

Report on
Multichannel Engagement and Digital Marketing at SANOFI:
The First Mover in Pharmaceutical Industry in Bangladesh
During Covid-19

By:

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An Internship Report submitted to Brac Business School in partial fulfillment of the
Requirements for the degree of
Bachelor of Business Administration

BRAC Business School

BRAC University

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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Letter of Transmittal

January 10, 2020

Jubairul Islam Shaown

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Subject: Submission of internship report

Dear Sir,

As an important part of internship program, I have prepared this report on the topic, “Multichannel Engagement and Digital Marketing at SANOFI: The First Mover in Pharmaceutical Industry in Bangladesh During Covid-19”.

I have always tried my best to use the opportunity of learning professional skills and tasks assigned to me as an internee in a reputed pharmaceutical organization like Sanofi Bangladesh Limited. **However, to keep this report Genuine and Transparent only the parts of my working areas in the organization are included in this report.**

It was an excellent experience for preparing this report as I got the opportunity to develop my knowledge and understanding of Digital Campaign Management at a pharmaceutical organization. I am thankful to you for your support and guidance. I will be approachable for any sort of clarification and queries whenever you needed.

Sincerely,

MD. Sohan Shahriar

ID: 15304025

BRAC Business School

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Non-Disclosure Agreement

This agreement is made and entered into by and between Sanofi Bangladesh Limited and the undersigned student at BRAC University MD. Sohan Shahriar. The information in this report that has been given will remain among the student and the organization. The data, graphs, charts and information that has been provided within this report will remain Non-Disclose for the confidential issues of the organization. Moreover, the data that has been given in this report has been by taking concern from the organization's responsible person for keeping transparency of this report.

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The following person to recognize will be my **Official supervisor** at Sanofi Bangladesh Limited: **Khaleda Akter**, Manager, Multi-Channel Engagement and Digital Innovation, Sanofi Bangladesh Limited. She was an awesome moderator for selection of the topic and follow up by sharing her thoughts, experiences, learning materials and engaging me with her working areas. Her direction, feedback and leadership always inspired me for provide my best to the organization.

I should also include the name of **Rabeya Islam**, Asst. Manager, Strategic Initiative and Business Development, Sanofi Bangladesh Limited. Her direction and continuous follow up with patience have a great degree importance for me to learning the tasks assigned to me. When it comes to the use of most of the advance software skills that required for assigned tasks her name is associated with those. Her continuous supervision and mentoring by going an extra mile always, motivated me and gradually helped to developed my interpersonal and professional skills.

I should also take the name of **Mozahidul Islam**, Sr. Manager, Sells Force Intelligence for his guidance, sharing experience and motivating me for being more proactive. Moreover, I'm also thankful to **Renesa Ahmed**, Director, Business Operations and Support for her instructions, feedback and charismatic leadership that always inspired the whole team of Business Operations for enhancing the team work and providing maximum output for the organization.

In Conclusion, I should thank all the other Persons of Sanofi Bangladesh Limited, whom I connected with during the period of my internship. Every one of them have been exceptionally open and cordial with me and always helped me for making my first corporate journey meaningful and memorable.

Executive Summary

The pharmaceutical Industry of Bangladesh is one of the fastest growing business which carries a major contribution for the fulfillment of local demand of people and exporting medicines outside. Local Pharmaceutical Companies developing continuously and gained the leading market presence within the country. However, Multi-National Companies are incessantly coming up with new innovation regarding their products and market strategies for gaining more market share. Being a global company, operating in 100 countries worldwide, Sanofi has their presence in Bangladesh for more than 60 years. Sanofi is operating in a highly competitive market. The competition is more challenging for Sanofi as they have a very strong ethical boundaries worldwide which they are also following in Bangladesh. Sanofi is fully Rx (Prescription) based company not sells based. So, maintaining a very strong and ethical relationship with doctors or the prescribers is a major part of operating their business. Following the global trend of Sanofi worldwide, Sanofi started to plan and implement Multi-Channel Engagement and Digital innovation in Bangladesh very early compare to local competitors. This paper discusses the MCE and Digital Marketing during the covid-19 pandemic situation and the first mover advantage that Sanofi gets in this situation. The pharma marketing has become difficult now a days as the doctors are not allowing the medical representatives to visit chambers always, allowing to promote products for a very few moments, even sometimes the person visiting a doctor has not adequate knowledge or cannot provide the information that the doctor is looking for. Considering all these factors and technological advantage Sanofi started communicating with the doctors through different online and offline channels. During this covid-19 outbreak, it was a very good move for them to use digital platforms for communicating with the doctors. With the advancement of information sharing platforms, they can remain connected with doctors. As the pharmaceutical market is very competitive, where local companies have a very strong position, execution of this MCE was a very strong move or fight back for Sanofi, as they were the first to move towards digital platforms for communicating during this covid-19. As they started their ground work before covid-19 and planning to go digital, so during the covid-19 period it was a great advantage for them as they were one step ahead from market competition. The MCE and Digital Communication helped Sanofi to remain connected with their existing and potential customers during Covid-19 even in lock down period. This initiative was also an advantage which was needed for a strong stand for consistency of brand awareness and brand recalling during this covid-19 pandemic condition.

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Chapter:1 Overview of Internship:

1.1 Internship Details:

This internship report is prepared by MD. Sohan Shahriar during the internship period of October to December three months long internship period. The report is prepared by experiencing the real-life work experience at Sanofi Bangladesh Limited under the supervision of Ms. Khaleda Akter, Manager, Multi-Channel Engagement and Digital Innovation.

1.2 Responsibilities During Internship Program:

As a Student of Business Background, it was totally a new field or working area for me in pharmaceutical Company. I got the opportunity to learn how pharma products are branded and marketing strategies for pharma products which is completely different.

Major responsibilities during Internship Period includes:

- Understanding the market of Pharmaceutical Industry
- Knowledge of different medicine brands and their sells line
- Preparing Rx Sells Report for every cycle (4 cycle in one month)
- Analyzing Sells Data and understanding the trend
- Checking Doctor's Concern Form for Digital and MCE Communication
- Compiling previous Rx Raw Data files to keep records of sales data
- Understanding and working with Digital platforms used in communicating with doctors

Other tasks assigned by line managers

1.3 Origin of the report:

This report has been prepared as an internship report for completion of the BBA Program at BRAC University. This report has been completed on the proposed topic “Multichannel Engagement and Digital Marketing at SANOFI: The First Mover in Pharmaceutical Industry in Bangladesh During Covid-19”. The Purpose was to gain practical corporate experience by working in a relative field. The Official internship supervisor was Khaleda Akter, Manager, Multi-Channel Engagement and Digital Innovations, Sanofi Bangladesh Limited. Although I got the chance to work with the other experienced persons of the organization including Sr. manager of Sells force intelligence and Asst. Manager of Business Development. As these functions are inter connected and integrated with each other so I got the opportunity to get the different flavors from different working areas and tasks assigned to me. The faculty advisor was Jubairul Islam Shaown, Lecturer, BRAC Business School, BRAC University.

1.4 Objective of the report:

The objectives of this report was to find out the process of multi-channel engagement and digital communication at pharmaceutical company. This mainly includes the use of Different Online and Offline Channels used for communicating with customers and the execution of it. It also includes how the doctors are responding towards this new mode of communication. So, the broad objective of the report is to understanding the multi-channel engagement marketing and the feedback or response received from the doctors. It also includes:

- Impact on sells after execution of MCE plan during the Covid-19 situation
- Personal findings and analysis on overall MCE activities
- Required recommendations

1.5 Methodology of the report:

This report has been prepared on the basis of essential information gathered primarily from real life working experience and mostly descriptive. Secondary data collected from websites and

different articles. The information that gathered during internship period has been analyzed properly for making the report much more realistic and relevant with practical work experience.

