



Internship Report
on
Analyzing Marketing Mix Strategy of Siemens Healthcare Ltd.

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Letter of Transmittal

25 March, 2025

To

Mr. Dewan Golam Yazdani

Assistant Professor (Marketing)

Department of Business Administration

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Daffodil International University

Subject: Internship Report Submission on "Analyzing Marketing Mix strategy of Siemens Healthcare Ltd."

Respected Sir,

Respectfully, as part of the requirements for finishing the BBA program, I, Md. Junaed Ahmed, I am sending you my internship report on the "Marketing Mix Strategy of Siemens Healthcare Ltd." I have made every effort to ensure that this report contains all the information that is required.

I hope you will find the report acceptable.

Thank you.



.....
Md. Junaed Ahmed

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Student's Declaration

I am Md. Junaed Ahmed is a student at Daffodil International University (DIU) majoring in marketing and enrolled in the Department of Business Administration. My ID number is 213-11-1360. I thus genuinely attest that I am the author of the internship report on "Analyzing Marketing Mix Strategy of Siemens Healthcare Ltd." I did not intentionally break any copyright laws when I was writing this internship report.

I also affirm that I did not submit this report to any institution for the purpose of conferring a degree, diploma, or certificate.



.....

Md. Junaed Ahmed

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Certificate of Supervisor

This certifies that Md. Junaed Ahmed, ID number 213-11-1360, a regular student at Daffodil International University's Faculty of Business & Entrepreneurship, is enrolled in the BBA program with a marketing major. He completed his internship at Siemens Healthcare Ltd. with success, and he prepared his internship report under my close supervision. His report from his internship on "Analyzing Marketing Mix Strategy of Siemens Healthcare Ltd." It is advised that this report be submitted. I hope he has the best life has to offer.



.....
(Dewan Golam Yazdani)

Assistant Professor (Marketing)

Department of Business Administration

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Acknowledgment

First and foremost, I would like to thank my family for their blessings and support, as well as my Almighty Allah, who gave me the ability to prepare this report flawlessly. I also want to express my sincere gratitude to Mr. Dewan Golam Yazdani, my supervisor, whose direction and oversight enabled me to finish this report. It was challenging for me to finish this report without his assistance. His excellent guidelines made the entire process easier for me to understand. We would especially like to thank Siemens Healthcare Ltd.'s Business Administration Professional, Md. Afeef Mahmud. Throughout my internship, he supported and clarified things for me.

Executive Summary

This report is a detailed Marketing Mix Strategy — 4P (Product, Price, Promotion, and Place) and STP (Segmentation, Targeting, and Positioning) analysis of Siemens Healthcare Ltd. The report studies 4Ps of the company and explains how the company manages its product portfolio, pricing strategy, promoting activities and distribution path. Based on product, the company provides a diverse range of medical equipment and healthcare solutions with diagnostic imaging systems, laboratory diagnostics, and healthcare IT solutions. The company ensures that its products meet international quality standards. Siemens Healthcare Ltd. uses a value-based pricing strategy, which is defined as whether the technology is advanced and the ability to provide service support from its product. For promotion, the company has an Integrated Marketing communication strategy and they use industry-specific events and direct engagement with healthcare professionals. They remain engaged with medical conferences and have ongoing partnerships. The company operates through a structured distribution network concerning place, to offer the timely purchase and installation of medical equipment in major markets across each of its geographic areas.

The report also examines the company's positioning and targeting strategies, and concludes with an STP analysis. Based on two consumer groups institutional healthcare providers and medical practitioners. Thus hospitals, diagnostic centers, and specialist clinics can be precisely targeted. Siemens Healthcare Ltd. is positioned as a reliable supplier of cutting-edge medical technology, emphasizing reliability, innovation, and superior after-sales service.

Based on the analysis, several recommendations are made to improve this company's marketing mix strategy. These include increasing investment in research and development to develop more advanced health solutions. Also, step up efforts at digital marketing to make even deeper contacts with target audiences. Explore new promotional channels to improve the supply chain and ensure more efficiency.

In conclusion, this is an overview of Siemens Healthcare Ltd.'s strategic marketing. It enables us to set a path of fostering long-term growth and positioning in the competition of healthcare by addressing core strengths and points of improvement.

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Chapter: 1

Introduction

1.1 Introduction

The marketing mix is a common concept that underlines the importance of businesses taking strategic approaches with their products, price, place, and promotions. A company can remain competitive and achieve its business objectives through an effective marketing mix structure. This report focuses on analyzing the marketing mix strategy of Siemens Healthcare Ltd., a global player in the medical technology sector. The marketing mix or 4Ps (Product, Price, Place, Promotion) significantly impacts a company's brand perception and market positioning. The study analyses the marketing mix of the company and how the marketing mix of the company has been structured to drive growth and retain phases in the competitive landscape.

1.2 Background of the Study

The healthcare industry is continuously evolving due to advancements in technology, changes in regulations, and changing expectations of patients. Siemens Healthcare Ltd. is part of the global leader in the medical technology sector, and it's, due to various factors like digital transformation, healthcare policies, and increased demand for high-quality medical solutions that significantly shape market dynamics.

With the growing competition in the healthcare sector, businesses need to implement strategic marketing tactics, not only to gain potential clients but also to maintain relationships with current healthcare providers and institutions. In light of the above challenges, this review investigates Siemens Healthcare Ltd. and analyzes its marketing mix and STP (Segmentation, Targeting, Positioning) in order to assess how the company manages to stay competitive and adapt to industry challenges.

1.3 Objectives of the Study

Broad Objective:

To assess the marketing mix strategy of Siemens Healthcare Ltd.

Specific Objectives:

The specific objectives of this study are as follows:

- i. To find out the STP strategy of Siemens Healthcare Ltd.
- ii. To evaluate the marketing mix strategy of Siemens Healthcare Ltd.
- iii. To identify key challenges in the marketing mix and STP strategy of Siemens Healthcare Ltd.

- iv. To provide some strategic recommendations to overcome the problems from the findings.

1.4 Methodology of the study

This study will adopt a mixed-method research approach, combining both quantitative and qualitative methodologies to provide a comprehensive analysis.

Data Collection:

Primary Data: Interviews were conducted directly with key personnel at Siemens Healthcare Ltd. Such as marketing managers and sales executives to explore their marketing strategies and decision-making processes.

Secondary Data: Examination of company reports, industry research papers, healthcare market trend papers and publicly available financial reports to understand the respective company's positioning in the medical technology industry.

Data Analysis:

Quantitative Analysis: Statistical assessment of the effectiveness of pricing strategies, promotions, and market penetration with the use of relevant software and analytical tools.

Qualitative Analysis: In-depth analysis of interview transcripts, case studies, and competitive benchmarking to learn about Siemens Healthcare Ltd.'s strategies in the areas of product development, customer engagement, and distribution strategies.

Limitations of the study acknowledge certain constraints and challenges that might affect the research process.

1.5 Limitations of the study

The major limitations of this study are discussed below:

Data Availability: This research study is heavily reliant on the availability of specific reliable data, essential on Siemens Healthcare Ltd. market performance and market insights. But, the scope of the analysis can also be limited by the unavailability or restricted access of some proprietary or confidential data.

Time Constraints: As the study has a time limit to be finished; hence, the analysis might be limited and not be able to collect data comprehensively.

Subjective Elements: The analysis of qualitative data collected via interviews, or open-ended

responses, may add elements of subjectivity. Reducing such bias will be a challenge, but efforts will be made to avoid it.

Competitive Data: The study may have limitations in copying relevant competitor data for effective benchmarking due to lack of the latest information and deep insights. Consequently, the comparisons made in the study could be restricted or not entirely representative of Siemens Healthcare's competitive position in the healthcare industry.

Chapter: 2

Company Overview

2.1 Overview of Siemens AG

In 1847, Werner Von Siemens and George Halske established Siemens AG, one of the most successful international giants in electronics and electrical engineering. It started as a telegraph making company but over time, grew and extended its business into nearly every field of electronics and electrical engineering. one of the most successful global powerhouses in electronics and electrical engineering. Starting out as a telegraph manufacturing company, it has diversified and expanded its business interests into nearly every area of electronics and electrical engineering.

2.2 About Siemens Healthineers

Siemens Healthineers - A German-based developer of equipment used in the medical field (formerly known as Siemens Healthcare, Siemens Medical Systems, and Siemens Medical Solutions). Its corporate HQ are located within a city of Erlangen in Germany, it demands as a conglomerate for a lot of medical technology businesses. The company's products and services include diagnostic imaging and laboratory tests. Siemens Healthineers employs over 50,000 people globally and operates in over 70 countries. It aims to help healthcare providers scale value by enabling them to enable precision medicine, transform how care is delivered and increase patient satisfaction.

