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## **An Internship Report**

**On**

**“Marketing Mix Strategies of Nutric Group”**

**Prepared for**

**Dr. Sohel Rana**

Lecturer

Department of Business Administration

Daffodil International University

**Prepared by**

Nayan Chandro Ghosh

ID: 181-14-053

Program: MBA,

Major in Marketing

Faculty Business Administration

Daffodil International University

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This Internship Report is submitted to the Department of Business Administration, Daffodil International University, for the Fulfillment of Partial Requirement for the Degree of Bachelor of Business Administration (BBA)

*Marketing Mix Strategies of Nutric Group*

**Letter of Transmittal**

To

**Dr Sohel Rana**

Lecturer,

Department of Business Administration,

Daffodil International University.

**Subject: Submission of Internship Report**

Dear Sir,

I am here presenting my entry level position report, which is a required piece of our MBA program. It is an extraordinary chance to work for all intents and purposes. This report depends on "Advertising Mix Strategy of Nutric Group". I have the chance to work at Nutric Group. Nutric Group as a collaborator of Md. Kamrul Islam Sajal, Manager of Product Operation from 2nd February 2019 to March 30<sup>th</sup> under your dynamic supervision.

This temporary job program has given me both scholastic and down to earth exposures. Right off the bat, I found out about the authoritative culture of one of the main fare situated item association of the nation. Besides, the program has allowed me the chance to adjust with the professional workplace.

I will be very obliged on the off chance that you are sufficiently thoughtful to acknowledge this report and give your significant judgment. It would be my pleasure in the event that you discover this report helpful and useful to have an obvious point of view on the issue.

Sincerely Yours

.....

Nayan Chandra Ghosh

ID: 181-14-053

Batch:

Department of Business Administration

Faculty of Business Administration

Daffodil International University

## *Marketing Mix Strategies of Nutric Group*

### **Declaration**

I, Nayan Chandra Ghosh therefore proclaim that the report of temporary job program title "Marketing Mix Strategy of Nutric Group" is exceptionally arranged by me after the fruition of three months of internee at Nutric Group, as a partner of Md. Kamrul Islam Sajal, Manager of operation.

I affirmation, that the report has been arranged just for my scholarly prerequisite and not for other reason. It may be with the enthusiasm of inverse gathering of the partnership. I additionally guarantee that this report isn't submitted anyplace of Bangladesh before me.

.....

Nayan Chandra Ghosh

ID: 181-14-053

Batch:

Department of Business Administration

Faculty of Business Administration

Daffodil International University

*Marketing Mix Strategies of Nutric Group*

**Approval Certificate**

This is to ensure that Nayan Chandra Ghosh bearing ID: 181-14-053, has arranged this entry level position report entitled "Marketing Mix Strategy of Nutric Group" under my watch and direction. This is for the fractional satisfaction of One-year post graduation level of MBA, major in marketing at Daffodil International University.

I have experienced the ace paper. He has achieved the report without anyone else under my supervision.

I wish his each achievement throughout everyday life.

.....

Signature of the Supervisor

**Dr. Sohel Rana**

Lecturer

Department of Business Administration

Daffodil International University

## *Marketing Mix Strategies of Nutric Group*

### **Preface**

Internship program is a halfway necessity for fruition of MBA program. At the season of my entry level position program at Nutric Group, I learnt and included myself with practical working environment. In University, we adapt just about the hypothetical information yet the truth of the matter is that hypothetical learning isn't adequate to work in practical life, so internship program clears a path for me to exercise and increase and gain practical knowledge.

I was placed at Nutric Group. I was assigned a project topic “Marketing Mix Strategy of Nutric Group” so that I can get opportunity to involve myself with practical working environment and get mentally prepared for corporate environment.

On the basis of my topic I collected lots of necessary information to prepare my report and gain practical knowledge from the related sources and internet.

At last, I would like to pay gratitude to almighty Allah for giving me energy to make it complete.

Nayan Chandra ghosh

ID: 181-14-053

Batch:

Department of Business Administration

Faculty of Business Administration

Daffodil International University

## **Acknowledgement**

At first I would like to express my gratitude to Almighty Allah who has given me opportunity to go through the total process of internship and to write a report in this regard.

I would like to take the opportunity to express my gratitude my internship advisor Mr. Dr. Sohel Rana, Lecturer, Department of Business Administration, and Daffodil International University, whose direction guidance and support helped me a lot in writing this report.

It was a great pleasure for me to work at Nutric Group as an internee. I think all the employees for being friendly and cooperative. I was taught lots of important things throughout my internship career because of their proper attention and cooperation.

My deepest appreciation and special thanks goes to M. K. Noor-A-Shaheed Rana (Managing Director, Nutric Group Ltd. Bangladesh), Md. Rubayet Islam Rasel (Executive, Operation) who helped me a lot during my internship program with valuable advices, guidance and necessary information.

At last I must mention the wonderful environment and group commitment of this organization has enabled me a lot deal to do and observed the marketing activities during my internship period.

Finally I convey my sincere thanks to my friends who inspire me in different ways to complete the report.

## **Dedication**

When the person does something, there must be an inspiration behind for doing work. Especially I would like to dedicate my report to my loving father and mother, whose pray, affection and support are always a source of encouragement for me to reach at this destination. In addition, I would like to dedicate this report to my dignified supervisor Dr. Soheli Rana, he has guided me and show his confidence on me and realized me that I am very capable of doing this work. Without his guidance and support, it is not possible for me to complete this report.

May Allah bless all of them.

## **Executive Summary**

Beginning in the 1950s, presently more than 200 pharmaceuticals organizations produce medication in Bangladesh. This area is a standout amongst the most created hello there tech and driving fare acquire segments in Bangladesh which is contributing in the nation's economy. Out of the all out local prerequisite of meds just about 95 percent is met by the nearby assembling and Bangladesh likewise sends out plans to 27 nations around the globe. . As indicated by international Marketing Services (IMS), a worldwide pharmaceutical market insight organization, Bangladesh medication deals came to Tk 4,673 crore in 2008 and Tk 4,075 crore in 2007. With this measurement, the normal business in year 2009 is 5,126 crore Tk.