1.6 Limitations:

In many cases, the actual number of values and figures were not presented due to confidentiality issue. Besides, the description and profile of different doctor's data vary and as a result the MCE and Digital marketing campaign may not provide the fully accurate result in many cases. Moreover, the time period or limit of internship is another factor for observing and understanding all the factors and working areas of a multi-national company which was needed for preparing this report.

Chapter-2 Overviews of Industry, Market and Organization

2.1 Background:

Pharmaceutical sector is one of the standouts within the most predominant sectors in Bangladesh. The local drug producers heighten in the most recent decades than the multinational organizations and gained the leading position in this business sector. The multinational organizations are trying to compete back with a superior quality product and promoting their brands through different channels to reach more customers. The competition between the local and multinational companies is growing but still the local companies are moving ahead faster than multinationals.

As one of the major multinational pharmaceutical companies doing business in Bangladesh, Sanofi Bangladesh Limited is applying its best push to wind up to reach one of the leading frontline Pharmaceutical in Bangladesh. The company is trying to engage more customers and gain more market share by applying different channels for communication with Doctors and promoting their brands. This report is mainly focused on use of different Online and Offline channels for communicating with customers that Sanofi started for the very first time in Bangladesh. Fortunately, during this Covid-19 situation it is providing them more advantage than competitors as Sanofi was already one step ahead then the local companies.

2.2 Industry Overview:

The pharmaceutical industry is now one of the most developed sectors within Bangladesh. The market was mostly dependent on the imports and multinational companies for meeting the needs of the local population. However, in recent times the local pharmaceutical companies have played a vital role by contributing more than 90% of the overall available medicines in the market. According to Bangladesh Association of Pharmaceutical Industries (BAPI) and Directorate General of Drug Administration (DGDA), approximately 257 licensed pharmaceutical manufacturers are operating in Bangladesh and among them about 150 are functional. These manufacturing companies meet around 98% of local demand. Here the local companies mainly 20 to 25 have the massive amount of income. This sector contributes overall around 1% of the total GDP of the country. This industry has been showed excellent growth in recent years and is expected to reach US\$ 6 Billion by 2025 with an absolute growth of 114% from 2019 levels.

Bangladesh pharmaceutical companies focuses mainly on branded generic formulations, generally utilizing imported APIs (Active Pharmaceuticals Ingredient). Around 85% of the medicines sold in Bangladesh are generics and 15% are protected drugs - the structure contrasts essentially from the worldwide business sector.

The local medicine makers and distributors mainly have the largest share around 95% and the rest of the part is transported by different distributors and MNCs. The domestic manufacturing is now satisfying around 98% of the local demand. According to the US International Trade Commission, the country imported \$127 billion pharmaceutical products, of which India and China accounted for \$7.5 billion and \$1.5 billion, respectively. In comparison, Bangladesh's export of pharmaceutical products to the US is merely \$13 million for 2019. The industry will grow more for several reasons which are associated with it including:

- People are becoming more health-conscious day by day
- The amount of exported pharmaceutical products is increasing gradually
- Onward level of treatment provided in the hospitals with advanced diagnostic equipment
- The number of hospitals and doctors has increased in urban and rural areas

The proper implementation of these factors is also important for the development of the pharmaceutical industry of Bangladesh. The execution of proper rules and regulation is also

an important factor for the healthy competition and reduce any unethical practice in the pharmaceutical industry in Bangladesh.

2.3 Sanofi Worldwide:

Sanofi is one of the world's largest pharmaceutical organization. Sanofi is present at 100 countries worldwide and products and vaccines are available in more than 120 countries. Having around 11,000 researchers, Sanofi has around 110,000 representatives attempting to enhance wellbeing and prosperity. The Global headquarter is located in Paris, France. The company has 112 industrial sites in 40 countries. Moreover, they have 20 R&D Centers all over the world. Sanofi holds a diversified profile of product including diabetes, human vaccines, oncology, consumer healthcare, rare disease animal health etc.

According to (Medgadget, 2020), Sanofi is the worldwide market leader in vaccines and animal health. It is in the fourth ranking currently in terms of Global Pharmaceutical sales. Sanofi has a long history which includes some of the major scientific advances of the nineteenth and twentieth centuries, and the reputations of major industrial laboratories in the development of chemistry, pharmacy and medicine. Sanofi invests a large amount of money for R&D which basically helps them to come up with new health care solutions continuously for the development health care and pharmaceutical sector worldwide. The extensive innovation, superior working culture and quality of the products have made them one of the largest pharmaceutical company worldwide.

2.4. Background of Sanofi Bangladesh Limited

Mergers and Acquisitions:

The company is operating in Bangladesh from the Pakistan period. A detailed history of the company is shown below to describe the history of mergers and acquisitions to its final destination till now. From the article by (Mitra, 2006) cited that;

May & Baker (1958-1971):

May & Baker and Pakistan Pharmaceutical Industry- PPI jointly established a company with share distributed as May & Baker 60% and PPI 40%. After 1971, the share percentage remained same, but instead of PPI now its share belonged to BPI, Bangladesh Pharmaceutical Industry.

Dacca Pharmaceutical & Fison (1964 -1973):

Fisons: In July 15, 1964 Fison established a Private Company named Dacca Pharmaceutical (Fison Marker) Ltd. The company was renamed as Dacca Pharmaceuticals (Fisons) Ltd in 1972 and as Fisons (Bangladesh) Ltd in 1973.

Hoechst Pharmaceuticals Company Ltd. (1958, 1992, 1997):

Hoechst Pharmaceuticals Company Ltd. (HPCL) was joined in 1958 in Bangladesh. It was changed or renamed as Hoechst Bangladesh Ltd. (HBL) in 1992. Once more, HBL's name changed and enlisted into Hoechst Marion Roussel Ltd. because of Global Restructuring strategy of Hoechst in 1997. 1989-1995, 1996 Creation of Rhône-Poulenc Rorer and Acquisition of Fisons: In 1989, because of worldwide unification, BPI became Rhône-Poulenc Bangladesh Ltd. In 1995, as worldwide consolidations occurred with Rorer Inc. of the USA, the human drug division of Rhône-Poulenc Bangladesh Ltd. renamed itself as Rhône-Poulenc Rorer Bangladesh Ltd. Same year in October, in a worldwide move Rhône Poulenc Rorer gained Fisons Ltd. Subsequently, Fisons (Bangladesh) Limited was gained in 1996.

Creation of Aventis (1999-2002):

Aventis: In 1999 Hoechst Marion Roussel of Germany and Rhône-Poulenc Rorer consolidated worldwide to make Aventis. In Bangladesh Rhône-Poulenc Rorer Bangladesh Ltd got the freedom endorsement from Registrar of Joint Stock Companies to become Aventis Limited.

