guidance of brand managers and acquired on-job experience into the implementation of marketing strategies in an organized pharmaceutical company. On the whole, the roles and responsibilities assigned helped to make the experience in the internship program relevant to the organizational structure of Beximco Pharmaceuticals Ltd. and enabled me to play a crucial role in the marketing process and to acquire professional skills that were in related with my academic background in marketing.

3.3 Example of a Task

Task 1: Creative Content Writing for NAPA brand

One of the first tasks that was given to me as an intern was to write down some creative copy for NAPA. My boss wanted me to come up with messages that connect emotionally, and are

story-driven, that people can connect to in their everyday life. And I concentrated on the everyday users like mothers, office professionals, students and guys just like you or I who rely on NAPA for fast pain relief. While working on this assignment, I made an effort to grasp how the brand comes across emotionally and realizing also how a few words can make a big impact.” This internship taught me how creative writing is applied in marketing to convey a message that is personalized, organic and relevant to the readers. It has also enhanced my perspective as a consumer and how to write in real-life scenarios.”

Task 2: Designing NAPA One Literature

I also designed the NAPA One brand literature when I was an intern. This literature is handed out by Sales and Field-Sales info-people when they are talking to doctors so it had to be well-written, the info in order, and look professional. What I have to do is to make medical information simple and visually stimulating. I brought out the dangers of NSAIDs and steroid-containing analgesics, the relative safety of paracetamol with regard to other organs, and then I introduced NAPA one’s powerful pain relief options. In creating this material, I learned how the scientific data is turned into marketing communication that doctors can understand. This job let me grow my experience in information design, brand identity guidelines and content planning while also being precise in the development of means aimed on healthcare professionals.

Task 3: generating Oncology App Innovation Concept

Another key responsibility I took was to design a digital healthcare app concept for Oncology team. My boss asked me to come up with something great that would benefit the doctors as well as the patients. So, I come up with an app idea. There will be two portals.

In the Doctors’ Portal, I developed what we called drug pages, research updates, treatment guidelines, regulatory links. These would be tools to help doctors get at crucial information fast and make better clinical decisions.

In the Patients’ Portal, I included simple but useful features such as educational infographics, a drug interaction checker, dose calculator, treatment regimen calculator and appointment reminders. These aspects were developed to assist patients in having a better understanding of cancer treatment and be actively involved.

Doctors Portal

- Drug information
- Research & guidelines
- Regulatory links

- Latest oncology updates

Patient Portal

- Educational info-graphics
- Drug interaction checker
- Dose calculator
- Treatment regimen calculator
- Appointment reminders

This was one of my most advanced tasks that I have done into my internship, and it helped me learn how digital ideas can support and improve healthcare services.

Task 4: NAPA Website Homepage Design

I also assisted in the layout design of a sample homepage for the NAPA brand's website. I was trying to make nice and modern design with obvious demonstration of product info and significant brand messages. I compiled it all in an easy to digest way for visitors to get a quick sense of what the brand is about. I started learning web design, layout and how places on the internet represent for their client.

Task 5: Excel and Pivot Table Data Analysis

I was also able to work with excel to look at many different types of sales and company data. My boss taught me how to use pivot tables to analysis data and find spots that are stronger. By this job I looked at what sells more by product, what sells more by area, and how sales look each month. This showed me how data helps in marketing and how brands see how they do in the world. Working with excel made me better at sorting data and gave me a chance to see how brands use that data to planning.

Chapter 4

Key Learning and Experiences

4.1 Important Learnings

The Beximco Pharmaceuticals Ltd. internship was a valuable experience to gain a lot of practical exposure to the field of marketing of pharmaceutical products and strategic brand management. Among the most significant lessons, the realization of that the marketing strategies in the pharmaceutical sector are planned not with regard to direct consumers but to healthcare professionals. I also gained knowledge on how scientific and clinical and ethical information can be incorporated into brand communication to earn trust among doctors and pharmacists. The other important lesson was that compliance and regulatory control are important in marketing of pharmaceuticals. In contrast to the general consumer marketing, all promotional activities should be based on the right rules by regulatory bodies. This experience allowed me to learn the burden that comes with marketing healthcare products. Also, I learned valuable experience in content development, preparation of brand literature, digital concept plan and preparation, and basic data analysis in Excel, which enhanced my technical and analytical competencies.