This report "An Analysis of Marketing blend on Nutric Group in Bangladesh is readied dependent on the item (Customer needs and needs), value (Cost to Satisfy) development (Communication) and distribution (Convenience to Buy) People, Process, Physical Evidence designs which mirror the general showcasing blend of pharmaceutical organization. The report indicated how Nutric Group separates the organization from different rivals as far as item, value, and improvement and cheating execution to pick up client want consideration. Leading the way to the future of regenerative healthcare to enhance the lives of people around the globe. This has been our driving force since day one.

Today, everything is different but nothing has changed. Our vision remains the same, as it always will be. Yet, with each step we take we are moving closer to our goal of becoming an industry leader on a global platform.

Presence in up to 40 countries. Offices in 8 countries across Asia. Number 1 brand for anti-aging solutions



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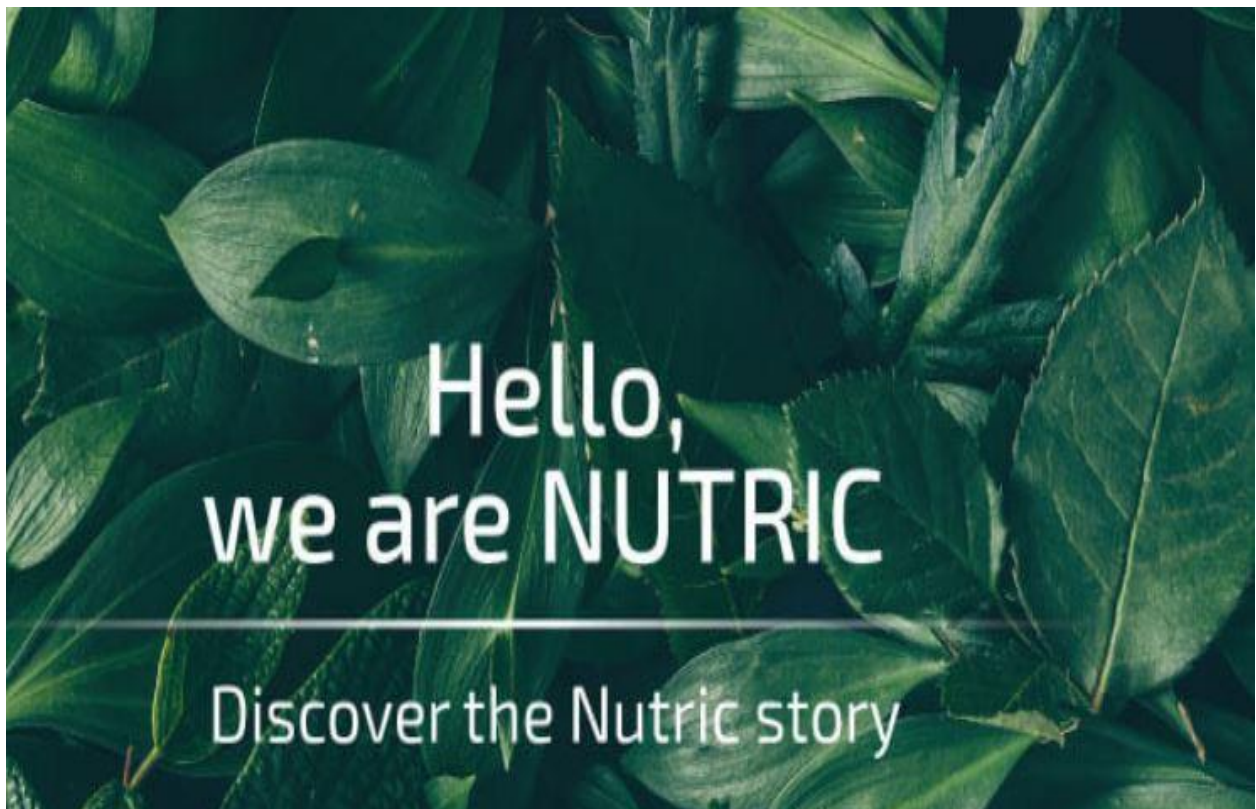
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# Chapter One

## Introduction



WE DREAM BIG SO YOU CAN  
TRANSFORM YOUR BIGGEST DREAM  
INTO REALITY. \_

## **1.1 Introduction**

Leading the way to the future of regenerative healthcare to enhance the lives of people around the globe. This has been our driving force since day one.

Today, everything is different but nothing has changed. Our vision remains the same, as it always will be. Yet, with each step we take we are moving closer to our goal of becoming an industry leader on a global platform. Presence in up to 40 countries. Offices in 8 countries across Asia. Number 1 brand for anti-aging solutions



### **OUR MOTTO**

Progressing Science - Discovering new solutions and advancing current solutions to live longer and look better.

Uplifting Lives - Enriching lives through recovery so that we can live not only longer but feel better.

## **1.2 Origin of the Report**

To be a MBA post graduated, all candidates must require to take part an internship program under any organization. Theoretical knowledge is not sufficient for practical working knowledge, so internship program helps internee to gain practical knowledge instant of theoretical knowledge. Internship program is a crucial requirement part for completing MBA program of the Faculty of Business Administration at Daffodil International University, I was placed at Nutric Group. Bangladesh as an assistant of Md. Kamrul Islam Sajal, Manager of operation from 2th February 2019 to April 30th 2019, under the guidance of my supervisor Dr. Sohel Rana, Lecturer at Daffodil International University. At the time of my internship program, my supervisor assigned me a project topic “Marketing Mix Strategy of Nutric Group. Bangladesh” within my internship program, I have prepared a report according to my project title and I have tried with my best effort.

## **1.3 Literature Review**

Review of literature is an essential component of a research process, without a comprehensive exposure to the relevant literature are would remain in darkness about the essentials of a research. Such a review, as meaningfully synthesizing existing knowledge in the area, helps us to detect the gap in the existing knowledge and eventually to define the problems almost inevitably requires a review of the relevant literature.