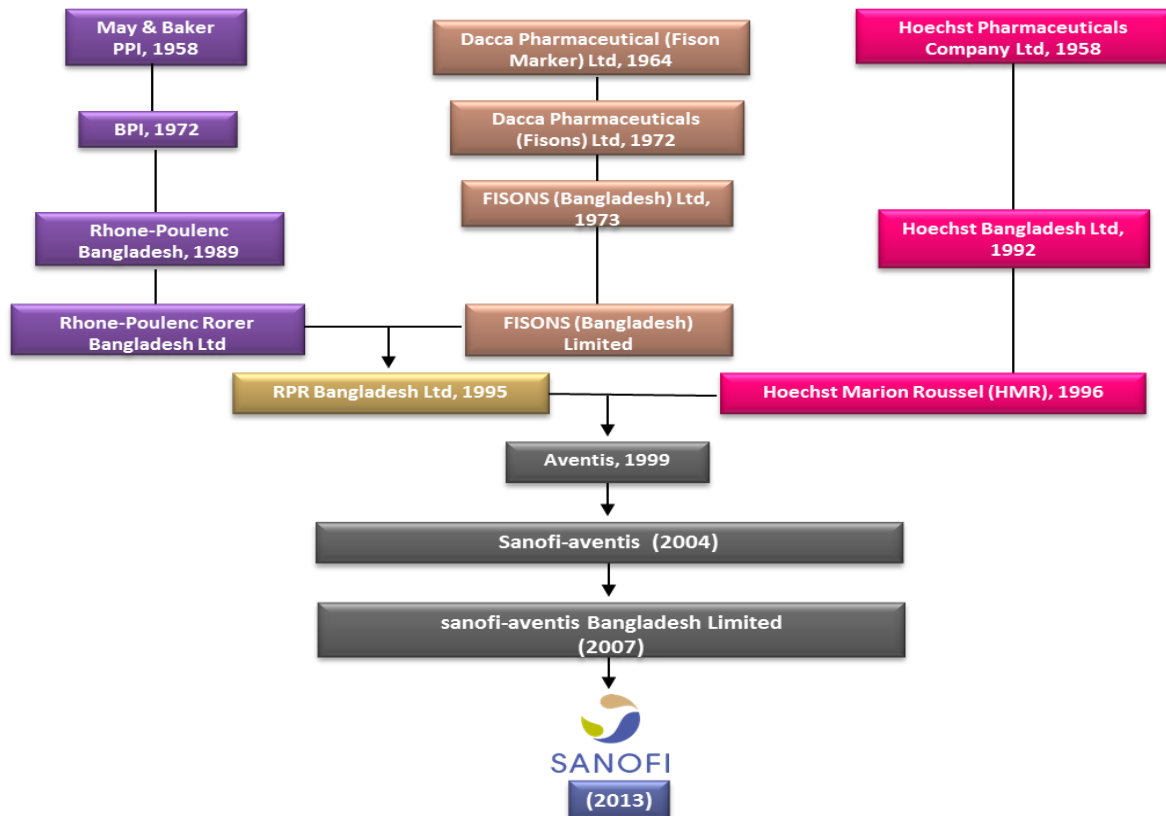
Sanofi-Aventis (2004):

In August 2004, Sanofi-Synthelabo established Aventis. The takeover of it was done on December 31 of that year, Acquisition by Sanofi-Synthélabo of Aventis and resulting consolidation into Sanofi Aventis, the main drug bunch in Europe and the third-biggest gathering around the world.

SANOFI (2011):

On May 6, 2011, Sanofi-Aventis changed its name to Sanofi as it presents operations in Bangladesh continuous from 2013.

Mergers and Acquisition of Sanofi at a glance:



2.5 The Mission Vision and Values:

Sanofi's Vision, Mission and Values are as following:

Vision:

We at Sanofi, are there beside people in need, as a health journey partner. Many patients are depending on us. We aim to protect, enable and support people facing health challenges, so they can live life to its full potential.

The Vision is very realistic and forward looking. It is engaged and emphasizes what the company intends to do in the market. The vision does not focus present or future or any time limit. It basically emphasis more giving a very clear and bigger picture of the organization's intend to work for the healthcare solution of the people continual basis.

Mission:

Sanofi has divided its mission statement into three main parts:

***Who We Are:** We create value every day by developing, producing and marketing medicines and vaccine.*

***What We Stand For:** We act where the needs are greatest and where we can have maximum impact.*

***Where We Are Going:** Innovation is in our DNA. Our mission is to harness new technologies and new ways of working to find healthcare solutions all around the world.*

Basically, the mission of Sanofi is developed in such a way that interestingly answers the three main questions.

Values:

Sanofi has clearly stated four core values: TRIC is short stands for Teamwork, Respect, Integrity and Courage.

(Sanofi Global, 2020) said that the company focuses on different initiatives for creating and consistency of these values among all the employees. There are different programs hold the acknowledgment and showing these principals at works. The values are also displayed in different places inside the organization.

2.6 Sanofi Bangladesh- Business Model

Sanofi is fully a Rx based (Prescription) company. The main value proposition for Sanofi is to provide best and innovative healthcare solutions and ensuring the ethical standard both Globally and Directorate General of Drug Administration, Bangladesh. (Sanofi-Business Model, 2019) has stated that as the company has a long heritage in Bangladesh, it has a long product portfolio from the very beginning which now have a very low profit margin for the

company. Moreover, practicing the ethical standards which had been set by Sanofi Globally has made the competition in the market more challenging for Sanofi Bangladesh. The local competitors are not restricted not much with ethical boundaries most of the cases, so that they can promote and influence doctors to prescribe their medicines more than Sanofi. As Sanofi avoid any sort of unethical practice in business so they face discrimination and challenges more in Bangladesh's Market for their business operations. For this, Sanofi is now planning to re-design their business model in Bangladesh. The manufacturing site of Sanofi Bangladesh is now located in Tongi. The Head Office is located at Segunbagicha, Dhaka from where the business operations and other commercial operations are done. The company is now planning to sell of their shares in Bangladesh and enter into an alternative business model where Sanofi will provide license to some companies for importing their products in Bangladesh.

However, the process of changing the business model is in very early stage. Moreover, the alternative business model is not fixed properly yet and the company is currently analyzing all the possible alternative options. There is no official announcement come yet in front of media or anywhere.

2.7 SWOT Analysis:

Strengths:

- Being a global organization Sanofi has their own research module
- Adequate production capabilities and resources
- Diversified culture and good work environment
- Cardio, Oncology, Diabetes, Vaccines, CNS and Antibiotics are present in the market
- Ethical practice worldwide
- Frist initiator for using MCE and Digital platforms during the Covid-19 period

Weaknesses:

- Low market coverage in terms of Doctors, Prescription share, and people awareness
- The production site only uses 30% of total production capability
- Company Branding is very slow and weak

Opportunity:

- Increase of people's awareness towards better quality of products
- Having annual growth rate of around 15%
- Have the capability and resources for producing the standard vaccines worldwide

Threats:

- Similar products are present in the market by local competitors
- Local company has more influence on Drug Authorities
- Unethical practices by local competitors in the market

2.8 Corporate Culture:

The company is headed by a Country General Manager and there are 8 Directors for the 8 Departments. They are responsible for the top-level managerial decision. The mid-level managers don't have much say in the decision-making process of the company. They are mainly responsible for daily tasks. But there is no committee of mid-level managers to influence the strategic decision-making process.

Sanofi strongly belief that leadership, culture and performance are strongly connected for creating a culture of leadership and empowering leaders has been at the center of people strategy. Sanofi plays vital role in consistently upgrading the skill levels of the District Managers (DM). Leadership programs are hold so they can perform a better role in delegating their responsibilities to their subordinates and sells forces and motivating them to achieve their target.

To motivate the sales representatives to achieve their target, their pay scale is determinant on their sales performance and their overall prescription share. This scheme motivates the sales representatives to achieve their monthly sales targets. The company also organizes overseas tours for the top sales achievers. This works as a great motivator for sales persons. As previously mentioned, Sanofi practices ethical practices in every aspect of the business. The sales persons fail to adapt with the standard medical practices or engage in any sort of bad medical practices results having their contracts terminated/rescinded without warning.

Sanofi is also very responsive in terms of changing when it is required. As the digital innovation and use of digital platforms becoming more popular day by day, Sanofi took it under

consideration at the very beginning and started initial working on it which ultimately result in a very positive way during the covid-19 pandemic situation.

2.9 Products Overview:

(Regal Intelligence, 2020) said that Sanofi ranked as 17th in the pharma market of Bangladesh. It holds the share of around 2% and growth rate of around 40%. This company's some products have very high growth rate in pharma industry. The company's Insulin brands such as Lantus, has high growth rate and trusted image among the prescribers. Besides, some drugs which are emergency lifesaving such as Clexane, Targocid and Carbanem have a very sustainable business position in the market. Also, Genzyme related medicines like Synvisc-One and Renvela and Oncology (chemotherapy) like Taxotere and Eloxatin are market leader in their relevant categories.

