

**MARKETING PROMOTIONAL STRATEGIES OF GLAXOSMITHKLINE BANGLADESH
LTD
STIEFEL Skin Products**

INTERNSHIP REPORT

On

**MARKETING PROMOTIONAL STRATEGIES
OF
GLAXOSMITHKLINE BANGLADESH LTD**

STIEFEL Skin Products

Submitted To

Rahnuma Ahmed
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Submitted By

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5th July, 2012

LETTER OF TRANSMITTAL

July 5, 2012

To,

Rahnuma Ahmed
Lecturer
BRAC Business School
BRAC University.

Sub: Submission of Internship Report

Dear Madam,

I am pleased to submit my Internship Report on “Marketing strategies of GlaxoSmithKline Bangladesh Ltd, Stiefel skin products.” This report was part of my assignment during my tenure at GSK.

I have prepared the report through working with my supervisor (at GSK) and consulting with you. I am submitting my internship report and I will be grateful enough if you kindly accept my report.

Sincerely,

Tazreen Nazim chowdhury
ID# 08104056

ACKNOWLEDGEMENTS

I am personally indebted to some people who really assisted me in my endeavor. First, I would like to thank my supervisor at GlaxoSmithKline, Mr. K. M. Mahbubur Rashid, Marketing Manager, for his continuous assistance and guidance in completing the report. I am also indebted to Mr. A. K.M. Firoz Alam, Director, Human Resource, for giving me an exposure as an intern at GSK.

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Finally, I like to show my gratitude to my loving parents for their loyal support for continuing my internship program and completing the report as well.

EXECUTIVE SUMMARY

GlaxoSmithKline (GSK) is the world leading research-based pharmaceutical company with a powerful combination of skills and resources to provide a platform for delivering strong growth in today's rapidly changing health care environment. GSK is the product of a number of mergers and acquisitions. The merger made GSK the world's number one pharmaceutical company.

GlaxoSmithKline have different type of products. Stiefel, a GSK company, is improving the quality of life for those affected by skin conditions around the world. Stiefel has both prescription and consumer products. Under consumer or non-prescription products they have Acne-Aid-Bar, Oilatum, SpectraBan, Lacticare, Sustid Bar etc. GSK is trying to reach the products towards consumer. Till now the consumers only buy these products when it is doctor prescribed otherwise they don't buy this. These products are very high quality and expensive products. It can be used by any general consumers who are facing acne, sunscreen or dry-skin problem. Hence, in this report I tried to analyze the market demand of customers for Stiefel products. Most of the people are not aware about these products. And if they don't know about the products how could they buy. However, awareness should be created to make people know about the usefulness of these Skin products. The Stiefel products are very much effective and a person can use this daily basis and get rid from the problems.

Stiefel products have been launched in the market many years ago but as the products are non-prescription consumer products GSK trying to make the consumer aware about the products. So, this report is prepared to develop the marketing strategy for this product. Proper steps should be taken to market the product so that it can grab the consumer attention and hold a strong position in the market. To get idea about the consumers' feedback regarding this product a survey was conducted in pharmacies and some other places also. Most of the respondents become aware and are willing to accept such a product which will take care of their skins.

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Chapter 1

Introduction

1.1 Introduction

Pharmaceutical Industry is one of the highly sophisticated industries in Bangladesh which has been uncovered to rapid change and made a revolution in Bangladesh by maintaining high technology and a world class standard in quality. These industries have a major commitment to the society than any other industries as it is involved with the manufacturing of life saving drugs.

GlaxoSmithKline Bangladesh Limited is a fast growing, trusted, and emerging pharmaceutical that develops, manufacture, markets and distributes quality assured best in class pharmaceutical products in Bangladesh. GSK try to be improving the quality of human life by enabling people to do more, feel better, live longer. The company's principal activities include secondary manufacture of pharmaceutical products and marketing of vaccines, pharmaceutical healthcare products and health food drinks.

GlaxoSmithKline is one of the leading multinational companies in the world. Their marketing and promotional activities are different from others. Stiefel, a GSK company, have prescription and non-prescription products. However, GSK trying to make different promotional activities to make the consumer more aware about the non-prescription skin products. Their promotional activities spread on three categories, For Doctor, Chemist and for final consumer. GSK taken different policy for consumer awareness.