2.3 About Siemens Healthcare Limited

As of October 1, 2014, Siemens Healthcare Limited has been operated as a separate business within the Siemens Group. This has given them innovative business independence, by allowing them to tailor business processes according to customer needs. It aims to help them rise to the threats and opportunities of a rapidly evolving business environment, successfully navigate the transition to next-generation healthcare. Currently, they are working with approximately eighty people in their head office in Bangladesh (Gulshan-1, Dhaka-1212)

Their medical technology know-how is vital to the health of patients in private and public hospitals. Siemens Healthcare Limited will achieve long-term business growth with 95% uptime for its medical services. They have foreign-trained engineers; an excellent service center with modern infrastructure, including a spare parts bank, an electronic and mechanical workshop, computer support, etc. What sets Siemens Healthcare Limited apart is its efficient customer care model, earlier diagnosis, pre-symptomatic monitoring, detection, and problem prevention making it the country's technology of choice.

2.4 Description of the Business of the Organization

Siemens Healthcare Ltd. (also known as Siemens Healthineers) is a global provider of medical technology and services whose goal is to improve the patient experience via wide-ranging products and services. The firm has a diverse portfolio spanning various sectors, but concentrates a majority of its resources towards medical solutions, providing unparalleled value amongst its brand offerings. Siemens Healthcare Ltd. operates in the following main areas:

Medical Imaging and Diagnostics: Siemens Healthineers — Building the future of medical imaging technologies, Siemens provides advanced equipment such as CT scanners, MRI machines, ultrasound systems, and X-ray equipment. They also aim to help providers be more accurate in diagnoses and more efficient overall.

Laboratory Diagnostics and Point-of-Care Testing: As a leading manufacturer of laboratory diagnostics solutions, Siemens Healthineers has been helping to improve disease detection and monitoring. Their products are used all over the world in hospitals, clinics and laboratories to obtain faster and more accurate test results. The firm also provides point-of-care testing devices.

Therapeutic and Monitoring Solutions: Siemens Healthineers also has a strong focus on solutions for therapeutic interventions and monitoring of patients. Their technologies are used in critical care units, providing solutions for managing patient's conditions in real time. The organization's advancements in therapeutic devices help improve patient safety and enable better treatments.

Health IT and Digital Services: Siemens Healthineers focuses on digital healthcare solutions, providing health IT systems to smooth hospital operations; manage data; and promote clinical decision-making.

Consulting and Services: In addition to its product offerings, Siemens Healthineers offers consulting services that enable healthcare providers to optimize patient care workflows, maximize resource utilization, and better manage costs. These services aim to assist healthcare establishments in overcoming the complexities of today's healthcare landscape, such as adherence to regulations, system integration, and digital transformation.

2.5 Siemens Healthcare Limited Vision, Mission and Values

Vision

Siemens Healthineers Vision “We are Healthineers empowering our Employees and their Families to live their healthiest Lives”. Based on their aspiration, they realize the three areas that they think are necessary for health management to be holistic. namely people, workplace, and culture.

Mission

Siemens Healthineers mission statement is "To enable healthcare providers to increase their value by empowering themselves on the expedition towards intensifying precision medicine, renovating care delivery, and refining patient experience, which is all permitted through digitalizing the healthcare."

Values

- Innovation
- Excellence
- Integrity
- Collaboration
- Sustainability
- Patient-Centricity

2.6 Current Products and Services

Siemens Healthcare Limited offers comprehensive healthcare from a single source, combining the latest laboratory diagnostics with imaging systems and specialized information technology. Currently, Siemens Healthcare Ltd have 65% market share in Bangladesh with the following medical products and services:

1. Angiography Systems
2. Lithotripsy Systems
3. Magnetic Resonance Imaging (MRI) Systems
4. Mammography Systems
5. Mobile C-Arm Systems
6. Computed Tomography (CT) Systems

7. Color Doppler Machine
8. Gray Scale Digital Ultrasound Systems
9. Linear Accelerator & Simulator Systems
10. Nuclear Medicine (Gamma Camera & PET) Systems
11. X-Ray (Radiology & Fluoroscopy) Systems
12. Mobile X-Ray Systems
13. Simulator
14. Echocardiography
15. OT Table
16. Ultra Sonogram
17. Anesthesia Machine
18. Patient Monitoring
19. Gas Pipeline
20. OPG
21. Dental X-Ray
22. Servo Ventilator
23. Dental Chair
24. OT Light



X-Ray (Radiology & Fluoroscopy) Systems



Ultra Sonogram



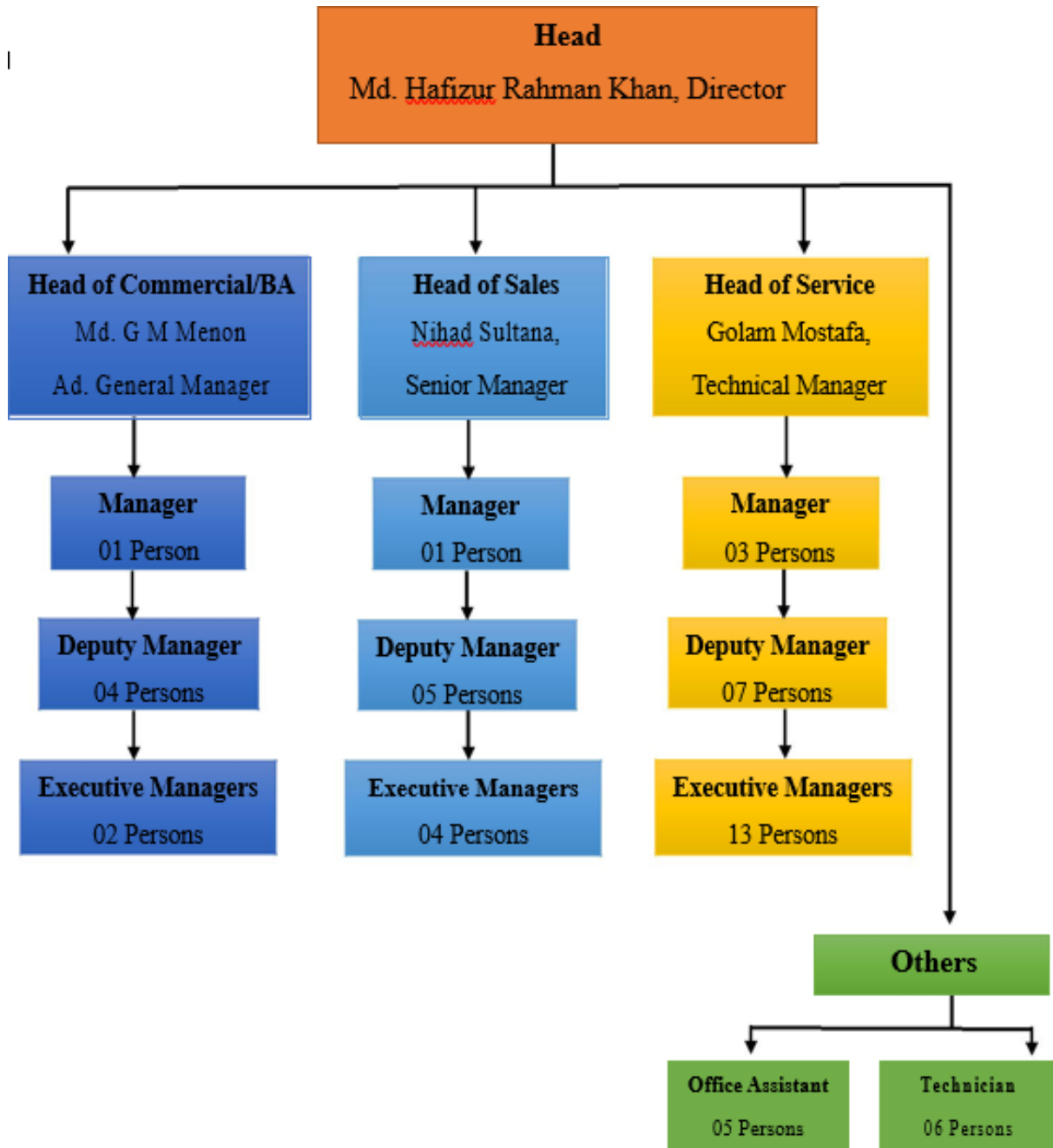
Mobile C-arm



Magnetic Resonance Imaging (MRI) Systems

2.7 Organogram Of Siemens Healthcare Ltd

Siemens Healthcare Limited has a total of approximately 70 employees, including both contractual as well as permanent employees. It is currently headed by Md. Hafizur Rahman Khan, Managing Director. Siemens Healthcare Limited whole organizational chart is shown as follows:



2.8 Features of Siemens Healthcare Ltd. Products and Services

- **Comprehensive Diagnostic Solutions:** Siemens Healthcare Ltd provides innovative medical imaging and laboratory diagnostics solutions, such as MRI, CT scan, X-ray, ultrasound, and in-vitro diagnostics equipment to help achieve the right and early diagnosis of diseases.
- **Advanced Medical Imaging Technologies:** The company focuses on developing advanced imaging systems that deliver high-resolution and accurate diagnostics to healthcare professionals, ultimately enhancing patient care.
- **Innovative Healthcare IT Solutions:** Siemens Healthcare Ltd. uses AI-based digital health solutions to simplify medical procedures, improve diagnoses, and organize inpatient and laboratory data management for hospitals and laboratories.
- **Minimally Invasive Treatment Systems:** The company creates and develops image-guided therapy systems for cardiology, neurology, and oncology, enabling minimally invasive procedures that shorten patient recovery and increase treatment accuracy.
- **Sustainable and Eco-Friendly Medical Equipment:** Siemens Healthcare Ltd. helps hospitals reduce their carbon footprints and operational costs by focusing on energy-efficient and environmentally sustainable healthcare technologies.
- **Comprehensive Customer Support & Training:** The company offers 24/7 technical support, training and maintenance services to keep all installed medical equipment running smoothly and efficiently.
- **Compliance with Global Healthcare Standards:** All products & services comply with international regulatory standards for safety, accuracy and reliability in medical diagnostics and treatment solutions.

2.9 SWOT Analysis of Siemens Healthcare Ltd

2.9.1| Strengths

- Experienced management team with strong operational facilities.
- Excellent reputation and brand recognition in the healthcare industry.
- Advanced and innovative health tech solutions
- Diverse array of healthcare offerings comprising imaging, diagnostics, and digital health solutions.
- Established partnerships with hospitals, clinics and research institutions.
- Constant investment in research and development for cutting-edge healthcare solutions.

- Multinational company with significant financial support and operational security.

2.9.2| Weaknesses

- Expensive premium medical devices which are not affordable for smaller healthcare providers.
- Reliance on government regulations and approval processes for medical devices
- Market share is limited to few segments due to intense competition
- High end medical devices have complex installation and maintenance needs.
- Potential supply chain management delays in the delivery of equipment.
- Overreliance on global headquarters for strategic decision-making.

2.9.3| Opportunities

- Growing need for advanced medical imaging and diagnostics in Bangladesh. Regulatory changes that could work in the company's favor.
- Increase in healthcare infrastructure and investment from government in the sector.
- Increase in adoption of AI and digital healthcare solutions creating new market opportunities.
- Rise of private hospitals and diagnostic centers with demand for quality equipment.
- Growing awareness towards preventive healthcare leading to rise in demand for diagnostic services.

2.9.4| Threats

- Strict government regulations and compliance obligations.
- New competitors providing affordable substitutes.
- Economic downturns impacting hospital and healthcare investment.
- New & rapidly changing technology requiring ongoing adaptation and upgrades
- cybersecurity threat for digital healthcare solutions.
- Global supply chain disruptions affecting equipment availability.

Chapter: 3

STP Analysis

3.1 Segmentation

Segmentation is the process of dividing a wide range market into smaller sub-groups of people and segmenting people by things they have in common which ultimately helps businesses to develop strategies based on market needs. Segmentation specifically in the context of Siemens Healthcare Ltd. which is an innovator and market leader of medical technology and healthcare solutions would include the identification of various customer groups so as to better shape product offerings and marketing strategies.

Segmentation of Siemens Healthcare Ltd.

1. **Geographic Segmentation:**

Siemens Healthcare Ltd. has divided its medical technology market into different segments depending on the geography requirements of the medical solutions. Access to advanced diagnostic equipment may differ based on the region's healthcare infrastructure.

Example:

- **In urban areas**, Siemens Healthcare concentrates on providing advanced imaging technology (MRI, CT scans, high-end laboratory diagnostic equipment) in large hospitals and centers for specialized diagnostics.
- **In Rural or developing regions**, cost-effective and portable medical devices like portable ultrasound machines and digital X-ray systems may be prioritized by the company in region for improving access in that region.

2. **Demographic Segmentation:**

Segmentation this approach involves dividing the target market into segments based on various characteristics, such as age, income, profession, and healthcare needs, to identify potential customers. At Siemens Healthcare, they cater to diversified customers including medical professionals and institutions, as well as patients according to their diagnostics and treatment needs.

Example:

- **High-budget large hospitals and corporate healthcare chains** make investments in AI-driven imaging and robotic-assisted diagnostic equipment to improve the accuracy of treatment.
- **Small and mid-sized clinics** Choose being scalable healthcare and cost-effective solutions, possibly mid-range ultrasound or automated blood analyzers.

- **Elderly patients or patients with chronic conditions** need long-term monitoring solutions, such as advanced laboratory diagnostic tests and telehealth-enabled medical devices.

3. **Psychographic Segmentation:**

This segmentation is driven by stakeholders in the healthcare institutions and healthcare professionals, including their values and preferences, as well as their level of technological adoption. Siemens Healthcare Ltd. uses varied lines of products to cater to different priorities, from innovation-driven hospitals to cost-conscious clinics.

Example:

- **Technology-driven hospitals and research institutions** use High-end AI-powered diagnostic equipment which integrates with digital healthcare platforms for efficient data management.
- **Sustainability-conscious organizations** might prioritize medical equipment with energy-saving capabilities and those with eco-friendly aspects to drive down operating expenditures and lower environmental footprint.
- **Cost-sensitive healthcare providers** look for low-cost, high long-term-earnings devices that are reliable and require little upkeep.

4. **Behavioral Segmentation:**

Behavioral segmentation looks at buying tendencies, brand loyalty, and the particular advantages sought by customers. Siemens Healthcare Ltd specializes in serving different types of customers, depending on the type of medical equipment buying and usage needs

Example:

- **For a first-time hospital setup** requires a complete suite of medical devices ranging from imaging and diagnostics to patient monitoring systems.
- **Government healthcare projects** focus on large-scale, cost-effective solutions for public hospitals and rural healthcare projects.
- **Private diagnostic centers** demand premium, high-precision medical imaging equipment to target high-value patients.
- **Large medical research institutions organizations** are adopting advance molecular and genetic testing solutions for disease research and precision medicine.

Real-Life Example:

Siemens Healthcare Ltd. operates in diverse markets and adjusts its approach accordingly:

- Large metropolitan hospitals: Setting up advanced MRI, CT scan, and hybrid imaging solutions to provide accurate diagnostics and cater to foreign patients.
- Regional and mid-sized hospitals: Providing affordable but high-quality ultrasound and X-ray systems to help improve accessibility to quality diagnostics.
- Specialized research labs and universities: Providing advanced in-vitro diagnostic tools to research institutions for medical research and training.

3.2 Targeting

The targeting is the selection of the segments a company will market to and the products offered. Once potential market segments are identified via segmentation, a company such as Siemens Healthcare Ltd. selects target segments based on market needs, technology and healthcare needs.

Targeting for Siemens Healthcare Ltd.

For Siemens Healthcare Ltd., targeting means choosing specific healthcare sectors and medical institutions based upon their needs, infrastructure, and financial capabilities. The company's strategy is segmented to provide specific market solutions within the healthcare industry, which are adapted to its medical technology and diagnostics offerings.

1. Mass Market Targeting (Undifferentiated Targeting):

Siemens Healthcare Ltd. can adopt a mass market strategy by providing a wide range of medical imaging and diagnostic solutions that serve a diverse set of healthcare providers, ranging from hospitals and diagnostic centers to laboratories.

Example:

If Siemens Healthcare Ltd. develops a cost-effective digital imaging system such as X-rays, ultrasounds and basic MRI solutions, it can target urban and rural healthcare facilities. Such a strategy enables equal access to essential diagnostic services across all sectors and ensures a higher quality of care.

