

Daffodil International University



Analysis of Marketing Activities A study

on

Essential Drugs Company Ltd.



Essential Drugs Company Limited

395-397 Tejgaon Industrial Area, Dhaka-1208.

Daffodil International University



Analysis of Marketing Activities A Study on Essential Drugs Company Ltd.

Supervised By

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Program: MBA, ID No: 122-14-338,

Major in Marketing

Department of Business Administration

Daffodil International University



Essential Drugs Company Limited

Date of Submission: July, 2014.

Acknowledgement

At first, I would like to express my gratitude to Almighty Allah.

It is a very critical part of the MBA program to complete the internship program. Moreover, as a student of MBA program of Daffodil International University, I have to submit an internship report. My internship topic is. "***Analysis of Marketing Activities A study on Essential Drugs Company Ltd.***" Essential Drugs Company is a 100% government owned organization. EDCL manufacture quality medicines for the government organizations across the country to ensure health facilities or services to the poor and rural people in Bangladesh. The medicine which is manufactured by EDCL is totally free and not for sale in the open market. As the Government of Bangladesh is the owner of these medicines, so buy and sale of these medicines in the open market is punishable. I have completed this internship report under the supervision of Professor Dr. Ahmed Fakhrul Alam , Department of Business Administration, Daffodil International University, Uttara Campus. His cordial assistance and advice helped me very much to complete this task.

I would like to express my sincere gratitude to all my teachers of Department of Business Administration, Daffodil International University, who have conveyed all the knowledge and necessary information to enable me complete my report successfully and provide me the opportunity to prove myself in the vigorously competitive modern area.

I would like to deliver my special thanks to all my colleagues of EDCL as well as all my well-wishers for their inspiration without which I would not be able to complete this report.

Md. Mithun Miah

ID No-122-14-338

Department of Business Administration

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Letter of Transmittal

July, 2014

Dr. Ahmed Fakhru Alam

Professor

Department of Business Administration

Daffodil International University

Uttara Campus.

Subject: **An Internship Report on Analysis of Marketing Activities A study on Essential Drugs Company Ltd.**

Sir,

It is a great pleasure and privilege for me to present the internship report titled "Analysis of marketing Activities a study on Essential Drugs Company Ltd.", which was assigned to me as a partial requirement for the completion of MBA program.

Throughout the study, I tried with the best of my capacity to accommodate as much information and relevant issues as possible and tried to follow the instructions as you have recommended. I tried my best to make this report as much informative as possible. I sincerely believe that it will satisfy your requirements. I, however, sincerely hope that this report will serve the purpose of my internship program.

Despite various limitations, I have to make this report as comprehensive as possible. However, there may be some mistakes due to various limitations. For this reason, I beg your kind consideration in this regard.

I express my gratitude to you for letting me work on this topic and for your crafty guidance. My effort will be rewarded only if it adds value to the research literature.

With regards

Sincerely yours

Md. Mithun Miah

ID No-122-14-338

Department of Business Administration

Faculty of Business and Economics

Daffodil International University

Supervisor's declaration

This is to certify that the “**Analysis of marketing Activities of Essential Drugs Company Limited Ltd**” has been submitted for the award of the degree Masters of Business Administration (MBA) program major in “Marketing” from Daffodil International University Bangladesh, carried out by “Md. Mithun Miah, bearing “**ID No. 122-14-338**” under my supervision. To the best of my knowledge and as per his declaration, any part of this internship report has not been submitted for any degree, diploma or certificate any where before.

He is permitted to submit the Internship Report.

Dr. Ahmed Fakhru Alam

Professor

Department of Business Administration

Daffodil International University

Uttara Campus.

Student's Declaration

I am Md. Mithun Miah, the student of Masters of Business Administration (MBA) bearing ID No: 122-14-338, Major in Marketing from Daffodil International University, Bangladesh. I would like to declare here that an internship report on “**Analysis of marketing Activities of Essential Drugs Company Limited Ltd.**” has been authentically prepared by me. While preparing this internship report, I did not breach any copyright act intentionally. I am further declaring that, I did not submit this report anywhere before for awarding Andy degree, diploma or certificate.

Yours Sincerely

Md. Mithun Miah

ID No-122-14-338

Program: MBA

Department of Business Administration

Faculty of Business and Economics

Daffodil International University

Official Certification

This is to certify that the internship report entitled on **“Analysis of Marketing Activities a study on Essential Drugs Company Limited Ltd.”** has been Submitted by Md. Mithun Miah, bearing **“ID No. 122-14-338”** as an integral part of the requirement of MBA degree from the Department of Business Administration, Daffodil International University.

This report may be accepted as a constructive work and significant part of the whole program.

.....

(Dr. Ahmed Fakhru Alam)

Professor

Department of Business Administration

Daffodil International University

Uttara Campus.

Abstract

I have been assigned to do my internship on Essential Drugs Company Limited on the topic of Analysis of Marketing Activities of Essential Drugs Company Ltd. as per requirements of MBA program, Department of Business Administration, Faculty of Business & Economics, Daffodil International University, Bangladesh. Essential Drugs Company Limited (EDCL) is a 100% government owned Pharmaceuticals Manufacturing Company established in the year 1983 under direct control and Supervision of the ministry of Health and Family Welfare with an object to manufacture quality drugs to provide optimum health services to Govt. Hospitals, Civil Surgeon offices, other institutions of the govt., non Govt. & International Organization like UNICEF, WHO, ICDDRBS. Since 1983 Essential Drugs Company Limited is expanding with trust and confidence not only among the people and the Government of Bangladesh but also in the overseas pharmaceutical arena though WHO's World Health services in the line of UNICEF AID.

EDCL Manufactures quality medicines for the government organizations across the country to ensure health facilities or services to the poor and rural people in Bangladesh. The medicine which is manufactured by EDCL is totally free and not for sale in the open market. As the Government of Bangladesh is the owner of these medicines, so buy and sale of these medicines in the open market is punishable. This Internship Report has segregated into five sections. In every part, I have tried my best to explain everything according to the topic requirements.

The company has a very big manufacturing facility located at Dhaka, Bogra & Khulna. Major Manufacturing Station was located at the center of Dhaka city. The company produces various types of dosage forms, which include tablets, capsules, oral liquids, ampoules, dry powder vials, powder for suspension, nasal sprays, eye drops, creams, ointments, lotions, gels, injections, human vaccine etc. Since its inception, EDCL has been launching new and innovative products in order to fulfill unmet demand of poor and rural people of Bangladesh. Marketing activities analysis a market-oriented course and everywhere respected for highly demand of poor and rural people. At the time of preparing this dissertation on EDCL, I found EDCL. The Pharmaceuticals gain in the country is a trusted name in the industries of manufacturing quality medicines for more than last 31 years of EDCL. The EDCL is in Pharmaceuticals market since 1983 now on its way to become a high global partner.

The introductory chapter is all about the background, objectives, methodology, structure and the limitations of the study.

Chapter two is covered by the literature review of pharmaceuticals Industries.

In chapter three, efforts are directed to give an overview of Essential Drugs Company Limited, Head Office. In this chapter I have tried my best to explain about company profile, Historical Development, Addresses and distribution centers, production facilities, Mission, Vision, operation management, Human resource management, Functions and Social Commitments of Essential Drugs Company Ltd.

In chapter four, I have tried to explain about analysis and findings of the study. Where Topic discussion, product characteristics, product and services, price lists, payment, promotion, major findings SWOT analysis etc are included.

Chapter five is all about the Recommendations and Conclusions of the study, where I suggested some problems and solutions which I faced during the time of report preparation.

I would like to delivery my special thanks to all my teachers, Collogues and my well-wishers for their inspiration without which I would not be able to complete this report.