4.2 Rationale of Roles and Responsibilities

My internship placement was placed at the Strategic Brand Management (SBM) Department that is under the Marketing sector of Beximco Pharmaceuticals Ltd. SBM department is very crucial in straitening brand activities, preparing marketing campaigns, sales teams, and regulation. Being an intern, my duties were arranged in such a way that they could facilitate these basic functions of the department. I collaborated with the Oncology and Analgesic teams to help in writing of content, creating brand literature, innovation ideas in digital and also in analysis of data. These functions were much in line with the organizational structure, in that it helped the brand managers and the marketing executives to implement their strategic plans. My position served as a facilitating connection between strategy development and implementation that enabled me to have an understanding of how various divisions combine forces to meet marketing goals in a large pharmaceutical company.

4.3 Connection with Academia

At Beximco Pharmaceuticals Ltd. The internship experience was directly connected with my Business Administration theory and concepts of Marketing, Consumer Behavior, and Strategic Brand Management theory. The hands-on experience has enabled me to learn the relevance of the theoretical marketing models in a highly regulated pharmaceutical setting.

Marketing Mix (4Ps): Beximco Pharmaceuticals Ltd. can be analyzed by the 4Ps framework which explains how the company can control Product, Price, Place and Promotion in the pharmaceutical market.

Product:

Beximco Pharmaceuticals Ltd. has a broad portfolio of pharmaceutical products in various sectors of therapeutic action, that include Oncology, Analgesics, Cardiovascular, Antibiotics, and other niche medicines. The products are also formulated with a high focus on quality, safety, efficacy and regulatory approvals. The credibility of the brand is supported by the consistency of the product quality, the reliability of the packaging, and the presence of the medicines that cause the creation of trust between the patients and healthcare professionals.

Price:

This firm has a competitive and value-based pricing strategy, which makes therapeutic significance, cost of production, regulatory provisions as well as in competitor prices. Beximco Pharmaceuticals is also sustainable and quality-focused, but at the same time, its affordable to the patients.

Place: Beximco Pharmaceuticals Ltd. has a comprehensive network of distribution and supply chain that makes their products available to hospitals, clinics and pharmacies in entire Bangladesh. The company has utilize the services of authorized distributors and effective logistic structures to deliver the goods on time and cover the entire country which is in line with the concepts of supply chain management taught in school.

Promotion:

Promotion of pharmaceuticals at Beximco Pharmaceuticals Ltd. is guided by the regulations and ethical standards. Promotional activities are aimed to communicate with the healthcare professionals on a scientific level, detailing the brand, and forming relationships. The major promotional tools include educational content, brand presentations and structured involvement by use of sales force as opposed to mass advertising due to the specificity of pharmaceutical marketing.

STP (Segmentation, Targeting, Positioning):

Through my internship activities related to the brand i noticed the application of Segmentation, Targeting, and Positioning (STP) strategies implemented in Beximco Pharmaceuticals Ltd. The company divides the market in terms of the therapeutic areas, prescribed specialty, and the institutions needs, targets specific healthcare professionals and hospitals and positions its brands in terms of quality, reliability as well as the clinical effectiveness. This practicum supported the STP concepts of theory in marketing.

Brand Management:

My exposure to Strategic Brand Development and Sales and Brand Management (SBM) actions allowed me to know how pharmaceutical brands are constructed and maintained over

a long period of time. I was able to understand the importance of the consistent brand messaging, ethical promotion and coordinated execution in ensuring long term brand equity.

Consumer Behavior:

pharmaceutical marketing is not allowed to promote directly to the end consumers, at my internship I understand the behavior of stakeholders, especially the decision-making of doctors, institutions and trade partners. This experience was in line with what was taught in class about consumer behavior theories that encompassed perceptions and the impact of trust and clinical value on prescribing behavior.

Customer Engagement:

By the observation of the activities of professional engagement and internal coordination to understand the way Beximco Pharmaceuticals Ltd. establishes long-term relationships with healthcare professionals. Engagement in education, service provision, and regular communication contribute to the building of loyalty and the use of the brand repeatedly, and it can be seen that engagement strategies turn the theoretical ideas into practice.

4.4 Examples

There were a number of experiences that I had during my internship that led to my personal and professional growth. Among these was working on the development of the creative content and brand literature of the NAPA and the NAPA One brands. This assignment enhanced my skills in presenting complex information in a clear and convincing way without being compliant. The next valuable experience was creating a concept of a digital oncology application which also helped me to develop my problem-solving and innovative thinking. The analysis of sales data in Excel pivot tables allowed me to acquire analytical skills and a data-oriented attitude. Also, I gained confidence, communication skills and professionalism by discussing with the team and getting feedback's given to me by the supervisors. All these experiences enabled me to become a mature, well-disciplined and competent marketing graduate.

