



Inspiring Excellence

The background of the slide features a blurred image of a building facade. A prominent sign on the building reads 'SQUARE' in large, white, bold letters. To the left of the sign is a small icon of a triangle inside a square, and to the right is a window with a grid pattern. The overall background is a light purple/blue color.

Evolution of Multi vitamin and Multi mineral Market in Bangladesh and finding business scope for Square to Pursue



Internship Report On

**Evolution of Multi vitamin and Multi
mineral Market in Bangladesh and finding
business scope for Square to Pursue**

Prepared For
RezaurRazzak
Director (In Charge)
BRAC University

Prepared By
Anika Azhar
ID: 10204083
BRAC University

Date of Submission: 09/09/2015

Letter of transmittal

9th September,2015

Mr. RezaurRazzak

Director (In charge)

BRAC University

Subject: Submission of the Internship Report

Dear Sir,

It is my pleasure to present this Report on ‘The evolution of Multivitamin and Multimineral market in Bangladesh and finding out the business scope for square to pursue’ as a prerequisite for finishing my Bachelor of Business Administration Degree. I am delighted and privileged that I had to opportunity to work in the leading pharmaceuticals of the country and learn about pharmacy marketing. I am also thrilled in setting up the report within the given time. In researching the topic to prepare this report, I have attempted my level best to incorporate all the important data identified about the multivitamin and multimineral market of Bangladesh and where the business scope lies for Square to pick up and pursue.

I have tried to grasp as much as I could from different studies, journals and deliver to conviction and I would hope that may the report delivers to your expectations. I have attempted to give my best exertion with the goal that I can set up a strong report according to your direction. I would be extremely thankful in the event that you acknowledge my report. The report would not be possible prepared in time without your wise supervision.

Sincerely Yours

AnikaAzhar

ID: 10204083

Acknowledgement

At to begin with, all praises go to the Almighty, the most lenient, most liberal and bounteous to every human being and living creatures and their activities. Secondly, I would humbly like to acknowledge to supervision and support of Square Pharmaceuticals. In preparing this report on 'The evolution of Multivitamin and Multimineral market in Bangladesh and finding out the business scope for square to pursue', I have gotten exemplary patronage and support from every one working in the PMD of the Square Pharmaceuticals.

I am all that much thankful to my Internship supervisor at Square Pharmaceuticals, MR. M. M. AsadUllah, Group Product Manager-PMD. He has given me all kind of support, direction to finish the report consummately. I like to express gratitude toward my university supervisor, Mr. RezaurRazzak sir for helping me in each viewpoint for the fulfillment of the report and being patient with me at distinctive times to prepare this report. It is his guided supervision that brought about effective fulfillment and submission of the report

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Executive Summary

This report is prepared as from the learning of the internship program under the BBA program at BRAC University working in one of the most vital divisions in the Square pharmaceutical Limited-Product Management Department (PMD).

The pharmaceutical business in Bangladesh is a major technologically developed sector. Pharmaceutical manufacturers produce insulin, hormones, and tumor drugs. This division gives 97% of the aggregate therapeutic prerequisite of the domestic market. The business likewise fares solutions to worldwide markets, including Europe. Pharmaceutical organizations are growing their business with the mean to extend the exporting market.

The Industry sends out dynamic pharmaceutical fixings and an extensive variety of pharmaceutical productions, covering all real restorative classes and measurements structures, to 79 states. Alongside customary structures like tablets, containers and syrups, Bangladesh likewise fares specific items like HFA inhalers, CFC inhalers, suppositories, nasal showers, injectable, IV imbuelements, and so forth. These items have been very much acknowledged by restorative specialists, scientists, patients and the administrative assemblages of the majority of their importing countries. The bundling and the presentation of the results of Bangladesh are practically identical to any worldwide standard. However, the market of multivitamin and multi-mineral in Bangladesh is one of the major composite of the entire pharmaceutical industry. The market is on gradual development and so is the production. The use of multivitamins and multiminerals is on rapid increase for health care purposes. Studies on prescribing pattern of multi-vitamin and multi-mineral and others have shown that the market has significant growth potentials and there comes the scope of one of the leading pharmaceuticals in the country-Square pharmaceutical. SQUARE Pharmaceuticals Limited (SPL) is the main marked nonexclusive pharmaceutical maker in the nation creating quality vital and other moral medications and meds. Since 1985, SPL is the top organization among the national and multinational pharmaceutical organizations working in the business sector. The fundamental focus is to dissect the market of multivitamins and multiminerals and finding out a business scope for square pharmaceuticals. Data used to set up this report has been gathered mainly from the secondary sources . Some primary data was gathered from the product executives working in SPL's Product Management Department for pertinent remedial classes.

Distinctive sites were additionally utilized for data on the pharmaceutical business overall and Bangladesh. Absence of time and specialized learning and information inaccessibility were the real impediments for this report planning.

The report emphasizes on defining the components and preparation of multivitamin and multi-mineral and their consumption habit and the evaluation of the domestic market of multiminerals and the market scope and potentials that square can pursue. The Directorate General of Drug Administration (DGDA) is the national medication administrative power which is under the Ministry of Health and Family Welfare. DGDA directs all exercises identified with import and fare of crude materials, bundling materials, creation, deal, evaluating, authorizing, and enrollment of a wide range of prescription including those of Ayurvedic, Unani, home grown and homeopathic systems. The Pharmacy Council of Bangladesh (PCB) was built up under the Pharmacy Ordinance Act in 1976 to control the drug store hone in Bangladesh. The Bangladesh Pharmaceutical Society is partnered with the International Pharmaceutical Federation and Commonwealth Pharmaceutical Association. The National Drug Policy (2005) states that the World Health Organization's present Good Manufacturing Practices (GMP) ought to be entirely taken after and that assembling units will be consistently assessed by the DDA. Other key regulation components are confinements on imported medications (where these are delivered by four or more neighborhood firms), a prohibition on nearby creation of around 1,700 medications that are considered trivial or hurtful and strict value controls on somewhere in the range of 117 chief medicines.

Origin of the report

This report has been readied as a prerequisite of the internship project report BUS 400 under the BBA system of BRAC University. For my internship, I got the chance to work at country's driving pharmaceutical organization, Square Pharmaceuticals Limited (SPL). I was set in one of the most prominent and critical divisions in the organization-Product Management Department (PMD). Fundamentally PMD performs the all arranging, execution of arrangements as a feature of marketing administration and management capacities. My internship tenure actuated from 26th May, 2015 to 26th August, 2015 and amid this period, I was assigned on different assignments to learn about different regulatory bodies as such as GMP, WHO, BP, USP, INN, USFDA, UKMHRA, TGA, ISO 9000, Essential drugs, DCC, TSC. These are the regulative institutions those facilitate different legal procedures allow a drug to be manufactured and marketed. I also had to work in the creative content department to learn about the registration procedure of a new molecule in the market and other regulatory procedures. Therefore, I was assigned on this particular report to study the evolution of multivitamin and multimineral market in Bangladesh and business scopes that square can pursue. I was under the immediate supervision of Mr. M. M. AsadUllah, Group Product Manager, PMD, Square Pharmaceuticals Limited and Mr. RezaurRazzak , Director (in charge), BRAC Business School, BRAC University for my internship program. In spite of the fact that the theme for my undertaking work was allocated by my on location manager yet it was properly sanction by my scholarly supervisor. The report is basically a brief study of the evolution of the multivitamin and multi mineral market of Bangladesh and finding out the scopes that square can pursue. Since it is a growing and unique facet of the pharmaceutical industry and has limited studies on the topic, my supervisor assigned me to research on it and prepare a report to provide some key insight on the topic.

I hope that the report will most likely inflate and add to the the learning of the company about the evolution of the multivitamin and multi mineral market of Bangladesh and finding out the scopes that square can pursue.

Scope of the report

The report deals with a number of factors. Most prominent factor is to study and comprehend the evolution of the multivitamin and mineral market in Bangladesh. In the process of doing so, the report also attempts to give insight on the preparations, consumption pattern or prescribing pattern of multivitamins, availability of multi-vitamins and multi-minerals and the target market. The analysis on the market creates a fundamental base for finding a business scope for square pharmaceuticals. This would take in account the existing business practices of square pharmaceuticals and competition with the other competing pharmaceutical industry and products. The study indicates to the growth potentials of the multi vitamin and multi mineral market and how the market can be expanded to achieve a business scope.



