



# Daffodil International University

An Evaluation of Customer Satisfaction towards the Products of Radiant Pharmaceuticals Limited

**Submitted To**

**Mohammad Shibli Shahriar**

(Associate Professor)

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

**Submitted By**

**Md. Shahinur Rahman**

ID: 201-14-3125

Program: MBA

Major in Marketing

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

**Date of Submission:**



## Letter of Transmittal

July 18, 2021

Mohammad Shibli Shahriar

(Associate Professor)

Department of Business Administration

Faculty of Business & Entrepreneurship

Subject: Submission of the Internship Report on **“An Evaluation of Customer Satisfaction towards the Products of Radiant Pharmaceuticals Limited”**.

Dear Sir,

In this advanced working report on **“An Evaluation of Customer Satisfaction towards the Products of Radiant Pharmaceuticals Limited”** I have tried to implement my academic experiences in the practical field with due sincerity and would like to thank you for your cooperation. Despite many limitations I have tried my level best to address the major and in depth issues in making this paper accurate and reliable. If you have any future enquiry concerning any additional information I would be very pleased to clarify that.

I therefore hope that you will be kind enough to accept this report as fulfilment of the requirement for the course marketing.

Sincerely yours

A rectangular box containing the handwritten signature "Shahinur" in black ink.

.....

**Md. Shahinur Rahman**

ID: 201-14-3125

Program: MBA

Major in Marketing

Department of Business Administration

Faculty of Business & Entrepreneurship



## Certificate of the Supervisor

I am very much pleased to declare that Md. Shahinur Rahman, ID: 201-14-3125, student of MBA, Department of Business Administration, Major in Marketing, Daffodil International University. He has completed his internship report on **“An Evaluation of Customer Satisfaction towards the Products of Radiant Pharmaceuticals Limited”**. His work is satisfactory. Moreover, I am glad to inform that his report has been prepared under my active supervision.

He has reviewed all the relevant information and collected latest data from the different sources. I hope that this report will contribute in his career.

I wish all the best in his effort.

A handwritten signature in black ink, appearing to read "Shibli", is shown within a rectangular frame.

.....

Mohammad Shibli Shahriar

(Associate Professor)

Department of Business Administration

Faculty of Business & Entrepreneurship



## Student Declaration

I'm Md. Shahinur Rahman is a MBA, ID: 201-14-3125, Department of Business Administration, Daffodil International University (DIU) I hereby declare that the internship program report titled “**An Evaluation of Customer Satisfaction towards the Products of Radiant Pharmaceuticals Limited**”. Was prepared and conducted by me under the supervision of Mohammad Shibli Shahriar, Associate Professor, Department of Business Administration, and Daffodil International University (DIU). I also declare that no part of this report has been or is being presented elsewhere for the release of any degree awards.

A rectangular box containing the handwritten signature "Shahinur" in black ink on a light gray background.

.....

**Md. Shahinur Rahman**

ID: 201-14-3125

Program: MBA

Major in Marketing

Department of Business Administration

Faculty of Business & Entrepreneurship



## **Acknowledgement**

First of all, I would like to thank Almighty God for giving me the strength and the ability to complete this recipe by the deadline. I would like to express my gratitude to all those who have been directly and indirectly involved in the preparation of this report. I apologize to the people I haven't named and how much they have benefited me.

I would like to thank my associate professor Mohammad Shibli Shahriar, Faculty of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University for guiding me and to give me a chance to start this relationship. In particular, I would like to thank him for passing on my time and expertise.

I would like to thank all Radiant Pharmaceutical Limited employees who participated. I want to thank you, Mr. Shahidul Islam (Production Manager), Nazmul Hossain (Product Manager) gave me the opportunity and shared my thoughts and ideas about his entire company. I would like to thank him for providing me with the information I need to start this document and for giving me permission to do the research work that needs to be done.



## **Executive Summary**

Radiant Pharmaceuticals Limited (RPL) is a pharmaceutical company based in Bangladesh. RPL began its journey in 2005. Radiant facilitates technology transformation by establishing strategic partnerships with international companies F. Hoffmann-La Roche Limited, Switzerland. Radiant international partners are Sinoveda Canada Inc., Tianjin Talsy China, Exploration Horphag, and Switzerland. Radiant is ISO 9001: 2008 quality certified by Orion Register Inc., USA and Roche GMP Compliance. Currently, Radiant Technologies will be commercialized in SAARC, Africa, the Middle East, Sri Lanka, Turkey and Syria, Botswana and Cameroon.

Numerous studies show that a company's long-term success is close to its ability to create and retain valuable and satisfied customers, to adapt to customers and to change preferences. Customer satisfaction is a key goal for many organizations. In order to measure the level of customer satisfaction and take measures to improve it, a survey was conducted with the organization. However, in order to improve the applicability of the results, several models must meet all such measurement criteria. In any organization, customers have an important role to play in the operation. Therefore, it is important to get high customer satisfaction. This is the spirit in which the search for consumer satisfaction has begun. Through my research, I aim to pursue customer satisfaction and rush with tips for further improving customer satisfaction design. In the report, several comparisons were presented as models for the level of satisfaction of current consumers and customers. Through the research process, I was able to think about my motives and the sequence of design concepts. In research, the key is to show that consumers are satisfied with the research conducted in the organization. During my internship I was allowed to work on customer satisfaction procedures that can affect them when I hire services from the bank and from outside. Throughout the research data, it shows how much of the change is not independent of addiction. In addition, it provides an appropriate assessment of size, sex, age and other factors. A lot of data were used for the functional evaluation. We use different graphs to present the data clearly. There are also some limitations of further research. I tried a little in my report supporting all the practices and practices of Radiant Pharmaceuticals Limited, finding weak points to withdraw them and do something recommendations that can improve their status.