CHAPTER 5

Critique and Reflections

5.1 Critical Evaluation of the Internship Experience

My internship experience in Beximco Pharmaceuticals Ltd. was a beneficial and well-organized process, which has exposed me to the practical aspect of pharmaceutical marketing and strategic brand management. The company upholds a work culture that is professional and the roles of the various departments are clearly defined and this gave the interns a glimpse of how the marketing strategies are formulated and put into practice in a large corporate environment. Learning and development of skills was enabled by the mentorship and coaching offered by the senior brand managers. There were also some constraints connected with the internship experience. Since the marketing data and the process of making strategic decisions were sensitive, access was restricted by the issue of confidentiality and regulatory limitations. The internship was also limited in terms of time, and thus, more profound engagement into the field-level work or long-term projects like direct contact with medical representatives and health care specialists. Irrespective of these shortfalls, the internship fulfilled its major goal of offering a hands-on experience on the pharmaceutical marketing workings.

5.2 Key Challenges Faced During the Internship

During my internship in Beximco Pharmaceuticals Ltd., I had a number of issues which not only helped me in my professional acquisition, but also as a person

Limited Technical and Scientific Knowledge of Pharmaceutical Products:

One of the major challenges was understanding the technical and scientific nature of pharmaceutical products. The products involve knowledge of medical terms, the pathology of diseases, and the clinical concept that was initially problematic to understand.

Adjustment to a Fast-Paced Work Environment:

The Strategic Brand Management (SBM) department operates their activities in a dynamic and time-sensitive environment. Dealing with several tasks at once and producing results within a specific deadline was a challenging

Strict Regulatory and Compliance Requirements:

The marketing materials of pharmaceutical industry have to follow high levels of ethical and regulatory standards. Accuracy, scientific validity, and necessary internal approvals were some of the elements that were to be checked and revised regularly which was a challenging task.

Lack of Data Analysis Tool Experience:

Data organization and analysis activities were not easy because of less previous exposure to tools like Microsoft Excel pivot tables. This firstly reduced the speed of tasks being done and took extra effort to master and practice analytical methods in order to be effective.

Communication with Senior Professionals:

Throughout the initial stages of the internship, the interaction with senior professional people during meetings and discussions was difficult. Being clear in the expression of ideas, posing pertinent questions, and fitting into the formal styles of communication in corporations, needed confidence and time.

5.3 Learning from Challenges

All the issues that arise during the internship were learner-rich. The complication with the medical terms also prompted me to research product information and consult with supervisors and this helped me communicate scientifically correct marketing messages better. Handling of strict deadlines has made me gain time management skills and flexibility in a work setting. The fact that I had to work under the strict compliance requirements contributed to my sense of responsibility and attention to detail, as well as supporting the value of ethical marketing in the pharmaceutical industry. The issues associated with data analysis stimulated me to advance my technical competence by practicing and being guided, which made me feel more confident when working with analytical assignments. The problems in communication were slowly solved with the help of constant interaction and feedback and active involvement in team discussions.

5.4 Overall Reflection

I thank to the respectful authorities of Beximco Pharmaceuticals Ltd. their internship program left me an impressive experience for my career life. In general, this has led me to grow both in personal as well professional ways. It has reinforced the theoretical knowledge of how marketing applies in a regulated industry and enhanced my practical skills across brand, communication and data analysis. The experience also made me more professional, confident and gave me more teamwork spirit in corporate setting.

This placement was able to combine the learning from my degree with practical skills in marketing and business administration for future roles. What I have learn, and the very fact of learning how to work will be useful skills (other than school knowledge) in my future life.

CHAPTER 6

CONCLUSION

Conclusion

This internship report has studied the marketing strategies of Beximco Pharmaceuticals Ltd. with a particular focus on the Strategic Brand Management (SBM) Department. The report analyzed the company's approach to pharmaceutical marketing through established frameworks such as Segmentation, Targeting, and Positioning (STP), the marketing mix, promotional strategies, regulatory compliance, and product life cycle management. It also documented the roles and responsibilities undertaken during the internship and highlighted the practical learning outcomes derived from real organizational exposure.

From an overall evaluation perspective, the internship at Beximco Pharmaceuticals Ltd. was a highly valuable professional experience. It provided firsthand insight into how marketing strategies are designed and executed within a highly regulated pharmaceutical environment. Despite certain limitations, such as restricted access to confidential information and limited field exposure, the internship successfully enhanced my understanding of ethical marketing practices, scientific brand communication, and cross-functional teamwork. The structured supervision and professional environment contributed significantly to skill development and career readiness.