Our journey began in 2001, when four young individuals stumbled upon a new business model and immediately recognized the immense growth potential of regenerative healthcare solutions. Armed with distinct skills and expertise, the founders established Nutric and launched the first electronic distribution channel system in the ASEAN region.

Fuelled by our passion to develop effective and leading-edge solutions focused on regenerative healthcare, we introduced our first anti-aging product, Bio Spray, in 2002. This flagship product aids in the rejuvenation of health and beauty, and remains as one of our best-selling products to date. To take the business to new heights, we ventured into the Indonesia and Singapore markets in that same year. Working with some of the most innovative technologies in healthcare, we expanded our product range to cater to a wider array of target

### *Marketing Mix Strategies of Nutric Group*

market. Concurrently, we have also established offices in the Philippines, Thailand, Bangladesh and China.

Our exponential growth and our dedication to enhancing the health and well-being of people has gained numerous recognition, both locally and internationally. Together, we have worked relentlessly to spread our wings across Asia and the world so we can continue to transform lives for the better. The expansion of Nutric is in line with the company's growth trajectory of enhancing and uplifting lives as we further build our global presence. Our network spans across ASEAN and beyond and we are connected with countless individuals worldwide. In order to ensure that Nutric continues to offer a consistent customer experience in diverse markets, we have established various offices within the region to manage the business efficiently and effectively. Our offices create a platform for customers and business partners to share knowledge and exchange ideas in making a positive difference in their lives.

Showcasing Mix Practices is a significant piece of this report. Promoting Mix Practices incorporate how Procedure is the strategies, components and stream of exercises which lead to a trade of significant worth. Physical proof the direct tactile experience of an item or administration that enables a client to quantify whether the person has gotten esteem. Precedents may incorporate the manner in which a client is treated by a staff part, or the timeframe a client needs to pause, or an introductory letter from an insurance agency, or nature in which an item or administration is conveyed.

A pharmaceuticals company works their Marketing task in their step by step. Next area is SWOT examination which incorporates qualities, shortcomings, openings and dangers of the pharmaceuticals companies. Last segment indicates discoveries, proposes a few territories of flawlessness and reaches an inference. In today's aggressive condition, pharmaceutical organizations are requesting a lot more noteworthy coordination from special exercises to doctor clients. By directing picture examination, it can help pharmaceutical company's better target and fragment clients, select the correct mix of showcasing channels, and definitely measure the effect of special projects. The yearly per capita medication utilization in Bangladesh is one of the most minimal on the planet. In any case, the industry has been a key supporter of the Bangladesh economy since freedom. With the improvement of social insurance framework and increment of wellbeing mindfulness and the obtaining limit of individuals, this industry is required to develop at a higher rate in future.

## **1.4 Scope of the Study**

This study called internship program mainly job oriented experience which are generated by meeting with the stakeholders. This is an individual study, which is accomplished for this particular study under my internship program supervisor. This is a formal study. The scope of the study is much details because I am not full time and permanent employee. I was placed in Nutric Group, Bangladesh at Uttara at the position of the assistant of Md. Kamrul Islam Sajal Manager of operation, so my scope of the study was limited within this office. And my report covers this topic “**marketing mix strategy of Nutric Group**”. On the basis of my topic I have collected lots of necessary information to prepare my report and gained practical knowledge from this organization, different websites, related articles and internet.

## **1.5 Objective of the Study**

Objective means the purpose of this report. The objectives of this report are as follows:

**Broad Objective:** To describe the marketing pattern of pharmaceuticals industry in Bangladesh by analyzing the marketing mix of Nutric Group.

**Short/Specific Objectives:** The report contains the following specific objectives-

To describe all types of products those are produced Nutric Group.

Describing the pricing procedure and price list of Nutric Group.

To describe all types of promotional tools used by Nutric Group.

To study the procedure and managing of promotional tools use by Nutric Group. as well as other company.

To describe the distribution system of Nutric Group.

To raise possible recommendation and related justification (if required) for smooth and accurate implementation concerning the marketing mix of Nutric Group.



## **1.6 Methodology of the Study**

Methodology characterizes how we experience every one of the procedures of research and how I have continued on. Here incorporates the means of leading the report and the clarification of the wellsprings of information.

- ❖ Books.
- ❖ Discussion with employee.
- ❖ Internet.
- ❖ Library.
- ❖ Annual report.

## **1.7 Limitation of the Study**

Limitation refers the obstacles I have to face for completing this report and what I could not cover for this limitation.

- **Lack of time:** One of the major limitations of the study was limited time. The allocation of the study was inadequate. Because in this short time one intern student had to both attend the office. For the scarcity of time I could not communicate largely with concern persons and authority, which would be very helpful for preparing, the report could be made much more comprehensive.
- **Administrative secrecy:** Another major problem every private company maintains some secrecy of its sales and Nutric group. Was not expected in this regard. The authority kept much information as secrete.
- **Scarcity of adequate information:** Scarcity of adequate information caused hamper in report generation. Primary and secondary data wasn't up to date to deal with.
- **Insufficient knowledge:** Insufficient knowledge about Pharmaceuticals industries also caused hamper in the long run.
- **Low proficiency in report preparation:** Lack of self-knowledge concerning report preparation, was also a limiting factor in preparing a better report.
- **Improper Data:** The secondary data that have been observed was in a form, which was not helpful for this study.

# **Chapter Two**

# **Background of the**

# **Organization.**

## **2.1 Overview of Nutric Group**

The expansion of Nutric is in line with the company's growth trajectory of enhancing and uplifting lives as we further build our global presence.

Our network spans across ASEAN and beyond and we are connected with countless individuals worldwide. In order to ensure that Nutric continues to offer a consistent customer experience in diverse markets, we have established various offices within the region to manage the business efficiently and effectively.