2. Differentiated Targeting (Segmented Targeting):

A more refined approach is to develop specialized healthcare solutions for various market segments and target them with customized marketing strategies. Depending on the size and specialization of the healthcare institutions, Siemens Healthcare Ltd can formulate and market various lines of products.

Example:

- **Large Hospitals and Medical Centers:** Premium imaging equipment, such as high-end MRI and CT scanning systems and AI-based diagnostic solutions to aid in advanced disease detection and advising for hospital care, could be potential segments targeted for market penetration by Siemens Healthcare Ltd.
- **Mid-sized Clinics and Diagnostic Centers:** The company may provide low-cost, but high-performance diagnostic tools, including mid-range ultrasound devices/automated laboratory test tools.
- **Research Institutions and Universities:** Siemens Healthcare Ltd. are able to focus these segments on state-of-the-art molecular diagnostics and genetic testing platforms, enabling developments in medical research as well as biotechnology.

3. Concentrated Targeting (Niche Marketing):

In concentrated targeting, Siemens Healthcare Ltd. targets a highly specialized market segment and tailors its products and marketing specifically to that segment within the healthcare industry.

Example:

- **Telemedicine and Remote Healthcare Providers:** Siemens Healthcare Ltd. provides portable diagnostic equipment and AI incredible cloud-based imaging products to reach tele health providers to allow remote consultations and diagnostics.
- **Healthcare Facilities:** Siemens Healthcare Ltd. can design and sell devices tailored specifically for oncology and cardiovascular care, like PET-CT scanners for cancer detection or advanced echocardiography machines for heart disease diagnosis.

4. Micromarketing (Local or Individualized Targeting):

In micromarketing, Siemens Healthcare Ltd. might target particular institutions, regions, or even individual healthcare providers for targeted offerings and personalized solutions.

Example:

- **Government and Public Health Initiatives:** Collaborating with national healthcare programs to offer tailored screening and diagnostic solutions for public hospitals and rural healthcare centers.
- **Private Medical Practices and Specialty Clinics:** The company can provide specially tailored finance or leasing options to small clinics that enable them to purchase high-end diagnostic equipment for a marginal cost.

Real-Life Example of Targeting:

Siemens Healthcare Ltd. may introduce "Smart Imaging Solutions", a complete package for mid-sized hospitals and diagnostics centers in developing economies. This package may contain AI-integrated imagery systems, cloud-based diagnostics, and off-site consultation platforms, to appeal to institutions whose needs include advanced yet cost-effective diagnostic solutions. The marketing strategy for this initiative could be digital campaigns, healthcare expos, strategic alliances with hospital networks, etc.

Alternatively, Siemens Healthcare Ltd. could introduce "Precision Care Plus," a tailored suite of medical imaging solutions aimed at premium hospitals and research centers. This could consist of AI-assisted MRI and CT scan technologies, automated laboratory diagnostics, robotics surgical assistance, and placement systems exclusively to go after elite hospitals, research institutions, and privileged care facilities.

3.3 Positioning

Positioning refers to the way a company places its brand, product, or service in the minds of target customers. It means creating a unique and positive perception of the company's offerings in the customer's mind compared to the competition. Siemens Healthcare Ltd. positions itself as a leader in medical technology and digital healthcare innovation, offering high-tech diagnostic and therapeutic solutions that serve different healthcare sectors.

Positioning of Siemens Healthcare Ltd.

1. **Technology & Innovation-Based Positioning:** Siemens Healthcare Ltd. is positioned as a leader in the field of advanced technology used in medicine, which includes innovative market segments diagnostic imaging and laboratory diagnostics, and artificial intelligence in healthcare. We use automated, digitalized AI-powered technologies to improve precision and efficiency in healthcare delivery.

Example:

AI-enabled imaging systems from Siemens Healthcare produce high-definition diagnostic images which can be used to initiate early and accurate disease detection. All these advanced technologies help hospitals and diagnostic centers to improve their workflow and enhance patient care.

Positioning Statement:

“Revolutionizing healthcare via innovation — precision medicine and improved outcomes with advanced technology.

2. **Premium & Quality-Centric Positioning:** Siemens Healthcare Ltd. is known for providing premium quality medical devices that have higher durability as well as superior accuracy and efficiency. This has been successful in targeting high-end hospitals, research institutions, and healthcare facilities looking for top-tier diagnostics and patient care.

Example:

Siemens MRI and CT scanners are known for advanced imaging with reduced radiation and high level of patient comfort. Together, these features position Siemens Healthcare as a choice of preference among the top global healthcare providers.

Positioning Statement:

“Providing medical technology excellence—trusted by healthcare leaders worldwide.”

3. **Efficiency & Cost-Effectiveness Positioning:** Siemens Healthcare Ltd. also serves mid-sized hospitals and diagnostic centers with cost-effective solutions that drive efficiency with no compromise on quality. Through their groundbreaking financial options and wide-ranging product offerings, the company brings complex healthcare solutions to a broader market.

Example:

Siemens’ laboratory diagnostics system, the Atellica Solution, offers high-throughput, fully automated testing to lower operational costs and turnaround time for diagnostic labs.

Positioning Statement:

“Intelligent solutions for cost-effective healthcare—improving efficiency without sacrificing quality.”

4. **Sustainability & Eco-Friendly Positioning:** Siemens Healthcare Ltd. is dedicated to sustainability, providing energy-efficient medical devices and sustainable manufacturing processes. With environmental sustainability being a pressing issue for many of today's healthcare institutions, Such positioning appeals to healthcare institutions that are looking to reduce their carbon footprint without sacrificing high medical standards.

Example:

Siemens' low-dose CT scanners reduce radiation dosage while maintaining diagnostic accuracy, ensuring patient safety and environmental responsibility. which is a guarantee for patient safety and environmental responsibility.

Positioning Statement:

“Sustainable healthcare technology—enhancing medical treatment while protecting the planet.”

5. **Accessibility & Affordability Positioning:** Siemens Healthcare Ltd. also targets emerging markets as a provider of accessible medical solutions. The company plays a vital role in making sure quality healthcare reaches a larger population by providing compact, high-performance medical devices at competitive prices.

Example:

Siemens’ portable ultrasound systems are intended for rural clinics and community healthcare providers, bringing advanced diagnostics in remote areas.

Positioning Statement:

“Healthcare at your doorstep—affordable medical access solutions.”

Real-Life Example of Positioning:

Let’s say Siemens Healthcare Ltd. has just launched a new range of high-end medical imaging solutions for high-end hospitals and diagnostic centers. Here, the company may want to highlight a few of the following differentiators to market this offering effectively:

- **Advanced Tech:** Medical imaging systems could have AI-powered diagnoses, faster image processing, and better accuracy to detect disease early and accurately.
- **Premium Performance & Efficiency:** Siemens Healthcare Ltd. may focus on reduced scan times, optimized workflow automation, and superior patient comfort, leading to being the preferred choice of top-performing hospitals.
- **Specialized Frameworks for Premier Healthcare Providers:** This advanced imaging line may be promoted as a specialized framework that is available to the most innovative hospitals, clinics, and research institutes.

Positioning Strategy:

Siemens Healthcare Ltd. could market these solutions as “Empowering Healthcare Excellence”—a state-of-the-art medical imaging experience that improves accuracy, efficiency, and patient care for institutions with a mission to deliver the best in health.

Marketing Messaging:

- “Redefining diagnostic precision with Siemens Healthcare—where innovation meets precision diagnostic success.”
- “Pioneering tomorrow’s healthcare with advanced imaging solutions—built for the best.”
- “Revolutionizing healthcare with next-gen tech—because every diagnosis matters.”
- “Pioneering patient care with Siemens Healthcare—solutions for a healthier future.”

Chapter: 4
Analysis of Marketing Mix Strategy

4.1 Marketing Activities Decision of Siemens Healthcare Ltd.

Siemens Healthcare Ltd. has an excellent marketing strategy that is focused on meeting the needs of health institutions and professionals which keep changing efficiently. Not only does this strategy ensure meeting customer needs, it deepens relationships with key stakeholders like distributors, regulatory bodies, and research organizations. It is a blueprint for utilizing the company's technological know-how, global reach, and innovation to respond to the evolving landscape of healthcare.

A strategic marketing approach involves several programs and each program has two essential components, a defined target market and an optimized marketing mix (known as the 4Ps- product, price, place, and promotion). Siemens Healthcare Ltd has to focus on using marketing strategies to fit its targeted customer segments to ensure it keeps the industry leader in the medical instrument market to make their marketing mix competitive and dynamic to the market trend. Siemens Healthcare Ltd. continues to have its market position strengthened through advanced technology in medical equipment & devices, a variety of pricing strategies, a global distribution network & multi-channel promotional activity.