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Chapter-One

Introduction of the Study

Serial	Topic
1.1	Background of the Study
1.2	Objectives of the Study
1.3	Methodology
1.4	Scope of the Study
1.5	Structure of Study
1.6	Limitations of the Study

1.1 Background of the Study:

Essential Drugs Company Limited is a leading pharmaceutical company in Bangladesh established in the year 1983. The company has a very big manufacturing facility located at Tejgaon, Dhaka. The company has produces various types of dosage forms which include tablets, capsules, oral liquids, ampoules, dry powder vials, powder for suspension, nasal sprays, eye drops, creams, ointments, lotions, gels, prefilled syringes, liquid filled hard gelatin capsules, lyophilized injections, human vaccine etc. Since its inception, Essential Drugs Company Limited has been launching new and innovative products in order to fulfill unmet demand of the medical community. The focus has always been to bring new, more technologically advanced molecules and innovative dosage forms to this country.

Our vision is to become a research based global pharmaceutical company in addition to being a highly efficient generic manufacturer. We would also like to discover and develop innovative, value-added products that improve the quality of life of people around the world and significantly contribute towards the growth of Bangladesh.

1.2 Objectives of the Study:

The general objective of this study is to learn marketing activities practicing in Bangladesh Pharmaceuticals industry especially in Essential Drugs Company Limited. The specific objectives of this study are as follows:

- To know the overall marketing functions of Essential Drugs Company Limited.
- To know about the unique features associated with marketing activities.
- To analyze the Marketing activities practiced by Essential Drugs Company Limited.
- To identify the problems related with the marketing activities of Essential Drugs Company Limited.
- To make recommendations, for the solution of the problems of Essential Drugs Company Limited.
- Make a SWOT analysis about Essential Drugs Company Limited.

1.3 Methodology:

The study require systemic procedure from selection of the topic to final report preparation, For collaborating, the data and information have collected from primary and secondary sources in both qualitative and quantitative form. These are given as follows:

1. Primary sources of information

- A) Direct observation of the work in organization,
- B) Interviewing, attending seminars and meetings with Marketing Officers and Managers.
- C) Performing Tasks

2. Secondary Sources-

- A) Annual report
- B) Websites- www.edcl.gov.bd, www.google.com, www.wikipedia.com

1.4 Scope of the Study:

Any body can get information on pharmaceutical product marketing, pricing, promotion, packaging and other marketing information products are highlighted in this report.

1.5 Structure of Study:

I prepare this dissertation on the topic Analysis of Marketing activities of Essential Drugs Company Limited. I had got very short time. It is very difficult to collect various information from such a big organization and prepares report within this short time.

Total time required for the report preparation was three months. The details time schedule is given below:-

Data collection	20 days
Report preparation	20 days
Literature review	10 days
Analysis and findings	20 days
Report correction	10 days
Final report preparation	10 days
Total time	90 days

1.6 Limitations of the Study:

I have faced many categories of Limitation. Such as-

1. The time limitation is important factor to prepare a dissertation report properly.
2. Busy work schedule did not let the officers providing required information.
3. Data is not available so it's major limitation.
4. Lack of experience to prepare dissertation report properly.
5. Report is organizations policy
6. Lacking of diversified information in website of the Essential Drugs Company Limited.

Chapter-Two

Literature Review

Serial	Topic
3.1	LITERATURE REVIEW

Literature Review:

Frederic M. Scherer, (2008) Dynamics and Regulation of the Asian Pharmaceuticals Industry: A Critical Review, this study examines how product innovation contributes to the renewal of the firm through its dynamic and reciprocal relation with the firms competences. Field research in five high-tech firm of varying age, size and level of diversification is combined with analysis of existing theory develop the findings of the diversification is combined with analysis of existing theory develop the findings of the study. Based on the notion that new products are created by linking competences relating to technologies and customers, a typology is derived that classifies new product projects based on whether a new product can draw on existing competences, pre requires competences die firm does not yet have. Following organizational learning these options are conceptualized as exploitation and exploration. These organizational concepts are used to gain a dynamic and path-dependent view of product innovation and development, and to reveal the unique nature and challenges of different types of product innovation.

Thomas S. Robertson, Jehoshua Eliashberg and Talia Rymon, (1995), new product announcement Signals and incumbent reactions, the authors focus on NPA Signals. They develop a set of regarding incumbent's reactions to NPA single is and test them in a field study among managers in the United States and The United Kingdom. The authors' findings provide an amortization of the factors affecting the likelihood of competitive response to NPA signals and agency a set of managerial implications.

R Wensley, (2008), product strategic, managerial comprehension, and organizational performance, Recent comments on the national competitive model based on the links between organizational skills and value added have recognized that individual firm performance can be significantly moderated by either or. Both marketing expertise and differentiating skills within the organization with an emphasis on high level managerial capabilities. This article considers both a more detailed analysis of marketing approaches in this area and also.

Pwter Trim, [2008], A new product launch strategy (NPLS) model for pharmaceutical companies, department of management, the purpose of this paper is to make explicit positioned in the industry as sustainable competitive advantage being achieved- various regulations and cultural trial as religion.

It is clear from the research undertaken that some marketing models are viewed as being too complex however, it is generally appreciated that marketing models can be used to interpret complex relationships that are evident in marketing system research limitations/implications.

Andreas Hinterhber, (2003) towards value-based pricing an integrative framework for decision making, Despite a recent surge of interest, the subject of pricing in general and value-based pricing in particular has received little academic investigation. Yet, pricing has a huge impact on financial results, both in absolute terms and relative to other instruments of the marketing mix. The objective of this paper is to present a comprehensive framework for pricing decisions which considers all relevant dimensions and elements for profitable and sustainable pricing decisions, the theoretical framework is illustrated by a case useful for guiding new product pricing decisions as well as for implementing price-occasioning strategies for existing products. The practical application of this framework is by a case study involving the pricing decision for a major product launch at a global chemical company.

Harry Nystrom, (2003) product development strategy an integration of technology and marketing although it seems obvious that a new product development strategy must bring together marketing. Although it seems and R&D strategies, the conceptual development of marketing and R&D strategies has in relative isolation. More than ten years ago when Professor Harry Nystrom began his program on product development in Swedish firms.

He realized that the isolation wasn't a point of view. He began to construct a conceptual framework for analyzing product development strategies that incorporated many more variables than had traditionally been considered the latest set offers in the research program is four pulp and paper companies. They KB mature process industries, quite unlike the earlier study firms, yet many of the same propositions from the earlier researches still hold. In this article, professor Nystrom presents the most recent version of his framework to help managers develop an integrated product development strategy.

All A Yassine Luke a Wissmann, (2008). The implications of product architecture on the firm product architectures defines the functional requirements within a product system, maps these requirement to physical elements or subsystems, and describes the interaction between these wacoal elements. In spite of the diverse literature on the topic, it is clear that the implications on their tow not been clearly outlined. In attempt to fill this void this paper offers a framework for the vast amount of existing literature relevant of product architecture and summarizes the managerial implications. The proposed framework classifies the impact of product architecture on the firm along tow dimensions. "Fact of the firm" "what is managed" the facet dimension indicates which system element a piece of research considers and the second dimension categorizes how value is created by the facet. The key domains are surrounding product architecture.

Francis M. Ulgado Moonkyu Lee (2008) the Korean versus American marketplace; Consumer reactions to foreign products, the Republic of Korea recently became one of the member countries Organization of Economic I Cooperation and development (OECD). Such developed ratio requires Korea to open its consumer goods and financial markets. As a more open Korean becomes increasingly attractive to foreign manufacturers and investors, it is critical for Marketers to understand how Koreans consumers perceive and evaluate imported goods. The examines how Koreans in comparison with Americans react to foreign made products. Kush's of the study show that both Korean and US consumers, in general, relied heavily on intrinsic attributes of products as me basis for their evaluations of the product quality. Koreans considered country of manufacture information as equally important. However, when they determined their purchase intentions, neither Koreans nor valued country labels of the products; they again used product attribute information. The implications of the results of foreign marketers in Korea are discussed.

George G. Panigyrakis, (1999), Brand managers in the pharmaceutical industry are they any is paper examine the brand managers' characteristics and their role in the pharmaceutical industry. It identifies the similarities and differences of that role with the role of brand managers working in the fast-moving consumer goods industry. In particular, this study investigates brand managers. Duties, by analyzing their perceived involvement in activities relevant 60 market analysis, planning, implementation, evaluation and training, strategic, and practical decision making. The results proved that brand managers working in various sectors have a co-coordinating role and that their

involvement in the strategic decision of their brands is still Ltd. They also indicated dissimilarity in the perceived job responsibilities between the two industries.