## Table of Contents

Chapter name	Contents	Page no
	Cover page	i
	Letter of Transmittal	ii
	Certificate of the Supervisor	iii
	Student Declaration	iv
	Acknowledgement	v
	Executive Summary	vi
Chapter- 01 Introduction	1.1 Introduction	02
	1.2 Origin of the Study	02
	1.3 Objectives of the Study	03
	1.4 Methodology of the Study	03
	1.5 Scope of the Study	03
	1.6 Limitations of the Study	03-04
Chapter- 02 Overview of the Company	2.1 History of Radiant pharmaceutical Ltd	06
	2.2 Mission	06
	2.3 Vision	06
	2.4 Core Value	06-07
	2.5 The Products	07-10
	2.6 Distribution Facilities	10
	2.7 Organization chart of Radiant Pharmaceutical Ltd.	11
Chapter- 03 Customer Satisfaction of Radiant Pharmaceutical Limited	3.1 Marketing Division	13
	3.1.1 Product Management Department	13
	3.1.2 Sales Department	13
	3.1.3 Business Development Department	14
	3.1.4 Market Research Team	14
	3.1.5 Marketing Services	14
	3.1.6 Regulatory Compliance	14
	3.1.7 Distribution Department	14-15
	3.2 Information Technology (IT) Department	15

	3.3 Human Resource Department	15
	3.4 Analysis of Customer Satisfaction	16
	3.4.1 The company is producing	16
	3.4.2 Reasonability of the price	17
	3.4.3 How effective was their action comparing with the other drugs existing in the market	18
	3.4.4 Medicines effectiveness	18-19
	3.4.5 Products were available in the market:	19
	3.5 Questionnaire	19-21
	<b>Chapter- 04</b>	<b>Problems</b>
<b>Problems, Recommendations &amp; Conclusion</b>	Recommendations	24
	Conclusion	25
	References	26





# **Chapter- 01**

## **Introduction**

## **1.1 Introduction :**

Radiant Pharmaceuticals Limited plays a vital role in healthcare by developing safe and effective medicines. They are among the minority members of agriculture in Bangladesh. The company has grown into a reputable pharmacy in a short period of time since its inception. As a result, Radiant Chemicals Market is one of the fastest growing companies in Bangladesh, growing fast every day. Their mission is to expand our company globally and internationally to capture the minds and hearts of millions of people with the best medicine for a healthier urban community and in the city. The management of the company is made up of professionals with business experience who give the company vision, intuition and culture and strengthen the company to complete performance. Dedicated staff joins the team because I believe that the success of an organization depends on the sharing, collaboration and management of each project of around 1,500 people working across the organization.

The company represented profits by improving the product line. Its products are designed using state of the art technology and quality control. The company decided to take the path of innovation and efficiency and sought to conquer the hearts and minds of millions of people with high-quality medicine with a vision to improve nutrition.

The Radiant began in 2005 in Bangladesh. Radiant has developed a new modern factory with the most advanced and modern machines. The company intends to provide added value for quality and affordable care for 3 people in this country. In addition to using the best technology in the world, they are looking for a team of talented and professional chemists, scientists, chemists and doctors rescue medications.

## **1.2 Origin of the Study:**

Today, practical experience is important as a field of study that allows you to become a successful business leader, especially in the areas of marketing and competition. A business student must complete a copy of a business degree after completing an internship in order to gain knowledge and encounter established leadership and behavioural attitudes.

These reports are designed as needed in an internship based on the Daffodil International University BBA program. As part of my career, I had the opportunity to work for Radiant Pharmaceuticals Limited, a pharmaceutical company based in the country. I graduated from

one of the major divisions of the company. For my internship, which began this time and this time, I chose the topic "Customer Satisfaction of Radiant pharmaceutical Limited"

### **1.3 Objectives of the Study:**

#### **General Objectives:**

The general objective of the study is to analyze the level of satisfaction of the customers towards the company.

#### **Specific Objectives: of the study are as follows,**

- To identify the satisfaction factors of the customers of Radiant Pharmaceutical company.
- To evaluate the customer satisfaction of the company.
- To find out some problems of customer dissatisfaction towards the products of the company.
- To make some recommendations to overcome the problems.

### **1.4 Methodology of the Study:**

**Primary Data:** The primary data is collected from users/ customers of Radiant Pharmaceuticals Ltd. This information is financially rewarding and useful in research.

- ✓ Face to face conversation with customers and employees
- ✓ Observation of the organization.

#### **Secondary Data:**

- Websites of the organization
- Annual reports of the organization
- Different relevant books, news papers, advertisements etc

### **1.5 Scope of the Study:**

Scope means to an area of work or study. The areas of this report are expanded to include conclusions about Radiant Products' level of interest and customers laugh

### **1.6 Limitations of the Study:**

There are some problems with internships. Every effort has been made to lead and reap rewards and rewards. Although the best part is that there are some restrictions that interfere with the execution of the program. The restrictions are listed below-

- ✓ 3 months is not enough to know the details of an organization and all the activities carried out by a department and a division. So lack of time is a very important limitation on the way to this study.
- ✓ Due to the "Privacy statement" does not share confidential information about the organization.
- ✓ Officials don't want to disclose all the information I need.
- ✓ Customers are often still preoccupied with their work as the person of choice for the patient, and therefore often face dangerous situations in order to discuss and answer questions from their point of view.