4.2 Marketing Mix Development



a) **Product:**

Siemens Healthcare Ltd.'s product portfolio includes advanced medical devices and healthcare solutions that are intended to improve diagnostic precision, treatment effectiveness, and quality of patient care. The company does have a diversified catalog of products, which could include hospitals, diagnostic centers, and research institutions products among other areas of the healthcare industry.

Example:

- **Advanced Imaging Systems:** Siemens Healthcare Ltd. offers cutting-edge imaging technology, including MRI, CT, and X-ray machines that provide high-resolution diagnostics and better patient outcomes.
- **Laboratory Diagnostics Equipment:** Siemens Healthcare Ltd. has developed a range of innovative diagnostic devices that provide rapid and accurate test results for medical laboratories, providing more effective disease management.
- **AI-Powered Healthcare Solutions:** The company utilizes AI technology to analyze healthcare data and predictive diagnostics, optimizing hospital planning and hospital operations for better efficiency.

b) **Price:**

Pricing in the healthcare industry is influenced by multiple factors, including market demand, the complexity of the product, and regulatory considerations that drive the prices in the healthcare domain. Siemens Healthcare Ltd. adopts a value-based pricing strategy that reflects the benefits of its products to customers, while also being a critical partner to healthcare providers.

Example

- **Premium Pricing Strategy:** Siemens Healthcare Ltd. adopts a premium pricing model for its top-tier medical imaging systems and AI-powered healthcare solutions, considering the advanced technology, investment in research, and superior diagnostic capabilities of these products.
- **Flexible Financing Options:** For hospitals and diagnostic centers operating on a tight budget, the company also provides leasing models, installment plans, or financial cooperation with healthcare institutions, allowing better access to advanced medical technology.

c) Place:

Place refers to the distribution and availability of Siemens Healthcare Ltd.'s products to various markets. The company ensures that healthcare providers have access to their medical technology efficiently through well-structured supply chains and distribution networks.

Example:

- **Global Distribution Network:** Siemens Healthcare Ltd. collaborates with hospitals, clinics, and government healthcare programs worldwide, placing its medical equipment in significant healthcare markets.
- **Digital Platforms and Direct Sales:** Siemens Healthcare Ltd. creates a seamless buying experience through digital platforms such as their official website and healthcare technology marketplaces, which allow clients to access product specifications, schedule demonstrations and engage sales representatives for customized solutions.

d) Promotion:

Promotion is the activity that communicates the benefit of the product to the target market. It includes advertising, public relations, direct marketing, social media marketing and any other forms of promotional activities.

Example:

- **Digital Campaigns:** A targeted digital campaign through platforms such as LinkedIn, Facebook, and Google ads to target healthcare professionals and decision-makers in hospitals and clinics. These ads highlight the advanced diagnostic and imaging devices offered by Siemens, emphasizing the precision and efficiency they add to medical practices.
- **Webinars and Virtual Demonstrations:** they can host webinars or virtual product demos in where potential clients such as healthcare providers, radiologists, and hospital administrators connect and learn about the newest innovations in medical imaging, laboratory diagnostics, and point-of-care solutions. These dynamic sessions would enable the company to readily connect with potential purchasers and showcase the operation and benefits of their services in real-time.
- **Develop Referral Partnerships with Hospitals and Clinics:** Siemens Healthcare Ltd. may set up a referral program where hospitals or medical institutions with Siemens products support them and refer other healthcare service providers to Siemens in

exchange for a referral incentive program or discount on future purchases. Such program would foster positive word-of-mouth and credibility within the healthcare community.

- **Medical Conferences and Trade Fairs:** Participating in International healthcare and medical technology conferences and trade fairs like MEDICA or HIMSS will be a great way for Siemens Healthcare to demonstrate its latest technologies. Medical professionals worldwide attend these events, and a strong presence would allow Siemens Healthcare to be seen as a trusted leader in healthcare innovation.
- **Create Educational Materials and Thought Leadership:** Siemens Healthcare could publish detailed whitepapers or case studies, or blog posts on trends like innovation in medical imaging or automation in healthcare can help Siemens Healthcare become a thought leader in this area. This content is meant to be shared across social media channels and healthcare industry publications to educate the market while passively discussing the corporation's solutions.

Real-Life Example:

Let's consider there is a healthcare initiative by Siemens Healthcare Ltd. that aims to offer world-class diagnostic solutions to mid-sized hospitals and diagnostic centers in Bangladesh. The Marketing Strategy Would Likely Look Something like this:

Product:

Siemens Healthcare Ltd. could offer state-of-the-art medical imaging and diagnostic equipment. For example, MRI, CT scanners, and ultrasound equipment are used by hospitals and diagnostic centers seeking to improve their services. Streamlining cost-effective, efficient, and highly accurate healthcare services that doctors can leverage to offer patients accurate diagnoses quickly. Siemens could also offer software solutions that can integrate with hospital management systems to streamline patient data and workflow.

Price:

The price would be established guided by a competitive pricing policy, in order to retain access for mid-sized hospitals, diagnostic centers, and specialized clinics to Siemens Healthcare Ltd.'s state-of-the-art medical equipment. For the sake of affordability, the company might also consider flexible financing options like paying in installments or working with private lenders to offer loans for the equipment. Siemens could also implement leasing programs to allow healthcare providers to use high-end diagnostic equipment without a costly upfront investment. And to drive subscriptions, new clients,

the company can also offer promotional deals or discounted rates for initial purchasers especially small clinics and emerging healthcare facilities looking to advance their diagnostic capacity.

Place:

Siemens Healthcare Ltd.'s medical devices and diagnostic solutions would be distributed through a multi-channel approach to make them more accessible for medical practitioners across the country. The company could also open regional offices and distribution hubs in major healthcare ecosystem areas, thus increasing the ability of hospitals and clinics to receive products and get technical support. Siemens should also collaborate with certified distributors who have built strong relationships with medical institutions to guarantee a smooth supply chain. For added convenience, the company could integrate its offerings on digital platforms, enabling hospitals and diagnostic centers to view product catalogs, request demos, and communicate with sales representatives online. This allows Siemens Healthcare Ltd. to deliver its innovative medical technologies to a diverse set of healthcare providers efficiently.

Promotion:

Siemens Healthcare Ltd. could promote its medical solutions through a comprehensive marketing strategy directed at healthcare professionals and decision-makers to market its medical solutions.

Digital Marketing: Using targeted LinkedIn, Google, and healthcare-specific online ad placements to identify hospital administrators, radiologists, and healthcare professionals looking for advanced diagnostic solutions.

Live Demonstrations & Workshops: Conducted in-person and virtual demonstrations for healthcare providers, to experience the efficiency and precision of Siemens' imaging and diagnostic tools.

4.3 Organizational Aspects of the Marketing Plan of Siemens Healthcare Ltd.

The marketing plan like at Siemens Healthcare Ltd is first drafted by the sales manager, product manager, and brand manager and then passed through to ensure that it aligns with the company's strategized vision. In some cases, the dedicated team or committee worked on the marketing plan, and for larger projects, marketing consultants were engaged. although an

executive committee generally directs and approves high-level marketing strategies, it is important that these are aligned with more micro-level business units and department objectives. In relatively small divisions and specialty product segments, a single marketing lead may even devise and validate the plan, while in larger companies, such as Siemens, the top management typically takes the ultimate decision.

At this stage, senior decision-makers usually evaluate the plan by asking two key questions:

1. Does the recommended marketing strategy logically accomplish the set business and marketing objectives, and does it align with corporate objectives for growth?
2. Could there be other allocations of resources that would lead to a better outcome for the company compared to the proposed marketing plan?

4.4 Four Ps of Marketing Activities of Siemens Healthcare Ltd.

1) Product

Belch and Belch define a product as anything that can be offered to a market for consideration, procurement, use, or utilization, that might satisfy or want. Products are understood not just as physical objects, but as including services, events, people, places, organizations, ideas or combinations of these. Siemens Healthcare Ltd. main products include medical imaging and diagnostic equipment such as MRI machines, CT scanners, ultrasound systems, and laboratory diagnostic tools. Moreover, Siemens Healthcare Ltd. offers software solutions that integrate with hospital management systems, allowing for efficient data processing.