Meredith B. Rosenthal, Ernst R. Berndt, Julie M. Donohue, Arnold M. Epstein, and Richard G. Frank, (2008) demand effects of recent changes in prescription drug promotion: the release of clarified Food and Drug Administration (FDA) guidelines and independent changes in consumer behavior provide an opportunity to study the effects of Direct To-Consumer Advertising (DTCA) in the prescription drug market alongside the effects of various physician-oriented promotions. We examine the effects of DTCA and detailing for brands in five therapeutic classes of drugs, using monthly aggregate US data. In terms of impact of DTCA on demand, we provide evidence on two issues: (1) do increases in DTCA increase the market size of an entire therapeutic class? And (2) does DTCA increase within-class market share of advertised drugs? Our findings suggest that, for these classes of drugs, DTCA has been effective primarily through increasing the size of the entire class. Overall, we estimate that 13 to 22 percent of the recent growth in prescription drug spending is attributable to effects of DTCA.

Chapter-Three

Overview of the Organization

Serial	Topic
3.1	Historical Development of Organization
3.2	Profile of the Organization
3.3	Address of our distribution centers
3.4	Production Facilities
3.5	The following product forms are manufactured on site
3.6	Mission of the Organization
3.7	Functions of the Organization
3.8	Management of the Organization
3.9	The Director's of the Organization
3.10	Functions of the Organization
3.11	Social commitment of the Organization

3.1 Historical Development of Organization:

Essential Drugs Company Limited. Is a leading pharmaceutical company in Bangladesh established in the year 1983. The company has a very big manufacturing facility located at Tejgaon, center of the capital city Dhaka. The company produces various types of dosage forms which include tablets, capsules, oral liquids, ampoules, dry powder vials, powder for suspension, nasal sprays, eye drops, creams, ointments, lotions, gels, prefilled syringes, liquid filled hard gelatin capsules, lyophilized injections, human vaccine etc. Since its inception, Essential Drugs Company Limited has been launching new and innovative products in order to fulfill unmet demand of the medical community. The focus has always been to bring new, more technologically advanced molecules and innovative dosage forms to this country..

Our vision is to become a research based global pharmaceutical company in addition to being a highly efficient generic manufacturer. We would also like to discover and develop innovative, value-added products that improve the quality of life of people around the world and significantly contribute towards the growth of Bangladesh.

The first timing in Bangladesh diversification in to anticancer therapeutic class 2007 Signed contract with novelties to manufacture their liquid cream Ointment and suppository product under to manufacturing agreement 2005: Standard oral solid Dosage Plant Commissioned successfully relocated/outsourced penicillin and cephalosporin manufacturing facilities as per CGMP guidelines introduced generic oseltamivir in Bangladesh launched CFC free ozone Benign HFA inhalers as the first Company in Bangladesh.

3.2 Profile of the Organization

Head Office & Factory

395-397, Tejgaon I/A, Dhaka-1208. Bangladesh

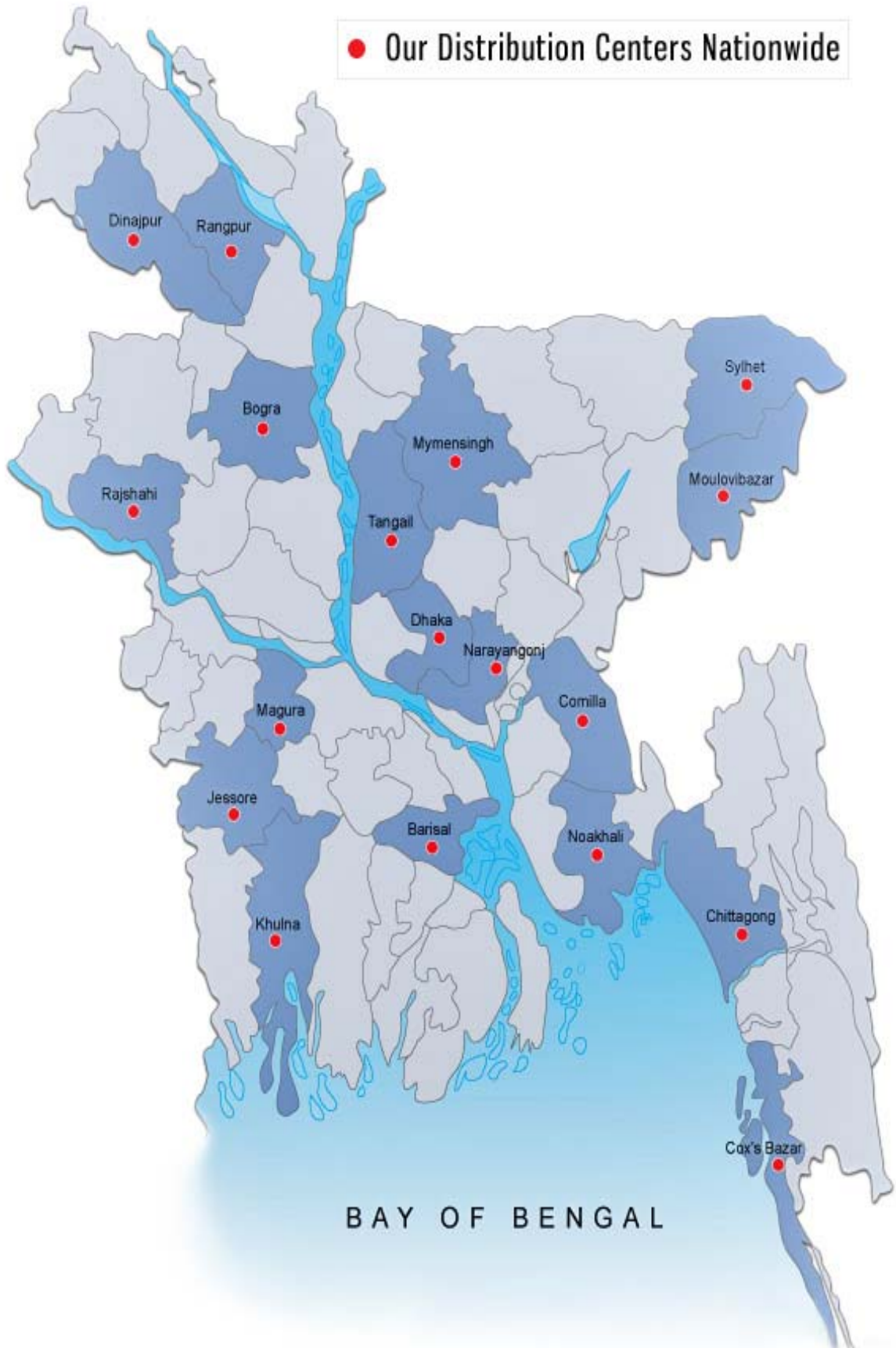
Phone: (+88 02) 8891688 - 703

Fax: (+88 02) 8891190

Essential Drugs Company Limited. Has a large distribution network that covers the whole country and makes products available in every single drug store. The Distribution centers are located in Tejgaon & Bogra in Bangladesh. Products are supplied on a daily basis to all the major cities and towns of the country. Remote areas are also supplied rhythmically to ensure timely availability of products to all customers.

There is a large fleet of transport including refrigerator trucks for supplying temperature sensitive products to retail shops around the country. Cold chain system is employed to products which need strict temperature control. Storage of these products is also maintained using refrigerators with back up power supply to ensure maintenance of standardized environment.

Distribution Centers:



3.3 Address of our distribution centers:

Essential Drugs Company Limited Head Office, Dhaka Plot No. 395-397, Tejgaon I/A, Dhaka-1208.	Essential Drugs Company Limited Thanthania , Bogra:
Cephalosporin Project Thanthania , Bogra:	Khulna Essential Latex Plant Gilatola , Khulna.
Essential Latex Processing Plant Modhupur, Tangail.	