# **Chapter- 02**

## **Overview of the Company**



## **2.1 History of Radiant pharmaceutical Ltd:**

Founded in 2005, Radiant began manufacturing pharmaceuticals in 2008 to further contribute to Bangladesh's promising pharmaceutical sector. Radiant Pharmaceuticals Limited has become a leading provider of medical solutions in Bangladesh, steadily increasing its business growth for many years since its inception. Radiant Pharmaceuticals Limited manufactures and markets pharmaceutical products in local and overseas markets. With a strong focus on strict adherence to quality standards and significant investment in human resource development, Radiant has distinguished itself as one of the most trusted names in the pharmaceutical industry in Bangladesh.

Radiant has always been committed to advancing technology change by building strong partnerships with research companies around the world. This is reflected in the license agreements with pharmaceutical companies such as F. Hoffmann-La Roche Limited, Switzerland.

Tomorrow's Radiant Pharmaceuticals Limited has provided consumers around the world with a health and wellness advantage and has always wanted to be at the forefront of health promotion by transforming the new concept expectations of stakeholders and the community.

## **2.2 Mission:**

Committed to manufacture high quality healthcare products of global standard for the patients through innovation & diversification

## **2.3 Vision:**

To become the most trusted Pharmaceuticals Company by providing medicines of high quality

## **2.4 Core Value:**

### **Quality:**

Quality is our top priority which is ingrained in the work of our colleagues. Our relentless effort for the quality of products is the reflection in every work that we do.

**Innovation:**

Innovation is the key to improving healthcare, sustaining Radiant's growth and enhancing our contribution to the society. We believe in raising the bar every time.

**Teamwork:**

We believe in teamwork. We must work together to make a better workplace, eventually achieving our goal.

**Integrity:**

Integrity is one of the top most attributes of an employee that we always look for.

**2.5 The Products:**

The development of our products is based on the highest quality materials, process and quality control. Regarding the provision of data APIs, our priority is based on updates or capitalization of drug grade data in the US or Europe. Radiant's mission for manufacturing is to "create a global model at the local level." We have the custom and the historical background of creating new "symbols" in our room. Improving the product market with the added benefits is our ongoing process that differentiates Radiant from most other companies.

**Pharmaceuticals:**

- ✓ Acos
- ✓ Andeptram
- ✓ Atoz Premium
- ✓ Atoz Senior
- ✓ Avenac
- ✓ Bonova
- ✓ Carlina
- ✓ Carlina-M
- ✓ CartiCare
- ✓ CartiCare Max
- ✓ Coralcal- D

- ✓ Coralcal-DX
- ✓ Creva
- ✓ Dormicum
- ✓ Duovas
- ✓ Efodio
- ✓ Exium
- ✓ Ezium Mups
- ✓ Exler
- ✓ Fastel
- ✓ ForMum
- ✓ Frenvas
- ✓ Fylox
- ✓ Lexotanil
- ✓ Minista
- ✓ Nalzin
- ✓ NAPROSYN
- ✓ NAPROSYN Plus
- ✓ Neucos-B
- ✓ Novatron
- ✓ Pantium
- ✓ Precon
- ✓ Precon Plus
- ✓ PRELICA
- ✓ Prelizer
- ✓ PreMum
- ✓ Prompton
- ✓ Radiglip
- ✓ Radiglip-M
- ✓ Radimet
- ✓ Raditil
- ✓ Raditrend
- ✓ Radivite
- ✓ Radivit-D



- ✓ Radizid
- ✓ Rivotril
- ✓ Rocaltrol
- ✓ Rofecion
- ✓ Rofixim
- ✓ Rofuclav
- ✓ Rofurox
- ✓ Sevitan
- ✓ Sevitan-HTZ
- ✓ TORADOLIN
- ✓ Triginal MR
- ✓ Winbac
- ✓ Xelcom
- ✓ Xenobese
- ✓ Xyflo
- ✓ ZILON

**Nutraceuticals:**

- ✓ Acteria
- ✓ ChiroCyst
- ✓ Cranbiotic
- ✓ Curnoid
- ✓ Floriz
- ✓ Gastroaid
- ✓ Ginoba
- ✓ Luzent
- ✓ MenaQuin
- ✓ Menofemin
- ✓ Natlax
- ✓ Panaseng
- ✓ Pirulin
- ✓ PYCNOGENOL
- ✓ Radiflex