Our offices create a platform for customers and business partners to share knowledge and exchange ideas in making a positive difference in their lives. Leading the way to the future of regenerative healthcare to enhance the lives of people around the globe. This has been our driving force since day one.

Today, everything is different but nothing has changed. Our vision remains the same, as it always will be. Yet, with each step we take we are moving closer to our goal of becoming an industry leader on a global platform.

Presence in up to 40 countries

Offices in 8 countries across Asia

Number 1 brand for anti-aging solutions

## **2.1.1 Mission Vision and Motto of Nutric Group**

### **2.1.1.1 OUR MISSION**

We will add more meaningful years to your life by improving your health and quality of living through the progress of science to uplift the lives we touch.

### **2.1.1.2 OUR VISION**

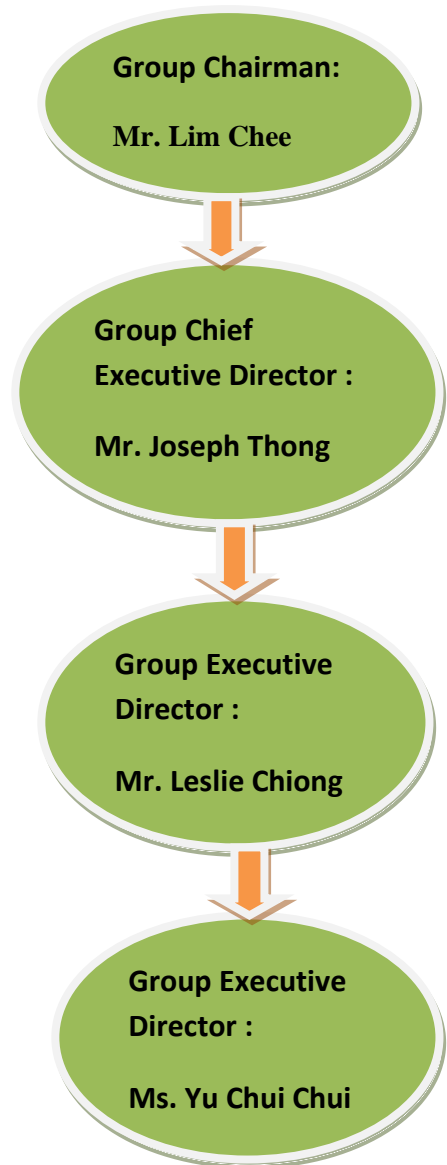
We will transform Nutric into an international symbol and provider of uncompromising science in nutrition for the world.

### **2.1.1.3 OUR MOTTO**

**Progressing Science** - Discovering new solutions and advancing current solutions to live longer and look better.

**Uplifting Lives** - Enriching lives through recovery so that we can live not only longer but feel better.

## 2.2 Corporate Profile



# **Chapter Three: Marketing Mix Strategies of Nutric Group**

## *Marketing Mix Strategies of Nutric Group*

### **3.1. Marketing Mix:**

The **Marketing Mix** is the set of controllable, strategic showcasing devices that an organization uses to deliver an ideal reaction from its objective market. It comprises of everything that an organization can do to impact interest for its item. It is likewise an instrument to help showcasing arranging and execution.

The four (4) Ps of showcasing: item, value, spot and advancement

The showcasing blend can be isolated into four gatherings of factors ordinarily known as the four Ps:

1. **Product:** The products and additionally benefits offered by an organization to its clients.
2. **Price:** The measure of cash paid by clients to buy the item.
3. **Place (or circulation):** The exercises that make the item accessible to buyers.
4. **Promotion:** The exercises that impart the item's highlights and benefits and induce clients to buy the item.

### **3.2 Marketing Tools:**

Each of the four Ps has its own tools to contribute to the marketing mix:

- **Product:** variety, quality, design, features, brand name, packaging, services
- **Price:** list price, discounts, compensation, payment period, credit terms
- **Place:** channels, treatment, assortment, locations, inventory, transportation, logistics
- **Promotion:** advertising, personal selling, sales promotion, public relations.

## *Marketing Mix Strategies of Nutric Group*



### **3.3. Product of Nutric Group**

#### **3.3.1. Revolutic® BioSpray®**

Regenerative healthcare for daily renewal - A natural solution for cell repair and regeneration. This is a supplement advertisement

Revolutic® BioSpray® is formulated with colostrums and four types of amino acids: L-Arginine, L-Ornithine, L-Glutamine, L-Lysine and colostrums. This combination supports the natural repair process within your cells to help you feel renewed the next day. Revolutic® BioSpray® offers a safe, convenient and non-invasive solution for cell repair and regeneration.

#### **Value Proposition (Benefits):**

- Repairs and rejuvenates cells
- Strengthens the body
- Improves quality of life
- Safe and convenient
- No artificial hormones
- Suitable for long-term use





### **3.3.2 Revolutic® BioSpray® Plus**

Regenerative healthcare for daily renewal - A comprehensive nutritional supplement for cell defense.

Revolutic® BioSpray® Plus is packed with potent growth factors and immune factors from colostrums, amino acids, vitamins and minerals. These nutrients are essential in strengthening your immune system and defending against diseases in your daily life.

Revolutic® BioSpray® Plus offers a safe, natural, convenient and non-invasive solution for cell defence without the use of artificial hormones. Ingredients: L-Arginine, L-Ornithine and L-Glutamine) and fortified with colostrum and B vitamins.

#### **Value Proposition (Benefits):**

- Strengthens immune system
- Defends the body against diseases
- Plays an important role in cell metabolism
- Safe and convenient
- No artificial hormones
- Suitable for long-term use



### **3.4 Product Raw Materials :**

- ❖ Milk Cream ( After 3 days processing ).
- ❖ 21 Amino Acid.
- ❖ 22 Minerals.
- ❖ Vegetable oil.

### **3.5 Operational Activities:**

An operation activity is the function and tools of a business directly related to providing goods and service to the market. It is an activity that directly related to an organization cash flows and out flows and determine its net income.