Currently, Siemens Healthcare Ltd. is engaged in the development and deployment of advanced healthcare technologies, continuously innovating within the medical sector. They provide their products via direct sales, leasing agreements, and financing plans, making it easy for practitioners. In addition, Siemens' hospitals and diagnostic centers can purchase any equipment through a one-time purchase and/or an installment-based financing plan, thus ensuring both flexibility in procurement and long-term partnerships with healthcare institutions.

Types of Products Offered:

- **Medical Devices & Equipment:** Siemens Healthcare Ltd supplies hospitals and medical institutions with advanced diagnostic and imaging equipment such as MRI machines, CT scanners, X-ray systems, ultrasound devices, and laboratory diagnostic tools for precise patient diagnosis and treatment.

- **Consumable Medical Products:** Reagents, testing kits, and other disposable items used in laboratory diagnostic procedures that demand accuracy and reliability.
- **Healthcare IT Solutions:** software systems for hospital management, digital imaging, and data analytics offered by Siemens to help medical institutions improve workflow efficiency and the quality of patient care.
- **Specialized & High-End Medical Equipment:** Siemens produces state-of-the-art radiology and cardiology solutions—a specialized medical field that requires advanced diagnostic accuracy.
- **Industrial Healthcare Products:** Siemens also provides capital-intensive medical technologies including automated laboratory systems and robotic-assisted surgical equipment sold and/or distributed by Siemens in facilities including hospitals and research facilities to streamline and optimize operational efficiency.

2) Product Market Analysis

Siemens Healthcare Ltd. operates in a highly specialized and segmented healthcare market, targeting distinct sectors of the industry where advanced medical technology is in demand. Hence, the company mainly targets different market segments to ensure its products and solutions meet the requirements of healthcare providers.

- **Segment 1:** Diagnostic & Imaging Centers – These represent one of the most important markets for Siemens Healthcare Ltd., as hospitals, clinics, and independent diagnostic centers need MRI machines, CT scanners, ultrasound machines, and X-ray systems to deliver accurate and efficient medical diagnoses.
- **Segment 2:** Hospitals & Healthcare Institutions – Siemens collaborates with public & private healthcare facilities to provide premium healthcare devices like exclusive medical imaging, medical laboratory diagnosis & patient tracking systems to support medical procedures & overall healthcare.
- **Segment 3:** Research & Medical Laboratories – This segment includes biotechnology companies, research organizations, and pathology labs that use Siemens automated Laboratory system, reagents, and analytical tools for medical research and testing.

3) Price

Price is another key ingredient for the decision to purchase, which is the monetary value given to a product or service. From the perspective of the healthcare industry, pricing strategies must balance affordability, innovation, and long-term value, ensuring that healthcare providers can access cutting-edge medical technology without financial strain. In addition, considering the research and development costs, production expenses, regulatory compliance, and technological advancements, Siemens Healthcare Ltd. adopts a value-based pricing strategy.

The company provides two primary payment options to provide flexibility for healthcare providers:

1. **One-Time Payment:** Healthcare institutions that choose one-time payment receive a discounted price or longer warranty benefits on medical devices and solutions.
2. **Structured Installment & Leasing Options:** Hospitals and diagnostic centers can take financing or lease structured installment options to acquire MRI machines, CT scanners, and other diagnostic equipment by making periodic manageable payments.

Additionally, Siemens Healthcare Ltd. implements value-based pricing of its medical technology, ensuring that its products maintain innovation, quality, and competitive advantage in medical technology.





Price List of Siemens Healthcare Ltd. Products

| <u>PRODUCTS</u> | <u>PRICE/TK(BDT)</u> |
|----------------------------------|--------------------------|
| Magnetic Resonance Imaging (MRI) | 7,00,00,000-18,00,00,000 |
| Computed Tomography (CT) | 2,50,00,000-10,00,00,000 |
| Ultrasound Systems | 40,00,000-1,20,00,000 |
| X-Ray Systems | 90,00,000-2,50,00,000 |
| Mobile C-Arm Systems | 3,00,00,000-5,00,00,000 |
| Mammography Systems | 5,00,00,000-7,50,00,000 |
| Angiography Systems | 7,00,00,000-14,00,00,000 |
| Lithotripsy Systems | 3,50,00,000-6,00,00,000 |
| Linear Accelerator Systems | 2,50,00,000-4,00,00,000 |
| Nuclear Medicine Systems | 7,50,00,000-12,00,00,000 |
| Laboratory Diagnostics Analyzers | 2,50,000-2,50,00,000 |
| Biochemistry Reagents Package | 2,50,000-3,00,000 |

NOTE: These prices can vary based on configurations and optional features.

4) Promotion

The promotion is an important element of the marketing process of Siemens Healthcare Ltd., as it helps the company to deliver the message about the significance of its advanced healthcare products, which the company sells to medical institutions and health care professionals. Siemens uses a variety of promotional tools to build awareness and engage with potential customers.

Key promotional strategies include:

- **Sales Representatives:** The company has well-trained sales representatives, who have been assigned to different territories and specialized in hospitals, clinics, and diagnostic centers. They understand the details about the product, offer demonstrations, and guide customers through the entire buying process.
- **Advertising:** The company uses a combination of advertising media to market its products, including industry-specific publications, medical journals, and online

platforms such as LinkedIn and Google Ads. Siemens participates in conference sponsorships and exhibitions at medical trade shows to increase visibility in the healthcare sector.

- **Freebies and Special Offers:** Siemens offers product trials, promotional offers, or extended warranties to persuade customers to test out new equipment and be able to access the enhanced features before committing to purchase.
- **Sales Promotions:** To drive quick decisions, Siemens implements time-bound promotions, like off-priced diagnostic equipment or complementary service packages with large-scale orders, creating a sense of urgency among healthcare purchasers.
- **Publicity:** Siemens employs public relations techniques to boost its brand image and position itself as a leader in medical innovation. These may include press releases, partnership announcements, or case studies showcasing successful deployments of Siemens' products across hospitals and healthcare environments.

With a substantial promotional budget, Siemens ensures that it keeps them competitive in the healthcare sector, growing brand awareness and trust among healthcare providers.

5) Place

Place is the strategy on how Siemens Healthcare Ltd.'s products and services get to the customers, at the right time and most convenient places. Siemens is also highly strategic when it comes to choosing distribution channels, making certain that their products are accessible worldwide for healthcare providers.

Distribution:

- **Distribution Channels:** Siemens Healthcare Ltd. uses a variety of direct and indirect distribution channels to reach its clients. The company has a worldwide sales team that collaborates with hospitals, clinics, and diagnostic centers to identify their unique requirements and provide customized solutions. In addition to making direct sales, Siemens collaborates with authorized distributors and local partners in different areas to extend its market reach and ensure product availability.
- **Inventory Management:** Efficient inventory management is essential in the healthcare sector, especially when it comes to high-cost diagnostic equipment. Siemens Healthcare Ltd. has established a comprehensive supply chain system to ensure that products such as MRI machines, CT scanner and ultrasound systems are always on stock and can be quickly dispatched to medical institutions around the world.
- **Warehousing:** Siemens operates warehouses and distribution points in strategic areas to these locations and is responsible for the storage and logistics of its medical

equipment. This is key to ensuring products are being shipped efficiently and safely, which helps to minimize delays in delivering critical healthcare technologies.

- **Order Handling and Transportation:** When a healthcare provider places an order, Siemens uses high-end systems to give them a seamless process. specialized equipment requires secure transportation, especially for large and complex equipment to install its product correctly, and on time, at a healthcare facility.
- **Reverse Logistics:** Siemens Healthcare Ltd. also operates an effective reverse logistics process, particularly for cases where medical equipment requires repair, replacement, or return. making sure customers are happy and operations run smoothly thus incredibly important, especially for trade in the field of sizable long-term assets such as medical diagnosis machines.

Siemens Healthcare Ltd. ensures the availability of its products and services in regions where advanced healthcare technology is in high demand, including urban hospitals, diagnostic centers, and medical research facilities. Siemens employs a wide-ranging distribution network and effective logistics management to make sure that its healthcare solutions are easily available to medical institutions all over the world.

4.5 Medical Industry Promotional Tools Used by Siemens Healthcare Ltd.

1) Advertisement

Advertising plays a crucial role in Siemens Healthcare Ltd.'s promotional strategy, especially in promoting their advanced medical imaging systems, diagnostic equipment, and healthcare solutions that they provide to hospitals, healthcare providers, and clinics. It's a way to market products but also a way to update healthcare professionals on the latest technology in medicine.