Objectives

The objectives for preparing the report is as followed:

Broad/ General Objectives

- Study the multi-vitamin and multimineral market evaluation
- Identify existing customer group/ market
- Find out the target market for multivitamin and multimineral
- Analysis of competitors in the market and nature of competition square shares with the competitors

Specific objectives

- SWOT Analysis of the multi-vitamin and multi-mineral products of Square pharmaceuticals
- Find out a business scope
- Recommend the business scope or target market for square pharmaceuticals

Limitations

The preparation of the report has been but influenced to an extent by a number of factors and some of these factors have contributed in restricting or limiting the scopes and findings of the study and they are as followed:

- ✚ The first and foremost limitation of the report is the time limit. As the tenure of my internship was only 3 months which started from May 26th, 2015 and lasted till August 26th. I did not actually get a total time of three months as my supervisor for the report and topic was assigned after some time. The major limitation for the report, henceforth I would say that the limitation of time.
- ✚ A major part of the report is prepared from the secondary data which is extracted from different studies, researches, websites and archives on the topic of the evaluation on multi vitamin and multi mineral and identifying business scope for square to pursue. Number of research is very limited on the topic specially on Bangladesh's context.
- ✚ The third and the last limitation of the report I would say is working with the pharmaceutical data. The report contains and needed a brief amount of information pharmaceutical products and marketing which is very different from conventional marketing.



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Methodology

Research methodology is the orderly, hypothetical investigation of the systems connected to a field of study. It involves the hypothetical investigation of the collection of routines and standards connected with a branch of learning. Normally, it incorporates ideas, for example, hypothetical model, stages and quantitative and qualitative techniques. Research methodology is the portrayal of how the research procedure will be facilitated. It is a system which incorporates the contemplations that prompted the suitable approach being received, the path in which the respondents for the study or sample size were chosen, and how the information will be studied/ researched and comprehended or structured in the form of research paper (Flick, 2011). There are various distinctive research Designs as such as descriptive, explanatory, and the exploratory.

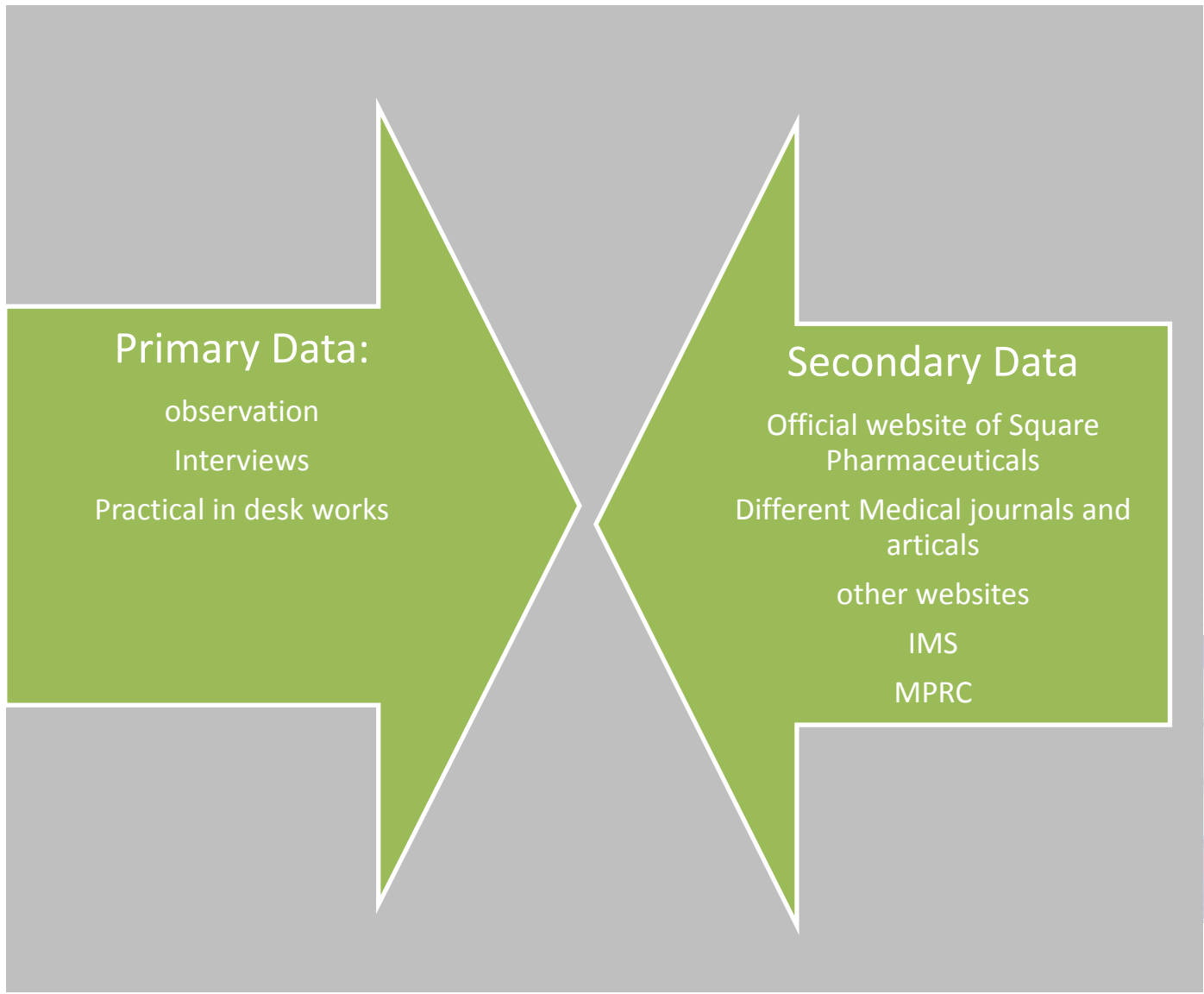
Research methodology identifies with mirroring the encounters of respondents. It is in this manner related nearly to ethnographic studies, however a quantitative structure is additionally a proper system; for instance, the demographic qualities of a populace subgroup can be accounted for (Bryman, 2012). An informative examination outline is centered around how to successfully clarify the qualities of a populace or a social wonder (Saunders et al., 2007). This may be seen as successful where utilizing a quantitative structure, where the impact of one variable on another can be set up (Kothari, 2004). The exploratory study is an investigation of an issue that happens before enough is known not an equation based examination venture. It is typically utilized as a part of request to educate further research in the branch of knowledge (Neuman, 2003).

There are two types of data used in preparing a report and they are:

- ✚ Primary Data
- ✚ Secondary Data

This report is prepared majorly using secondary sources of data as scope for the primary data is limited.

The data used for the report are as followed:



Primary Sources

Primary Data was gathered from my supervisor, group product manager working in SPL's Product Management Department for important helpful classes. This data accumulation was done through observation and interviews with my supervisor and different staffs.

Secondary Sources

The report fundamentally is prepared by analyzing information from secondary sources. There are two main secondary sources from which information are gathered. These are numerical information identified with the qualities, offer and development of distinctive particles and brands under every remedial class. Other auxiliary sources are additionally utilized for effective culmination of this report. The sources are,

IMS

Information Medical Services (IMS) is a Switzerland base overview organization that supplies the pharmaceutical business with deals information and counseling administrations. IMS gathers pharmaceutical deals and solution information from business sectors over the world. IMS likewise utilizes their own information to deliver syndicated reports, for example, business sector estimates. These foresee how a business sector in a particular nation or particular treatment region will change after some time. They give reports to each organization in every quarter. For this report information from June 2006 to June 2010 was gathered from IMS programming is utilized for examination.

MRPC

Market Research and Planning Cell (MRPC) is one key utilitarian office in SPL which performs business overview on the Bangladesh Pharmaceutical Market. These information of medicine insights were gathered from this division through my on location chief.

Literature Review

Preparing this report on the market of multi vitamin and multi minerals requires a thorough study of what multivitamin and multimineral are and what do they do. To understand how the market operates and its evolution, its important to learn about the products itself to make an idea about the consumers and their consumption patter. A multivitamin is actually a preparation proposed to be a dietary supplement with vitamins, dietary minerals, and other wholesome components. Such arrangements are accessible as tablets, containers, pastilles, powders, fluids, and injectable plans. Multivitamin supplements are normally given in mix dietary minerals. A multivitamin/mineral supplement is characterized in the as a supplement containing 3 or more vitamins and minerals that does exclude herbs, hormones, or medications, where every vitamin and mineral is incorporated at a measurements beneath the decent upper level, as controlled by the Food and Drug Board, and does not display a danger of unfavorable wellbeing effects. The terms multivitamin and multi mineral are frequently utilized conversely. There is no logical definition for either. In generally sound individuals, some logical proof demonstrates that multivitamin supplements don't anticipate growth, coronary illness, or different infirmities. Be that as it may, there may be particular gatherings of individuals who may profit by multivitamin supplements (for instance, individuals with poor sustenance or at high danger of macular degeneration).

Numerous multivitamins are detailed or named to separate buyer segments, for example, pre-birth, kids, full grown or 50+, men's, women's, diabetic, or anxiety. Buyer multivitamin recipes are accessible as tablets, cases, mass powder, or fluid. Most multivitamins are planned to be taken more than once every day, albeit a few definitions are intended for utilization 3-7 or more times each day.

Compositional variety amongst brands and lines permits significant shopper decisions. Current multivitamin items generally arrange into RDA (Recommended Dietary Allowance) driven multivitamins with or without iron, RDA driven multivitamin/multimineral equations with or without iron, higher strength recipes with for the most part above RDA segments with or without iron, and more particular recipes by condition, for example, for diabetics or by less basic segments, for example, broadened cell reinforcements, home grown concentrates, or premium vitamin and mineral structures. By and by, "high strength" ordinarily implies considerably expanded vitamins C and B, with some other upgraded vitamin and mineral levels, however a few minerals may in any case be a great deal not exactly DV.