Being a long historical company operating in Bangladesh it has many other different popular brands in the market such as Flagyl, Pevisone, Butapan, Fimoxyl, Lasix etc. Although these brands or products are widely available and used but they have a very low gross margin and very low growth rate or negative even. Therefore, the company is trying to cut down these products from portfolio gradually.

Renowned Brands and Sales Line:

Sales line	Brand
CM	Amaryl
CM	Renvela
CM	Rozenon
Mass Therapy	Profenid
CNS	Sperdal
Oncology	Synvisc-One
Hospital Care	Targocid

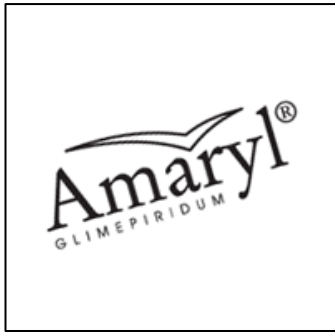
Oncology	Taxotere
Pasteur	Menectra
Insulin	Apidra
Insulin	Lantus
Insulin	Toujeo
Hospital Care	Clexane
Oncology	Eloxatin
Oncology	Granocyte
Oncology	Fludara
CNS	Epilim
CNS	Expres
Pasteur	Hexaxim
Hospital Care	Brodactam
Hospital Care	Carbanem
Mass Therapy	Fimoxyclav

Some Renowned Brand Logos with Sales Line:

Insulin Brands of Sanofi:



Brands of Cardio Metabolic (CM) Sales Line of Sanofi:



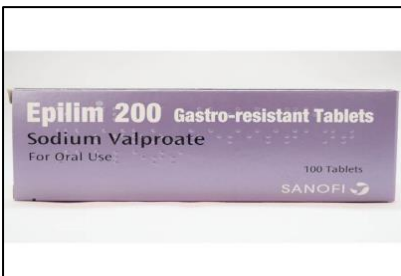
Brands of **Hospital Care** Sales Line of Sanofi:



Brands in the portfolio of **Mass Therapy (MT)** Sales Line:



Central Nervous System (CNS) Brands Sales Line:



Oncology Sales Line Brands:



Other Renowned Brands available in market includes:



Sanofi has many other renowned brands. Some of them are not available in Bangladesh but has a huge market share worldwide. Moreover, Sanofi has different Vaccines which are used worldwide for emergency lifesaving. Moreover, Sanofi has many specialty care products available in different countries which are mainly used for critical diseases.

2.10 Traditional Approach of Communication:

Problems associated with Face-to-Face Visit:

The sells representatives used to visit Face to Face to the doctors previously. It was the main or basic way of communication with customers. As Sanofi is totally Rx (Prescription) based company, so the doctors are the main customers of Sanofi. Face to Face visit for promoting different brands is time consuming as well as there are different obstacles which sometimes not permit them to visit doctors. The doctors time, taking appointments, rush of patients, change of doctors' chamber address are the highlighted as major obstacles in Face-to-Face visits. Moreover, the Sells Representatives often transferred to other areas or territory which creates obstacles for promoting different brands to the doctors. The whole process of Face-to-Face visit is also very time consuming for the sells force or sells representatives and cost of promotion is very high. Then during the Covid-19 pandemic, it became more difficult and

challenging as the doctors were not allowing to visit Face to Face. So, it created problems for the company to promote their product and remind the doctors about the brands.

2.11 Customer Data and Profile:

Customer Profile:

Sanofi started to going for digital platforms for communicating with doctor before the covid-19. So, they collected Doctor's Concern regarding their digital marketing campaign. Customers full profile is necessary for communicating with them according to their convenient time and channel. Sanofi started doing their ground work for going into digital platforms before the covid-19 situation. A customer's profile, more specifically a doctor's profile includes many details which is necessary for communicating with them and promote Sanofi's products. Customers profile is also necessary for identifying and categorized them according to their response rate, potentiality and other behavioral characteristics.

Customer Segmentation and Persona:

Customers segmentation are mainly done mainly basis on their behavioral characteristics, specialty, Doctor's unique ID, the frequency of communication, response rate. Segmentation helps Sanofi to understand about a customer's preferences, channel selection for communication and helps to categorize customers according to these factors. Segmentation is also important for understanding the most committed customers database, less and potential customers and it also helps to add new customers in the customers Database along with developing relationship with existing customers. Segmentation of different customers and creating a full profile or persona is also necessary for understanding customer's preferences. A full profile of a doctor is necessary for communication purpose. The profile includes Doctor's Name, Chamber address, contact information, Email, Specialty and other relevant information necessary to contact with him or her for promoting different brands.

Advantages of Customer Persona:

The advantage of having a customer full profile or persona helps the organization to understand the customers preferences. It results in decision making regarding how to promote brands or recall their brands to the doctors using different channels. Then on the basis of doctor's preferences, organization can build the contents and execute or deliver the content to the targeted segment of customers or doctors in diverse market. It also helps to create and continuous improvement of content for digital campaign, build customer engagement, trust and credibility towards the organization.

Development of Customer Persona:

Customers profile can help to get important feedback from the Doctors or the customers of Sanofi. Moreover, Company can run survey, One to One interview for the development of the content and channel for running the MCE program more effectively. So, having a full customer profile with needed details information is needed for MCE and Digital Marketing, where Sanofi was One Step Ahead before the Covid-19 by doing the ground work for collecting and updating customer's or Doctor's Database.

Chapter-3 Multi-Channel Engagement and Digital:

3.1: Objective of Multi-Channel Engagement:

Multi-Channel Engagement and Digital platforms are now a days used widely for engaging more customers. Being a global company operating in 100 countries of the world, Sanofi started earlier being digitalized their mediums of communication for customer engagement and understanding the targeted customers, their preferences, communication platform. Sanofi Bangladesh started planning going digital following the global business trend. The use of Digital platforms in pharma market was to transform the traditional way of communicating with doctors, increase engagement, transparency and grow the business more. The objective of engaging customers through different online channels is to connect and build a strong relationship with the customers. As Sanofi is mainly Rx based company so the sells force or

medical officers need to visit doctors more often than others. But it often happening that doctors are not allowing representatives to visit their chamber and promote their brands. Even if allows it is for a very few moments. So, if a representative is responsible for 2-3 brands, he cannot deliver the information within this short time period. Moreover, Sometimes the person visiting a doctor has not adequate knowledge about the brands or products. Even it also sometimes occurs that the person or medical representatives visit a doctor cannot always provide adequate information or the information that the doctor is looking for. Then during the Covid-19 outbreak situation became more complicated as it was difficult to visit doctors Face to Face because of social distance and other safety issues. So, Sanofi tried to remain connected with the doctors or the customers through different online channels so that they can maintain a good relationship with the existing and potential customers. They also wanted to provide message about their brands to the doctors so that they do not forget about their brands or products. Keeping these factors in mind Sanofi started to communicate with their customers through different online channels which mainly they call multi-channel engagement and digital innovation in the covid-19 challenging time for maintain relationships with customers. Moreover, MCE is less time-consuming and highly cost-effective method for communication.

3.2 MCE Activation Process:

The multi-channel engagement process has been done through different steps. As Sanofi is a global company within a very strong ethical boundary, Sanofi started collecting or taking each customer concern regarding their digital communication project. They did the ground work of collecting the Doctor's Concern and their preferred mediums for communication before the covid-19 outbreak. Now they have started taking E-Concern or online concern. They had taken more than 12000 doctor's concern's or approval for communicating with them through email, messenger, WhatsApp or other preferred medium of communication. Being a global renowned organization with highly ethical approach practice, taking concern from the doctors makes the MCE process more credible and transparent. This was a big advantage for Sanofi as they already have each customer's full profile updated with customers concern and it helped them during the covid-19 outbreak situation for communicating with the doctors. Then they planned for designing different platforms which they will be used for communicating with the doctors.