- ✓ Radigel
- ✓ Radigel Sachet
- ✓ Radisil
- ✓ Ubi-Q
- ✓ YOHIM

**Pharmacil:**

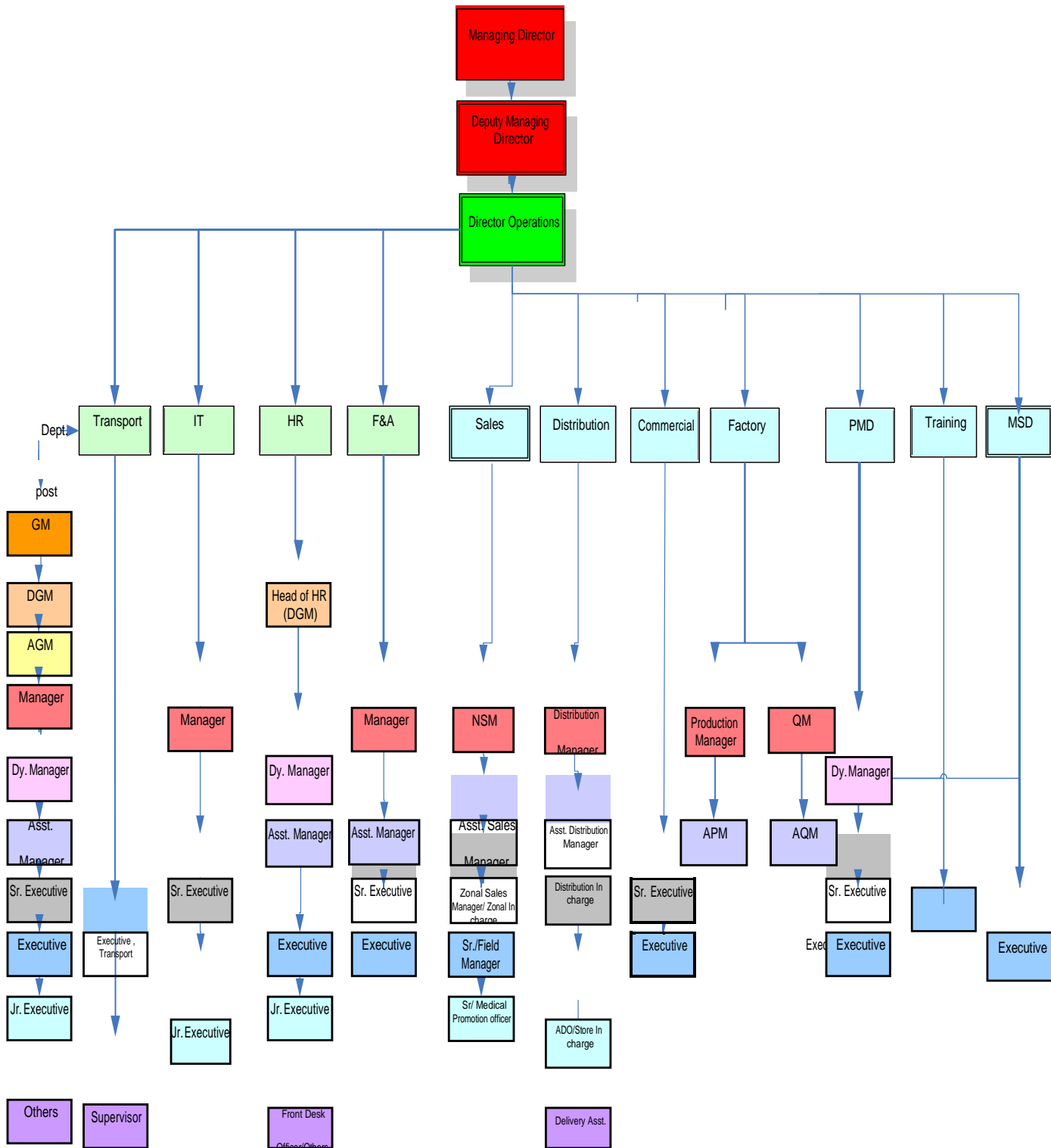
Brand	API & Presentation	Strength
<b>Orizone</b>	Ceftriaxone Vial	500mg i. v 1g i. v 2g i. v
<b>Merocil</b>	Meropenem Vial	500mg i. v 1g i. v
<b>Roxicil</b>	Cefuroxime Table & Vial	200mg Tablet 500mg Tablet 750mg i. v
<b>Cefcil</b>	Cefixime Capsule & Suspension	200mg Capsule 100mg/ 5ml Suspension(50ml) Capsule
<b>Ketogate</b>	Ketorolac Ampoule	30mg/ 1ml i. v
<b>Prosectil</b>	Omeprazole Capsule & Vial	20mg Capsule Lyophilized 40mg i. v
<b>Pantomax</b>	Pentoprazole Vial	Lyophilized 40mg i. v

**2.6 Distribution Facilities:**

**Distribution Coverage:** The pharmacy has 20 distributors nationwide to make its quality products available at all pharmacies. The goods are delivered regularly to all major cities and towns. The products are also shipped to rural areas to ensure availability at all ends.

**Facilities:** The Company has developed a high level of professionalism through its highly qualified and trained staff with a large fleet of over thirty vehicles, two parking spaces and high quality prison equipment.

## 2.7 Organization chart of Radiant Pharmaceutical Ltd.





# **Chapter- 03**

## **Customer Satisfaction of Radiant Pharmaceutical Limited**

## **3.1 Marketing Division**

### **3.1.1 Product Management Department**

The company's management product focuses on all aspects of our business: from market research to application evaluation and from research and development to completion. A special team of professionals working with pharmacists and medical graduates pushed this building forward. She not only devotes herself to managing the products on offer, but also develops strategies to promote the company's product marketing, plans promotional campaigns, professional training, collects market feedback, and improves the organization's knowledge of the product.

### **3.1.2 Sales Department**

The sales team is one of the most important factors in the success of an organization. A sales team of approximately 510 hardworking and skilled employees including area sales managers devils executives and medical promotion officers. The number increases depending on the time and the need of the situation. These people are dedicated enough to do their best brings success to Radiant.

Total sales division of the company is divided in two Zones. There are-

❖ Sales division( 1 )

- i. Dhaka Gazipur
- ii. Narayongong
- iii. Sylhet Hobigonj
- iv. Rajshahi Sirazgonj
- v. Rangpur Bogra
- vi. Comilla
- vii. Noakhali

❖ Sales division( 2 )

- i. Mymensingh Tangail
- ii. Khulna Kustia
- iii. Dhaka Manikgonj
- iv. Chittagong Hathagary
- v. Chittagong Cox's Bazar



vi. Barisal

### **3.1.3 Business Development Department**

Growth in an organization depends on identifying profitable business potential and mobility. The Business Development Division was involved in finding new and innovative business opportunities and ways to unleash the potential. The building consists of qualified employees with real partners who strive to bring Silva's excellence to the global market. They participate in events and activities such as international trade, business management, joint ventures, joint ventures, and more.

