



An Analysis of Marketing Strategies of Adhunik Laboratories Ltd.

Submitted To

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Date of Submission: 20.2.2021

Letter of Transmittal

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Subject: Submission of Internship Report on “**Marketing strategy of Adhunik Laboratories Ltd**”.

Dear Sir,

It gives me immense Pleasure to submit a report on “Marketing Strategy of Adhunik Laboratories Ltd”. I have completed my internship attachment period with Adhunik Laboratories Ltd.

For preparing this internship affiliation report, I have complied with the instructions of my organization supervisor while at the same time I tried to follow the guidelines given by you. I also tried to apply relevant concepts I learnt from BBA program. I will be glad to clarify any discrepancy that may arise.

Thank you for your kind cooperation

Best regards,

.....

Arafat Bin Yousuf

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Certificate of the Supervisor

The Internship Affiliation Report entitled “Marketing Strategy of Adhunik Laboratories Ltd”. Has been submitted to the office placement & Alumni, in partial fulfilment of the requirements for the degree of Bachelor of Business Administration (BBA), Major in Marketing, and Faculty of Business Administration on Daffodil International University. By Arafat Bin Yousuf, ID# 171-11-410. The report has been accepted and may be presented to the Internship Defence Committee for evaluation.

Any opinions, suggestions made in this report are entirely that of the author of the report. The University does not condone nor reject any of these opinions or suggestions.

.....

Dr. S M Sohel Rana

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Acknowledgement

I express my sincere gratitude and thank Mr. Rofikul Islam for giving me the opportunity to increase my skills in my field project. I am grateful for his guidance, patience and perfection support. I thank him from the bottom of my heart for lighting my way. Without his sincere advice, this project was impossible.

Moreover, I would also like to thank the various people who were involved with this project and gave me invaluable guidance in this regard. Without their help this project would not have been as comprehensive and detailed as it is.

I also feel grateful and elated in expressing my indebtedness to all those who have directly or indirectly helped me in accomplishing this report.

Executive Summary

The report is based on marketing strategic at Adhunik Laboratories Ltd title in “Marketing strategy of Adhunik Laboratories Ltd”. The purpose of this report is to understand how Adhunik Laboratories Ltd formulate their overall business strategy and task they have done in order to implement their selected strategy.

The history of pharmaceutical business of the company date of the early 60s, when it started to import market and distribute medicines from world renowned companies. Since the very beginning, the company was highly successful in generating increased demand for its products which eventually justified local production. Accordingly a pharmaceutical manufacturing facility was designed and constructed in 1994 under the technical supervision, to manufacture their products under license.

Marketing Strategy is major part of this report. Marketing Strategy include how Adhunik Laboratories Ltd do their marketing operation in their day by day. Next section SWOT analysis which includes strengths, weaknesses, opportunities and threats of Adhunik Laboratories ltd. Final section shows findings, recommendation and conclusion.

The Marketing strategy refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4ps make up a typical marketing mix- Price, Product, Promotion and Place. However nowadays, the marketing mix increasingly includes several other Ps like People, Process and Physical environment as vital mix elements.

Product is the core of all marketing activities. There are two types of organizations according their product. Some organization core product is goods on the other hand some organization core product is service.

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Chapter- 01

Introduction

1.1 Introduction of the study

The announcement follows a joint venture between Adhunik Laboratories Ltd: a market research company. The purpose of this report is to identify the shortcomings of integrated business strategies and the capabilities available to overcome the shortcomings of the ongoing process. Adhunik Laboratory Ltd, is one of the largest pharmaceutical companies in the pharmaceutical industry, with the largest market share in the country. The integration of industries is a very important and strategic concept of any sector. The ultimate value of a company depends on which of these business connections are identified and used. Business solutions are generally divided into 4P tabs: product marketing, pricing, location, and advertising. Parts of a combined business include product planning, pricing, product types, sites, staff physical and factual sales, advertising, advertising, packaging, demonstration, assistance, assessment and evaluation. These ingredients are divided into seven categories, which today are called 7P market.