3.3 Content Strategy:

According to the customers profile, their specialty, areas of working or practicing contents were developed. Sanofi developed their contents of email, webinar according to the customer's preferences so that they can reach out successfully to the existing and potential customers for making them more engaged and aware about their brands and products. The contents are mainly from scientific research and information related to diseases treatment and Sanofi medicine, articles, creating awareness related to critical diseases, communicating their brands or medicines to the doctors.

3.4 Types of Channels:

Three types of channels are segmented for communicating with existing and potential customers.

- Real Remote
- Hybrid Channel
- Pure Play

Real Remote: This channel is mainly used by representatives for remote dealings. This also includes call centers. Through Real Remote channels representatives can communicate with doctors. This is not included or associated by headquarter.

Hybrid Channel: This is basically a mix channel of both online and offline. Different online communication platforms like Email, Webinar, WhatsApp, Messenger and offline platform like the traditional approaches Face to Face visit includes this channel. Sanofi mainly follows this Hybrid channels. The advantage of using this channel is they can communicate with doctors through online and representatives can also visit them face to face. So, the brand recalling gets more easier in this way.

Pure Play: This channel is fully digitalized and used only online platforms for communications. No offline channel is used in this segment for communication.

3.5 Channel Selection:

Channel Selection is mainly done according to customer's preference. They send emails, organize webinar, WhatsApp messages containing their products information and face to face visit is ongoing too. This helps them to ensure to reach out all the customers through online and offline platforms or at least any one out of several.

Email Campaign:

Channel selection is important for reaching successfully to customers. Mainly Sanofi uses email their existing and potential customers to reach out them successfully. The Email Campaign mainly is an integrated team work by the Marketing, Business Operations, Medical Team and IT department. Email Campaign is the prioritize channel for Sanofi to communicate with the doctors. Several brands for instance Lantas, Amaryl, Sperdal, Fimoxylab has a good rate of successful mail campaign record. Sanofi currently working to develop this even better than before, when they started. They continued the Email Campaign during the covid-19 outbreak and lock down situation. This mainly helped them to remain connected with their customers and worked as a reminder for the customers about their brands. The data of email campaign for two months of INSULIN Products have been shared and compared with analyzation with this report below for better understanding the rate of successful email campaign done by Sanofi.

N.B. For the confidentiality issues concern has been taken from the responsible person.

Email Campaign Report on INSULIN

Month: May, 2020

Total number of Campaign: 9
Highest Open rate: 12.62%
Average Open Rate: 10.70%
Highest CTR: 0.36%
Average CTR: 0.16%
Total number of Unique Contact Achieved: 1,308

Sales line	Brand	Subject	Send Date	Month	Send Weekday	Total Recipients	Successful Deliveries	Total Bounces	Unique Opens	Open Rate	Total Opens	Unique Clicks	Click Rate	Total Clicks	Unsubscribes
Insulin	Toujeo	Toujeo- REDEFINING CONTROL	5/3/2020 14:34	May	Sunday	1387	1387	0	175	12.62%	242	2	0.14%	2	0
Insulin	Lantus	Guideline for OAD Uncontrolled	5/4/2020 13:39	May	Monday	1387	1387	0	173	12.47%	244	5	0.36%	5	1
Insulin	Lantus	15 Years of Glory!	5/5/2020 0:01	May	Tuesday	1231	1231	0	151	12.27%	205	0	0.00%	0	3
Insulin	Apidra	An Ideal Meal Time Insulin	5/10/2020 10:00	May	Sunday	1384	1381	3	148	10.72%	213	1	0.07%	3	3
Insulin	Toujeo	Toujeo - REDEFINING CONTROL	5/11/2020 11:38	May	Monday	1382	1379	3	140	10.15%	190	2	0.15%	3	2
Insulin	Lantus	Guideline for OAD Uncontrolled	5/13/2020 10:15	May	Wednesday	1378	1376	2	142	10.32%	195	3	0.22%	3	3
Insulin	Toujeo	Toujeo - REDEFINING CONTROL	5/17/2020 12:45	May	Sunday	1370	1370	0	127	9.27%	169	1	0.07%	2	4
Insulin	Lantus	REGAIN LIFE with the one you know	5/21/2020 13:15	May	Thursday	1364	1364	0	134	9.82%	161	2	0.15%	2	3
Insulin	Lantus	REGAIN LIFE with the one you know	5/28/2020 12:58	May	Thursday	1357	1356	1	118	8.70%	144	4	0.29%	6	0
Total						12,240	12,231	9	1308		1763	20		26	19

Email Campaign Report On INSULIN

Month: June, 2020

Total number of Campaign: 12
Highest Open rate: 12.53%
Average Open Rate: 10.64%
Highest CTR: 0.37%
Average CTR: 0.13%
Total number of Unique Contact Achieved: 1738

Sales line	Brand	Subject	Send Date	Month	Send Weekday	Total Recipients	Successful Deliveries	Total Bounces	Unique Opens	Open Rate	Total Opens	Unique Clicks	Click Rate	Total Clicks	Unsubscribes
Insulin	Lantus	Regain Life with the One You Know	6/1/2020 12:13	June	Monday	1352	1350	2	126	9.33%	163	1	0.07%	1	0
Insulin	Apidra	An Ideal Mealtime Insulin	6/2/2020 11:40	June	Tuesday	1352	1350	2	135	10.00%	167	1	0.07%	1	0
Insulin	Toujeo	Redefining Control	6/4/2020 10:17	June	Thursday	1351	1349	2	158	11.71%	189	2	0.15%	2	1
Insulin	Lantus	Guideline for OAD Uncontrolled Patient	6/8/2020 11:00	June	Monday	1350	1348	2	149	11.05%	199	0	0.00%	0	2
Insulin	Toujeo	REDEFINING CONTROL for an optimized	6/10/2020 11:49	June	Wednesday	1540	1536	4	160	10.42%	211	2	0.13%	3	0
Insulin	Lantus	Guideline for OAD Uncontrolled Patient	6/15/2020 11:53	June	Monday	1343	1341	2	168	12.53%	217	5	0.37%	6	2
Insulin	Apidra	Apidra-An Ideal Mealtime Insulin	6/17/2020 11:43	June	Wednesday	1364	1364	0	165	12.10%	214	0	0.00%	0	0
Insulin	Toujeo	A New Insulin is Here	6/20/2020 15:46	June	Saturday	1343	1343	0	136	10.13%	193	5	0.37%	5	1
Insulin	Lantus	The One You Know	6/22/2020 12:47	June	Monday	1342	1342	0	147	10.95%	191	0	0.00%	0	2
Insulin	Toujeo	A New Insulin is Here	6/24/2020 11:54	June	Wednesday	1342	1342	0	152	11.33%	188	2	0.15%	2	1
Insulin	Lantus	The One You Know	6/28/2020 14:06	June	Sunday	1340	1339	1	131	9.78%	174	0	0.00%	0	0
Insulin	Apidra	Apidra-An Ideal Mealtime Insulin	6/30/2020 12:45	June	Tuesday	1338	1337	1	111	8.30%	135	3	0.22%	3	0
Total						16357	16341	16	1738		2241	21		23	9

The two figures are mainly of Email Campaign of the Insulin Products of Sanofi. It mainly shows that the Email Campaign in May 2020, the number of campaign hold was 9, and there

are datas regarding the Brands, deliver rate, open rate, unique clicks. The vital point here is in May 2020 the number of campaigns was **9**, the total email recipients were **12240**, Unique open rate was 1308 and total opened number was **1713**, unsubscribe was **19** in total. But in June 2020, for the same sells line INSULIN products, the total number of campaigns was increased to **12**, total recipients increased and number was **16357** and the number of opened was also increased as it was **1738** and the unsubscribed was less then may, total **9**. Gradually the Email Campaign started to become more successful and a strong medium for communication during this covid-19 pandemic situation rather than Face to Face visit.