### **3.1.4 Market Research Team**

Feedbacks are always important for business, so Silva is always looking for ideas. To provide valuable information, Radiant manages an appropriate monitoring team that regularly writes company information to ensure that the organization is under the supervision of corporate executives.

### **3.1.5 Marketing Services**

Radiant Pharmaceuticals Limited believes in providing personalized services to customers to meet customer needs. Business executives review issues, services, requirements, and more doctors and take the necessary measures to provide them. This also includes traditional academic community events, public speaking conferences and conferences.

### **3.1.6 Regulatory Compliance**

Internal police officers regularly work with the Drug Enforcement Administration to ensure compliance with all regulations. Internal audits were also carried out to ensure compliance with all regulations announced by regulatory authorities. Radiant Pharmaceuticals Limited has a well managed and established office to now guarantee high quality products Practice (GFCM) and all legal management approvals.

### **3.1.7 Distribution Department**

Radiant Pharmaceuticals Limited distributes products on behalf of the company's profitable products in every corner of the country. This is possible due to the 24 hour period the transmitter is communicated through human interaction; it guarantees the efficiency and timeliness of the product bazaar. There are twelve electronic products across the country, the

number of which has increased depending on time, situation and market demand. These twelve Current deposits cover all of these 64 cities in the country. These twelve warehouses are called District Marketing offices (DMOs). The list is as follows-

- Barisal DMO
- Khulna DMO
- Faridpure DMO
- Rajshahi DMO
- Bogra DMO
- Rangpur DMO
- Mymensingh DMO
- Dhaka DMO
- Sylhet DMO
- Comilla DMO
- Noakhali DMO
- Noakhali DMO
- Chittagong DMO

### **3.2 Information Technology (IT) Department**

From the beginning, information technology (IT) has been used by Radiant Pharmaceuticals as a daily tool for every task and level of challenge. Compliant senior executives, computer science students strive to keep companies abreast of schedule changes. The company has a specialized broadband and LAN system it is used to ensure that all employees are always connected. The company uses global software packages, such as ERP solutions that add radiant value Drug changes are rare in these competitive ages.

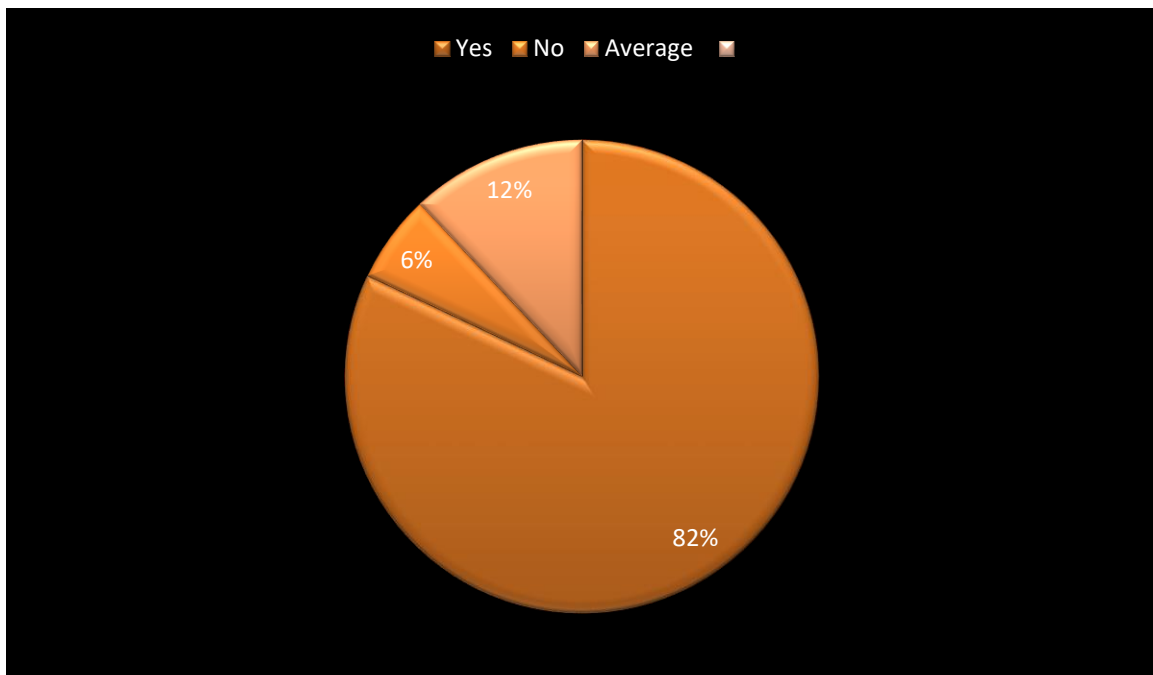
### **3.3 Human Resource Department**

People make an organization suffer from success or failure. Radiant's human resources work hard not only to find will competing organizations, but they also be able to provide real and important work for their professional development. The department prepares and maintains all the needs, competition and development of a large staff, guaranteeing the company all the best.