1.2 Background of the study

I worked as an employee at Adhunik Laboratories Ltd for 3 consecutive months. So I had to show up in the process. Therefore, this report is about the retail business of Adhunik Laboratories Ltd.

1.3 Scope of the study

This report aims to audit all pharmaceutical companies in Adhunik Laboratories Limited. This course focuses on the marketing strategy of Adhunik Laboratories Limited. This report provides clear directions on the business communication process. At the same time, the concept of business connectivity and legal issues were discussed. I had the opportunity to learn in-depth knowledge about all sports products from Adhunik Laboratories Limited.

1.4 Objective of the study

Our goal is to provide a better solution related to marketing mix strategies by identifying, analysing and justifying the following issues-

- To analyse the marketing mix strategies of Adhunik Laboratories Limited.

- To provide suggestions for improving the marketing strategies of Adhunik Laboratories Limited.

1.5 Methodology of the study

This study should include a comprehensive overview of past and current financial policies, procedures and methods. All information provided in this report was gathered from resources and bases.

Primary Sources

The necessary data and information was gathered by following sources-

- Marketing observation
- Taking in depth and face to face interviews
- Examining documents

Secondary Sources

- Web- site
- Annual report Laboratories Limited.
- Office files and Documents
- Different text books

1.6 Limitation of the study

People infect some people. So this is no exception with two identical names. The activities covered in this report are not listed below-

- Access to confidential information by administrative authorities is restricted.
- As an economics student, it is sometimes difficult for me to identify the product names mentioned by medical doctors without any training and skills.
- The deadline is one of the main limitations of this report. Due to lack of time, it is not possible to collect more recipes from different parts of the country.

Chapter- 02
Overview of Adhunik Laboratories
Ltd.

2.1 History of Adhunik Laboratories Ltd

Adhunik Laboratories Ltd. The workshop will work for good people. We have medical specialists and we try to work. We have developed some products such as Apto-V, Ruchita-Plus, Hemonik, EY-30, Apsil, AD-San, AD-Ejaz, Ambar-Kub, Prevez and so on.

Bangladeshi companies are online retailers. It helps to expand and expand the business. With the help of our representatives, you can create a list of companies or stores and add images of products and services, as well as create services and applications. It will be efficient and cost effective for all groups of people and businesses. Better communication is created by consumers, products and services. We will offer our customers and collaborators a true e-commerce experience. Please stay with us.

2.2 Vision

In this regard, it has the ability to unite, collaborate and promote the pharmaceutical industry in the region, focusing on capacity building and the functioning of globalization and cohesion answer.

2.3 Mission

We are committed to improving human health and well-being by providing modern and affordable medicines, producing products based on international quality standards. We constantly strive to improve our ability to meet the medical needs of unhealthy patients and to deliver unique benefits to our partners.

2.4 Company overview

- Finance and Account department
- MIS department
- International marketing & development department
- Medical services department
- Sales education and training department

2.5 CPM

CPM stands for Central Product Management which deals with the total marketing of a product Includes.

- ✓ Introduction of the product to the market and others
- ✓ design of packaging
- ✓ design of new product
- ✓ selection of new product

2.6 Planning Department

The planning department ensures the smooth operation of BPL's total operation. It deals with the following-