3.4 Production Facilities:

At present Essential Drugs Company has 3 (three) fully operational plants at Tejgaon, Dhaka, Thanthania Bogra, and Gelatola, Khulna. The Raber Plant is currently under Development Modhupur.

The Tejgaon manufacturing plant is located in the middle of the Dhaka City. Currently the plant consists of a general purpose manufacturing building, a dedicated cephalosporin manufacturing building, and a specialized manufacturing building for the production of lyophilized products, insulin and amino acids in addition to several floors dedicated to the production of solid dosage forms- tablets and capsules. A newly built liquid and semisolid manufacturing building is also in operation at this site. The site also houses a warehouse for raw, packaging and finished goods. To meet the increasing demand from domestic as well as overseas markets, another warehouse is currently under construction with three times the capacity of the existing one. A separate multipurpose building houses the Research & Development lab along with the canteen facility. At present all the products are produced from Dhaka and Bogra Plant.

Manufacturing and packaging operations are carried out according to the validated methods through systematically qualified machines with full documentation at all stages of operations.

The production sites follow the cGMP guidelines for environmental requirements of the manufacturing and packaging area, as well as comply with the EHS requirements.

Highly sophisticated HVAC systems are used to condition, monitor and supply clean air to the working zone according to the manufacturing zone concept, capture and control any dust, vapor, gas or fume generated, as well as treat re-circulated and/or exhausted air. Temperature and moisture level are maintained at the desired level through this system.

Design of the room and air-conditioning systems ensure:

- Prevention of contamination of the product.
- Protection of the environment.
- Protection of people.
- Prevention of the ingress of vermin, insects, birds etc.

There are different environmental zones maintained within the manufacturing area.

Training programs take place on a regular basis according to written plan. Personnel at all levels undergo general cGMP and Technical Training appropriate to perform their job satisfactorily.

Purified water and water for injection plant and distribution systems are designed to maintain the water quality according to the relevant requirements and state-of-the-art engineering design which include e.g. 24 hours run circulation loops, smooth interior surfaces, adequate materials, and minimum flow rates.

At the Tejgaon Dhaka plant, the following activities are carried out-

- Pharmaceutical Manufacturing – processing and packaging of pharmaceuticals to supply to the local market and for Export to 3rd parties. Approved suppliers supply the active substances used in manufacturing. Most of the auxiliaries used for production are bought from approved third parties.
- Logistics, Warehousing – Storing of raw and packaging materials to meet the requirements of production and also storing and dispatch of finished products as per concept of Good Storage Practice of pharmaceuticals.
- Engineering/Industrial Engineering – In line with pharmaceutical production, health safety and environmental protection, infrastructure maintenance, machinery and other maintenance. Effluent treatment and safe disposal of pharmaceutical waste.
- Quality Assurance/Quality Control – Quality Control of pharmaceuticals, raw and packaging materials, reagents and chemicals, plant and personnel hygiene, method and process validation, and overall quality assurance of pharmaceuticals.
- Research & Development – Formulation development and adaptation for scale up production with process validation, method validation in collaboration with QA/QC. Stability study and shelf life determination of pharmaceutical products. Reformulation/improvement of existing formulations in line with new/advanced technology.
- Plant HR/Administration – Support different units of the plant for HR related issues, general services, general logistics and administrative issues.

3.5 The following product forms are manufactured on site:

A. Sterile Products:

- Liquid dosage forms (LVP & SVP, Terminally sterilized and aseptically filled ampoules)
- Eye Drops
- Solid dosage forms (Solid fill, Dry vials and Freeze-Dried Products)

B. Non Sterile Products:

- Liquid dosage forms (Oral Liquid, Nasal Solution, Nasal Spray)
- Semisolid dosage forms (Creams, Ointments, Gels)
- Solid dosage forms (Tablets, Capsules, Powders, Granules)

C. Biological Products:

- Aseptically prepared injectables: Erythropoietin, Enoxaparin, Insulin, Insulin Glargine (rDNA), Filgrastim

D. Cephalosporins (Dedicated manufacturing facility):

- Solid dosage forms (Tablets, Capsules, Powder)
- Sterile Powders (Aseptically filled vials)

3.6 Mission of the Organization

Each of our activities must benefit and add value to the common wealth of our society. We finally believe that in the final analysis we are accountable to each of the constituents with whom, we interact, namely; our employees, our customers our business associates, our fellow citizens.

3.7 Functions of the Organization

Manufacturing and marketing of Pharmaceutical finished formulation products, Large Volume of active Pharmaceutical ingredients (APIs) Overseas offices & associates: Australia, Bhutan, Cambodia, Chile, Ghana, Hong Kong, Indonesia, Jordan, Kenya, Malaysia, Myanmar, Nepal, Pakistan, Philippines, Singapore, Sri Lanka, Vietnam and Yemen company also manufactures and markets its own branded generics for almost all diseases. The company also undertakes contract manufacturing for multinational Pharmaceutical companies. The main functions of Essential Drugs Company Limited are as follows:

1. Essential Drugs Company Limited produces various types of excellent medicines,
2. Essential Drugs Company Limited export medicines to foreign countries
3. Essential Drugs Company Limited distributes medicines to each & every part of the country.
4. Essential Drugs Company Limited provided Medicines to Community Clinic.
5. Essential Drugs Company Limited provided Medicines in Every Civil Surgeon and many other Government Hospitals of Bangladesh.

2.8 Management of the Organization:

Dr M. Kadrul Huda PhD	: Managing Director (MD)
Md. Firoz-UI-Alam	: Director Operation (DO)
S. A Razzak	: Director Finance cc (DF)
Raton Kumer Bakto	: Company Secretary (CS)
Kazi Mohammad Hossan	: General Manager (Production)
Kazi Mohammad Didarul Alam	: Deputy General Manager (Quality Assurance)
Md. Abul Kashem Patwary	: Deputy General Manager (Sales & Marketing)
Md. Abdul Halim Khan	: Deputy General Manager (Production)
Md. Abdul Quiyum Khan Pathan	: Manager (Store)

2.9 The BOARD of DIRECTORS of the Organization



2.10 Social commitment of the Organization:

Corporate social responsibility is an integral part of our business strategy which is reflected in our mission statement. Every employee of our company knows that the company does not view its success and Achievements in financial terms only, but also in terms of its deep relationship with the society. Each year, an increasing amount of contribution is ploughed back into social causes, demonstrating Essential Drugs Company Limited commitment to the nation. More importantly the company's contribution extends beyond onetime donation to ongoing participation as reflected in our partnership with NGOs working for AIDS Patients, in supporting sports, and in raising disease awareness among the people. We donated medicines worth millions of taka to victims in national and international calamities. Donation of medicines to victims of earthquake in Pakistan and victims of seunami in Sri Lanka are worth mentioning.

Chapter-Four

Analysis & Findings

Serial	Topic
4.1	DISCUSSION ABOUT THE TOPIC
4.2	PRODUCT CHARECTERISTICS
	4.2.1 PRODUCT
	4.2.2 PRICE
	4.2.3 PLACE
	4.2.4 PROMOTION
4.3	PRODUCT AND SERVICES
	4.3.1 PRICE LISTS
4.4	RETURN
4.5	COMPITITOR
4.6	VALUE ADDED TAXES (VAT)
4.7	PAYMENT PROCEDURE
4.8	DIRECT MARKETING
4.9	COVERAGE
4.10	ASSORTMENT
4.11	TECHNICAL SERVICE DEPARTMENT
4.12	MEDICAL SERVICE DEPARTMENT
4.13	MANAGEMENT OF PRODUCT DEVELOPMENT
4.14	KEY ADVANTAGE
4.15	PARTNERSHIP/LICENSING
4.16	MANUFACTURING FACILITIES
4.17	LARGEST EXPORTER
4.18	MAJOR FINDINGS OF THE STUDY
4.19	SWOT ANALYSIS

4.1 Discussion about the Topics:

Once a positioning strategy has been determined, marketing managers seek to control the four basic elements of marketing mix such as product, price, place, and promotion known as the four P's of marketing; since these four variables are controllable the best mix of these elements is determined to reach the selected target market, marketing mix is set of controllable tactical marketing tools that are product price, promotion and place that the firm blends to produce the response it wants in the target market. The marketing mix a basic tool of marketing managers is defined by Microsoft Encarta world English dictionary as marketing Mix is the mixture of marketing technique, the particular mixture of marketing pricing, packaging and advertising used to promote the sales of a product. Marketing Mix is also known as four P's stands for

- Product
- Price
- Place
- Promotion

The four P's the marketing Mix is used to market products or services, this is done by using the four to establish what the product is, the price, the place, the promotion. Marketing managers bring the elements of the four product's together, combining them to achieve, a greater result from their combination than each of the individual effects marketing managers used this method to generate the market by blending four variables in an optimal way. It is important to understand that the marketing mix principles are controllable variables. The marketing mix can be adjusted on frequent basis to meet the changing needs of the target group and the other dynamics of the marketing environment.