A few segments are normally much lower than RDA sums, regularly for expense reasons. For instance, biotin, ordinarily the most lavish vitamin part, at over \$4000 per dynamic pound, is commonly included at just 5%-30% of RDA in numerous one for every day plans. Biotin is obliged to be available at 100% of the estimation of the B-vitamins for them to be consumed by the body. Any B-vitamins that can't be assimilated because of an absence of biotin are wiped out by the body. Similarly, boron and magnesium are viewed as key for the bioavailability and ingestion of Vitamin D and calcium. Infrequently low substance piece is for populace subgroups, where the RDA would be improper. Iron is required in bigger sums by bleeding ladies, however some rate of HFE variation quality bearing guys are at danger for hemochromatosis. Typical dietary admissions additionally change by populace, showing distinctive levels of supplementation.

Essential business multivitamin supplement items regularly contain the accompanying fixings: vitamin C, B1, B2, B3, B6, folic corrosive (B9), B12, B5 (pantothenate), H (biotin), An, E, D3, K1, potassium iodide, cupric (sulfate anhydrous, picolinate, sulfate monohydrate, trioxide), selenomethionine, borate(s), zinc, calcium, magnesium, chromium, manganese, molybdenum, betacarotene, and iron. Different equations may incorporate extra fixings, for example, different carotenes (e.g. lutein, lycopene), higher than RDA measures of B, C or E vitamins including gamma-tocopherol, "close" B vitamins (inositol, choline, PABA), trimethylglycine (anhydrous betaine), betaine hydrochloride, vitamin K2 as menaquinone-7, lecithin, citrus bioflavonoids or supplement frames differently portrayed as all the more effortlessly consumed. For specific individuals, especially the elderly, supplementing the eating regimen with extra vitamins and minerals can have wellbeing effects, however the dominant part won't benefit. People with dietary awkward nature may incorporate those on prohibitive eating methodologies and the individuals who can't or won't eat a nutritious eating routine. Pregnant ladies and elderly grown-ups have distinctive nourishing needs than different grown-ups, and a multivitamin may be demonstrated by a doctor. By and large, therapeutic counsel is to stay away from multivitamins, especially those containing vitamin A, amid pregnancy unless they are suggested by a human services proficient. Be that as it may, the NHS suggests 10µg of Vitamin D for each day all through the pregnancy and whilst bosom encouraging, and additionally 400µg of folic corrosive amid the first trimester (initial 12 weeks of pregnancy). Some people may need to take iron, vitamin C, or calcium supplements amid pregnancy, however just on the counsel of a specialist.

The measures of every vitamin sort in multivitamin plans are for the most part adjusted to associate with what is accepted to result in ideal wellbeing impacts in huge populace bunches.

The medical advantage of vitamins by and large takes after a biphasic measurement reaction mix, taking the state of a chime bend, with the region in the center being the sheltered admission reach and the edges speaking to lack and danger. For instance, the Food and Drug Administration suggests that grown-ups on a 2,000 calorie eating regimen get somewhere around 60 and 90 milligrams of vitamin C every day. This is the center of the ringer bend. As far as possible is 2,000 milligrams for every day for grown-ups, which is considered conceivably risky.

Be that as it may, these standard sums may not correspond what is ideal in specific subpopulations, for example, in youngsters, pregnant ladies and individuals with certain restorative conditions and solution. Specifically, pregnant ladies ought to by and large counsel their specialists before taking any multivitamins: for instance, either an abundance or inadequacy of vitamin A can bring about conception deformities. Long haul utilization of beta-carotene, vitamin An, and vitamin E supplements may abbreviate life, with the extra hazard being especially extensive in smokers. Numerous normal brand supplements in the United States contain levels over the DRI/RDA sums for a few vitamins or minerals. Serious vitamin and mineral inadequacies oblige restorative treatment and can be exceptionally hard to treat with regular over-the-counter multivitamins. In such circumstances, uncommon vitamin or mineral structures with much higher potencies are accessible, either as individual parts or as particular plans.

Multivitamins in expansive amounts may represent a danger of an intense overdose because of the poisonous quality of a few parts, mainly press. Nonetheless, rather than iron tablets, which can be deadly to youngsters, harmfulness from overdoses of multivitamins are exceptionally rare. There seems, by all accounts, to be little hazard to supplement clients of encountering intense reactions because of unnecessary admissions of micronutrients. There likewise are strict cutoff points on the retinol content for vitamin An amid pregnancies that are particularly tended to by pre-birth equations.

As noted in dietary rules from Harvard School of Public Health in 2008, multivitamins ought not supplant good dieting, or compensate for unhealthy diet or food habit.

Minerals bolster bone wellbeing, initiate catalysts and produce energy. Minerals are needed for several vital real structures and capacities. Yet notwithstanding when the eating regimen is rich in minerals, numerous individuals may not legitimately ingest or acclimatize minerals. This can be particularly valid for the elderly.

Calcium and magnesium are minerals understood for bone wellbeing, yet numerous different minerals are known not a built up part in human sustenance. Chromium, for instance, is a follow mineral that helps

the body use insulin. Selenium is a vital piece of cancer prevention agent compounds that ensure cells against the impact of free radicals.

A decent multi-vitamin or multi-mineral supplement is the most ideal approach to guarantee you're getting every one of the minerals you require in an absorbable structure. Most multi-vitamins and bone recipes additionally contain all the important wholesome co-elements required for the body to ingest and use minerals.

Multi Mineral Tablets contain Minerals, which are inorganic substances needed by the body for a mixture of capacities, and assume a urgent part in human nourishment. Going about as impetuses, minerals are vital for keeping up solid bones, teeth, sound nerve cells, and sound blood frameworks. They likewise shape key constituents of body liquids, tissues and catalyst frameworks.

Use and advantages of multi vitamin:

- ✚ Aides keep up solid bones and teeth
- ✚ Keeps up solid nerve cell capacity
- ✚ Keeps up a solid circulatory framework and look after pulse
- ✚ May enhance absorption and keeps body dynamic at unsurpassed.
- ✚ May help control the section of supplements all through cell films
- ✚ May ease side effects of sleep deprivation

Use and advantages Multi Minerals tablets:

- ✚ The individuals who are searching for an inside and out mineral blend with included vitamins
- ✚ The individuals who need extra backing now and again of anxiety or poor dietary patterns
- ✚ Individuals who wish to defend their supplement consumption at every phase of their lifecycle
- ✚ Individuals with occupied and dynamic way of life
- ✚ Multi Minerals Tablets can be set aside whenever to enhance wellbeing and great wellbeing.

Extensive clinical trials have found that taking vitamins and mineral supplements, including multivitamins, doesn't bring down the danger of ailment contrasted and not taking a multivitamin. Most as of late, scientists from the Women's Health Initiative, who followed more than 161,000 ladies, presumed that ladies who took the pills had no lower danger of tumor, cardiovascular illness, or passing from any reason over an eight-year period than the individuals who didn't. In the Dietary Guidelines for Americans report discharged in June 2010, the Department of Agriculture says that day by day multivitamin/multimineral supplements don't offer "medical advantages to sound Americans" and urges

utilization of an adjusted eating routine additionally, when required, supplements of supplements like calcium, vitamin D, and B12.

In addition, individuals who take vitamins appear to be the same ones who eat a fortifying eating routine in any case—and accordingly have the minimum requirement for additional supplements. In our study, the little subset of respondents (around one-6th) who ate five or all the more every day servings of foods grown from the ground had higher rates of multivitamin utilization than less fortifying eaters. That echoes discoveries from extensive scale observational studies that found that vitamin clients have a tendency to be the same individuals who eat well, work out, and take after other wellbeing advancing practices.

The inclination of wellbeing cognizant individuals to take vitamins has given promoting grain to vitamin makers, says Irwin Rosenberg, M.D., senior researcher and chief of the Nutrition and Neurocognition Laboratory at the Jean Mayer USDA Human Nutrition Research Center on Aging at Tufts University. "The organizations can say that individuals who take multivitamins are healthier, yet that is a deception of the science," Rosenberg says. "The facts may confirm that they're healthier, however the causal relationship between the multivitamins and the better wellbeing is flawed and improbable."

A couple of studies propose that multivitamins may even build the danger of certain wellbeing issues. Most as of late, an exceptionally pitched Swedish study that followed somewhere in the range of 35,000 ladies more than 10 years found that the individuals who took multivitamins were somewhat more prone to be determined to have bosom growth than the individuals who didn't take the supplements. That doesn't mean the multivitamins expanded the ladies' danger of growth; it might be that the ladies who took them were less sound in different ways that improved their probability of creating disease. In any case, it does add to the motivations to, when conceivable, get your supplements from nourishments—a large number of which contain their own powerful disease defensive properties—and to get any supplements you may require a greater amount of, similar to calcium and vitamin D, from supplements as opposed to from a multivitamin or multimineral supplement.