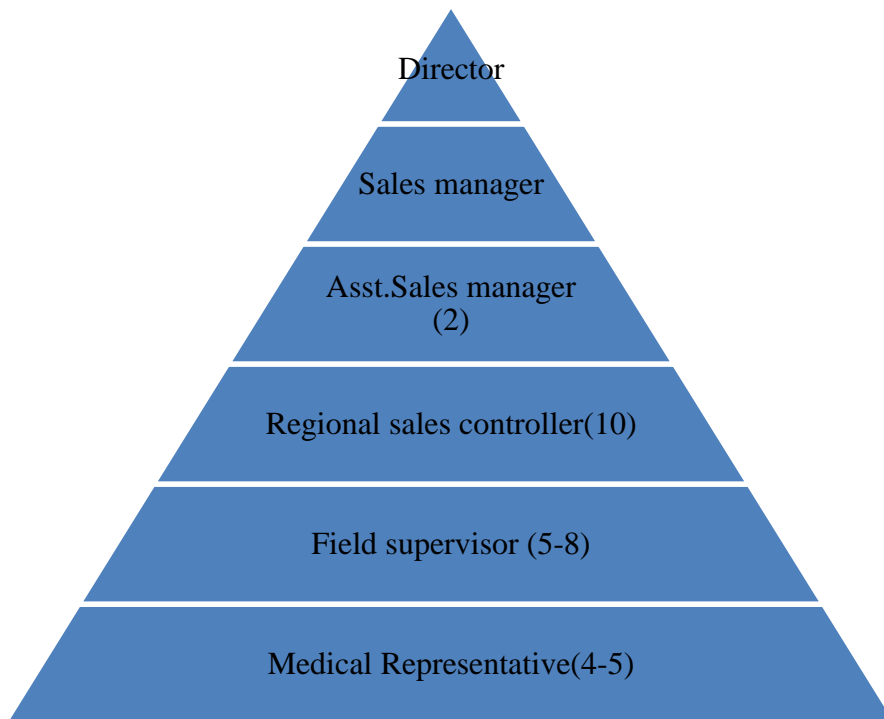
- ✓ Inventory Planning
- ✓ Raw material procurement.
- ✓ The production planning

2.7 Purchase Department

All Adhunik Laboratories Ltd publications are in the Product Support Canter. In addition to purchases, it tracks payments to the company. This department works in conjunction with the work plan and cost management plan.

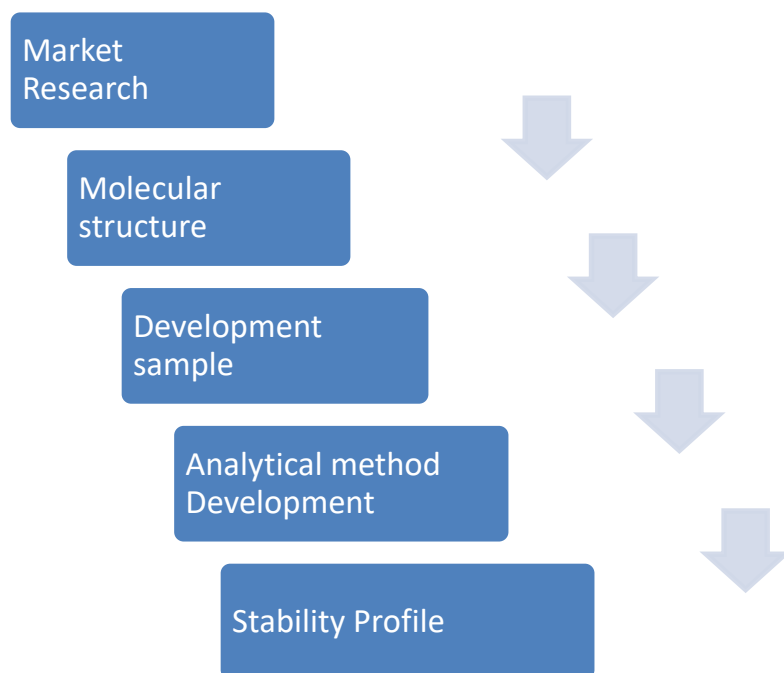
2.8 Sales Department

In order to monitor the management of the global economy, the retail sector has recently been separated from the industrial sector. Set the forecast in collaborationthe marketing and sales organization is responsible for the sales department to achieve the expected sales volume each year. The department works on the following procedures,



2.9 Business Research & Development Department

The department is beginning to work at the top to serve the development of the sector both nationally and internationally. Assist in the production and marketing of new products. The manufacturing process is as follows,



Another concern for this department is quality products (at all levels of the factory) and better management. It provides SOP (Quality Management System), which is at the heart of GMP (Quality Management System). He said that Adhunik Laboratories Ltd is practicing the highest quality standards, we believe it has WHO. This department is also responsible for integration with product purchasing and management.