Advertising strategies encompass five essential elements:

1. **Development:** Siemens Healthcare Ltd. focuses on crafting comprehensive campaigns that effectively communicate the innovative features and superior quality of their products. In the development phase, specific messages and design aspects of the advertisement are developed to engage physicians and industrialists for the message to get across to healthcare professionals and decision-makers. These ads are constructed to highlight the effectiveness of their products on patient treatment, clinical efficiency, and outcomes in the wider healthcare arena.
2. **Finance:** The company allocates a substantial budget to its advertising efforts,

considering the high-value nature of the products it offers. As a result, how effectively they plan their finances is key to ensuring that the campaigns reach the right target audience at the same time while keeping it cost-effective advertising budgets are carefully managed to fund global and regional campaigns that align with the strategy and speak to the appropriate markets.

3. **Messaging:** Their ads are designed to showcase the technological advantages, patient-focused design, and long-term benefits of their health care equipment. Their messaging emphasizes how their solutions lead to superior diagnostic accuracy, decreased patient wait times, and better overall healthcare outcomes. The ads also express the company's dedication to innovation and sustainability, and improving healthcare globally.
4. **Media Selection:** Siemens Healthcare Ltd. as a promotional strategy uses both traditional and modern media platforms concurrently. They use medical journals, online health magazines, and social media channels such as LinkedIn to target healthcare professionals. They also leverage being present at industry events, virtual platforms, and specific websites to engage with target customers. They also partner with healthcare events and trade shows to give attendees a chance to demonstrate their products in person, ensuring direct engagement with key decision-makers in the medical field.
5. **Measurement of Success:** Siemens Healthcare Ltd. reviews its advertising campaigns on a regular basis by evaluating key performance indicators including engagement metrics, brand recall, web traffic, and the number of leads generated through trade shows and online campaigns. They track sales conversion rates and customer feedback to evaluate the effect of their advertising campaigns on brand awareness and customer acquisition.

Siemens Healthcare Ltd. also uses a variety of advertising mediums such as print in medical journals, online advertising, and global medical conferences, and this allows them to reach out to healthcare professionals in various ways.

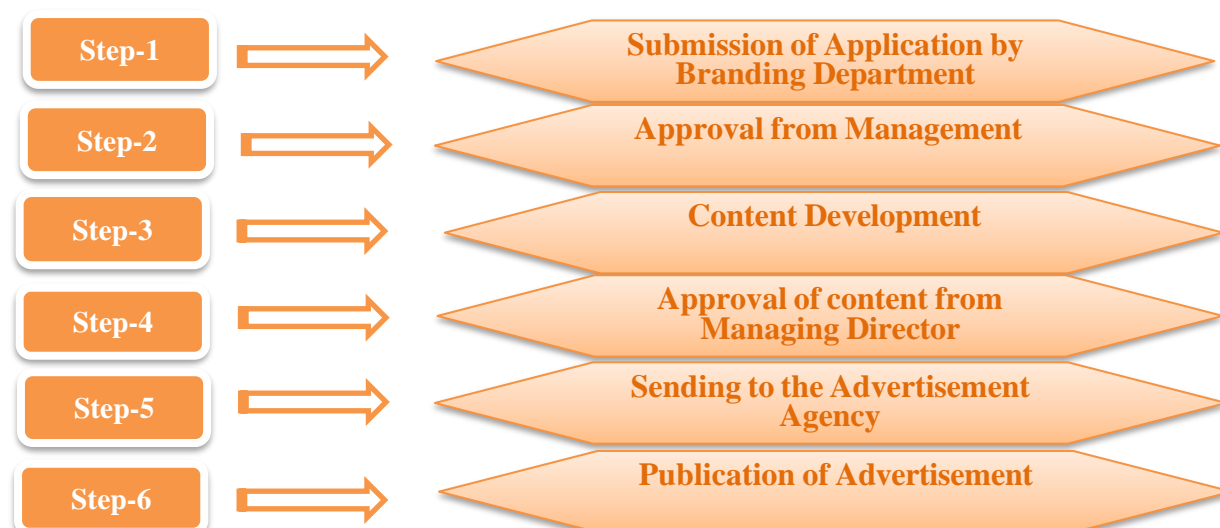
Real-Life Example Summary for Siemens Healthcare Ltd.:

Suppose Siemens Healthcare Ltd. is launching a campaign for a new MRI system for mid-sized hospitals and diagnostic centers. Here's how the five elements could work together:

1. **Development:** The campaign focuses on the upgraded imaging quality of the new MRI system, patient comfort features, and energy-saving capabilities. The message will be, "Advanced imaging for accurate diagnoses, tailored for hospitals of any size."

2. **Finance:** Budget allocation would be distributed across different channels, including targeted digital ads, sponsorships for healthcare conferences, and media buys in medical journals. Part of the budget would also go to product demonstrations and trials for healthcare professionals.
3. **Messaging:** The messaging focuses on how the system's affordability, reliability, and speed in imaging to meet the demands of busy hospitals that need high-quality diagnostics on a tight budget. It will emphasize patient-centered design and the long-term cost savings associated with energy-efficient systems.
4. **Media Selection:** Digital Advertisements would strategically target healthcare professionals through platforms such as LinkedIn and Google as well as paid advertisements in healthcare and medical technology journals. Moreover, Siemens Healthcare Ltd. could capitalize on medical trade shows, webinars and hospital visits for live demonstrations toward direct engagement with doctors and healthcare administrators.
5. **Measurement of success:** Inquiry and product demo scheduling rates, website visits from targeted healthcare professionals, and conversion rates from initial interest to actual sale of the MRI system. live demos and healthcare conference feedback will also be collected to help improve the campaign and measure effectiveness.

Flowchart of the Advertisement development steps of the company:



2) Implementing an Effective Social Media Marketing Program

Siemens Healthcare Ltd recognizes that social media is an important means of engaging healthcare professionals, hospitals, and clinics around the world. Considerable resources have been allocated by the firm to establish its digital footprints through various online presence channels, and thus, it focuses on the healthcare sector because practitioners are highly dependent on such platforms for information. millions of healthcare Providers and Professionals are using Social media to get Industry Updates, product innovations, and peer reviews, making it an essential tool for driving awareness and generating leads. the majority of buyers say the healthcare industry's social media channels impact their purchasing decisions, according to industry surveys, demonstrating the demand for a targeted and active social media marketing strategy.

3) Website

Siemens Healthcare Ltd. maintains a robust, user-friendly website tailored for healthcare professionals and organizations. The website serves as a hub for information about their medical devices, technology, and support services. As healthcare professionals are searching the web for new medical technology, Siemens recognizes the need for a streamlined digital experience. Siemens says that a majority of healthcare organization decision-makers start their purchasing journey with an online exploration of solutions. More than half of professionals drift to the site on mobile to ask about product specifications, case studies, and demonstration videos.

4) Product Information and Demonstrations

A key marketing tool for Siemens Healthcare is offering direct product demonstrations via webinars, virtual training sessions, and live product testing at healthcare trade shows. Sometimes Siemens will partner with a hospital, clinic, or medical facility to do a joint demonstration of its sophisticated medical devices such as MRI, CT scan, ultrasound, etc. allowing this type of hands-on experience to foster a deeper understanding of the value and functionality of the product, which leads a more significant impact to the purchasing decision.

5) Direct-to-Healthcare Provider Marketing Tools

Siemens Healthcare Ltd. uses direct outreach methods like personalized emails, client-specific product demonstrations, and direct invitations to attend industry seminars as part of its marketing strategy. By taking this approach, Siemens can connect with healthcare decision-makers, find out what their needs are, and show them a solution that meets those needs. through these tailored interactions, Siemens ensures that its technology solutions meet the specific operational requirements and healthcare standards of each institution.

6) Event and Trade Show Marketing Tools

Siemens Healthcare relies heavily on marketing through trade shows and healthcare industry events. Events like these give an opportunity for Siemens to showcase its latest technologies, such as advanced imaging solutions, surgical instruments, and patient monitoring systems. The company utilizes the benefits of such big events both to highlight its products and to foster relationships with relevant healthcare industries such as hospital directors, medical professionals, distributors, etc. as Siemens is one of the largest medical technology companies globally, and it takes advantage of constant exposure and the drive to showcase the latest product innovations through live demonstrations for potential customers.

4.6 Managing Customer Relationship

For Siemens Healthcare Ltd., maintaining strong and long-term customer relationships is essential to sustaining its market position and delivering high-quality healthcare solutions. Rather than focusing solely on individual sales transactions, the company prioritizes long-term relation and customer satisfaction. The goal is to build effective partnerships with healthcare providers, hospitals, and diagnostic centers as well as other key stakeholders while ensuring mutual benefits and long-term collaboration. At Siemens Healthcare Ltd., this philosophy lies behind its Customer Relationship Management (CRM) strategy to improve customer loyalty and maximize customer value.