Webinar:

Moreover, Sanofi is doing webinar campaigns for every sells line. Currently they have completed at least one webinar for each of their sells line products. They have completed more than 10 webinars till now with a very positive response from the stakeholders and appreciative feedbacks. This are the two main platforms that Sanofi is using or giving priority for communicating with the doctors currently. Webinars are mainly holding topics related to Covid-19 for this pandemic situation. The following chart is presented for some webinars that Sanofi did successfully with number of registration and participants attended these webinars and different topics for webinars and platforms they used.

N.B. For presenting these data in report concern has taken from the responsible person.

Zoom webcast	International Speaker Symposium - Allegra Launch of FEXPOLSAR study	120	123	118
Zoom webcast	RCPE live Symposium on Respiratory	90	95	85
Republic-M	Deep Vein Thrombosis	265	241	256
Republic-M	COVID: Approach in Diabetic patient's management	698	652	612
Republic-M	COVIID: 19 (experts Opinions on patient's management)	1316	1217	1118
Republic-M	COVID-19: Caring the Kids	456	421	376

Global Event (Event webcast via 3rd party platform)	State of the art and science in prevention of VTE in medical patients	559	587	531
Republic-M	SEAD (sharing expertise in management of thrombotic disorder)	60	65	57
Republic-M	Managing-children-and-adolescents-with-special-needs-during-after-covid-19-pandemic/	286	218	287
Zoom	World Mental Health Day national webinar 2020	150+	150+	150+

Besides that, other online channels, Phone calls with existing customers, sending content or product related information is also sharing with the doctors through WhatsApp, Messenger are used. But these numbers are very minimum stage till now.

3.5 MCE Measurement:

The effectiveness of multi-channel communication is measured through the data of customers response, their feedbacks, brands sells report. The feedbacks that received are very deeply analyzed by the MCE and Marketing & Sells team to develop and update their contents and the channels effectiveness. Moreover, from the Rx sells report that is prepared each week provides a major feedback for developing content or channel selection. The Rx Sells report shared to business unit provide a very important feedback for MCE marketing and business development.

3.6 Before MCE vs MCE During Covid-19:

MCE During Covid-19 Pandemic Condition:

The conventional approaches of communication with doctors were not possible during Covid-19 outbreak. As most of the cases, doctors do not allow the representatives to visit them Face to Face for safety issues. Moreover, when government-imposed lockdown it was quite

impossible to visit doctors physically for the sells force and representatives. So, at that time the email campaign, webinars, WhatsApp and other digital platform was the alternative best solution for the company to keep doctors engaged with their brands and products. MCE marketing had a major role during that period mostly to keep doctors aware about Sanofi's Brands and products so that they can recall Sanofi's brands or products. Being a fully prescription-based company, Sanofi needs to maintain a very good communication with their customers for their brands. The MCE work in favor of the company as they keep communicating with their customers during the lockdown period and gradually contents were more developed, channels were developed more and it is consistently developing for better communication purpose.

First Mover Advantage for Sanofi:

As Sanofi was working to go digital before the covid-19 so they did all their ground works like collecting and updating doctors' full profile, taking concern of them and planning for the MCE marketing so it came partially in favor of them. The other companies although started now, but as Sanofi already did their ground works before covid-19 situation so they were one step ahead from the competitors during this covid-19 situation. So, they gradually started to execution phase of MCE Marketing during the covid-19 outbreak. While Sanofi was in Execution phase the competitors were not ready to go digital. As Sanofi was already working on the MCE project and completed several tasks needed to execute or run the digital communication So, it gave Sanofi a great advantage when the covid-19 situation came. They started executing the MCE activity and in the covid-19 period, which was a very rational move for them. In this way, Sanofi enjoys the first mover advantage during this covid-19 situation.

3.7 Sells Outcome after Execution of MCE Marketing:

Rx Sells Report:

As mentioned previously, Sanofi is fully Rx (Prescription) based company. The Rx sells report mainly highlights the sells figure of different brands of Sanofi and the Relevant products of

competitors from different region or territory for understanding the market trend. It is mainly important understanding the market region or territory wise. There are other parameters as well. But the Rx Report that shared to business unit gives a clear picture of which market or territory is performing better in which brands. Moreover, the report also identifies which region or territory is needed to focus more or need to improve more to meet the sells target. In this report I have highlighted only on the Rx Data sells report factor for measuring MCE communication effectiveness as I worked with these reports during my Internship Period and both of these parts of working area is integrated along with other departments or teams as well.

Methodology of Preparing Rx Sells Report:

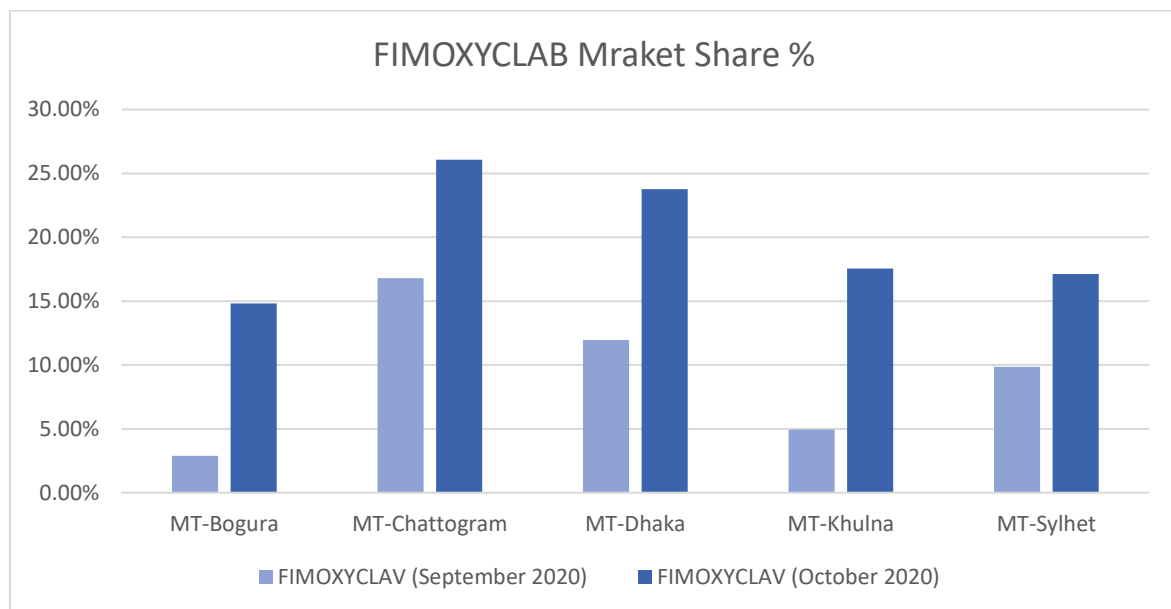
The Rx or prescription data is mainly collected by Sanofi from different third-party vendors where every detail of products and doctors are provided for Sanofi and the other local and Multi-National pharmaceutical companies. This data is collected weekly or cycle wise, mainly four cycle in a month. So basically, the Rx report is prepared every week wise. This data includes the different brands or products of different pharmaceuticals companies written and advised by the doctors or prescribers. After getting the raw data files, we categorize these data according to doctor and institution and separate them according to these two categories. Then these data run through a software which segments these data according to their sales line: Cardio Metabolic (CM), Mass Therapy (MT), Central Nervous System (CNS) and INSULIN. These Sales lines medicines were categorized for Sanofi and Relevant Market. After that these data converted to Rx sells report. For preparing the sells report for Sanofi and Relevant market use of the generic name of the medicines for Sanofi and Competitor's product or Relevant market product is needed. Then we use the Excel functions like pivot table and formulas to prepare this report. The report also includes the share of each product for Sanofi and Relevant Market or Competitors share.