Chapter 1

Organizational Overview

SQUARE Pharmaceuticals Limited (SPL) is the main marked nonexclusive pharmaceutical producer in the nation delivering quality fundamental and other moral medications and drugs. Since its commencement SPL has committed every one of its endeavors to guarantee quality meds to the individuals for better wellbeing and moderate cost and since 1985, SPL is the top organization among the national and multinational pharmaceutical organizations working in the business. Square expanded its operation in mass pharmaceuticals, toiletries and beautifying agents, wellbeing and cleanliness care, materials and so forth to say a couple. Every one of the endeavors of Square have figured out how to gain notoriety and prominence among the individuals.

1.1 Company Profile

From the origin in 1958, Square Pharmaceuticals has today prospered into one of the top line aggregates in Bangladesh. Square Pharmaceuticals Ltd., the leader organization, is holding the solid authority position in the pharmaceutical business of Bangladesh since 1985 and is currently on its approach to turning into an elite worldwide player. SQUARE Pharmaceuticals Limited is the biggest pharmaceutical organization in Bangladesh and it has been consistently in the first position among all national and multinational organizations since 1985. It was set up in 1958 and changed over into an open restricted organization in 1991. The business turnover of SPL was more than Taka 11.46 Billion (US\$ 163.71 million) with around 16.43% piece of the overall industry (April 2009– March 2010) having a development rate of around 16.72%.SQUARE Pharmaceuticals Limited has amplified its scope of administrations towards the expressway of worldwide business sector. It spearheaded fares of prescriptions from Bangladesh in 1987 and has been sending out anti-infection agents and other pharmaceutical items. This expansion in business and administrations has showed the believability of Square Pharmaceuticals Limited

1.2 Corporate History

SPL is the key individual from Square Group made its modest presentation in 1958. At first it was an association firm and set up by present administrator Mr. Samson H. Chowdhury and his three different

companions in a place of a little town "Ataikula" close Pabna. It began with 12 individuals and Tk. 55,000 in capital in floor space of 3000 sft.

SPL first exclusive prescription "Estons syrup" was propelled in 1959. The initially packed tablet was presented in 1962 under the nonexclusive name "Santonin". In the following year, the presentation of "Pethidine" infusion quickened the development of the firm. With a fast extension of business turnover ascending to close BDT 1 million and the quantity of representatives turn into 50. In this year, the firm was changed over into a private constrained organization with an approved capital of Tk. 500,000 and paid up capital of Tk.400, 000.

In 1982, the turnover of SPL came to Tk. 240 millions and the quantity of representatives went to almost 400. In 1985, SPL accomplished the business initiative in pharmaceuticals market in the nation as far as deals. By the year 1988, the quantity of representative came to 750 and yearly turnover goes to Tk. 550 millions. SPL embraced important strides in executing offices to fabricate an extensive variety of vital medications inside of the ward of WHO proposal.

SPL has entered in the worldwide business sector in 1987. SPL sends out its items to UK. (87), Singapore (87), Sri Lanka (97), Cambodia (97), and Russia (97). At present SPL has a branch office at Russia and is sending out its item to 27 nations.

By the year 1988, the quantity of worker came to 750 and yearly turnover goes to Tk. 550 millions. In this condition, SPL chose to build its product offering. From 1990, Square Chemical division for delivering pharmaceuticals crude materials worth a venture of tk. 130 million and at present it is creating 7 pharmaceuticals mass crude materials.

In the 1998, the organization was granted with the ISO 9001 endorsement for executing Quality Management System (QMS) in the majority of its operation. Around the same time, Agro Vet division of SPL presented its item in the business sector. In the year 2002, SPL begins assembling Dry Powder Inhalers (DPI) as a pioneer pharmaceuticals organization in Bangladesh. In the year of 2007, SPL was granted UK-MHRA testament which makes solid the position of SPL. It likewise demonstrates that the

nature of item is global standard. Taking after table shows initially the Chronological adventure through time of Square Pharmaceutical Company Since its commencement.

1.3 Mission

Square pharmaceuticals has a mission which is to create and give quality & imaginative medicinal services alleviation for individuals, keep up stringently moral standard in business operation and guaranteeing advantage to the shareholders, partners and the general public on the loose.

1.4 Vision

Square Pharmaceuticals sees the business as an intends to the material and social wellbeing of the speculators, workers and the general public everywhere, prompting gradual addition of riches through money related and good picks up as a piece of the procedure of the human progress.

1.5 Objective

- ❖ Square pharmaceuticals has goals to direct straightforward business operation taking into account market instrument inside of the lawful & social system with means to accomplish the mission reflected by its vision. SQUARE is resolved to embrace suitable survey, assessment and execution estimation of procedures, business exercises and Quality Management System for persistent change to guarantee most astounding standard, consumer loyalty, creating HR and organization's development.

1.6 Square Pharmaceutical's Quality Policy

Square Pharmaceutical's Quality Policy

Guarantee strict consistence with WHO cGMP measures and nearby administrative standards in each period of sourcing & securing quality materials, fabricating, quality affirmation and conveyance of pharmaceuticals

Guarantee all exercises through reported Quality Management System (QMS) agreeing International Standard necessities of ISO 9001 through constantly creating Human Resources by consistent preparing and cooperation

SQUARE is resolved to embrace suitable survey, assessment and execution estimation of procedures, business exercises and Quality Management System for persistent change to guarantee most astounding standard, consumer loyalty, creating HR and organization's development.

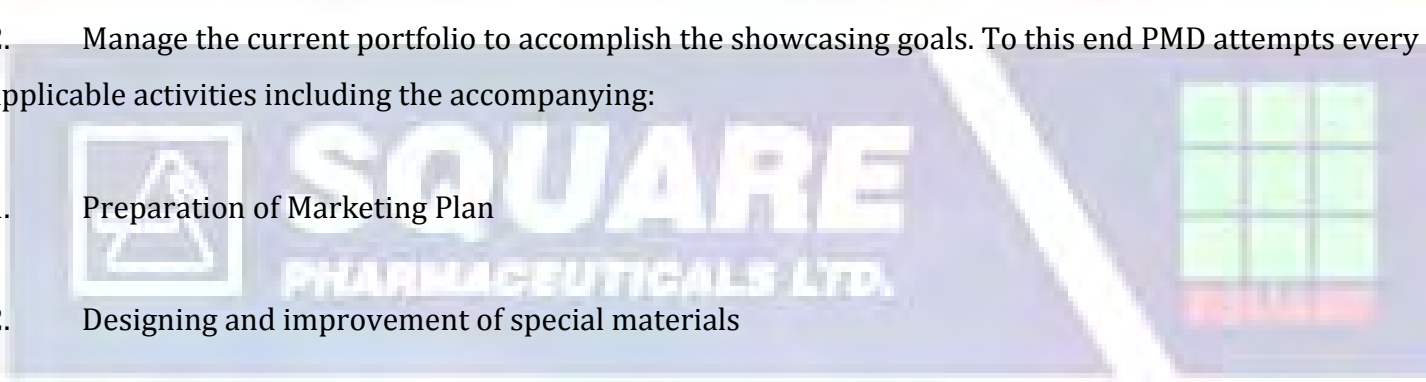
1.7 Main Functional Departments of Square Pharmaceuticals

At present, SPL had 20 (twenty) departments for its operation. Among the twenty departments, five are considered as key fundamental departments

1.7.1 Product Management Department (PMD)

PMD is the center and concentrated department for dealing with the aggregate marketing exertion for the organization. Fundamentally PMD performs the all arranging, execution of arrangements as a major aspect of showcasing administration capacities. The two key elements of PMD are as per the following:

1. Introduction of new item into the business sector
2. Manage the current portfolio to accomplish the showcasing goals. To this end PMD attempts every applicable activities including the accompanying:

- 
- The image shows the logo for Square Pharmaceuticals Ltd. The logo consists of a square containing a stylized 'S' and 'Q' intertwined. To the right of the logo, the word 'SQUARE' is written in large, bold, white capital letters, with 'PHARMACEUTICALS LTD.' in smaller white capital letters below it. The background of the image is a blurred photograph of a building with a grid of windows.
1. Preparation of Marketing Plan
 2. Designing and improvement of special materials
 3. Promotional correspondence to doctors and scientific experts
 4. Training of field powers
 5. Analyzing execution of diverse items
 6. Evaluation of new business proposition
 7. Feasibility investigation of new items
 8. Management of administrative undertakings with Drugs Administration

9. Monitoring of creation and crude material status of items
10. Preparation of printed limited time material (writing/cushion/handout/show card and so on.)
11. Replying to questions from the specialist and in addition the field-strengths concerning the brands
12. Giving item preparing to students MPO"s
13. Traveling to the processing plant for important coordination work concerning the brands
14. All significant coordination meets expectations with supplier/production line and acquirement office concerning hardware and crude materials that will be utilized to make the concerned brands
15. Undertake every single significant activitie for new item propelling