Chapter- 03

Marketing Strategy of Adhunik Laboratories Ltd

3.1 Marketing Mix

Corporate communication refers to settings or campaigns that a company uses to promote their brand or product in the market. 4P creates a combination of products: price, product, support and location. However, at the moment, the market mix includes more and more other P's, as people, processes and the physical environment are the main mix.

The equipment available to a company to obtain the vaccine it seeks by a business target in conjunction with its business plan. 7P - Price, product, promotion, location, people, process, physical environment. Traditional 4Ps have expanded further with the development of service providers.



3.2 Marketing Strategy

Marketing strategies are the goal of sales and effectively gain a competitive advantage. Organizational strategies that combine all business goals into a holistic plan. You also need to get a lot out of market research Focus on the right combination of products to get

the most out of it and support your business. Business strategies are the foundation of any business plan.

3.3 Marketing Mix practices of Adhunik Laboratories Ltd

1) Products:

Products are an integral part of the entire business process. There are two types of organizations based on their products. Some of the resources of an organization are property; on the other hand, some of the resources of an organization are services.

- **Range of products:** The products listed here represent a wide range of different products. Medical companies divide their drugs into three categories: infusions, preparations and medicines. The total product range of the Adhunik Laboratories Ltd product range is 80.
- **Product Quality:** The quality of the product includes everything related to it, from raw materials to consumer products. Doctors often recommend fewer side effects, less control, quicker and timelier treatment, and medications product quality. However, it was found that doctors were more likely to respond to responses than positively. This is because sometimes effective treatment can delay recovery time and patients turn to another doctor. Therefore, doctors should prescribe drugs that promote rapid recovery. According to doctors, the square was written first.
- **Product Line:** A combination of products that generates more revenue when sold together than a split or separate sale.
 - Biological Products
 - Non Sterile products
 - Sterile products
 - Cephalosporin's
- **Product Decisions:** The term "product" refers to a device that was easy to use and maintain. Here are some examples of decision makers-
 - Safety
 - Packaging
 - Warranty

- Accessories and services
 - Repairs and support
 - Quality
 - Styling
 - Functionality
 - Brand name
- **Product Presentation:** Exporting a product includes everything about it, from colour to design. It has been shown that companies can also pay a high price if their product is good even if it is better than others.
- **Product Strategies:**
- Adhunik Laboratories Limited believes not only in setting new standards but also in believing in changes in the market by providing quality customer service. Adhunik Laboratories Ltd is developing a history of introducing new drugs to humans. Adhunik Laboratories Ltd products are designed to help people stay healthy. The products of Adhunik Laboratories Ltd are made from high quality and high quality products, some of which are the first and many of which are processed for the first time.
 - A team of experts indicates the characteristics and characteristics of Adhunik Laboratories Limited products. Art and Science are affiliated with Adhunik Laboratories Limited products. Adhunik Laboratory Equipment Co., Ltd. has designed and manufactured equipment for display, size, shape, color, taste, viscosity, coating and more. In general, different from the competition. Regardless of the quantity or packaging of blisters, tubes, bottles, cartons, labels, etc., Adhunik Laboratories Limited offers wide recognition for the best quality of all brands to compete?
 - Adhunik Laboratories Limited Are A Wide Range Of About 80 Products In A Wide Range Of Products, Such As Tablets, Spray-URIs, Capsules, Lotions, Removers, Syrups, Many Other Supplements. From antiulcer to Vitamins, from bronchodilators to Antibiotics. Adhunik Laboratories Limitedis a wide range of

shipping products. In a Company introduces every new product. In 2003, an Adhunik Laboratory developed 12 new products.