### 3.4 Analysis of Customer Satisfaction

Radiant Pharmaceuticals Ltd. was surveyed (from some people) as a sample of customers under study to measure customer satisfaction levels. The demographic information of the sample is below-

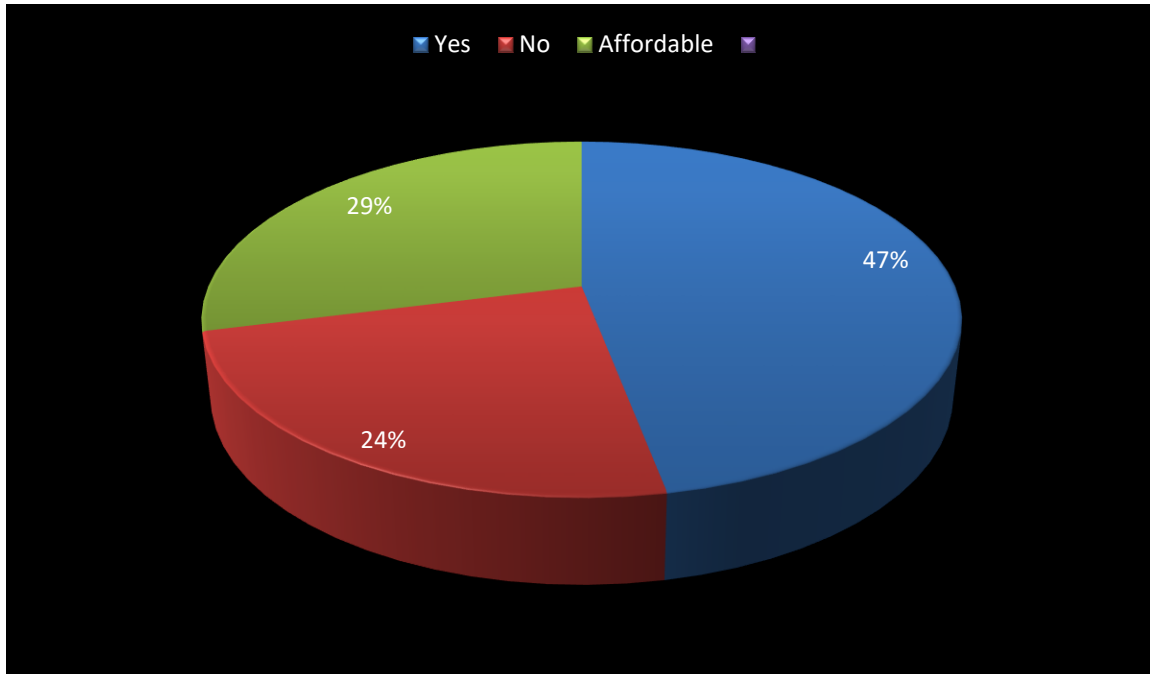
#### 3.4.1 The company is producing:



**Interpretation:** Speaking of quality products, we can say that the products have quite a good market share. However, in the long run and through the implementation of the vision, the company must improve its quality level up to the level of feasibility achieved.