#### **3.5.1 Product Costing:**

This is a multinational company. That's why we did not collect the full information of product costing and manufacturing. But little data collected from my senior or supervisor, which is Nutric Group costing money 14% in research purpose, and 86% in raw material and ingredients.

#### **3.5.2 Production Plant:**

Nutric Group open there business in Bangladesh, Thailand, Vietnam, India, Indonesia, Philippines, Singapore, Chain, Dubai, almost 40 country, Most of the business country in ASIA. That's why they established there production plan in Malaysia, Putrajaya and second one in China, Gunagju. Number 1 brand for anti-aging solutions

### **3.6 Product Policy :**

Revolitic Biospray is a natural solution for cell fix and recovery. Revolitic Biospray is a mix of 4 kinds of amino asids ( L- Arginine, L- Ornithine, L- Glutamine, and L-Lysine ) and colostrums. Revolitic Biospray does not contain counterfeit hormones, subsequently it is all right for long term use. Revolitic Biospray is utilized as a well being supplement. Its synergistic recipe bolsters the normal fix process inside cells to enable you to feel restored the following day. Revolitic Biospray is a natural, helpful and non-obtrusive answer for well recovery. It is prescribed to utilized 5 sprays each time, 4 times each day. Revolitic biospray is reasonable suitable for all adults. Pregnant and nursing ladies ought to counsel a specialist or doctor before taking splashes. You should experience improved well-being with higher

### *Marketing Mix Strategies of Nutric Group*

levels of energy within a few weeks. Revolutic Biospray is healthy and helpful supplement, and not meant to replace prescription medications. Revolutic Biospray increases the body growth, Healing factor, hormone balance and anti aging.

#### **3.7 Distribution:**

In Bangladesh national distributor is Md. Abul Hossain Hawlader. he is our national distributor. We have 18 distribution office in Bangladesh. Product direct come from Malaysia to Chittagong port. Then our national distributor received it and they analyze market which district ,how much need the product and then he distribute the product to the local distributor. In Bangladesh we run our product in 18 district. They are..

<b>District Distribution office</b>	<b>Distributors Name</b>
1.Dhaka ( Motizil and Uttara )	Md Abbas Uddin.Md Roni talukder
2.Cittagong	Md. Sohek sikder.
3.Cox Bazar	Md. Symur Rased.
4.Rajshahi	Xyver Hridoy.
5.Chandpur	Md. Mohasinul islam.
6.Jassaor	Md. Sisir Ahamed.
7.Dinajpur	Syed Asraful mamun.
8.Rangpur	Najrul Islam.
9.Shylet	Ahmed Sarif
10.Kurigarm	Muskan hyder bina.
11.Rangamati	Hridita Dewan.
12.Bandorbane	Jesper Sawon Ghosh
13.Bramman Bariya	Md. Ashikul Islam
14.Gazipur	Md. Arifil islam
15.Mymensing	Md. Lattif
16.Habigong	Omar faruk
17.Jamalpur	Md. Tanim Sayed
18.Barishal	Md. Nurul Islam

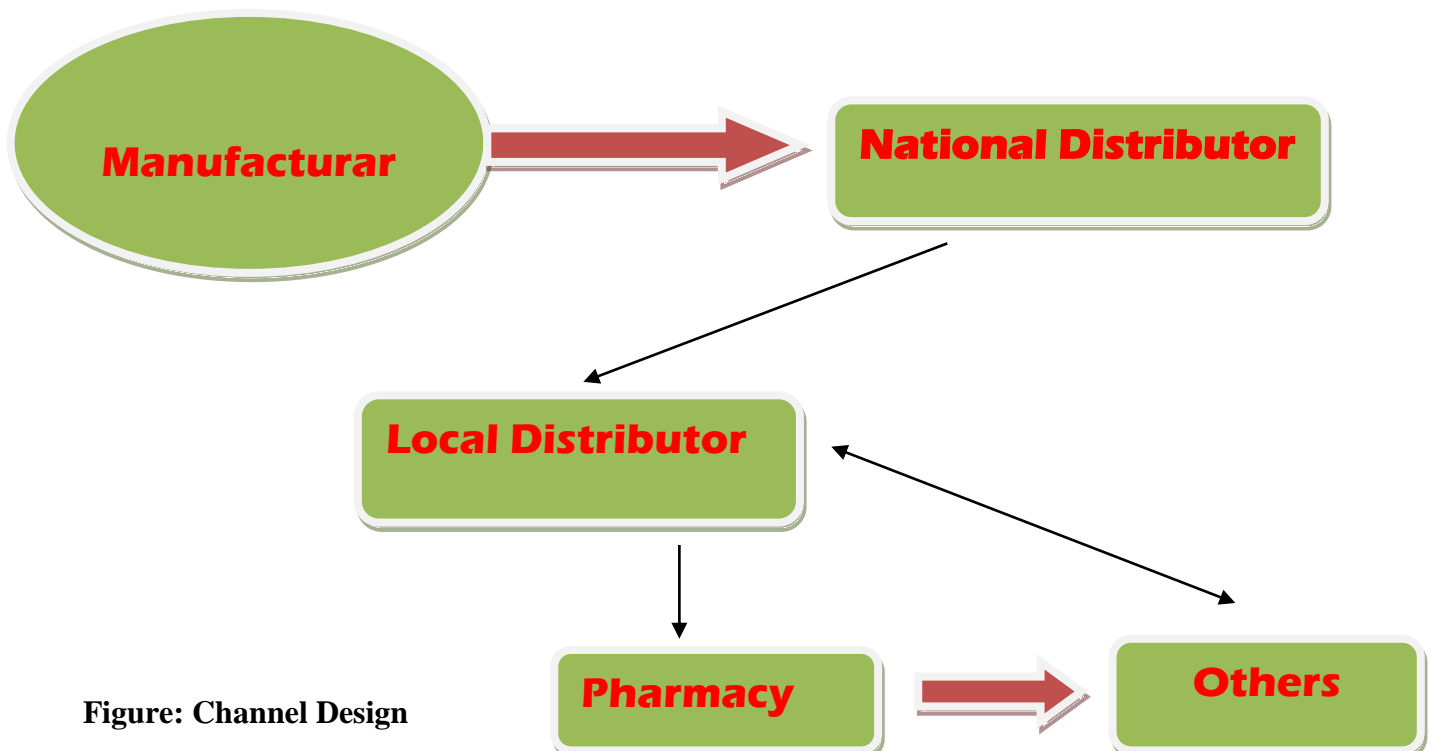
They have also sum sub distributor and marketing officer. The distributor use them to reach the product to the customer. Every distributor has different IP address and code number.