1.7.2 Sales Department

The fundamental elements of sales department are described beneath:


1. Pay standard visit to the specialists, demonstrate the advantages of new existing items with the assistance of limited time devices
2. Monitor the competitor"s exercises
3. Handles introductory item inquiries from specialists and item gripe from the business sector
4. Receive business request from the retailers/medication stores
5. Coordination among diverse markets
6. Market reworking

7. Handling distinct issues of field powers

1.7.3 Distribution Department

1. Ensure smooth circulation of items to everywhere throughout the nation
2. Collection of installments from the clients
3. Performs capacities as the agent of SPL at the station level
4. Maintenance of vehicles and warehouses

1.7.4 Market Planning and Research Cell

- 
1. Performing business sector overview on the Bangladesh Pharmaceutical Market
 2. Regular solution offer examination and report era for SPL piece of the pie investigation
 3. Performing distinctive statistical surveying take a shot at diverse issues
 4. Provide a wide range of backing to Field Colleagues in powerful arranging in the business sector level

1.7.5 Medical Services Department (MSD)

The fundamental elements of MSD are as per the following:

1. Arranging clinical meeting with the doctors on diverse items

Evolution of Multivitamin and Multimineral Market in Bangladesh and Finding business scope for Square

2. Provide responses to diverse questions of the doctors through mail or phone
3. Arranging training projects for the provincial medicinal specialists
4. Publishing of medicinal diaries
5. Arranging of extraordinary limited time crusade of distinctive i



Chapter 2

Evaluation of Multi-vitamin and Multi mineral market of Bangladesh

A greater number of individuals are lacking in minerals than vitamins, so they are normally a more critical supplement. Multivitamins ordinarily incorporate the follow and minor minerals where the obliged sum is little, for example, the minor mineral zinc in which the RDA is 15mg (milligrams) or the follow mineral selenium in which the RDA is 200mcg (micrograms) or one-fifth of one milligram. Contrast this with the RDA of calcium, which is 1000mg or 1g or that of magnesium which is 400mg (some say 500mg). This is not to say that a zinc or selenium lack is any less genuine an issue than that of calcium or magnesium. It can likewise be destructive to one's wellbeing. See the guardian Mineral segment for more data, particularly on the significance of magnesium.

The accompanying two passages from the Electroherbalism Multivitamin regimen merit rehashing here: For a man searching for only a solitary item to use to advance wellbeing, a plain maybe a couple for every day multivitamin is not the first decision. More vital for a great many people is utilizing a mineral, not vitamin, supplement. Magnesium is the most vital supplement in which the vast majority are lacking, next is calcium, and most multivitamins just contain a little measure of these "real minerals." Some multivitamins do contain critical measures of magnesium and/or calcium, as far as possible up to 100% RDA or more, and these are regularly the 6 or more cases for every day serving size. As a rule, decent multivitamins that incorporate significant minerals incorporate more magnesium than calcium since it is quite a lot more hard to get 100% RDA of magnesium (400mg) in the eating routine.

Numerous individuals want to take significant minerals independently. Multivitamins are invigorating. Multiminerals are unwinding and because of the magnesium substance, empower disposal. Hence it might be desirable over utilize a multivitamin that has however little measures of calcium and magnesium amid the day, and a multimineral around evening time before bed. Alternately somebody may need to give every one of the vitamins and minerals in a solitary supplement, regardless of the fact that it means utilizing numerous containers every day. There are a mixed bag of ones talked about in this article the distance from the NSI Synergy Once Per Day to the 14 container for each day Life Extension Mix tops. Phosphorous, sulfur, sodium, and potassium are likewise real minerals like calcium and magnesium, yet are not supplemented as frequently since they are so normal in nourishment. On the other hand, some of the time supplementing some of these can be useful if there are insufficiencies or other exceptional

purposes, and there are various potassium supplements accessible and in addition sulfur (for the most part sold as methyl sulfonyl methane otherwise called MSM).

Chelated minerals are more absorbable than a large number of the normal sorts. For instance, calcium carbonate, unless brought with adequate corrosive (or protein and fat, which causes the liver and stomach to create corrosive) is consumed at maybe 10% proficiency. Chelates are consumed at up to 40%. Chelate structures incorporate citrate, MCHA, amino corrosive chelate, aspartate, ascorbate, and so on. Along these lines, a supplement which contains 1000mg calcium as carbonate may be as helpful to the body as one which contains 250mg calcium as citrate. Minerals are likewise best assimilated during the evening, when the liver is most dynamic (its top action is commonly around 2 o'clock AM.)

Carbonate and bicarbonate types of minerals can be put to great utilization diminishing overabundance corrosive in the digestive tract, killing corrosive supplements like ascorbic corrosive structure vitamin C, and may be more helpful for purposes like mineralizing teeth and bones when the framework is corrosive. It may even rely on upon one's blood classification. Blood classification O's seem to create considerably more digestive corrosive than blood classification A's. On the off chance that somebody experiences interminable indigestion or GERD, it is verging on guaranteed that that individual is a blood classification O. For this situation, base or unbiased types of minerals like carbonates and oxides may be wanted to citrates and ascorbates. Amino corrosive chelates and MCHA (microcrystalline hydroxyapatite) structures are "impartial." MCHA types of minerals are certain to phosphorus and are very much assimilated and thought to be one of the better sorts to reconstruct bone, which contains a lot of phosphorus. To the extent alkalizing the blood, it is the best assimilated minerals which are the most effective.

Calcium, magnesium, and different minerals, even chelates, are best ingested when there is adequate corrosive in the stomach. This can be guaranteed in various ways. A decent path is to devour a little measure of crude walnuts or almonds with them, which gives fat and protein and reasons the liver to create bile which helps assimilation. Some mineral supplements incorporate corrosive segments like betaine HCL which enhances retention. This is a bit much when taking chelates, but rather will even now offer assistance.

The most exceedingly awful approach to supplement minerals is by taking a calcium carbonate stomach settling agent (that may contain aluminum) however no magnesium to adjust the calcium and with no corrosive to help in ingestion. Diminishing stomach corrosive a lot for a really long time can bring about

issues, particularly in the elderly who commonly as of now have diminished stomach corrosive creation. Taking after the run of the mill MD or American Dietetic Association-qualified nutritionist's proposal to utilize a base type of calcium like carbonate without magnesium can bring about malabsorption of minerals, amino acids, EFAs, and a few vitamins, so can make numerous issues, including joint inflammation and osteoporosis, more awful. It might likewise bring about calcium stores in the corridors, kidney stones, and a large group of different illnesses brought on by mineral stores. It can likewise bring about protein and fundamental unsaturated fat insufficiencies, notwithstanding when generally adequate sums are devoured, since there is insufficient corrosive to process them. This is the reason it is essential to altogether research these matters oneself or counsel somebody educated in matters of nourishment and supplements.

Magnesium is a key mineral required by each cell of the body and aides keep up typical cardiovascular, muscle, nerve, bone, and cell capacity, and even advances quieting and sound rest examples. Most grown-ups take in insufficient levels of this mineral. Scientists now trust that magnesium lack may add to different ailments, including cardiovascular conditions, pre-eclampsia, and asthma. Other basic side effects incorporate back and neck torment, muscle fits, tension, frenzy issue, Raynaud's spastic vessels, arrhythmia, weariness, eye jerks, vertigo, and headaches to give some examples.

Magnesium has influence in more than 300 enzymatic responses, including vitality creation and transport, the actuation of B vitamins, fitting nerve capacity and the development and upkeep of protein, unsaturated fats and bone.

In the 1999–2000 National Health and Nutrition Examination Survey, 52% of grown-ups in the United States reported taking no less than one dietary supplement in the most recent month and 35% reported standard utilization of multivitamin-multimineral supplements. Ladies versus men, more seasoned grown-ups versus more youthful grown-ups, non-Hispanic whites versus non-Hispanic blacks, and those with advanced education levels versus lower training levels (among different classes) were more prone to take multivitamins. People who use dietary supplements (counting multivitamins) for the most part report higher dietary supplement admissions and healthier weight control plans. Furthermore, grown-ups with a background marked by prostate and bosom tumors were more prone to utilize dietary and multivitamin supplements.

Multi-vitamin and multi-mineral market in Bangladesh

Brand Name: ACTIVIT GOLD

Preparation / Formulation:

High intensity multivitamin & multimineral definition embodying 32 parts from vitamin A to Zinc including the complete anti-oxidant

Dosage/ form: Tablet

Manufacturer: Delta Pharma Limited

Market Price:

📦 15s pack: 89.99 MRP

📦 30s pack: 180.00 MRP

Brand Name: ALLION

Preparation / Formulation:

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage/ form: Tablet

Manufacturers: Beacon Pharmaceuticals Ltd.

Market Price:

30s pack: 180.00 MRP

Brand Name : ALTRUM GOLD 30

Preparation / Formulation:

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage/ Form: Tablet

Manufacturers: Ziska Pharmaceuticals Ltd.