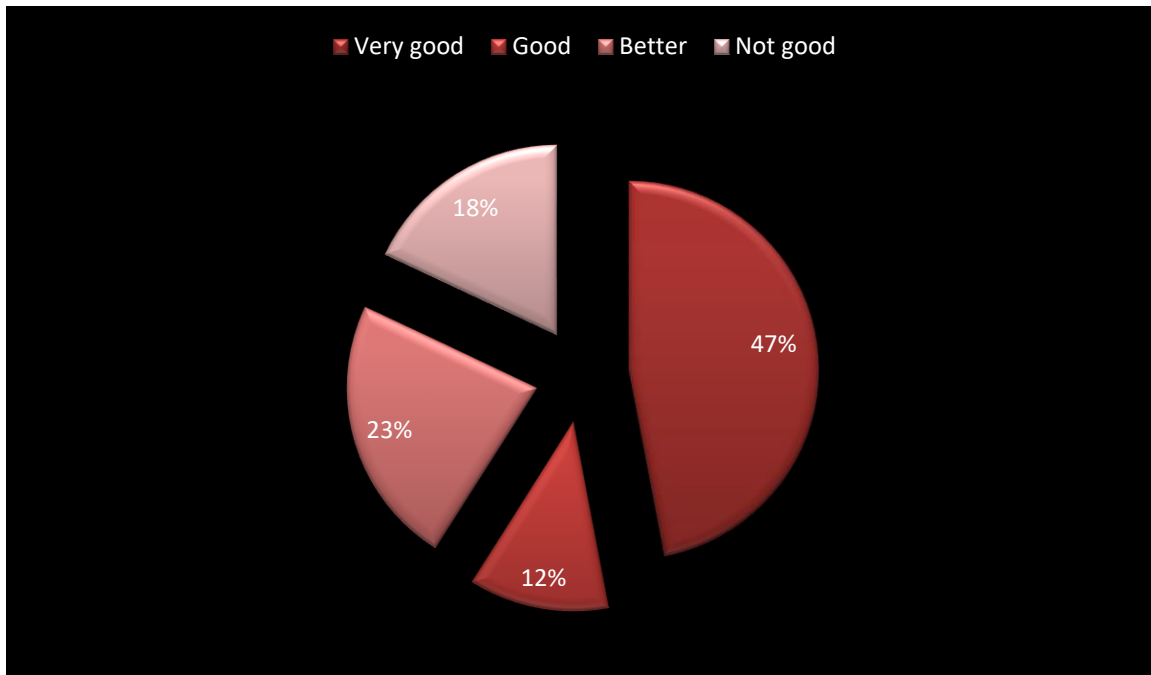


### 3.4.2 Reasonability of the price:



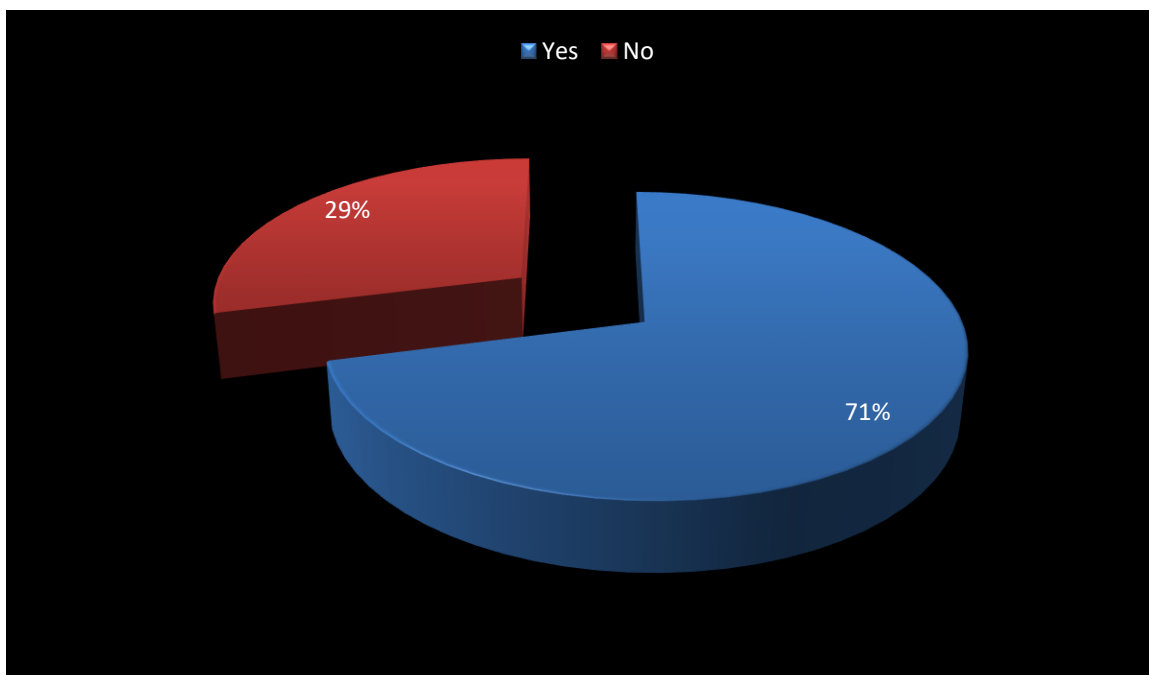
**Interpretation:** Price is a key concern to make the company work in the market. The adequacy of different prices of different products may be reasonable for adults. In a word, companies should be customer-oriented rather than profitable.

**3.4.3 How effective was their action comparing with the other drugs existing in the market:**



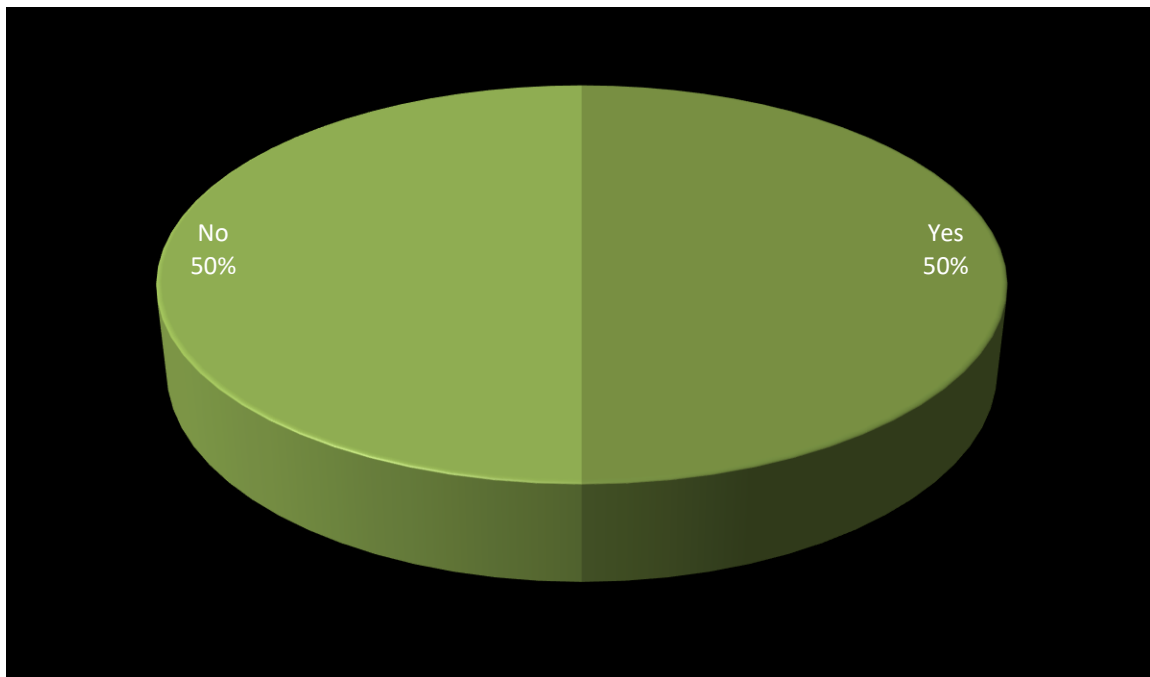
**Interpretation:** Definitely a field of analysis. Different prices were provided to compare the product with the current product on the market. Based on these words, we can say that the company should be ready to compete with competitive prices in the market.

**3.4.4 Medicines effectiveness:**



**Interpretation:** It can be said that the products are good, but they need some jokes in the medical room to solve the 29% negatives.

**3.4.5 Products were available in the market:**



**Interpretation:** we can see that the percentage of the same group is the same. This means that the company must improve its distribution structures and must also address its business strategy, meet customer needs and acquire the markets they need to achieve rapid division and strategic planning.