### **3.7.1 Distribution Decisions:**

Distribution is about getting the products to the customer. Some examples of distribution decisions include:

- Distribution channels.
- Market coverage (inclusive, selective, or exclusive distribution)
- Specific channel members.
- Inventory management.
- Warehousing.
- Distribution center.
- Order processing.
- Transportation.
- Reverse logistic.

**Madeline Supply Chain :**



**Figure: Channel Design**

### **3.8 Promotion:**

Because of high challenge in the business among the diverse players in the market, forceful advertising have been received by the distinctive organizations. In such manner, advancement has turned into a valuable apparatus to battle rivalry. Also, limited time materials of organizations affect specialist's recommending prescription. In this way, unique organizations have set out various limited time devices to expand piece of the pie.

#### **3.8.1 Promotion Decision:**

With regards to the marketing blend, advancement speaks to the different parts of promoting correspondence, that is, the correspondence of data about the item with the objective of producing a positive client reaction. Marketing communication decision include ;

- Promotional strategy ( push, pull, etc )
- Advertising.
- Personal selling and sales force.
- Sales promotion
- Public relation and publicity
- Marketing communication budget

#### **3.8.2 Promotional Strategies:**

Marketing of Pharmaceutical item is distinctive in Bangladesh. In Bangladesh the medication purchasing and selling is totally managed by standards. Pharmaceutical Products can't appreciate promoting like some other buyer items. So close to home selling is the manner in which the items can be promoted and sold. As, Over the Counter items don't require any standard to purchase or offer it gets an opportunity to experience print promoting and TV publicizing. In any case, promoting of solution just drugs and drug store deal prescriptions should be possible just through close to home selling. Diverse purchasing conduct greatly affects promoting an item. Understanding the customers purchasing demeanor is the principal

### *Marketing Mix Strategies of Nutric Group*

employment of any advertiser. To break down conduct, the advertiser needs to visit the spot, gain learning about their money related condition, culture, convention and the contender position.

In the wake of breaking down the purchaser's frame of mind, the second vital factor is to make the business compel powerful and proficient. This is done through broad preparing and in-house therapeutic training programs. When the business group (medicinal advancement administrators) has obtained satisfactory information and relational aptitudes, they are set off into the market. A regular medicinal delegate a science graduate and will approach impressive insight regarding the organization's items.

#### **3.8.3 Promotional Tools:**

- **Scientific Seminar:** The Medical Department organizes courses and workshops covering a wide scope of medicinal points. These occasions are driven by Nutric group of Medical administration specialists and are gone to by individuals from the therapeutic calling.
  
- **Newsletter:** The Medical Newsletter is an assemblage of most recent data accumulated from articles distributed in various national and universal diaries covering all orders of medicinal science.
  
- **Special Publications:** The pharmaceutical business is additionally profoundly engaged with neighborhood or global specialists proceeding with instruction, and aides in preparing endorses in the utilizations and procedures of new prescriptions.
  
- **Printed Promotional Materials:** Different kinds of printed limited time materials are utilized by the Nutric Group. They incorporate booklets on illness and brands, stickers for showcase, and so forth.

### **3.9 Price:**

In the pharmaceuticals market of Bangladesh, there isn't much value separation, all in all, among the distinctive organizations because of the exceptionally aggressive nature of the business. Whatever value separation is there, it is between the multinationals and the national organizations. It is because of the way that the multinationals charge a top notch cost for their item. In any case, cost is a critical factor because of the idea of the item. Quality is progressively essential. What's more, our items quality is high. Be that as it may, the buying limit of the nearby individuals is additionally a vital thought. In this way, it is critical for the Nutric to charge a sensible cost for their item. Due to patients are distinctive occupation and diverse social orders. Concurring the study, the greater part of the specialists see Bio splash as offering sensible valuing for their item. It might be because of the way that Bio splash has as of late thought of an extremely focused cost for a portion of its key items.

#### **3.9.1 Pricing Strategies:**

- ❖ Nutric group maintain competition based pricing strategies. In the pharmaceuticals market there, is not much price differentiation, in general, among the different companies due to the highly competitive nature of the industry. But the multinational company's product price is high, because of some extra charge and extra rate of tax, which are included to the original product price.
- ❖ Price is not a very important factor due to the nature of the product. Quality is more important. However, the purchasing capacity of the local people of Bangladesh is also an important consideration. Therefore, it is important for the companies to charge a reasonable price for their product.
- ❖ According the overview, the vast majority of the specialists see bio spray as offering sensible evaluating for their item .It might be because of the way that Nutric has as of late concocted an aggressive cost for a portion of its key items.

Nutric charge their item value smidgen of additional then Bangladeshi nearby pharmaceutical organization; due to Nutric is a worldwide organization and they bear port charge, freight charge, and additional tank.

### **3.9.2 Pricing Approach:**

The costs of products under controlled class are dictated by the government guidelines and rules. The manufacturing organizations are permitted to propose the costs of the items that are under decontrolled classification and the endorsements of these proposed prices are given by the government. Since the local government carefully controls cost of pharmaceutical items, there is a very negligible price difference. The most extreme retail-selling cost of an item will be simply double the cost of API plus value added tax at 15% VAT. Be that as it may, the cost of crude materials is focused which is fixed dependent on worldwide market circumstance. As Pharmaceutical makers manufacturers need to rely upon imported crude materials, increase in prices of raw materials internationally impact directly to the cost of production.