Market Price:

15s pack: 90.00 MRP; 30s pack: 180.00 MRP

Brand Name ARISTO GOLD

Preparation / Formulation

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage/ Formula: Tablet

Manufacturers: Aristopharma Ltd.

Market Price:

🚪 15s pack: 90.00 MRP

🚪 30s pack: 180.00 MRP

Brand Name: ASITRUM GOLD

Preparation / Formulation

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage/ Form: Tablet

Manufacturers: Asiatic Laboratories Ltd.

Market Price:

🚪 15s pack: 90.00 MRP

🚪 30s pack: 180.00 MRP

Brand Name: AZOVIT GOLD

Preparation / Formulation

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage/ Form: Tablet

Manufacturers: NOVO Healthcare and Pharma Ltd.

Market Price:

🚪 15s pack: 90.00 MRP

🚪 30s pack: 180.00 MRP

Brand Name: AZTRUM GOLD

Preparation / Formulation:

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage/ Form: Tablet

Manufacturers: Apex Pharmaceuticals Ltd.

Market Price:

🚪 15s pack: 75.00 MRP

🚪 30s pack: 150.00 MRP

Brand Name: BEXTRAM GOLD

Preparation / Formulation

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage/ Form: Tablet

Manufacturers: Beximco Pharmaceuticals Ltd

Market Price:

🚪 15s pack: 90.00 IP

🚪 30s pack: 180.00 IP

Brand Name: BIOVIT GOLD

Preparation / Formulation

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage/ Form: Tablet

Manufacturers: Bio Pharma Laboratories Ltd.

Market Price:

🚪 15s pack: 90.00 MRP

🚪 30s pack: 180.00 MRP

Brand Name: DIVERSA GOLD

Preparation / Formulation

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage/ Form: Tablet

Manufacturers: Rangs Pharmaceuticals Ltd.

Market Price:

✚ 15s pack: 90.00 MRP

✚ 30s pack: 180.00 MRP

Brand Name: FILWEL GOLD

Preparation / Formulation

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage Form: Tablet

Manufacturers: Square Pharmaceuticals Ltd.

Market Price:

✚ 15s pack: 90.00 MRP

✚ 30s pack: 180.00 MRP

Brand Name: GOLDAGE

Preparation / Formulation

High potency multivitamin & multimineral formulation comprising of 32 components from vitamin A to Zinc including the complete anti-oxidant group

Dosage/ Form: Tablet

Manufacturers: Orion Pharma Ltd.

Market Price:

✚ 15s pack: 90.00 MRP

✚ 30s pack: 180.00 MRP

Brand Name: GOLDPAC

Preparation / Formulation

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage/ Form: Tablet

Manufacturers: Pacific Pharmaceuticals Ltd.

Market Price:

🏠 15s pack: 90.00 MRP

🏠 30s pack: 180.00 MRP

Brand Name: KVIT GOLD

Preparation / Formulation:

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage/ Form: Tablet

Manufacturers:Chemico Laboratories Ltd.

Market Price:

🏠 15s pack: 90.00. MRP

🏠 30s pack: 180.00 MRP

Brand Name: LIFE GOLD

Preparation / Formulation

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage/ Form: Tablet

Manufacturers: Alco Pharma Ltd.

Market Price:

🏠 15s pack: 87.00 MRP;

🏠 30s pack: 174.00 MRP

Brand Name LOLLY GOLD

Preparation / Formulation

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage/ Form: Tablet

Manufacturers:Pharmadesh Lab Ltd.

Market Price:

🏠 30s pack: 180.00 MRP

Brand Name: MULTI GOLD

Preparation / Formulation

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage/ Form: Tablet

Manufacturers: Silva Pharmaceuticals Ltd.

Market Price:

30s pack: 180.00 MRP

Brand Name: MYSTRUM GOLD

Preparation / Formulation

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage/ Form: Tablet

Manufacturers: Mystic Pharmaceuticals Ltd.

Market Price:

30s pack: 144.90 MRP

Brand Name: NUTRUM GOLD

Preparation / Formulation

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage/ Form: Tablet

Manufacturers: Acme Laboratories Ltd.

Market Price:

🏠 15s pack: 90.00 IP

🏠 30s pack: 180.00 IP

Brand Name: POWER GOLD

Preparation / Formulation

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Brand Name: PROVITEN A-Z

Preparation / Formulation High potency multivitamin & multimineral formulation comprising of 32 components from vitamin A to Zinc including the complete anti-oxidant group

Dosage/ Form: Tablet

Manufacturers: Incepta Pharmaceuticals Ltd.

Market Price:

🇬🇧 15s pack: 90.00 MRP

🇬🇧 30s pack: 180.00 MRP

Brand Name: REVAM Gold

Preparation / Formulation

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage/ Form: Tablet

Manufacturers: Navana Pharmaceuticals Ltd.

Market Price:

🇬🇧 15s pack: 85.00 MRP

🇬🇧 30s pack: 170.00 MRP

Brand Name REVITAL 32

Preparation / Formulation

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage: Tablet

Manufacturer: ACI Ltd.

Market Price:

🚪 15s pack: 90.00 IP

🚪 30s pack: 180.00 IP

Brand Name SANTOGEN A-Z

Preparation / Formulation

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage: Tablet

Manufacturer: Health Care Pharmaceuticals Ltd.

Manufacturer:

🚪 30s pack: 195.00 MRP

Brand Name SINAGOLD

Preparation / Formulation

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage: Tablet

Manufacturer: IbnSina Pharmaceutical Ind. Ltd.

Market Price:

🚪 30s pack: 180.00 MRP

Brand Name: SUPER GOLD

Preparation / Formulation

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage: Tablet

Manufacturer: General Pharmaceuticals Ltd.

Market Price:

🚪 15s pack: 90.00 MRP

🚪 30s pack: 180.00 MRP

Brand Name: SUPRAVIT-G

Preparation / Formulation

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage: Soft capsule

Manufacturer: Drug International Ltd.

Market Price:

50s pack: 300.00 MRP

Brand Name VIDALIN GOLD

Preparation / Formulation

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage: Tablet

Manufacturer: Popular Pharmaceuticals Ltd.

Market Price:

✚ 15s pack: 90.00 IP

✚ 30s pack: 180.00 IP

Brand Name VITALEX GOLD

Preparation / Formulation

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage: Tablet

Manufacturer: Supreme Pharmaceutical

Market Price:

✚ 15s pack: 90.00 MRP

✚ 30s pack: 180.00 MRP

Brand Name VITAMINZ

Preparation / Formulation

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage: Tablet

Manufacturer: Jayson Pharmaceuticals Ltd.

Market Price:

✚ 30s pack: 180.00 IP

✚ 100s pack: 600.00 IP

Brand Name VITAN GOLD

Preparation / Formulation

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage: Tablet

Manufacturer: Amico Laboratories Limited

Market Price:

30s pack: 150.00 MRP

Brand Name VITEX GOLD

Preparation / Formulation

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage: Tablet

Manufacturer: Ambee Pharmaceuticals Ltd.

Market Price:

✚ 15s pack: 82.50 MRP

✚ 30s pack: 165.00 MRP

Brand Name VITRUM GOLD

Preparation / Formulation

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage: Tablet

Manufacturer: Eskayef Bangladesh Ltd.

Market Price:

✚ 15s pack: 90.00 MRP

✚ 30s pack: 180.00 MRP

Brand Name XTRUM GOLD

Preparation / Formulation

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Dosage: Tablet

Manufactures : Globe Pharmaceuticals Ltd.

Market Price:

✚ 15s pack: 90.00 MRP

✚ 30s pack: 175.00 MRP

Brand Name ZOVIA GOLD

Preparation / Formulation

High strength multivitamin & multimineral formulation embodying 32 parts from vitamin A to Zinc including the comprehensive anti-oxidant group

Chapter 3

Identifying business scope for square

Identifying the business scope for square pharmaceuticals in the domestic market basically means understanding the target market and how and why it operates. A vital part of finding business scope for square is to comprehend who are the people are taking multivitamins and multiminerals and why they are taking the multivitamins and multiminerals. Comprehending the reasoning of buyer's decision making process paves way for developing a new business scope for square to pursue. Now- a- Days, Looking for a multivitamin has gone too far from being befuddling to getting to be psyche twisting.

Multivitamins are for the most part detailed to give 100 percent of the prescribed day by day admissions of the fundamental vitamins and minerals, and little rates of different supplements. There are a few individuals for whom a day by day multi is obviously essential:

Pregnant Women

Ladies who are pregnant or have newborns to do breast feeding, or attempting to consider pregnancy. Some pregnant ladies don't get the prescribed 400 micrograms of folic acid a day that aides avoid neural-tube deformities in babies. Furthermore, ladies who are either pregnant or do breast feeding need more elevated amounts of different supplements, including calcium and iron. They ought to take an extraordinarily defined pre-birth multivitamin.

Restricted Diet

Individuals on restricted diet refers to individuals consuming less than 1,200 calories for each day or who are removing whole nutrition classes, (for example, sugars) may require supplementation. So do individuals who take certain weight reduction medications, including the over-the-counter pill, that restrain the assimilation of fat-solvent vitamins.