**3.5 Questionnaire:**

Question	Answer	Person	%
What is the prospect ?	Good	03	17
	Very Good	03	18
	Not Good	01	06
	Can do well	10	59

The company is producing quality product	Yes	14	82
	No	01	06
	Can make good products	02	12
Which volume doctors are recommending the medicines of RPL	Good	14	82
	Rare	01	06
	Often	02	12
	Very low	00	00
Company maintaining international standard	Yes	14	82
	No	01	06
	Should be better	02	12
The production information available on the pack	Yes	05	29
	No	01	06
	Not Good	01	06
	Good	08	47
	Clear	02	12
Preservation	Good	10	59
	Not Good	01	06
	Ok	03	17
	Can be done batter	03	18
Reasonability of the price	Yes	08	47
	No	04	24
	Affordable	05	29
How effective was their action comparing with the other drugs existing in the market?	Not Good	03	18
	Good	02	12
	Batter	04	23
	Very Good	08	47
Was there any side effects?	Yes	15	88
	No	02	12
Medicines effectiveness	Yes	12	71
	No	05	29
Products were available in the market?	Yes	15	50
	No	15	50

Have you ever been prescribed any medicine of RPL by the doctors?	Yes	17	57
	No	13	43
Know about RPL	Yes	17	57
	No	09	30
	Listened about IT	04	13

# **Chapter- 04**

## **Problems, Recommendations & Conclusion**

## Problems

- Professionalism in marketing is not achieved yet in Bangladesh like other developing countries. Most of the time costs of marketing hardly affect the price of the medicine. Unstable political situation and different types of violence.
- As we can see from the problems in the market, the level of satisfaction is completely unsatisfactory. Companies are also needed for better market demand. Many customers don't even know them.
- Irresponsibility of customs officials is a regular occurrence. Consequences of rising drug prices and costs. The products of the pharmaceutical industry of Bangladesh are still there not world class.
- Gathering the best employees for each industry can create the most important marketing work. Personal supervision of staff and office is also required.
- Price is a key concern to make the company work in the market. The adequacy of different prices of different products may be reasonable for adults. In a word, companies should be customer-oriented rather than profitable.
- That the company must improve its distribution structures and must also address its business strategy, meet customer needs and acquire the markets they need to achieve rapid division and strategic planning.
- Follows all rules and invents alternative power supplies. Source, this sector is entering a competitive market.
- Most of the time the products purchased does not depend on the customer's choice. Consumers buy their products according to the doctor's prescription.
- Local companies will not face any serious problems abroad as they are accustomed to compete with foreign companies.
- Different prices were provided to compare the product with the current product on the market. Based on these words, we can say that the company should be ready to compete with competitive prices in the market.
- We can say that the products have quite a good market share. However, in the long run and through vision implementation, the company must improve its quality level to the level of feasibility.

## Recommendations

Consumers are a major concern for the industry. So they are an important foundation for any business to influence products or services. Their diet, recommendations and recommendations are a recommendation to the company. Based on our findings and results, we identify a few key things that companies need to address. Recommendations are provided below-

- The turnover of the medical representative is not adequate and equitable. Thus, organizations can take measures to increase the salaries of medical representatives.
- Advertising costs should be reduced and marketing people need to be made aware of their profession.
- Radiant pharmaceutical companies should create quality products using updated equipment and raw materials, which can help them gain market share.
- Radiant Pharmaceutical Company should produce world class medicines which can increase the demand for Bangladeshi medicines in the world market.
- The industry should make people aware of local products and at the same time ensure quality medicines to gain their confidence.
- Pharmaceutical companies can take the initiative to generate electricity for uninterrupted power supply.
- Pharmaceutical companies should not violate the laws imposed by the government, which may undermine the confidence of the people of the country.
- Companies should produce their products in a healthy environment and maintain maximum quality.
- The government should take steps or enact some clean-up provisions to restrict the practice of dumping in this country to foreign drug organizations
- Marketing and distribution are two important things that every organization needs to focus on. The system must be as fast and flexible as necessary in an emergency. Faster development, faster and faster businesses need to meet the needs of the market and the needs of industry
- The organization needs to do more business and more general business. Many commercial and all kinds of products need to be developed. It will be beneficial in attracting existing and potential businesses





## **Conclusion**

For any medicine, the most important part of the industry is the manufacturing and marketing process of the medicines. This is the most important thing and it can destroy an organization or destroy it if you don't pay attention. The first points to be achieved are not just drug use, but the whole organization.

Quality is paramount in the pharmaceutical industry. If we control the quality of goods, we must deliver the goods correctly and on time. Repairing a product is important for many things. First, products with good skills and attitudes will be better for businesses. Second, it is important because they are expensive to produce and work with. On the key issue, we can at least conclude that in order to compete and succeed in the market, we need an understanding and function of real consumer demand. In the face of the challenges of the global economy, it is important to conduct these studies, not the other way around. With the latest status, benefit assessments, and recommendations, an organization can enter areas of business impact.



## References:

1. <http://www.radiantpharmabd.com/>
2. <http://www.radiantpharmabd.com/pharmacovigilance>
3. <http://www.radiantpharmabd.com/csr-our-commitment>
4. <http://www.radiantpharmabd.com/career>
5. Tajin, T. (2017). Evaluation of customer satisfaction of Bdexplor Ltd.
6. Morshed, M. (2019). customer satisfaction of “Radiant Pharmaceuticals Ltd”.
7. Das, R. A. (2017). Challenges of recruitment and selection process in Radiant Pharmaceuticals Limited.
8. Muna, M. A. (2018). Business procedures of corporate sales in IGLOO ice-cream.
9. Liangrokapt, J. (2001). *Measuring and enhancing the performance of closely-linked decision making units in supply chains using customer satisfaction data*. Clemson University.
10. Khan, M. (2015). Customer accounts reconciliation of Holcim Cement Bangladesh Ltd: a concentrated work on credit reconciliation.