4.1.1 Product Characteristics:

Essential Drugs Company Limited manufactures and sells a wide range of products in the local and international market to fulfill the need of government medical institutions and others. The Company committed to introduce more technologically advanced quality products at an affordable price in the future. Our production capacity is rising day by day. The Company also committed to provide medicine to the community clinic and civil surgeon and many others govt. organization just in time in a minimum cost.

4.1.2 Price:

Price is the cost of the product paid by consumers. This is the only element in the marketing mix that generates revenue for firms. In order to generate revenue, managers must consider factors both internal and external to the organization. Internal factors take the form of marketing objectives, the marketing-mix strategy, and production costs. External factors to consider are the target market, product demand, competition, economic conditions, and government regulations. There are a number of pricing strategies available to marketing managers skimming,, penetration, quantity, and psychological. With a price-skimming strategy, the price is initially set high, allowing firms to generate maximum profits from customers willing to pay the high price. Prices are then gradually lowered until maximum profit is received from each level of consumer. Penetration pricing is used when firms set low prices in order to capture a large share of a market quickly. A quantity-pricing strategy provides lower prices to consumers who purchase larger quantities of a product. Psychological pricing tends to focus on consumer perceptions. For example, odd pricing is a common psychological Analysis and Findings pricing strategy. With odd pricing, the cost of the product may be a few cents lower than a full-dollar value. Consumers tend to focus on the lower-value full-dollar cost even though it is really priced closer to the next higher full-dollar amount. Essential Drugs Company Limited follows penetration pricing and psychological pricing strategies for different products. When PPL comes with new products which has already been introduced by another companies, then PPL follows penetration, pricing Essential Drugs Company Limited provides lower prices to consumers who Essential Drugs Company Limited Purchase larger quantities of a product. To gain advantage over the competitors of PPL.

Price of each product is written on the level of those products & consumers of those products have to purchase in that price.

4.1.3 Place:

Place refers to where and how the products will be distributed to consumers. There are two basic issues involved in getting the products to consumers channel management and logistics management. Channel management involves the process of selecting and motivating wholesalers and retailers, sometimes called middlemen, through the use of incentives.

Several factors are reviewed by firm management when determining where to sell their products distribution channels, market-coverage strategy, geographic locations, inventory, and transportation methods. The process of moving products from a manufacturer to the final consumer is often called the channel of distribution. Place includes company's activities that make the product available to target customer. It may be described in the following manner

4.1.4 Promotion:

The last variable in the marketing mix is promotion. Various promotional tools are used to communicate messages about products, or services from firms and their customers. The promotional tools available to managers are advertising, personal selling, sales promotion and publicity. For the promotional program to be effective, managers use a blend of the four promotional tools that best reaches potential customers. This blending of promotional tools is sometimes referred to as the promotional mix. This promotional mix is to communicate to

4.3 Products and Services:

Over the last few years we have successfully added a significant number of new products in our portfolio. Consistent with our previous trend and consequent to our constant drive to innovate quality product, in 2006, we introduced 38 products across a wide range of therapeutic classes.

The Name Essential Drugs Company Limited assures you of many things; outstanding product quality, leading-edge technology, advanced new products, and a commitment to serve the medical community. Our products come in a wide range of dosage forms including tablets, capsules, dry syrup, powder for suspension, cream, ointment, suppositories, metered dose nasal sprays, large volume intravenous fluids, metered dose inhalers etc. Healthcare professionals may contact us directly or alternatively the Essential Drugs Company Limited Marketing representatives for further information. Our country regulations do not allow pharmaceutical companies to offer medical advice or guidance to patients.

Comments: In this segment PPL introduced some products first time in Bangladesh like Amlovas AT, Amlovas VS. Those two products prepared by **bi-layer** technology which is very much helpful for the Cardiac patients.

Design:

Products designs of Essential Drugs Company Limited are World Class Pharmaceuticals follows international standards to design their products. Products of Essential Drugs Company Limited are very much appealing. Due to world class, product design PPL products get benefit over the competitor. Essential Drugs Company Limited have separate products design department who are responsible for design related problems. As Essential Drugs Company Limited export their products to foreign countries, so their product design must have to be world class. Essential Drugs Company Limited gives emphasis on product design.

PRICE LIST

Sl. No.	Name of the Products	Unit	Pack Size	Rate Includ	per unit ing VAT
A	<u>Capsules:</u>				
01	Amoxicillin Capsule 250 mg	Piece	10's x 50 blister	Tk.	3.34
02	Amoxicillin Capsule 500 mg	Piece	10's x 50 strip	Tk.	5.26
03	Cefalexin Capsule 250 mg	Piece	10's x 50 strip	Tk.	4.42
04	Cefalexin Capsule 500 mg	Piece	4's x 50 alu blister	Tk.	10.48
05	Cefixime Capsule 200 mg	Piece	10's x 10 Alu Alu blister	Tk.	19.00
06	Cefradine Capsule 250 mg	Piece	10's x 50 strip	Tk.	5.46
07	Cefradine Capsule 500 mg	Piece	4's x 50 alu blister	Tk.	11.22
08	Cloxacillin Capsule 500 mg	Piece	4's x 50 alu blister	Tk.	5.92
09	Doxycycline Capsule 100 mg	Piece	10's x 50 blister	Tk.	1.83
10	Ferrous Sulphate, Folic Acid & Zinc Capsule 212.3 mg (Ferrous Sulphate 150 mg + Folic Acid 0.50 mg + Zinc Sulphate Monohydrate 61.80 mg)	Piece	10's x 10 blister	Tk.	2.25
11	Flucloxacillin Capsule 250 mg	Piece	10's x 50 strip	Tk.	3.35
12	Flucloxacillin Capsule 500 mg	Piece	4's x 50 alu blister	Tk.	9.27
13	Fluconazole Capsule 50 mg	Piece	10's x 10 blister	Tk.	3.50
14	Fluconazole Capsule 150 mg	Piece	10's x 10 blister	Tk.	8.00
15	Indomethacin Capsule 25 mg	Piece	10's x 50 blister	Tk.	0.69
16	Omeprazole Capsule 20 mg	Piece	10's x 50 blister	Tk.	2.00
17	Omeprazole Capsule 40 mg	Piece	10's x 50 blister	Tk.	2.41
18	Rifampicin Capsule 150 mg	Piece	10's x 50 blister	Tk.	2.19
19	Rifampicin Capsule 450 mg	Piece	10's x 50 strip	Tk.	6.04
20	Rifampicin Capsule 450 mg	Piece	4's x 50 alu blister	Tk.	9.28
21	Tetracycline Capsule 250 mg	Piece	10's x 50 alu blister	Tk.	1.21
B	<u>Tablets:</u>				
22	Amlodipine Tablet 5 mg	Piece	10's x 50 blister	Tk.	0.96
23	Amlodipine Tablet 10 mg	Piece	10's x 50 blister	Tk.	1.65
24	(a) Antacid Chewable Tablet 650 mg (Aluminium Hydroxide 250 mg + Magnesium Hydroxide 400 mg)	Piece	10's x 50 blister	Tk.	0.74
	(b) Antacid Chewable Tablet 650 mg (Aluminium Hydroxide 250 mg + Magnesium Hydroxide 400 mg)	Piece	10's x 25 blister	Tk.	0.74
	(c) Antacid Chewable Tablet 650 mg (Aluminium Hydroxide 250 mg + Magnesium Hydroxide 400 mg)	Piece	1,000's plastic Container	Tk.	0.64
25	Antioxidant Vitamin Tablet 256 mg (Beta Carotene 6 mg + Ascorbic Acid 200 mg + Vitamin-E 50 mg)	Piece	30's bottle	Tk.	2.32
26	Ascorbic Acid (Vitamin-C) Tablet 250 mg	Piece	10's x 50 strip	Tk.	1.25
27	Azithromycin Tablet 500 mg	Piece	5's x 20 blister	Tk.	18.28
28	Calcium Lactate Tablet 300 mg	Piece	10's x 50 blister	Tk.	0.29
29	Cetirizine Tablet 10 mg	Piece	10's x 50 blister	Tk.	1.50
30	(a) Chlorpheniramine Maleate Tablet 4 mg	Piece	10's x 50 blister	Tk.	0.30