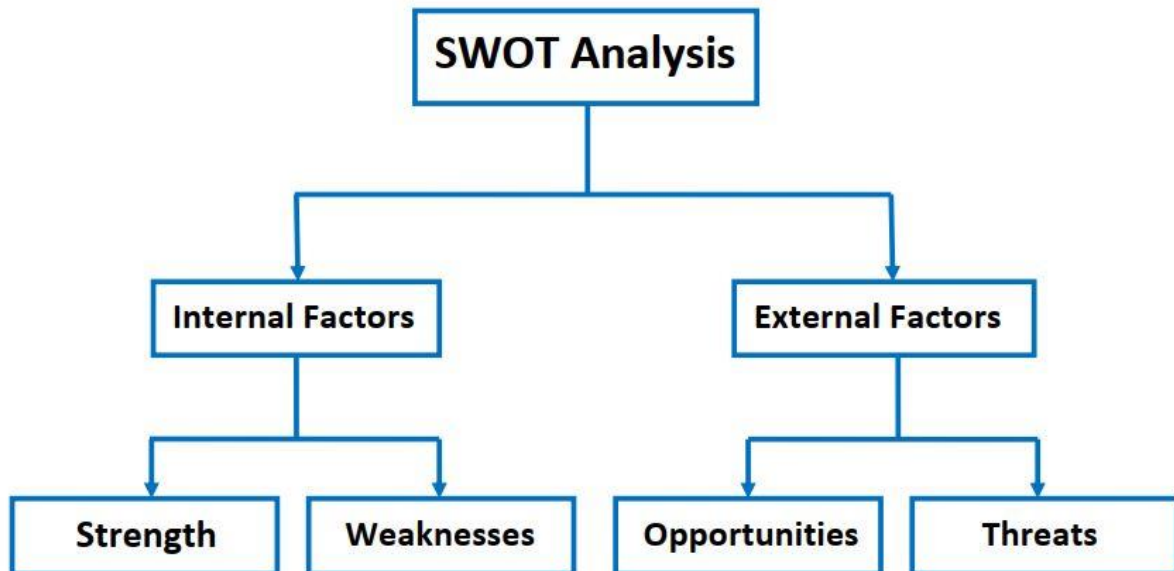


# **Chapter Four**

# **Analysis and**

# **Findings**

#### **4.1 SWOT Analysis of Marketing Mix Strategies;**



#### **Strength:**

Nutric group is one of the leading multinational companies which is introduce in edge solutions focused on regenerative healthcare, for first anti-aging product of pharmaceutical industry of the country and could attain almost 15% of the local market. The strength of attaining such position in the industry is:

➤ **Brand Leadership:**

As survey showed that 2 of Nutric products are found to be brand leaders out of 11 products in Bangladesh local market.

➤ **Market Recognition:**

Nutric has secured market recognition in the local market. Nutric group have innovative marketing strategies. And they have also aggressive product promotion. Nutric group gives strong support to the medical community, that's why they gained its brand loyalty from the doctors.

➤ **Market Growth:**

Nutric group is relied upon to develop by 15 to 20% percent for the following 5 years. The aggravated yearly development for the past 6 years was 15%. The following phase of development is relied upon to originate from in reverse incorporation to make high volume crude materials, presentation of Hi-Tech fabricating process that is hard to difficult to imitate products and export.

## *Marketing Mix Strategies of Nutric Group*

### **Weaknesses :**

- ❖ Nutric group does not produce any kind of injectibles. Nutric group can increase its market share in our country or other country by producing injectibles.
- ❖ Nutric has a small or narrower product line and the company did not have many different types of product and number of products than its principal competitors in the market. Unless the product line and number of product are expanded the market share of Nutric will be endangered in near future in Bangladesh.
- ❖ Nutric did not have any supply chain in our country, that's why product cost so much high. If Nutric started a supply chain or at least assemble there product in Bangladesh then price will be decrease.

### **Opportunities :**

In Bangladesh have some sector where Nutric has not entered but there have very good opportunities:

- ❖ Nutric can diversify itself from others by operating in highly specialized segments such as anti-cancer segment.
- ❖ Bangladesh is a over populated country that's why people have different types of diseases One of such sector is SVP or small volume Parenteral that is known as injections in the market. In Bangladesh imports lots of veracious types of injections in India, China. Due to having the quality attainment capability as evident in producing IV products, expertise and resource Nutric should immediately think of this product and decide upon having the feasibility study.
- ❖ Nutric almost started their product marketing in 8 countries across Asia. The under developing country like Congo, Sudan, Namibia, almost Africa also another very lucrative market sector for Nutric. The low cost of product is an important upper hand for Nutric to market its product.
- ❖ If Nutric established or approved the new FDA (Food and Drug Administration) compliant plant it will assist Nutric to confirm the world market about the quality of its products.

## *Marketing Mix Strategies of Nutric Group*

### **Threats :**

- ❖ Competition from the local pharmaceutical organizations and the in all respects explicitly in setting of cost is a major risk for Nutric..
- ❖ The poor economy status of Bangladesh requires a low cost of medications to guarantee general safety. For the reasons like staggering expense of keeping up nature of items and high circulation cost and so forth the results of Nutric cost higher than that of different organizations. Therefore Nutric is in dread of losing market in the local regions of Bangladesh.
- ❖ The year 2015 will be pivotal for Nutric just as for all other worldwide pharmaceutical organizations. Presently Bangladesh advertise is defensive for encouraging the locality organizations in pharmaceutical areas in such way that any item ready to satisfy the nearby need can't be imported.
- ❖ In current situation the low cost of product for every people is very big challenge for Nutric group.
- ❖ Because of Malaysian management the distributor and employee did not well understand there procedure and strategy for product marketing in Bangladesh.
- ❖ In Bangladeshi low, the pharmaceutical company they did not use any types of media to advertise their product. But Nutric is a multinational company, the local or rural people are did not know their name and their product or service.