- In the past, Adhunik Laboratory Inhalers has been eye-opening and has received excellent comments from patients and doctors. Other groups of therapeutic drugs in the Adhunik field. The laboratory is limited to ACE inhibitors, antibiotics, etc.
- **Product design and style:** Although the product market varies from company to company, large companies at home and abroad have some acceptable product models for the global market. I use good packing materials, bandages, bottle packaging and so o Create.

2) Price

In the Bangladesh pharmaceutical market in general, there are not many price differences due to the highly competitive nature of the industry. Whatever the price differentiation, these are multinationals and national companies. This is because international companies charge the highest price for their product. Also, the price is not a very important factor due to the nature of the product. Quality is more important. However, the purchasing power of patients is also aimportant consideration. It is therefore important that companies charge a reasonable price for their product. According to the survey, most doctors believe that Adhunik Laboratories Limited offers reasonable prices for their product. Perhaps because Adhunik Laboratories Limited has done so recently it has set a very competitive price for some basic products. The square retains the second place.

➤ **Price Decision:**

- Price discrimination
- Price flexibility
- Bundling
- Seasonal pricing
- Cash and early payment discounts
- Volume discounts and wholesale pricing
- Suggested retail price
- Pricing strategy(skim, penetration, etc)

➤ **Pricing Strategies:**

- Adhunik Laboratories Limited supports competitive pricing strategies. There is no significant price differentiation in the pharmaceutical market, in general, due to the highly competitive nature of the industry.
- Price is not important due to the nature of the product. Quality is more important. However, purchasing consumer electronics is still an important decision. It is therefore important that companies pay a reasonable price for their products.
- According to the survey, most doctors believe that Adhunik Laboratories Limited price for their products is reasonable. It is possible that Adhunik Laboratories Limited has recently noticed a very competitive pricing for some key products.

➤ **Pricing Strategy for new product**

Since the cost of treatment is regulated by the government, the new facility will have to use a "shadow or direct" measure.

➤ **Pricing Approach**

The cost of administering the goods is set by the government. Manufacturing companies may report prices for products that fall within the areas of demand that are not regulated and approved by the government. Because the city government strictly controls the cost of medicines, there are very affordable prices. The maximum retail price of a product will only double the API value plus the added 15% tax rate. But commodity prices are competition set in line with the global market. Because manufacturers have to rely on imported raw materials, the increase in the cost of raw materials internationally directly affects production costs.

3) Place

The distribution of products in the pharmacy is very important. With every business decision made, the company will fail if it fails to distribute its

commercial products effectively. According to doctors, the square is the largest distribution of any company. With eleven distribution centres, it manages the efficient distribution of medicines in pharmacies around the world. Adhunik Laboratories Limited Second class. Aventis supports the mid-range network. It is possible for these companies to focus on thin pockets across the market.