	(b)	Chlorpheniramine Maleate Tablet 4 mg	Piece	1000's plas. con.	Tk.	0.15
Sl. No.		Name of the Products	Unit	Pack Size	Rate Includ	per unit ing VAT
31		Ciprofloxacin Tablet 250 mg	Piece	10's x 50 blister	Tk.	4.75
32		Ciprofloxacin Tablet 500 mg	Piece	10's x 50 blister	Tk.	8.00
33		Ciprofloxacin Tablet 750 mg	Piece	5's x 40 blister	Tk.	11.65
34		Cotrimoxazole Tablet 480 mg (Sulfamethoxazole 400 mg + Tri-methoprim 80 mg)	Piece	10's x 50 blister	Tk.	0.93
35		Cotrimoxazole Tablet 960 mg (Sulfamethoxazole 800 mg + Tri-methoprim 160 mg)	Piece	5's x 40 blister	Tk.	1.74
36	(a)	Diazepam Tablet 5 mg	Piece	10's x 50 blister	Tk.	0.19
	(b)	Diazepam Tablet 5 mg	Piece	1000's tin	Tk.	0.12
37		Diclofenac Tablet 50 mg	Piece	10's x 50 blister	Tk.	0.76
38		Domperidone Tablet 10 mg	Piece	10's x 50 strip	Tk.	1.50
39	(a)	Drotaverine Tablet 40 mg	Piece	10's x 50 blister	Tk.	1.63
	(b)	Drotaverine Tablet 40 mg	Piece	10's x 10 blister	Tk.	1.66
40		Erythromycin Stearate Tablet 250 mg	Piece	10's x 50 blister	Tk.	4.56
41		Erythromycin Stearate Tablet 500 mg	Piece	10's x 10 blister	Tk.	7.92
42		Ethambutol Tablet 400 mg	Piece	10's x 50 strip	Tk.	3.45
43		Ferrous Fumarate & Folic Acid Tablet 200.20 mg (Ferrous Fumarate 200 mg + Folic Acid 0.20 mg)	Piece	1000's plastic Container	Tk.	0.20
44		Frusemide Tablet 40 mg	Piece	2000's plas. con.	Tk.	0.40
45	(a)	Hyoscine Butyl-bromide Tablet 10 mg	Piece	10's x 50 strip	Tk.	3.45
	(b)	Hyoscine Butyl-bromide Tablet 10 mg	Piece	1000's plas. con.	Tk.	1.33
46		Ibuprofen Tablet 400 mg	Piece	10's x 50 blister	Tk.	1.32
47		Isoniazid Tablet 300 mg	Piece	10's x 50 blister	Tk.	0.92
48		Levamisole Tablet 40 mg	Piece	1000's tin	Tk.	0.22
49		Levofloxacin Tablet 500 mg	Piece	10's x 10 blister	Tk.	10.73
50		Mebendazole Tablet 100 mg	Piece	1000's tin	Tk.	0.49
51		Metronidazole Tablet 400 mg	Piece	10's x 50 blister	Tk.	0.93
52		Paracetamol Tablet 500 mg	Piece	10's x 50 blister	Tk.	0.55
53		Penicillin-V Tablet 250 mg	Piece	10's x 50 alu blister	Tk.	1.80
54		Pyrazinamide Tablet 500 mg	Piece	10's x 50 blister	Tk.	2.07
55		Pyridoxine (Vitamin-B ₆) Tablet 20 mg	Piece	1000's plas. con.	Tk.	0.23
56		Ranitidine Tablet 150 mg	Piece	10's x 50 strip	Tk.	1.81
57		Riboflavine (Vitamin-B ₂) Tablet 5 mg	Piece	1000's plas. con.	Tk.	0.17
58	(a)	Salbutamol Tablet 2 mg	Piece	10's x 50 blister	Tk.	0.24
	(b)	Salbutamol Tablet 2 mg	Piece	200's bottle	Tk.	0.18
59	(a)	Salbutamol Tablet 4 mg	Piece	10's x 50 blister	Tk.	0.30
	(b)	Salbutamol Tablet 4 mg	Piece	200's bottle	Tk.	0.25
60		Thiamine (Vitamin-B ₁) Tablet 100 mg	Piece	1000's tin	Tk.	0.57
61	(a)	Vitamin-B-Complex Tablet (Thiamine (B ₁) 5 mg + Riboflavin (B ₂) 2 mg + Nicotinamide (B ₃) 20 mg + Pyridoxine (B ₆) 2 mg)	Piece	10's x 50 strip	Tk.	0.44
	(b)	Vitamin-B-Complex Tablet (Thiamine (B ₁) 5 mg + Riboflavin	Piece	450's glass bottle	Tk.	0.40