Customer Relationship Management (CRM) at Siemens Healthcare Ltd. is more than the end-users. It includes several crucial participants in the healthcare ecosystem:

- **Healthcare Providers and Customers:** Siemens Healthcare Ltd. serves a wide range of customers, such as hospitals, clinics, diagnostic centers, and healthcare providers. With the help of their specific needs and requirements, the company offers personalized solutions for medical imaging, diagnostics, and therapies to improve patient care.
- **Employees:** A highly skilled workforce is crucial in delivering top-tier healthcare technology. Siemens Healthcare Ltd. invests heavily in employee training and engagement programs to maintain a motivated and knowledgeable workforce that is committed to providing excellent service.
- **Supply Chain and Business Partners:** The integration of technology and service within healthcare requires strong relationships with supply chain partners. Siemens Healthcare Ltd. works with equipment suppliers, software providers, and research institutions to innovate and optimize healthcare delivery.

- **Regulatory Authorities and External Stakeholders:** Given the highly regulated nature of the healthcare industry, Siemens Healthcare Ltd. actively engages with regulatory bodies, industry associations, and government agencies. Ensuring that its products and services comply with evolving industry regulations by complying with international healthcare standards and participating in policy discussions.

Chapter: 5
Findings, Recommendations & Conclusion

5.1 Findings of the Study

1) Product Range:

Siemens Healthcare Ltd provides a variety of medical technology and healthcare solutions, such as diagnostic imaging, laboratory diagnostics, and advanced therapeutic equipment. The company's product lineup includes MRI systems, CT scanners, x-ray machines, ultrasound, and patient monitoring systems. Although these products are largely directed towards large hospitals and diagnostic centers, and affordability remains a challenge for smaller healthcare providers.

2) Pricing Strategies:

Siemens Healthcare Ltd. uses different types of pricing strategies as per the product type, demand in the market, and technological progress. It combines advanced medical equipment with premium prices, financing options, and leasing arrangements. Still, the price difference between Siemens Healthcare and other companies commonly prevents prospective consumers from stopping searching for alternative brands with cheaper options.

3) Promotion:

Siemens Healthcare Ltd. provides a unique brand positioning strategy by having a prominent digital presence which includes intensive marketing efforts. Its marketing techniques include industry conferences, medical expos and direct partnerships with hospitals to promote its products. However, occasional gaps in digital engagement and inconsistent social media interaction limit its outreach potential.

4) Lack of Content Marketing:

Siemens Healthcare Ltd, as a leader in the field of medical technology, however, still has a few opportunities for improvement when it comes to content marketing. Some of the current content lacks sufficient technical depth or fails to effectively highlight the unique benefits of Siemens products. Providing well-researched case studies, video demonstrations, and expert insights can strengthen content strategies and thus enhance customer engagement and trust.

5) Social Media Utilization:

Siemens Healthcare Ltd. has a presence on various social media platforms but does not always leverage them effectively to maximize customer interaction and engagement. Greater customer education, live webinars, and direct Q&A with a healthcare professional may create stronger partnerships with the target market and align with modern digital marketing trends.

6) Segmentation and Market Adaptation:

Siemens Healthcare Ltd has a market segmentation strategy consisting of geographical,

demographic, psychographic, and behavioral factors. While the company's imaging and diagnostic solutions are for high-end hospitals and research institutions, it also plans to offer portable, cost-effective devices for developing areas and rural locations. However, focusing more on mid-sized clinics and emerging healthcare markets could do much more for their accessibility and market presence.

7) Targeting and Positioning Strategies:

Siemens Healthcare Ltd uses a differentiated targeting strategy by offering elite hospitals with premium, high-tech medical solutions, as well as providing lower cost solutions for mid-range facilities. The company positions itself as a pioneer in medical technology, focusing on precision, efficiency, and sustainability. However, it needs stronger digital engagement, and a more focused strategy on affordability and accessibility in developing healthcare markets can strengthen positioning and competitive advantage.

5.2 Recommendations

1) Product Range:

Siemens Healthcare Ltd. is a provider of various medical imaging, diagnostic, and healthcare technology solutions. To make it accessible, the firm must also increase its business segments with cheaper and more regional medical equipment to cater to healthcare facilities of all scales. By providing low-cost alternatives as well as high-end systems, Siemens Healthcare Ltd. can cater to the needs of small clinics as well as large hospitals, increasing its market penetration.

2) Pricing Strategies:

Siemens Healthcare Ltd. employs a value-based pricing strategy which is justified by the quality and technology of its products. However, the company may implement flexible forms of pricing, such as a leasing option, payment plans by installments, or combined service packages that foster access to high-end medical equipment for middle-size and emerging healthcare providers. Competitive pricing points in the healthcare technology sector can further enhance adoption rates and strengthen Siemens' market leadership.

3) Promotion

Siemens Healthcare Ltd. has a strong digital and offline marketing presence; however, it could add a focus on digital marketing specifically to the healthcare domain as it would help achieve the desired brand outreach. Enhancing online engagement through respective forums, industry webinars, and interactive case studies would help be perceived as more authoritative in the market. Additionally, incorporating targeted campaigns through medical journals, hospital

networks, and social media platforms, such as LinkedIn can further maximize outreach to decision-makers and healthcare professionals in the industry.

4) Lack of Content Marketing:

Siemens Healthcare Ltd. should produce content that is high quality and offers clinical insights such as whitepapers, clinical case studies and expert video testimonials. Siemens can also strengthen thought leadership with knowledge-sharing initiatives that build trust and showcase Siemens as an industry pioneer.

5) Social Media Utilization:

Siemens Healthcare Ltd. recognizes the growing importance of social media as a marketing tool but could further enhance its engagement strategies. Regular and hands-on social media activity on platforms such as LinkedIn, Twitter, and YouTube engages healthcare professionals on a deeper level. With virtual live Q&As, product demos, and virtual healthcare technology summits, can build deeper relationships with potential customers and industry stakeholders, also demonstrating Siemens's commitment to innovation and excellence in healthcare.

6) Enhancing Market Coverage through Segmentation:

More tailored solutions should be created, specifically to target mid-sized hospitals, smaller clinics, and emerging health care markets through segmentation. Though the company does well with sophisticated medical technology for higher-end institutions, adding lower-cost, modular, and scalable diagnostic options can help the company to reach underserved markets. Moreover, increase product customization as per the regional healthcare demands, ensuring wider adoption and customer satisfaction.

7) Strengthening Targeting and Positioning Strategies:

Siemens Healthcare Ltd. can strengthen its branding strategy in medical technology by adopting an effective digital branding initiative. Marketing campaigns focused on more affordable and accessible solutions would have a greater market traction, especially in the case of mid-tier hospitals and government healthcare projects. Moreover, focusing on sustainability, AI-based diagnostics, and patient-focused innovations in its positioning strategy will distinguish Siemens Healthcare Ltd from its competitors to driving sustainable growth and brand loyalty in the long term.

5.3 Conclusion

This report consists of the marketing mix and STP analysis of Siemens Healthcare Ltd. has provided valuable insights into the company's strategic approach in the medical technology sector. Siemens Healthcare Ltd. has demonstrated a strong understanding of its target market and successfully leveraged the tools available in its marketing mix to gain a competitive advantage in the healthcare industry. The 4Ps elements of the marketing mix analysis indicate that Siemens Healthcare Ltd successfully implemented the core elements—product, price, place, and promotion—to strengthen its market presence. The company provides a wide range of innovative and premium medical devices to meet the future needs of healthcare providers. Additionally, its pricing strategies also provide a balance between affordability and premium value, making advanced medical solutions accessible to a wide range of customers. The STP analysis of Siemens Healthcare Ltd. demonstrates the strategic market segmentation, targeting and positioning. The company has segmented its market not only based on healthcare facility size, but also based on technological necessity and budget constraints, allowing it to target its key customer segments precisely. Its strong positioning as a leader in healthcare innovation and technology strengthens its overall identity as a trusted source of cutting-edge medical solutions. By adopting the recommended improvements—such as improved digital marketing, adapted pricing models, and more effective content marketing—Siemens Healthcare Ltd. can solidify its market leadership and continue driving advancements in healthcare technology for leading to better patient outcomes and more efficient operations in the medical industry.

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