Special supplement needs

Individuals with a condition that requires supplements or disorders those incorporate disease, diabetes, and numerous gastrointestinal issues, for example, colitis and pancreatitis that hinder absorption or

assimilation. Be that as it may, such individuals may require more absorbable structures and higher measurements of specific supplements than a multivitamin gives.

Body's need of multivitamins and multiminerals:

What's more, the body's capacity to ingest two vital supplements—vitamin D (from daylight) and vitamin B12 (from nourishment)— reduces with age. So individuals more seasoned than 50 regularly should make certain they get 600 to 1,000 International Units of D and no less than 2.4 micrograms of B12. A multivitamin is one potential wellspring of those supplements, however a few individuals may at present need a different vitamin D supplement (frequently joined with calcium) to achieve the prescribed levels.

Past that, the advantage of an every day multivitamin for the normal individual is dinky, and getting murkier. Defenders of the pills say they give a kind of dietary protection arrangement, filling in the crevices for supplements that individuals can't or, more probable, essentially don't get enough of through their weight control plans. The issue is, there's for all intents and purposes no proof that demonstrates that doing as such really enhances wellbeing in populaces that don't have abnormal amounts of supplement inadequacies.

Elements influence purchasers choice for picking a multi-vitamin/multi mineral

On the off chance that regardless of why people choose to take a multivitamin, different tests and studies demonstrate that they can get a decent one for next to no cash. Utilize the Ratings, take note of the supplement dosages, and purchase by cost. Likewise, take after these rules:

People need to go for products that don't surpass around 3,000 IU of vitamin A (2,300 IU for ladies), or 60 percent of the DV, in a perfect world with no less than a third from beta-carotene, the more secure type of the vitamin. (Smokers shouldn't take beta-carotene in light of the fact that it may expand their danger of lung tumor.)

Considering a multivitamin outfitted to the consumer's age or sexual orientation. Men's and senior recipes ordinarily don't contain iron, which is great on the grounds that those gatherings for the most part needn't bother with additional iron, and it can prompt organ harm in individuals with hemochromatosis, a hereditary issue that causes over the top iron development. Senior equations might

likewise contain more vitamin D. Ladies' vitamins may have some additional calcium, however once in a while enough to address the day by day necessity without the issue for a different supplement.

Individuals are regularly surprised to discover that mineral and vitamin insufficiencies are a typical reason for the metabolic anomalies that can prompt ceaseless weight pick up and genuine sick wellbeing. Confirmation demonstrates that numerous individuals in created countries are lacking in one or more vitamin or mineral. A decent multivitamin and mineral recipe can give every one of the vitamins and a number of the minerals you have to keep up ideal wellbeing and right body weight. Obviously, a brilliant eating regimen containing supplement rich nourishments is likewise crucial, however on the days when diet quality endures, the supplement will go about as a protection strategy for good wellbeing.

Similarly as with most things, people get what they pay for with a multivitamin multimineral, thus it is essential to pick a quality supplement. There are numerous futile multivitamins available and maintaining a strategic distance from the low quality supplements is an important and judicious step. A decent quality multivitamin multimineral equation ought to contain sufficiently high levels of the greater part of the vitamins. These will by and large should be over the legislature suggested admissions, as these levels are truly set to address the counteractive action of genuine inadequacy infections, not ideal wellbeing. For instance, a few analysts now recognize that the administration prescribed levels for vitamin D are too low, and that they should be changed upwards. Different vitamins, for example, vitamin E and the B vitamins, have likewise indicated constructive outcomes against major perpetual ailments in studies, yet at much larger amounts than suggested by government.

Notwithstanding the vitamins, consumers also have to guarantee a decent scope of minerals at the right dosages. The macrominerals, for example, magnesium, calcium, sulfur, chloride, potassium and sodium are by and large required in gram sums every day (>100mg every day) and are best gotten from a solid eating routine or extra supplement. However of awesome significance are the follow minerals, zinc, copper, selenium chromium, molybdenum, iodine, and manganese. Broad horticulture and over cultivating has officially brought down the nature of our dirt and exhausted the follow minerals that discover their way into the plants we eat. With low levels of minerals in the plants, supplementation gets to be crucial for those wishing.

Top Pharmaceuticals in the domestic Market

In Bangladesh the pharmaceutical segment is a standout amongst the developed economic and tech segments which is contributing in the nation's economy. After the declaration of Drug Control Ordinance

- 1982, the improvement of this part was quickened. This area is giving 97% of the aggregate prescription necessity of the neighborhood market. Driving pharmaceutical organizations are extending their business with the expect to grow fare market.

Neighborhood pharmaceutical deals have developed to 21 percent in the April-June period, an ascent from 19 percent in the initial three months of this current year, as per a report of a worldwide pharmaceutical business sector knowledge organization. At present, the business size of the local pharmaceutical industry is worth BDT 70 Billion, said industry insiders. Pharmaceutical area of Bangladesh estimate to develop by 13%.

Two associations, one administration (Directorate of Drug Administration) and one semi-government (Pharmacy Council of Bangladesh), control drug store rehearse in Bangladesh. The Bangladesh Pharmaceutical Society is subsidiary with worldwide associations International Pharmaceutical Federation and Commonwealth Pharmaceutical Association.

Prime Minister SkeikhHasinaWajed encouraged the World Intellectual Property Organization (WIPO) for another 15 years" waiver of Bangladeshi pharmaceuticals from IPR confinements. The present exception is set to lapse in 2016. The Bangladeshi pharmaceutical industry has accomplished fast development under the IPR waiver, and concerns the expiry of this could have unfriendly consequences for the business.

There are 276 little, medium and expansive nearby and multinational pharmaceutical organizations working in Bangladesh. Of the organizations, the main ten organizations take up about 70 percent of the aggregate business, as indicated by an IMS study led in 2008.

Bangladesh is a to a great degree poor nation, and large portions of the populace can't bear to see wellbeing experts when they fall sick, accordingly been a long convention of self-prescription in the nation. The pharmaceutical dissemination system has a tendency to be all the more retail-orientated and the main part of dispersion is finished by the organizations themselves.

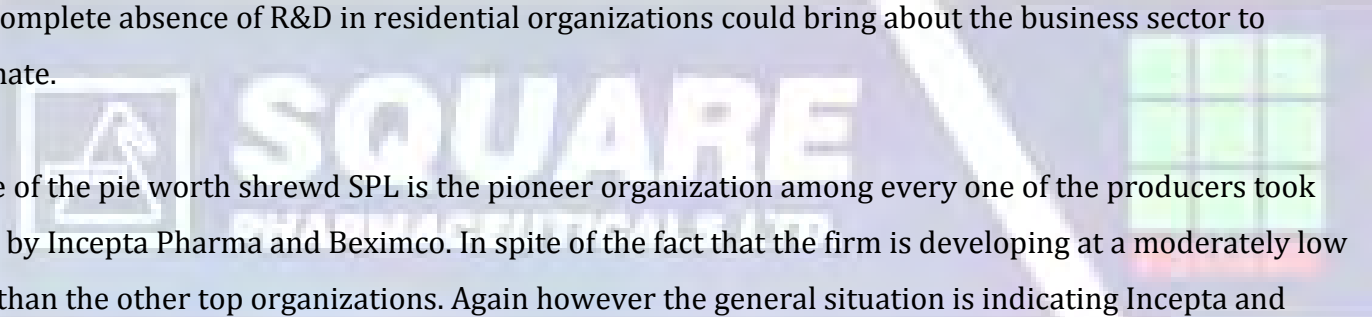
Meeting more than 97 for every penny of aggregate residential prerequisites, pharmaceutical items from Bangladesh have come to the universal business sector spreading more than 72 nations around the globe

Evolution of Multivitamin and Multimineral Market in Bangladesh and Finding business scope for Square

including Pakistan, Nepal, Sri Lanka, India, Thailand and China and are presently attempting to enter into the solution business sector of European and African mainlands. Bangladesh can rival these nations in the universal fare market because of its quality agreeability. As indicated by Export Promotion Bureau (EPB), pharmaceutical fare saw 6.21 for each penny development in the monetary 2008-09, winning US\$45.67 million, which was recorded US\$ 43 million in financial 2007-08.

The yearly per capita drug utilization in Bangladesh is one of the least on the planet. Be that as it may, the industry has been a key giver to the Bangladesh economy since freedom. With the improvement of medicinal services framework and increment of wellbeing mindfulness and the acquiring limit of individuals, this industry is relied upon to develop at a higher rate in future.

The nation has a substantial bland business, and extensive organizations are starting to have achievement abroad. On the other hand, regardless of the nation having enormous assembling abilities, the complete absence of R&D in residential organizations could bring about the business sector to stagnate.