Sl. No.	Name of the Products	Unit	Pack Size	Rate Includ	per unit ing VAT
	(B ₂) 2 mg + Nicotinamide (B ³) 20 mg + Pyridoxine (B ₆) 2 mg				
62	Zinc Dispersible Tablet 20 mg	Piece	10's x 50 blister	Tk.	0.65
C	<u>Dry Syrup:</u>				
63	Amoxicillin Dry Syrup (125 mg/ 5 ml) 100 ml	Bottle	30's carton	Tk.	41.76
64	Azithromycin Dry Syrup (200 mg/ 5 ml) 15 ml	Bottle	50's carton	Tk.	38.24
65	Azithromycin Dry Syrup (200 mg/ 5 ml) 30 ml	Bottle	50's carton	Tk.	65.00
66	Cefalexin Dry Syrup (125 mg/ 5 ml) 100 ml	Bottle	30's carton	Tk.	50.79
67	Cefixime Oral Suspension (100 mg/ 5 ml) 50 ml	Bottle	10's carton	Tk.	140.00
68	Cefradine Dry Syrup (125 mg/ 5 ml) 100 ml	Bottle	30's carton	Tk.	58.53
69	Ciprofloxacin Dry Syrup (250 mg/ 5 ml) 60 ml	Bottle	50's carton	Tk.	60.20
70	Cloxacillin Dry Syrup (125 mg/ 5 ml) 100 ml	Bottle	30's carton	Tk.	42.40
71	Erythromycin Dry Syrup (125 mg/ 5 ml) 100 ml	Bottle	30's carton	Tk.	56.63
72	Flucloxacillin Dry Syrup (125 mg/ 5 ml) 100 ml	Bottle	30's carton	Tk.	48.83
73	Penicillin-V Dry Syrup (125 mg/ 5 ml) 50 ml	Bottle	50's carton	Tk.	17.36
D	<u>Liquid:</u>				
74	Antiseptic Hand Rub Solution 500 ml	Bottle	20's carton	Tk.	241.37
75	Antiseptic Hand Rub Solution 1 ltr	Bottle	10's carton	Tk.	428.58
76	Benzyl Benzoate Application (25% W/V) 100 ml	Bottle	30's carton	Tk.	32.20
77	Benzyl Benzoate Application (25% W/V) 450 ml	Bottle	10's carton	Tk.	86.25
78	Cetirizine Syrup (5mg/5ml) 60 ml	Bottle	30's carton	Tk.	15.00
79	Chlorhexidine and Cetrime Solution 5 litre {20% Chlorhexidine Gluconate Solution 7.5% V/V + 40% Strong Cetrime Solution 37.5% V/V (Hospital Concentration)}	Jerycan	4's carton	Tk.	1,756.57
80	Chlorpheniramine Maleate Syrup (2 mg/ 5 ml) 60 ml	Bottle	50's carton	Tk.	14.95
81	Chlorpheniramine Maleate Syrup (2 mg/ 5 ml) 100 ml	Bottle	30's carton	Tk.	18.52
82	Cotrimoxazole Suspension 60 ml (Sulfamethoxazole 200 mg + Tri-methoprim 40 mg/ 5 ml)	Bottle	50's carton	Tk.	21.96
83	Cotrimoxazole Suspension 100 ml (Sulfamethoxazole 200 mg + Tri-methoprim 40 mg/ 5 ml)	Bottle	30's carton	Tk.	30.43
84	Fluconazole Oral Suspension (50mg/5ml) 35 ml	Bottle	10's carton	Tk.	48.00
85	Levamisole Syrup (40 mg/ 5 ml) 100 ml	Bottle	30's carton	Tk.	22.39
86	Mebendazole Suspension (100 mg/ 5 ml) 30 ml	Bottle	50's carton	Tk.	13.22
87	Metronidazole Suspension (200 mg/ 5 ml) 60 ml	Bottle	50's carton	Tk.	24.92
88	Paracetamol Syrup (120 mg/ 5 ml) 60 ml	Bottle	50's carton	Tk.	17.24
89	Paracetamol Suspension (120 mg/ 5 ml) 60 ml	Bottle	50's carton	Tk.	16.26
90	Salbutamol Syrup (2 mg/ 5 ml) 60 ml	Bottle	50's carton	Tk.	14.51
91	Salbutamol Syrup (2 mg/ 5 ml) 100 ml	Bottle	30's carton	Tk.	16.50
92	Zinc Sulphate Syrup (10 mg/ 5 ml) 100 ml	Bottle	30's carton	Tk.	25.05
E	<u>Injectable:</u>				
93	Atropine Injection 0.60 mg/ ml	Ampoule	100's box	Tk.	4.93
94	Ceftazidime Injection 250 mg/vial, IM/IV	Vial	10's carton	Tk.	55.00
95	Ceftazidime Injection 500 mg/vial, IM/IV	Vial	10's carton	Tk.	85.00

96		Ceftazidime Injection 1 gm/vial, IM/IV	Vial	10's carton	Tk.	150.00
Sl. No.		Name of the Products	Unit	Pack Size	Rate Includ	per unit ing VAT
97		Ceftriaxone Injection 500 mg/vial, IV	Vial	10's carton	Tk.	98.00
98		Ceftriaxone Injection 1 gm/vial, IV	Vial	10's carton	Tk.	115.00
99		Ceftriaxone Injection 2 gm/vial, IV	Vial	10's carton	Tk.	175.00
100		Cefuroxime Injection 750 mg/vial, IM/IV	Vial	10's carton	Tk.	100.00
101		Cefuroxime Injection 1.5 gm/vial, IV	Vial	10's carton	Tk.	150.00
102		Cephadrine Injection 500mg/vial, IM/IV	Vial	10's carton	Tk.	45.00
103		Cephadrine Injection 1 gm/vial, IM/IV	Vial	10's carton	Tk.	60.00
104		Ciprofloxacin Lactate (IV) Infusion 200 mg/ 100 ml	Bottle	20's box	Tk.	62.99
105		Dexamethasone Injection 5 mg/ ml	Ampoule	100's box	Tk.	9.06
106		Diazepam Injection 10 mg/ 2 ml	Ampoule	100's box	Tk.	4.13
107		Diclofenac Injection 75 mg/ 3 ml	Ampoule	100's box	Tk.	7.72
108		Frusemide Injection 20 mg/ 2 ml	Ampoule	100's box	Tk.	3.51
109		Gentamycin Injection 80 mg/ 2 ml	Ampoule	100's box	Tk.	8.14
110		Hyoscine Butylbromide Injection 20 mg/ ml	Ampoule	100's box	Tk.	7.67
111		Lignocaine Injection 1% 20 mg/ 2 ml	Ampoule	100's box	Tk.	3.26
112		Lidocaine Injection 2% w/v, 50 ml	Bottle	20's carton	Tk.	17.57
113		Metronidazole (IV) Infusion 500 mg/ 100 ml	Bottle	20's box	Tk.	51.48
114		Pethidine Injection 25 mg/ ml, 1 ml	Ampoule	100's box	Tk.	4.98
115		Pethidine Injection 100 mg/ 2 ml	Ampoule	100's box	Tk.	13.80
116		Ranitidine Injection 50 mg/ 2 ml	Ampoule	100's box	Tk.	5.02
F		<u>Eye Drop/Ointment:</u>				
117		Chloramphenicol Eye Ointment 1%, 5 gm	Tube	100's box	Tk.	10.37
118		Chloramphenicol Eye Drop 0.5%, 10 ml	Vial	100's box	Tk.	18.31
119		Ciprofloxacin Eye Drop 0.3%, 5 ml	Vial	100's box	Tk.	9.51
120		Dexamethasone Eye Drop 0.1%, 5 ml	Vial	100's box	Tk.	10.69
G		<u>Skin Ointment:</u>				
121		Benzoic & Salicylic Acid Ointment 1 kg (Benzoic Acid 6% + Salicylic Acid 3%)	Jar	12's carton	Tk.	667.00
H		<u>Oral Rehydration Salt (ORS):</u>				
122		Oral Rehydration Salt (for 0.5 litre solution)	Sachet	200's carton	Tk.	3.45
I		<u>Condom:</u>				
123		Male Latex Condom (Nirapad)	Piece	100's box	Tk.	2.60

This price list is effective from **January 7, 2014**. Carrying cost of supply of Drugs and Medicines is not included with the above rates. The concerned Buyer Organization will bear the carrying cost of Drugs and Medicines as per Circular No.: DA/Store-15/88/605/1(1), dated: 30/11/1989 issued by Drugs Administration Section of the Ministry of Health and Family Welfare, Government of the People's Republic of Bangladesh.

Price is ex-factory (Dhaka and Bogra) and subject to change from time to time without prior notice.

4.4 Return:

Essential Drugs Company Limited follows standard return policy. When any product expired or damaged then the company replace that products as early as possible Essential Drugs Company Limited replace the damaged products within 15 working days. This is the shortest time to replace products than any other Pharmaceuticals company. Return policy of PPL provides competitive advantage over the competitor.

4.5 Competitors:

There are lots of competitors of Essential drugs company Limited. Because of their low production facilities and limited medicine item. Most of the time Essential drugs company Limited cannot fulfill the requirement of the customers. This opportunity should take the private pharmaceuticals company.

4.6 Value Added Taxes (VAT):

Essential Drugs Company Limited provides 15% Tax on sales of Medicine.

4.7 Payment Period:

Essential Drugs Company Limited runs their business in "Cheque on Delivery" method. Cheque should be Account pay. So the customers have to make their payment According to Govt. Rules after delivery.

4.8 Direct Marketing:

Direct marketing means direct communication with targeted individual customers carefully to obtain an immediate response and cultivate lasting customer relationship. Direct marketing is available in Essential Drugs Company Limited. All govt. organization is committed with us they must purchase the all product which Essential Drugs Company Limited ca provides.

4.9 Coverage:

With the strong distribution channel Essential Drugs Company Limited distribute products all over the country with in very short time. Essential Drugs Company Limited covers all part of the country. PPL has depot in every district of the country so it is, very easy for PPL to deliver products to our customers. Essential Drugs Company Limited uses their own distribution channel to deliver products.

4.10. Assortment:

Essential Drugs Company Limited is assorted in different departments. So each department is responsible for specific Functions. As a result of assortment performance of different department has increased. The departments of Essential Drugs Company Limited are discussed below.