Rx Sells Report Analysis:

The Rx sells figure provides information regarding the market share, sells value or figures of Sanofi and Relevant market products. As Sanofi started to go digital and MCE engagement before covid-19, then the lockdown was imposed by the government. For measuring the result of effectiveness of MCE and Digital Marketing during this the Covid-19, the percentage share of 1 Brand or products from Different Sales line has been given in this report.

Mass Therapy (MT):

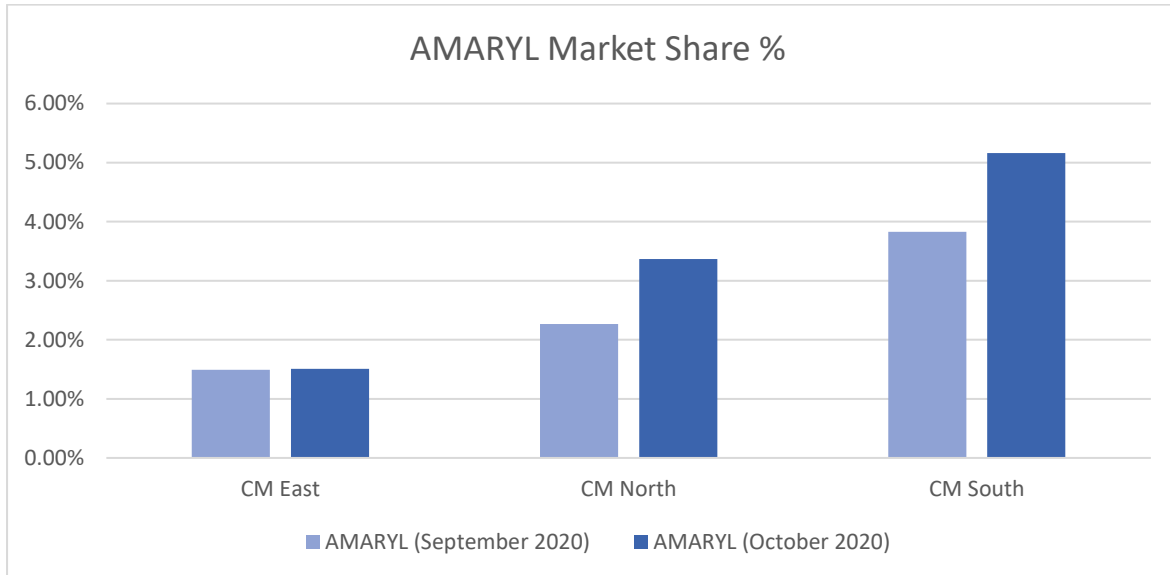
For **Mass Therapy (MT)** Sales Line **FIMOXYCLAV** Brand has been considered here. The brand has a good reputation among the prescribers.



The brand FIMOXYLAV's share in percentage of September and October is given in this report. It is basically directing the market share of the brand is upward slopping or increased in October 2020 compared to September 2020 in every region.

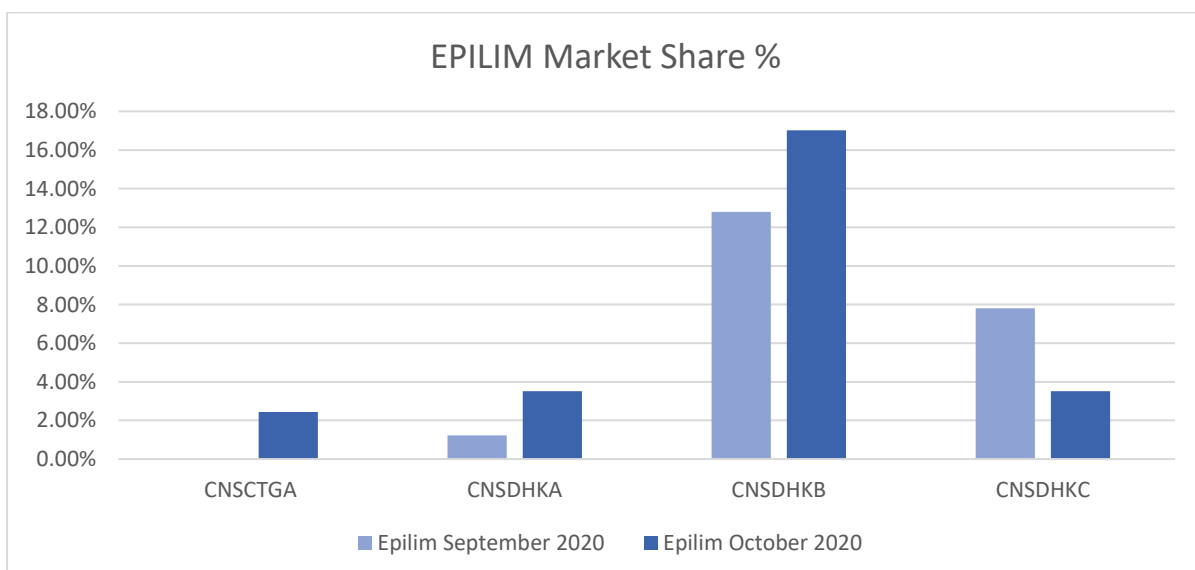
Cardio Metabolic (CM):

For **Cardio Metabolic (CM)** Sales Line the share of one the renowned brand **AMARYL** September 2020 and October 2020 share has been shown for understanding the difference of market share.



Central Nervous System (CNS):

From the **Central Nervous System (CNS)** Sales Line **EPILIM** is one the renowned brand. The market share of EPILIM of September 2020 and October 2020 has included here. In most of the region, the market share of EPILIM has increased or the rate is upward then September. Except on region the data of market share shows the raise of EPILIM in October 2020.



INSULIN:

From the **INSULIN** Sales Line, the market share of Sanofi for two months has been presented which also shows an increase of 0.46% increase compared to previous month.

Company	Jul'20	Aug'20
N-N	27.11%	22.94%
Incepta	21.90%	17.55%
Square	10.14%	24.67%
ACI	10.84%	8.74%
Eli Lilly	10.57%	9.37%
Aristopharma	8.16%	5.56%
Sanofi	1.93%	2.39%
Popular	3.82%	2.47%
D-I	1.43%	1.95%
Beximco	4.11%	4.38%

N.B. For the confidential issues, only two months data has been given in this report by taking concern from the responsible person.

3.8 Findings:

As a student from Business Background, by default I did not have any involvement with the pharmaceutical business. But this was truly a new and interesting opportunity for me to work with Sanofi. I learned several new factors naturally because of working in a very new industry. Although the time period is too short, but some of my important understanding or findings includes:

- **MCE Marketing Knowledge:** The multi-channel engagement marketing knowledge in pharmaceutical company is totally new for me. The marketing strategy that Sanofi is using online and offline channels so that they can reach to each of their existing and potential customers for developing the customer base.
- **Different Customer Base for MCE:** The MCE and Digital customer base is different in pharmaceutical industry. The emails or texts send to the customers who are highly educated segmented customers. The customers are highly educated and well acknowledged individuals. So, the MCE and digital communication is done in a proper approaches and systematic way.