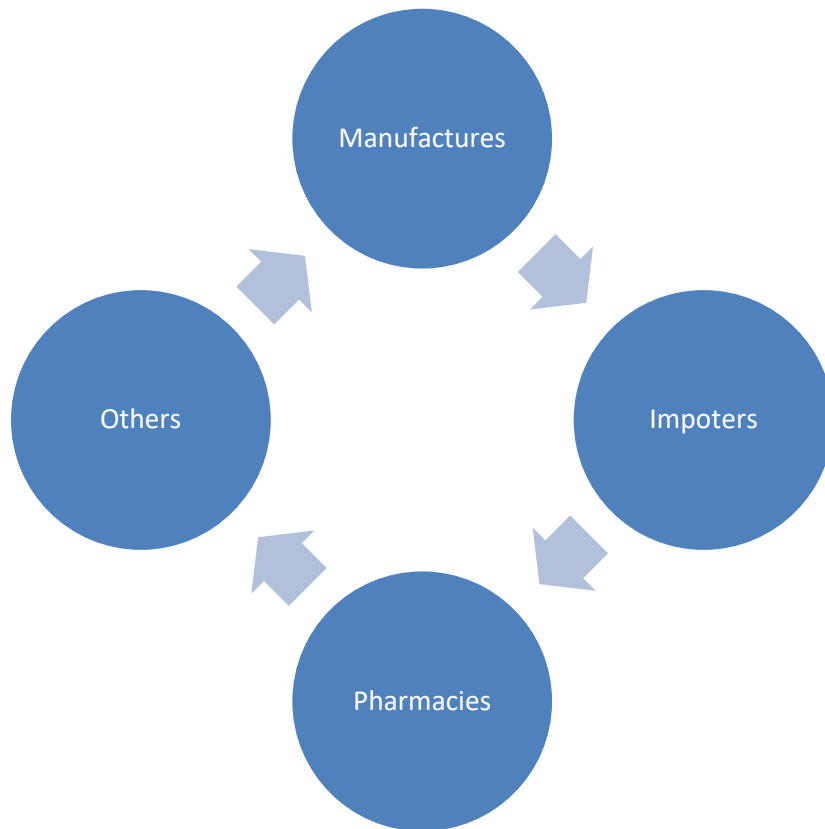
- **Distribution (place) Decision:** Distribution is included in delivering the goods to the customers. Some examples of distribution decisions are included-
 - ✓ Reverse logistics
 - ✓ Transportation
 - ✓ Order processing
 - ✓ Distribution centers
 - ✓ Warehousing
 - ✓ Inventory management
 - ✓ Specific channel members
 - ✓ Market coverage (inclusive, selective or exclusive distribution)
 - ✓ Distribution channel

- **Medical Representatives:** The personal eye is the personal hand of progress. Private sales have two ways: communication between doctors and personal doctors. Since doctors are a medical company, they are essential to create an image of the company in the minds of consumers. As a result, Adhunik Laboratories Limited is paying close attention to the management and improvement of its medical team.
Basic Requirements for recruiting a medical Representative,
 - ✓ Master's degree with science background
 - ✓ Visiting the doctors
 - ✓ Detailing product features to doctors
 - ✓ Generating demand from doctors end
 - ✓ Conducting recall researches major responsibilities
 - ✓ Well groomed
 - ✓ Good interpersonal skills

- ✓ Placing the indents to the distribution department through sales department
 - ✓ Minimum second classes all through academic life
- **Routine work of Medical Representatives:**
 - ✓ In house training programs provided to the medical representatives
 - ✓ He has to submit a monthly tour program report
 - ✓ On an average a MR has to spent 15 minutes for doctor
 - ✓ In a single visit on an average he has to details 8 to 10 products, out of which 2 are usually new products and the rest are follow up products.
 - ✓ In a working day a MR has to visit 16 doctors and 10 chemists.
- **42 days long induction Training Program to develop:**
 - ✓ Speaking Skill
 - ✓ Communication Skill
 - ✓ Motivation
 - ✓ Morality
 - ✓ Attitude
 - ✓ Grooming
- **Fundamental Training Program on:**
 - ✓ Molecular Science
 - ✓ Biochemistry
 - ✓ Chemistry
 - ✓ Biology
 - ✓ Basic Medical Science
- **Channel deign:**
 - ✓ Adhunik Laboratories Limited has its own large distribution site with 18 warehouses across the country. The products are available in all pharmacies in the country. Deposits are located in Dhaka, Chittagong, Rajshahi, Khulna, Sylhet, Barisal, Comilla, Noakhali,

Mymensingh, Magura, Bogra, Narayangonj, Rangpur, Dinajpur, Tangail, Jessor, Moulovibazar and Cox's Bazar.

- ✓ Adhunik Laboratories Limited offers its products sold in 37 countries around the world by our suppliers.