The experience gained during this internship has played an important role in shaping my future academic and professional goals. It has strengthened my interest in strategic marketing and brand management within regulated industries, particularly healthcare and pharmaceuticals. The practical knowledge, analytical skills, and professional discipline acquired through this experience will guide my future career planning and motivate me to pursue further learning and professional growth in the field of marketing and business administration.

CHAPTER 7

Implications

7.1 Applicability of Academic Learning

The internship at Beximco Pharmaceuticals Ltd. demonstrated the practical applicability of academic concepts learned during the BBA program, particularly in marketing and business administration. Theoretical frameworks such as Segmentation, Targeting, and Positioning (STP), marketing mix (4Ps), branding, and strategic communication were applied in real organizational contexts through content development, brand literature preparation, and promotional planning. This experience confirmed that academic knowledge provides a strong foundation, but effective implementation requires adaptation to industry-specific regulations, ethical standards, and market dynamics.

7.2 Organizational Impact

Although my role was supportive in nature, the tasks I performed contributed to ongoing brand management activities within the Strategic Brand Management Department. Creative content development, brand literature design, and digital concept planning assisted brand managers in executing promotional strategies more efficiently. The oncology app concept, in particular, highlighted the potential for digital tools to support healthcare professionals and patient engagement. These contributions, while limited in scale, demonstrated how intern-level involvement can add value to organizational processes when aligned with strategic objectives.

7.3 Industry Relevance

The internship provided insight into the broader pharmaceutical marketing landscape, which is characterized by strict regulation, ethical constraints, and reliance on scientific communication. The experience reinforced the importance of responsible promotion, compliance with regulatory authorities, and trust-based relationships with healthcare professionals. These industry-specific practices distinguish pharmaceutical marketing from other sectors and underline the need for specialized skills and knowledge to operate effectively within the healthcare industry.

7.4 Lessons Learned

One of the key lessons learned during the internship was the importance of accuracy, ethics, and responsibility in healthcare-related marketing. Unlike conventional advertising, pharmaceutical promotion must prioritize patient safety and scientific validity. The internship also emphasized the value of teamwork, time management, and adaptability in a fast-paced corporate environment. Learning to receive feedback constructively and continuously improve work quality was another important takeaway.

7.5 Skill Development

The internship significantly enhanced both technical and soft skills. Technical skills developed included content writing, brand communication, basic digital marketing concepts, and data analysis using Excel pivot tables. Soft skills such as professional communication, teamwork, problem-solving, and workplace discipline were also strengthened. These skills are transferable and will be beneficial in future academic and professional pursuits.

7.6 Challenges Faced

The challenges encountered during the internship included understanding complex medical terminology, working within strict compliance guidelines, adapting to tight deadlines, and initially lacking confidence in professional communication. These challenges required continuous learning, active engagement, and support from supervisors and colleagues, which ultimately contributed to skill enhancement and personal growth.

7.7 Networking and Professional Relationships

The internship provided opportunities to build professional relationships with supervisors, brand managers, and team members across different therapeutic areas. Interaction with experienced professionals facilitated knowledge sharing, mentorship, and exposure to real-world corporate practices. These relationships not only enhanced the internship experience but also contributed to long-term professional networking.

7.8 Recommendations and Future Directions

Based on my internship experience, the following recommendations and future directions are proposed:

Increased Focus on Digital Innovation:

The organization can further enhance its effectiveness by increasing the use of digital tools and platforms to market its products and conduct internal operations. Digital innovation can enhance the efficiency of communication, the accuracy of documentation, and the overall workflow and promotion of the modern and compliant engagement practices in the pharmaceutical marketing.

Strengthening Data-Driven Decision-Making:

Data analytic should be used in daily marketing and brand planning. This will enable more informed and objective decision-making. Structured reports, dashboards and performance indicators can also be used in assessing the market trends, campaign performance and the performance of the brand more efficiently.

Structured Intern Involvement in Cross-Functional Projects:

Offering interns to collaborate in cross-functional projects, including marketing, sales, and distribution teams, would contribute to improved learning results and organizational support. This kind of exposure enables interns to learn about coordination among the departments and to become more useful in the activities that are going on.

Personal Career Development and Future Goals:

At a personal level, the internship experience has given me the opportunity to ensure that I can continue to enhance my skills and knowledge on strategic marketing and brand management especially in the regulated industries like pharmaceuticals.

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