1.2 Objective of the Study

1.2.1. General Objective

The general objective of this section is to gain knowledge about the company and its current functions and also discussing about some problem issued faced by the company.

1.2.2 Specific Objective

More specifically, this study entails the following aspects:

- 📖 To have a consumer opinion about the GSK products.
- 📖 To identify the promotional strategy for different level of consumer.
- 📖 To find out the satisfaction level of middle level consumers (chemist)
- 📖 Marketing Promotional strategies of GSK-Stiefel products.
- 📖 Doing survey and find out the consumer demand of the products
- 📖 Make Awareness among consumer about the products.

1.3 Scope of the Study

Scope in this section is very broad to analyze, as information's are quite available. Human resource department are the major scope while doing this study and also the website has helped me a lot to collect data. Only problem that occurred while collecting the problem issues.

1.4 Methodology

The methodology of the report includes direct observation, visiting beauty parlors, pharmacies, super shops, designing leaflets, literature, stickers, and oral communication of the employees of the marketing department and studying files and practical experience. This is on job practical tactic.

1.3.1 Data Collection

To carry out the study both primary and secondary data were used.

1.3.2. Primary Sources

- Open ended questionnaire to chemists and consumer.
- Face to face interview with employees.

- Personal discussions with employees.
- Expert opinion.
- Personal observation.

1.3.3 Secondary Sources

- Desk report of related department.
- GSK website.
- Annual report

1.5 Limitations of the Study

While doing this part, many limitations have been disturbed to going on further. Still, I tried to overcome those limitations. The limitations those I counted mostly are:

- The major limitations that I faced are GSK doesn't want to share needful information as they said the information cannot be disclosed. This attitude has made the project tougher to do.
- Information about the current market growth were hard to get