4) Promotion

Due to the high competition in the market from different brands of different companies, the narrow market has been adopted by different companies. In this sense, advertising has become a valuable tool in competition with the competition. Additionally, the information provided by the company has implications for prescription drugs. Therefore, different companies have developed different tools to increase the market share.

- **Promotion Decision**

- ✓ Marketing communications budget
- ✓ Public relations & Publicity
- ✓ Sales promotions
- ✓ Personal selling & sales force
- ✓ Advertising
- ✓ Promotional strategy

- **Promotional Strategies**

In order for patients to benefit from the modern medicine of the medical industry, an important part of the rapid transition process is the retention of doctors, pharmacists and other professionals. Keep clinical trials updated and informed of their availability new drugs. Learning about market differences is an important role for the market. There are many different types of pharmaceutical industries. According to the market the characteristics of the object can be divided into three parts-

- ✓ Available only through a doctor's prescription
- ✓ Only registered pharmacy can sell these medicines with or without the prescription of a doctor.
- ✓ Anyone can buy and sell these medicines

- **Advertising Appeals**

"Consensus Interpretation:" Understanding is defined As the process, by which an individual selects, organizes and interprets the words that support the production of a meaningful and coherent image in the world. "It can be described as" how we see the world around us.

“Physicians tend to be more rational in their decision making than ultimate consumers. They prescribe to fit the needs normally are of a practical nature. But it should not be forgotten that these physicians are individuals having personal needs which become enmeshed with their roles as decision makers of their patients. Thus, even choice of a prescription drug may be made on bases which are non-rational or emotional.

- **Rational Appeals**
 - ✓ Economy
 - ✓ Degree of Innovation
 - ✓ Differentiation/position
 - ✓ Packaging
 - ✓ Dosage form/Taste

- **Physician Related Appeals**
 - ✓ Therapeutic Aid in practice
 - ✓ Pharmaceutical

- **Clinical Use Appeals**
 - ✓ Safety
 - ✓ Clinical Illustration
 - ✓ Effectiveness
 - ✓ Remainder

- **Patient Related Appeals**
 - ✓ Quality of life
 - ✓ Patient acceptance

- **Manufacturer Related Appeals**
 - ✓ Experience
 - ✓ Service
 - ✓ Special Expertise

- **Non-Rational Appeals**
 - ✓ Empathy
 - ✓ Humor
 - ✓ Sex
 - ✓ Curiosity
 - ✓ Fear

- ✓ Unusual non-clinical illustration
- ✓ Ego gratifying
- ✓ Anger

- **Promotional Tools**

- ✓ Scientific Seminar
- ✓ Newsletter
- ✓ Special Publication
- ✓ Responding to doctors queries
- ✓ Medical Illustration and Audiovisual Aids
- ✓ Medical Newsletters
- ✓ Printed Promotional Materials
- ✓ Gifts
- ✓ Physician Samples
- ✓ Image Analysis

5) People

- Any person who directly or indirectly affects the value of a product or service, including informed personnel, employees, administrators and consumers.
- Individuals are the ability of an organization to generate national finances. Hence the pharmaceutical industry is similar to Adhunik Pharmaceuticals Limited. This can prepare your most important clients who can do business better by teaching them the job.
- As an entrepreneur, I think it would be better for the business community to work successfully in an organization.

6) Process

- Procedures represent the processes, processes and functions that lead to changes in value.
- Adhunik Laboratories Limited Research Center Learn more about chain management. If a problem persists, the whole process will be

compromised. Please make Factory work great for Juan, Cat is playing for the customers. Always to eat proactive action to maintain the process.

7) Physical evidence

- Employees The employees of Adhunik Laboratories Limited always put their customers first. The company has trained its employees to handle customers well. They have a waiting room for customers and the staff gives them time to work as customers.
- Physical evidence of a direct reflection of a product or service that allows consumers to assess whether it is useful. Examples include repair staff customers or customer waiting times, or a certificate from an insurance company or a provider of environmental products or services.