## **4.2 Findings:**

### **❖ Insufficient Product Lineup :**

Insufficient product always creates negative vibe about the company. New product should be introduced in antiseptic section as well.

### **❖ High Pricing Strategy :**

Bangladesh is a developing country, 35% people are living under poverty level. That's why the rural people are not much more capable to buy high rate price of product. Value Based estimating implies setting the cost dependent on purchaser impression of significant worth as opposed to on the venders cost. Because of high evaluating variable frequently customer movements to less estimated pharmaceuticals product.

### **❖ Overcrowded Field of Operation :**

Nutric bunch utilized online conveyance framework programming.. In spite of that regularly organization faces difficulties in circulation the board broadly. Right around 18 regions are secured. Some provincial territory is as yet not secured by Nutric's umbrella.

### **❖ A Lesser Amount of Promotional Activity :**

Disregarding being a top brand for hostile to maturing arrangements organization in Bangladesh, the limited time exercises of Nutric isn't that much unmistakable to general individuals. Contrasting with others Nutric performs less limited time exercises.

### **❖ Less Number of Employees:**

In Bangladesh Nutric group have very big market but they have less number of employee. That's why the product delivery and distribution are delay.

## *Marketing Mix Strategies of Nutric Group*

### **❖ Lack of Information:**

In Bangladesh, Nutric all marketing mix information is not available online. The local people and distributor, diller, also employee they did not get company's information to their website. The customers are not able to collect to any information about company and product.

### **❖ Less experienced Employees:**

Less experienced employees performing the marketing sector. They are not well-experienced to satisfy the customer.

### **❖ Lack of Product Knowledge:**

Although Nutric medical representatives are provided promote service in the market but they have quiet knowledge about product. Nutric group provide printed promotional materials to the promoter for customer but it is not attractive and competetative as other companies.

### **❖ Inadequate Sample:**

Because of multinational company, the doctors and physicians are not happy with the blessing given by Nutric. The promoter additionally feels that not sufficient, amount of test is given them. Nutric item is costly, the costly drugs are not given as tests by any make bigger of the thoughts.

# **Chapter-Five**

# **Recommendations**

# **and Conclusion**

## **5.1 Recommendations:**

### **❖ Introduce new product:**

Nutric ought to present their new item in Bangladesh for fulfill purchaser needs. Also, each and all the segment ought to be secured inside solid item lineup, contrasting with the neighborhood and remote organizations.

### **❖ Affordable Price:**

The pricing strategy of a company reflects its growth. Price should be cheap and affordable to local customer purchasing feasibility.

### **❖ Ensure proper Placement:**

Bangladesh is an over populated nation and its commercial center is so much cumbersome and swarmed additionally have some political issue. So the circulation procedure ought to be smooth and legitimately. The cross region issue ought to likewise be taken consideration off.

### **❖ Incorporate Promotional Activities:**

The integration& implementation of fine promotional things to do may also add some price in the direction of basic business. Nutric should increase their promotional activity by number of meeting, seminars, health foundation, handbills, billboard, and people awareness. Varieties of promotional activities for the betterment of their business image

### **❖ Increase Product Knowledge:**

Nutric group enlarge its product variety. Product range represents one-of-a-kind kinds of objects of medicines. At present, Nutric offers round 2 one of a kind kinds of medication in Bangladesh market. Some different groups are providing extra than this. Nutric can diversify itself from others via working in exceptionally specialised segments such as anti-cancer segment.



## *Marketing Mix Strategies of Nutric Group*

### ❖ **Adequate information:**

Nutric should give proper training to their employee, distributor about the product and product usefulness. And supply the right and proper data to the docs and their internet sites. The local peoples are easily understood the product value and usefulness and also company.

### ❖ **Hiring more employees:**

More understanding & skilled humans must be gathered a lot of business possibility is present. There is a lot of working stress in Nutric. But there are now not enough officers right here to take care of the pressure of work which can be without problems viewed in any pressure day. Nutric have also online distribution software which is little bit simpler to distribute product.

### ❖ **Recruiting experienced employees:**

Recruitment of new worker or officers who are very tons educated and skilled in pharmaceutical region its more value for company. The skilled worker can introduce new way and thought about marketing. They can impenetrable advertising and marketing strategies, revolutionary advertising idea, and aggressive product promotion.

### ❖ **Integrate Adequate sample:**

Nutric need to usually furnish sufficient pattern to consultant and physicians. The medical practitioner are comfortable with the gifts supplied by means of Nutric. The low priced medicines shouldn't two furnish as sample at all.

## **5.2 Conclusion**

### ***Marketing Mix Strategies of Nutric Group***

In today's competitive atmosphere, pharmaceutical organizations are requesting a lot more prominent coordination from limited time exercises to doctor clients. By most important picture examination, it can enable pharmaceutical organization to all the more likely target and section clients, select the correct mix of showcasing channels, and exactly measure the effect of special projects. There are around 250 associations working in the Bangladesh Pharmaceuticals business. The market is exceedingly engaged and it really hard to get response from the market. Pharmaceutical Industry has created in Bangladesh over the latest two decades at a broad rate. Its sound development underpins improvement of assistant enterprises for delivering glass bottles, plastic holders, aluminum collapsible cylinders, aluminum PP tops, imbue ment sets, expendable syringes, and ridged containers. A portion of these items are additionally being sent out. Printing and packaging organizations and even the advancing workplaces consider pharmaceutical industry their genuine clients and a key primary driving force for their improvement. The yearly per capital prescription usage in Bangladesh is a standout amongst the least on the planet. Regardless, the industry has been a key supporter of the Bangladesh economy since self-sufficiency. With the improvement of medicinal services foundation and increment of wellbeing mindfulness and the obtaining limit of individuals, this industry is relied upon to develop at a higher rate in future. Sound development is probably going to urge the pharmaceutical organizations to present more up to date sedates and more current research items, while in the meantime keeping up a solid aggressiveness in regard of the most basic drugs.

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