Chapter 2

Organizational Overview

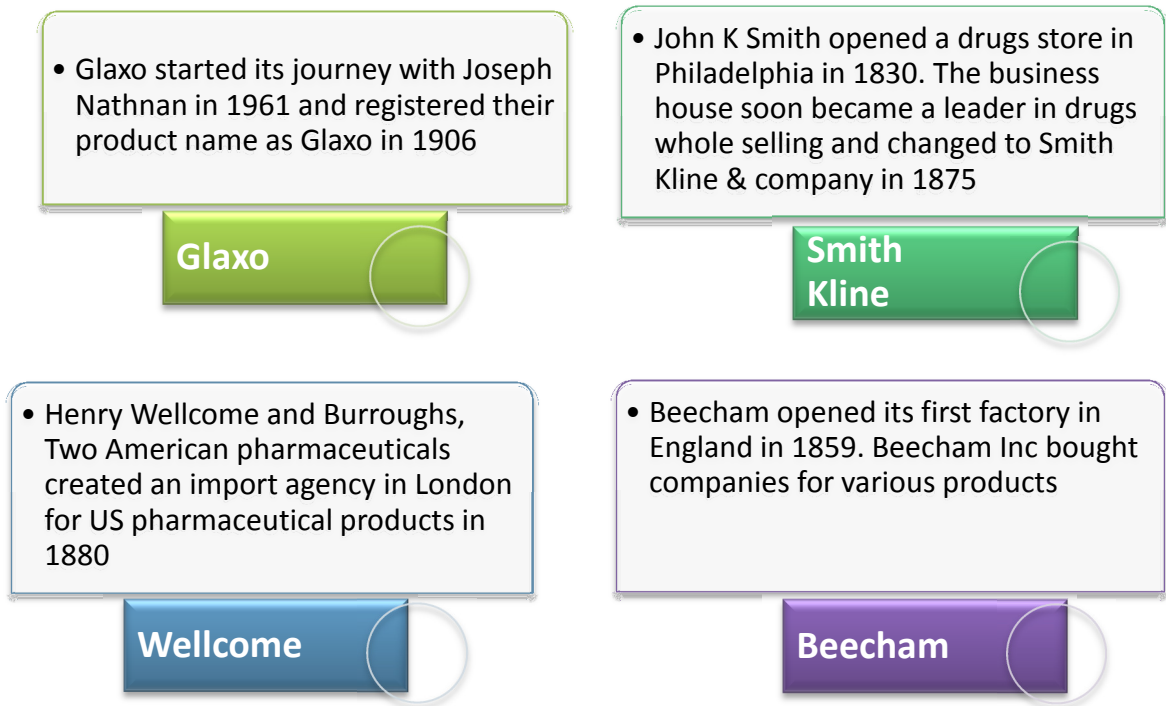


2.1 Background

GlaxoSmithKline Bangladesh Limited carries with it an enviable image and reputation for the past 6 decades. A subsidiary of GlaxoSmithKline (GSK) is one of the world's largest research-based pharmaceutical and healthcare companies GSK Bangladesh, continues to be committed to improving the quality of human life by enabling people to do more, feel better and live longer. The Company's principle activities include secondary manufacture of pharmaceutical products and marketing of vaccines, pharmaceutical and healthcare products.

2.2 Creation of GlaxoSmithKline--History

The present day GlaxoSmithKline is the product of mergers, acquisitions and strategic alliance over the years. Therefore it is necessary to focus on the histories of different major companies that combine to form the present day GlaxoSmithKline.



The Mergers

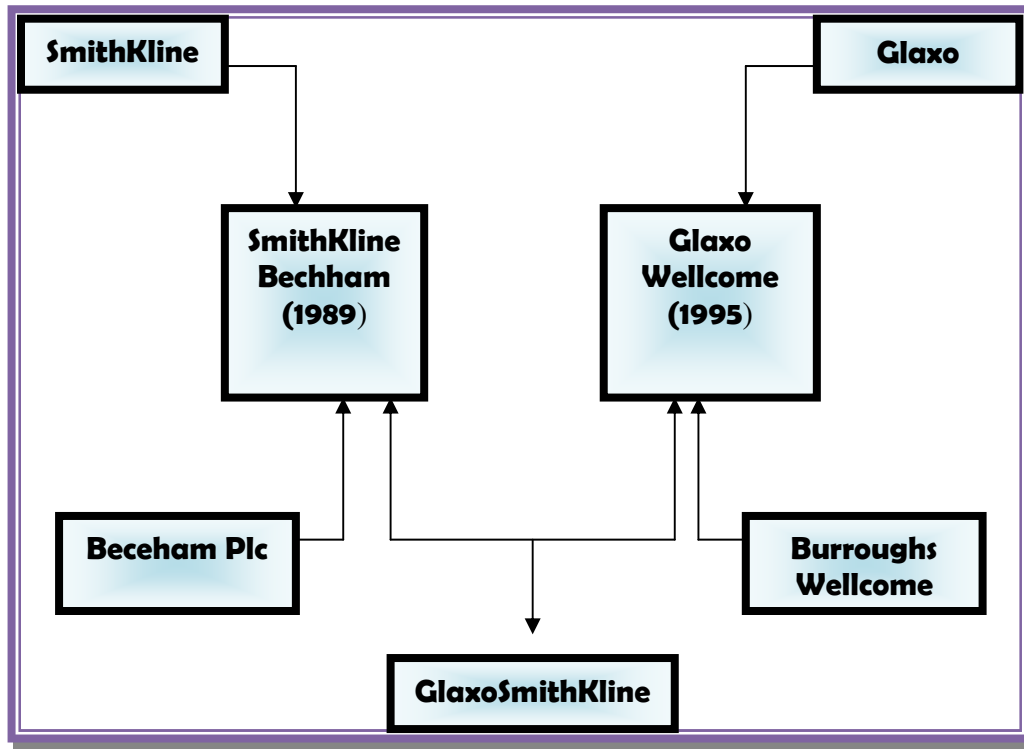
Glaxo Wellcome:

On January 25, 1995, Glaxo launched a takeover bid for Wellcome. In March the integration of these two companies created the world's largest pharmaceutical company. Total contribution of GlaxoWellcome from June 1994 to December 1995 was 23.2 million and was concentrating on scientific, technological, and marketing skills.

SmithKline Beecham:

The merger in 1989 of SmithKline and Beecham group to form the SmithKline Beecham created a new company with one of the world's biggest researches and development organizations of the combined product portfolio pipeline and geographic networks positioned SmithKline Beecham at the forefront of the global health care industry.