3.4 Transportation

The Pharmaceutical Company has its own vehicles, such as trucks, vans, and more.

3.5 Competitors

- ✓ SQUARE PHARMACEUTICALS LIMITED
- ✓ OPSONIN PHARMA LIMITED.
- ✓ ESKAYEF
- ✓ RENATA PHARMACEUTICALS
- ✓ . ACME PHARMACEUTICALS
- ✓ ACI PHARMACEUTICALS
- ✓ ARISTOPHARMA
- ✓ DRUG INTERNATIONAL
- ✓ SANOFI AVENTIS

Chapter-04

Finding, Recommendation and Conclusion

Finding:

- ✚ Inadequate products always create negative perceptions about the company. Although Adhunik Laboratories Limited has a wide range of products, there is some confusion in the antibiotic segment. The new product should also be introduced in the antiseptic department.
- ✚ Price-based pricing means setting the price according to the buyer “by understanding the price, rather than the selling price. Some products of the specialized group are expensive compared to other competitive brands in the market. Due to the high costs, most consumers switch to a lower price Commercial product manufacturer.
- ✚ Adhunik Laboratories Limited itself is a large and diverse company nationwide. Nevertheless, the company often faces difficulties in managing distribution across the country. Some rural areas have not yet covered the umbrella of Adhunik Laboratories Limited.
- ✚ Despite being a pharmaceutical company in Bangladesh, Adhunik Laboratories Limited's message is not very clear to the public. Compared to others, Adhunik Station Limited has more promotional work and has an annual CSR.
- ✚ Employees know less about business. They don't have much experience to satisfy customers.
- ✚ Although the medical agents of Adhunik Laboratories Limited provide regular services, they do not have enough experience. The figures published by Adhunik Laboratories Limited are not as attractive as those of other pharmaceutical companies.

Recommendation:

- ✚ Adhunik Laboratories Limited is expected to introduce new products to better meet the needs of its customers. Each section should be covered in product line, compared with the competition.
- ✚ The market value of a company reflects its growth. The fee must be paid according to the client's capabilities or it may result in a mismatch between the candidates.
- ✚ The distribution system should be regular and the location stable throughout the country. Internal conflicts in the channel must be managed with the integrity of the storage space. The cross-border issue should be eliminated.
- ✚ Integrating and running good advertising programs can add value to your entire business. To enhance its corporate image, Adhunik Laboratories Limited must engage in a variety of CSR activities.
- ✚ Selecting new employees with previous experience in the pharmaceutical industry can provide added value. This expert can help you with new pharmacy ideas. I know all about medicine. They can introduce the industry through innovationmarketing strategies and product marketing.
- ✚ Adhunik Laboratory Restrictions must state the frequency of distribution of medical records. Adhunik Laboratories Limited must prepare the appropriate standards for the physician. Doctors welcome gifts from Adhunik Laboratories Limited. Inexpensive drugs should not be given as a sample.

Conclusion:

In today's competition, pharmaceutical companies are demanding much more collaboration through advertising campaigns for medical consumers. By measuring image, this can help pharmacies better target and segment customers, select the right mix of market channels, and measure the impact of strategic plans.

The pharmaceutical industry has grown in Bangladesh over the past two years at a much higher price. Its development in the health field supports the development of the auxiliary glass industrybottle, plastic container, aluminium can container, PP aluminium caps, infusion set, waste equipment and corrugated paper boxes. Some of these products are also shipped in their entirety. The printing and packaging industry, and even advertisers, sees the pharmaceutical industry as a key driver and engine of their growth.

Annual per capita drug use in Bangladesh is one of the lowest in the world. However, trade has played an important role in helping Bangladesh's economy since independence. Along with improving health and increasing people's knowledge and purchasing wellbeing, this industry hopes to grow faster in the future. Good health is what encourages pharmaceutical companies to introduce new drugs and research products while under control competition for key drugs.

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- ✚ Company web site
- ✚ Company's employee information.