- **Content of MCE Communication:** As Sanofi needs to communicate with highly educated professionals for promoting their brands so for email campaign or text messages and webinars, they need to focus on the content that they are sharing with them. The contents are mainly related to the scientific research articles and journals, building awareness regarding different critical diseases, Organizing webinars on different health care related issues or topics for the Doctors or Professionals.
- **Integrated Marketing Strategy:** As Sanofi is using the Hybrid Channel as their marketing strategy so it is important for them to integrate both online and offline channels. The online channels include sending SMS, Email Campaign, Webinars etc. while the representatives are also visiting doctors regularly. So, it is basically an integrated communication system where Sanofi is trying to cover maximum number of customers and acquire new customers.
- **MCE and Customer Relationship:** Being a prescription-based company Sanofi needs to give the first priority in relationship marketing. (Harvey, 2018) mentioned that they focus more on building relationship with doctors for developing their customer base for existing and new customers. It is the vital point of their digital marketing strategy as they always need to communicate with doctors and professional. For effective MCE communication, it is always necessary to build strong relation with their customers. Sanofi is doing it well by organizing webinars, sending emails and text messages to their customers or doctors.
- **Ethical Practice in MCE Marketing:** Being a global company, Sanofi practices ethical approaches in marketing or promoting their products. Any sort of unethical practice in marketing or promotion, Administrative activities, Regulatory and other operations related to the company is not entertained at Sanofi. For sending text messages and emails and inviting for the webinars they take concern from the doctors regarding their preferred medium of communication. It basically increases the transparency and makes the online communication more credible to the customers or doctors.
- **Promotional Tools and Activity:** The promotional materials or activity is completely different in pharma industry and Sanofi is more different to some extent for operating within their ethical boundaries. According to (Artefact Value by Data, 2020), a large portion of marketing budget is mainly dedicated to disseminate scientific information related to diseases management. The use of literature, single cards, different scientific

journals, medical or health related articles, webinar on health care related issues there are mainly used for developing contents and promoting their brands. They also use a proportion of their budget for educating doctors through international congresses and local medical discussion events (CMEs). The use of Sanofi's logo for promotion purpose outside is very miniature.

- **Consistent Development of MCE and Digital:** Sanofi is developing the MCE communication continuously. They are receiving feedbacks regarding different channels from the customers, trying to find out best possible channels for sustainable relationship with the Doctors or professionals. The MCE is still in very early stage; however, Sanofi is continuously developing the channels, content and overall MCE project.

3.9 Analysis:

This part mainly highlights the in depth understanding during the Internship Period. Working in a leading pharmaceutical organization like Sanofi, I have undertaken some insides for my understanding and analyzing although the time period was too short to understand everything.

The pharmaceutical industry or market follows different marketing approaches compare to other industry as the customer segment is different. Sanofi being a fully prescription-based company (not sells based), have to focus more on Doctors. As Sanofi has a very strong ethical boundary for promoting their products to the doctors, they follow very different strategies compare to the other local companies. A large portion of marketing budget is mainly dedicated to disseminate scientific information related to diseases management. Sanofi uses different scientific literatures, articles related to medical and health related for promoting their brands. They also spend a certain portion of the marketing budget for educating doctors regarding different critical diseases, research and development. Being relying on these promoting tools where in the market the unethical practice is very high by many local competitors, Sanofi clearly differentiated them positively among the doctors or prescribers. The ethical boundaries in business Sanofi follows has created a very prestigious position in the market. As a Rx based company Sanofi has to maintain a very good relation with the doctors and they are doing this within remain the ethical boundaries.

The Multi-Channel Engagement and Digital Marketing was started around one year ago. They have covered taking concerns from the doctor for communicating with them. More specifically, they have taken concern regarding sending emails, invite for webinars, promote their products through other online platforms according to the convenience channel of doctors. This MCE is project is still in very early stage, but within this time they have organized several webinars on various major issues or topics and doing email campaign successfully. Most important factor here is to be noted, Sanofi has managed to continue and maintained a very good relation with the doctors during the covid-19 lock down situation when physically visit a doctor was not possible. Through the online channels they tried to reach each customer according to their preferred channels. Besides field force is visiting doctors regularly now. So online and offline in both ways they are trying to make the customer coverage so that they can reach the customers successfully. During the covid-19 lock down period, they used to remain connected with the doctors so that the doctors do not forget about their brands or products. It was a very strong move for them at that time and still they are gradually improving the MCE activities.

The integration of MCE Marketing has a great impact on the sells during this covid-19 situation. As they are doing online and offline both way of communication from the very beginning of Covid-19 outbreak, it provided a positive outcome to the organization. The integrated way of marketing in both online and offline during this challenging time while businesses are facing a lot of difficulties, it was on opposite picture for Sanofi. They maintained a very strong relationship with their customers so that customers can recall their brands or products.

Although the MCE and Digital Marketing is in a very initial position till now but it provided a strong outcome on sells. The Rx sells report for different brands has shown an upward direction of sales of different brands from different sales line. The MCE marketing will provide more value or outcome if the number of online channels is increased. However, Sanofi is trying to introduce more online channels through which they can communicate with their existing and potential customers. As MCE Marketing is in an initial phase and being a strongly ethical company Sanofi is continuously trying to increase the reach to is customers through new ways.

3.10 Recommendations:

Working with Sanofi, I have noted some personal insides. The way they work I should admire that it is near to perfect but still there are some factors which they should take into consideration. Completing the three months of Internship program my suggestion will be:

- **Clear out their Stand Point for the Stake Holders:** Sanofi is the global market leader serving to protect health, enhance life and provide best health care solution for the people around the world. The mode of operation for future remains uncertain at this point, but Sanofi Bangladesh assures their stakeholders that their products will be available in the market. But they should come with a very specific and clear decision regarding the future policy of the company for keeping customers and other stakeholders engaged. Besides they should focus on public relation and reputation management as Sanofi is facing a lot of discussion due to the changing of their business model and management practices.
- **Public Awareness Building:** Although Sanofi is one of the largest pharmaceutical company, but there are still lack of awareness among the mass people regarding Sanofi in our country. Many people still do not even know the name of Sanofi. I can very well understand Sanofi do not need the popularity among the mass people but they should be exposed to a very minimum level. For executing this, Sanofi should come out with a different marketing strategy for the mass people of our country.
- **Development of MCE Communication:** The MCE and Digital Marketing is now at initial stage but continuous development with time is important. As Sanofi started first the MCE marketing in pharmaceutical sector of Bangladesh, they should move forward more very widely considering the time other companies and competition in the pharma market. Sanofi should keep tracking and move fast regarding the MCE and Digital Marketing for keeping them one step ahead then the competitors.
- **Strong Rule & Regulation along with Execution:** As I already mentioned that Sanofi do not offer any sort of gift item to the doctors as marketing strategy. The government should make and implement proper rules and regulations of providing gift materials and unethical practices for keeping a healthy competition in the market.

3.11 Conclusion:

The Pharmaceutical Market of Bangladesh is growing at an amazing rate. The local companies are holding the maximum share and profit in the market. The increasing competition in the market has made it very challenging for all the local and Multi-National Companies. Companies trying to come up with new products, changing marketing strategies and other several initiatives are taking to make their position sustainable. During this Covid-19 period, it was a great move for Sanofi to implement their MCE Marketing strategies. Being one of the largest pharmaceutical company worldwide with a very strong ethical practice it is challenging for them to increase the growth rate in Bangladesh market as unethical approaches are very common scenario here.

However, as people are becoming more conscious regarding health issues now a days so coming up with quality products compare to others will increase their value. The use of advance technology and Digital Platforms has created a great potential for the business and Sanofi has used it very effectively during this covid-19 pandemic. The change in marketing strategy has given them an extra advantage compare to others.

Experiencing of working in a pharmaceutical company like Sanofi for digital marketing campaign was really an amazing opportunity for me. The online and offline channels they are currently using for reach out every existing and potential customer is a great step. However, they need to keep continuous development for including more communication channels as Sanofi expects in 2021 the 70% communication or marketing will be done through digital platforms and 30% will be through offline channels. Being a part of this vision was an outstanding experience along with developing knowledge about the pharmaceutical industry and a very open and diversified working culture at Sanofi Bangladesh Limited.

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