4.11 Technical Service Department

Followings are the function of TSD

1. Selection and Standardization of raw materials.
2. Preparation of standard in house specification of raw materials.
3. Selecting machineries and equipment for production plant.
4. Development new product formulation
5. Solved product quality related problems.
6. Dealing with National Board of Revenue (NBR), Bureau of Narcotics, Drug control Services, department of environment etc.-

4.12 Medical Services Department:

1. Provide medical information to the doctors, parallel to the field force engaged in promotion.
2. Organizing medical promotion like direct mailing of publications of publications and free distribution of medical newsletters, free video for the doctors.
3. Arranging continuous medical education (CME) program for the doctors in coordinating with sales department.
4. Arranging continuous medical in coordination with sales department.
5. Arranging clinical research with medical institutions Marketing Mix Analysis of Pharmaceuticals industry.

4.13 Product Management Department:

This is one of the core departments for success of Essential Drugs Company Limited. Where some selected executive is assigned for developing the market and formulation of product. This department is very much related with the market acceptance of the product and they regularly monitor the market share for all product. This department also related with the re-branding of medicine.

Those are almost the different department of Essential Drugs Company Limited. Where we can differentiate form other manufacturing organization. Some others department like Accounts & Finance department. Human Resources Department, Sales Department and Marketing Department are doing usual activity as others.

4.14 Key Advantages:

1. Explore the strength and weakness of company by the having the latest information on it your fingertips. To ensure their relevance, each report is updated as soon as it is ordered.
2. The Company Repeal will bring you invaluable and relevant business intelligence on Essential Drugs Company Limited. Hence, you will gain precious knowledge and time on your ground- breaking research.
3. To get independent intelligence on a company enables to clearly assess the company's situation and position in the market, which is essential to make strategic decisions.
4. All the quantitative and qualitative data are delivered in a comprehensive manner with graphical and tabular presentations and clear language in order to allow the reader to quickly assess the company situation.
5. The completed scope of the company report is updated with the latest information as soon as it is purchased.
6. To best suit individual needs, we propose several key options to add to your Company Report. These strategic options described below will give you the possibility to maximize your investment and knowledge.

4.15 Partnership / Licensing / Competitor information:

This option is an analysis of recent deals and partnership activity Essential Drugs Company Limited. Essential Drugs Company Limited have subcontract/ partnership with some companies, if needed than these company will support to reach their target. It will help you understanding the partnering activity of Essential Drugs Company Limited, as well as its position against identified competition.

4.16 Manufacturing Facilities:

Our manufacturing facilities are spread across a 20 acres site located in and around Dhaka, Bangladesh. They comprise of a number of purpose built plants, including the new oral solid Dosage (OSD) plant. The land and buildings are wholly owned by the company and approximately 13 of .the 20 acres of land are currently in use. The site includes facilities for manufacturing intravenous fluids, liquids, creams, ointments, suppositories, metered dose inhalers, active pharmaceutical ingredients as well as the existing and new OSD plant for tablets and capsules, the research laboratory and a number of warehouses. The plant and machinery throughout the site has been designed, procured and installed by partners from Germany, Switzerland, Sweden, Italy and the United Kingdom, amongst others.

4.17 Largest Exporter:

Essential Drugs Company Limited exports some medicine in other countries. For example- Sri-Lanka. As early as possible Essential Drugs Company Limited want to increase export quality product to foreign country.

4.18 Major Findings of the Study:

1. Political Instability is has shown in everywhere, because it is a Govt. pharmaceuticals company.
- 2 The Employees of Essential Drugs Company Limited to attend the reporting place on 8.00 am which is very difficult.
2. The launch time of Marketing Executive of Essential Drugs Company Limited is not suitable.
3. The relationship of Marketing Executive of Essential Drugs Company Limited. is not good with the Superiors
4. The Marketing Executive of Essential Drugs Company Limited has to carry a detailing bag. But they are not providing transportation sufficiently.
5. The communication systems of Marketing Executive of Essential Drugs Company Limited are very weak with other office.
6. The salary structure of the Marketing Executive of Essential Drugs Company Limited is very poor.
7. The products of Essential Drugs Company Limited do not fulfill the required production target because of insufficient raw materials.
8. The products price of Essential Drugs Company Limited is very low to other companies.
9. The amount of donation for the different doctors is not sufficient which create barrier effective Marketing system of Essential Drugs Company Limited
10. The promotional materials are insufficient.
11. The products packaging of which may not attract the customers.
12. Essential Drugs Company Limited cannot provide all required product to the govt. organizations & Hospitals.

4.19 SWOT Analysis of the Organization:

This is a top qualitative evaluation of the key factors affecting the company.

Strength:

1. Well distribution network and policy.
2. Good looking blister of packing.
3. High awareness of brand
4. Brand image
5. Initial high growth rate
6. Modern Technology
7. Will research and development department.
8. Our product is available at any place.
9. Best medicine and treatment
10. Use best raw materials.

Weakness:

1. Lack of marketing research
2. Less motivational factor for employees.
3. No product development policy
4. High manufacturing cost
5. Uneducated worker
6. Lack of skill worker
7. in effective Advertising message

Opportunities:

1. Extension of variability product
2. Ensure Market coverage against competitions product.
3. Add value to Attract Consumer.
4. Pharmaceuticals industry should increase marketing research to understand the Present market trend.
5. Advertising and targeting the Target customers.

Threat:

1. Saturated market
2. Maximizing sales target
3. Reduce Manufacturing cost to serve price sensitive customers by the competitors.
4. Serve low priced medicine to add value.

Chapter-Five

Conclusion & Recommendation

Serial	Topic
3.1	Conclusion
5.2	Recommendations conclusion

5.1 Conclusion:

Bangladesh is a developing country. The Pharmaceuticals Industrial sector earns the prime share of our foreign currency. Development of this sector will definitely bring good fortune of our country. We being the graduates of Pharmaceuticals Industries must give our sincere effort to the future development of Pharmaceuticals sector.

Being one of the leading manufacturers of Pharmaceuticals Industrial gave us the opportunity from Essential drugs company Limited. Essential drugs company Limited give us the opportunity to combined our theoretical knowledge with the practical knowledge use of modern equipment's in manufacturing, looking after the welfare of the works, good management are the key to success of a company which affect well maintained in Essential drugs company Limited.

The planning organizing, controlling, staffing designed creativity and above all the technical skill have cemented the base of this leading Pharmaceuticals industry. With highly advanced technology and an Emphasis in developing local human resource has the potential to make an important contribution to the nation growing Pharmaceuticals export sector. One of the most important industrial sectors of Bangladesh economy is the Pharmaceuticals Industrial sector of Bangladesh. It is too import both in terms of employment and export earnings.

We sincerely hope that this experience that we learn from Pharmaceuticals Industrial attachment will be helpful for our future professional life and give us the confidence required for applying our skills to boast this sector.

5.2 Recommendations:

I would like to recommend on the following issue for the betterment of this company:

1. Essential Drugs Company Limited can relax on attending time for the Employees?
2. The lunch time should be relaxed for the Marketing executives?
3. The higher authority of Essential drugs company Limited should maintain good relation with the employees.
4. The Essential drugs company Limited should provide sufficient transportation facilities for the marketing executives.
5. The Essential Drugs Company Limited should improve salary structure for the marketing executives.
6. The communication system of Marketing Executives of Essential Drugs Company Limited should improve.
7. The Essential Drugs Company Limited should collect the raw materials in just time for the production.
8. The Essential Drugs Company Limited should change the product price to match the capacity of the customers.
9. The Essential Drugs Company Limited should collect promotional materials for the Marketing Executive.
10. The Essential Drugs Company Limited should arrange sufficient donation for the advertisement.
11. The Essential Drugs Company Limited should develop strong channel of distribution to distribute the product in just time to the customer.
12. The Essential Drugs Company Limited should overcome the under rating problem through strong motivation
13. The Essential Drugs Company Limited should arrange the sufficient career development program for the Marketing Executives.

5.1 Conclusion:

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