Piece of the pie worth shrewd SPL is the pioneer organization among every one of the producers took after by Incepta Pharma and Beximco. In spite of the fact that the firm is developing at a moderately low rate than the other top organizations. Again however the general situation is indicating Incepta and Beximco as nearest contenders yet esteem insightful there is an enormous hole. Again SPL is one of the most established organizations in pharmaceutical business sector, so development rate is moderately low for the organization than others. Furthermore for distinctive items under diverse classes, SPL needs to contend overwhelmingly with distinctive organizations.

There are a few results of distinctive organizations in the business sector and brands of SPL are all around acknowledged. Main 20 items speak to 14% of aggregate business sector and among them there are nine results of SPL furthermore best ten item rundown has six names of SPL brands on it.

RANK	COMPANY	VALUE (Cr. Taka)	Growth (%)
1	SQUARE	1,156.15	13.36
2	INCEPTA PHARMA	527.31	31.09
3	BEXIMCO	464.99	19.36
4	ESKAYEF	297.48	24.90
5	OPSONIN PHARMA	293.02	23.65
6	RENATA	282.21	30.75
7	ACME	278.83	7.80
8	A.C.I	255.14	6.48
9	ARISTOPHARMA	244.37	13.59
10	DRUG INTERNATIONAL	239.34	34.24

Chapter 4

Findings and Analysis

For preparing the report, a thorough study on different multi vitamin and multi mineral preparations have been done. The consumer market, consumption reasoning and other related facets have been studied to comprehend how the existing market operates and how the market can be expanded. Apart from research on the multi vitamin and multi mineral preparations and the group of people who consume these and why, I was also assigned to prepare a number of assignments and reports on different kinds of medicinal categories like Herbal, Unani, Ayurvedic, Homeopathic, Allopathic and what are the differences they share and how. These reports and presentations and research behind them made me learned about pharmaceutical product and their marketing procedures. However, the multivitamin and multimineral market in Bangladesh is one of the most unique and dynamic pharmaceutical products . The key findings of the report is as followed:

The market of Multi vitamin and multi mineral is a market of slower growth

The concept of multivitamin and multimineral is comparatively new in Bangladesh. People are not as much health conscious specially by choice which can be graphed from different studies. So when it comes to consuming multivitamins and multiminerals, a great number of people do not actually have much knowledge about these products, how they are prepared and marketed and what are their advantages and disadvantages. So it does two different kinds of damages. Firstly, people are ignorant about the products and their health care needs and benefits and so a lots of people actually do not even go for the products. And secondly, a group health conscious people take these multivitamins and multi minerals without consulting and nutrition expert or doctor. Some people take multivitamins inspite of being on a healthy diet and having a natural supplement of the needed vitamins and minerals anyway. So it kinds of get overdosed for the people.

It can be influenced a great deal by different marketing campaign

Pharmaceutical marketing is very different from the conventional marketing. Pharmaceutical marketing, here and there called medico-marketing or pharma marketing is the matter of publicizing or generally advancing the offer of pharmaceuticals or medications. Numerous nations have measures set up to

farthest point promoting by pharmaceutical organizations. At the end of the day, pharmaceutical advertising is fundamentally a subspecialty of promoting which can be characterized as a procedure by which showcase for pharmaceutical consideration is completed. As a procedure, pharmaceutical advertising is in view of a trade streams and moved promoting capacities from pharmaceutical creations/care start framework to dissemination framework lastly to the use framework. Another thing that differentiates the pharmaceutical marketing from the conventional marketing is the target audience. The target audience in conventional marketing are the buyers and hence the conventional marketing or traditional marketing of different products like toiletries, FMCG or any other product is followed by theories of consumer behavior where the consumers are segmented in different groups in terms of their demography, cultural distinctions, choices and income class which affect their buying decision but same is not the case with pharmaceutical marketing because in pharmaceutical marketing the decision maker group is the doctor and the buyer group are the patients. So it is necessarily vital for pharmaceutical manufacturers to reach out to food and nutritionists and doctors.

The existing market is comparatively small compared to the actual growth potentials of the market

Like described earlier, a great number of people do not actually have much knowledge about these products, how they are prepared and marketed and what are their advantages and disadvantages. So it does two different kinds of damages. Firstly, people are ignorant about the products and their health care needs and benefits and so a lots of people actually do not even go for the products. Prior to that, the people who have different multivitamin and multimineral needs are mostly the people who can not afford them and so the products miss out on a large market.

The domestic pharmaceutical market is dominated by the market leader Square pharmaceuticals

This is not only about multivitamin or multi minerals but the overall pharmaceutical market has a prominent dominance by the square pharmaceuticals and this is a scope that square pharmaceuticals can utilize to build and develop their credentials in the multi vitamin and multi mineral market.

Chapter 5

Recommendations

The current market situation demonstrates a need to induce necessary change in marketing pattern. The key recommendation I would like to make to square pharmaceuticals are as followed:

Marketing Practices

As has been described before, Pharmaceutical marketing is very different from the conventional marketing. Pharmaceutical marketing, here and there called medico-marketing or pharma marketing is the matter of publicizing or generally advancing the offer of pharmaceuticals or medications and a key factor differentiates the pharmaceutical marketing from the conventional marketing is the target audience. The target audience in conventional marketing are the buyers and hence the conventional marketing or traditional marketing of different products like toiletries, FMCG or any other product is followed by theories of consumer behavior where the consumers are segmented in different groups in terms of their demography, cultural distinctions, choices and income class which affect their buying decision but same is not the case with pharmaceutical marketing because in pharmaceutical marketing the decision maker group is the doctor and the buyer group are the patients. So it is necessarily vital for pharmaceutical manufacturers to reach out to food and nutritionists and doctors. So a lot of branded medications having excellent preparation do not perform well in the market for the lack of approach in the marketing needed. However, this can be overcome utilizing different and new marketing concepts as such as internet or digital marketing. A large number people here and in abroad can be reached utilizing the official websites, health care websites and social networking sites and etc. Another important thing that can be practiced is the marketing campaigns. When it comes to the market of multivitamin and multimineral, a key deficiency is the sales performance is induced by ignorance or lack of awareness about these products and how they operate. Since multivitamins and multiminerals do a lots of general health benefits for which a doctor's prescription is not always necessarily needed. So the key to boosted marketing practices and market expansion exertions can be facilitated with building awareness in people about multivitamin and multimineral.

Consumer's need to be divided in to different segments to be targeted for market expansion

If we follow the multi mineral and multi vitamin market chart and analysis, we will see that almost all the multi vitamins and multi minerals come in with identical pricing strategies. Now this makes sense that it is a competitive marketing approach which is developed to stay in the market giving neck to neck competition to the competitors. Where the market is having slow growth, it has become an essential to take initiatives to increase market growth and sales charts. A key way of doing so can be dividing the consumers into different buyer segments and based on that, the dosage and pricing strategies can be differentiated to catch more customers.

Target Group

The marketing needs to focus more on the nutrients and gynecologist. Ladies who are pregnant or have newborns to do breast feeding, or attempting to consider pregnancy. Some pregnant ladies don't get the prescribed 400 micrograms of folic acid a day that aides avoid neural-tube deformities in babies. Furthermore, ladies who are either pregnant or do breast feeding need more elevated amounts of different supplements, including calcium and iron. They ought to take an extraordinarily defined pre-birth multivitamin. Individuals on restricted diet refers to individuals consuming less than 1,200 calories for each day or who are removing whole nutrition classes, (for example, sugars) may require supplementation. So do individuals who take certain weight reduction medications, including the over-the-counter pill, that restrain the assimilation of fat-solvent vitamins. Individuals with a condition that requires supplements. Those disorders incorporate disease, diabetes, and numerous gastrointestinal issues, for example, colitis and pancreatitis that hinder absorption or assimilation. Be that as it may, such individuals may require more absorbable structures and higher measurements of specific supplements than a multivitamin gives. The body's capacity to ingest two vital supplements—vitamin D (from daylight) and vitamin B12 (from nourishment) — reduces with age. So individuals more seasoned than 50 regularly should make certain they get 600 to 1,000 International Units of D and no less than 2.4 micrograms of B12. A multivitamin is one potential wellspring of those supplements, however a few individuals may at present need a different vitamin D supplement (frequently joined with calcium) to achieve the prescribed levels. So these are the people who share distinctive multivitamin and multimineral needs and that are why the marketers should develop different target groups and approach more gynecologists, nutritionists for boosting their sales.

Making a constructing Alliance with a renowned health care concerned NGO

NGO's those deal with the health care of the poor people in the country who cannot afford to get necessary dietary supplements for themselves are basically can open up a great market for square pharmaceuticals as they can be prominent buyers of these multi vitamins and multi minerals or fund purchase of these multiminerals and multivitamins.



Conclusion

Pharmaceutical is the second biggest income generating industry in Bangladesh, and the nation looks well set to converge as a worldwide center point for quality medicines. Financial specialists and business people may take part in and advantage from the possibilities of the growth of the domestic multi-vitamin and multi-mineral market. Government backing is likewise imperative for the development and extension of the segment at this stage. Major development is prone to urge the pharmaceutical organizations to present more up to date medications and more up to date research items, while in the meantime keeping up a sound aggressiveness in admiration of the most vital medications.



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