GlaxoSmithKline (GSK)



It was announced in January 2000 that the GlaxoWellcome and SmithKline Beecham would merge to form GlaxoSmithKline (GSK), a world leading researched based pharmaceutical company with a powerful combination of skills and resources to provide a platform for delivering strong growth in today's rapidly changing health care environment. In December 2000, the merge took place.

At a Glance-GlaxoSmithKline:

- GSK's mission is to improve the quality of human life by enabling people to do more, feel better and live longer
- GSK is a research-based pharmaceutical company.
- GSK is committed to tackling the three "priority" diseases identified by the World Health Organization: HIV/AIDS, tuberculosis and malaria

- ➡ GSK's business employs around 99,000 people in over 100 countries
- ➡ GSK makes almost four billion packs of medicines and healthcare products every year
- ➡ In November 2009, GSK launched ViiV Healthcare, a global specialist HIV company established by GlaxoSmithKline and Pfizer to deliver advances in treatment and care for people living with HIV.
- ➡ Many of our consumer brands are household names: Ribena, Horlicks, Lucozade, Aquafresh, Sensodyne, Panadol, Tums, and Zovirax.

2.3 Vision and Mission Statement:

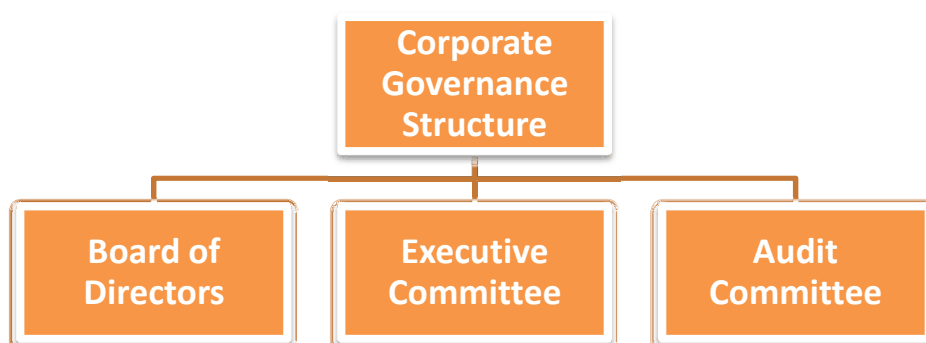
We have a challenging and inspiring mission to improve the quality of human life by enabling people to *do more, feel better and live longer*. By focusing our business around our strategic priorities, we are confident that we can fulfill this promise.

2.4 Product and Service offering

As a more than a century old R&D pharmaceutical and healthcare company GSK's product portfolio spreads across key therapy areas benefiting millions of lives across the globe. More than 1300 prescriptions are written every minute for GSK products. GSK products focus on different therapeutic areas such as- Anti-bacterial, Respiratory, Cough & Cold preps, Dermatology, Gastro-intestinal, vitamin, vaccines for Hepatitis A & B, Typhoid, Chicken Pox, Measles, Mumps as well as cervical cancer and others. The company has Consumer HealthCare and Nutritional HealthCare drinks also. Some products GSK are presenting through the following table:

Therapeutic Area	Trade Name
Anti-Bacterial	Ceporex, Zinnat, Zinacef, Amoxil, Kefdein, Cexime, Glaxipro etc.
Respiratory	Seretide, Ventolin, Piriton, Flixonase ANS, Ventolin Nebules etc.
Cough & Cold preps	Actifed, Sudafed
Dermatology	Betnovate, Betnovate N, Betnovet CL, Dermovate, Bactroban, Neobacrin, Lotrix, Tinatrim, Eumovete etc.
Vitamin	Complavit
Oncology	Alkeran, Imuran, Leukeran, Mylaren, Purinethol
Eye/Ear preps	Otosporin
Gastro-intestinal	Zantac, Norain
Oral steroid	Betnelan, Prednisolone
Anti-Viral	Zeffix
Vaccines	Engerix B, Havrix, Varilrix, Tritanrix HB, Priorix, Typherix, Hiberix, Rotarix, Infanrix-Hexa, Mencevax-ACWY, Cervarix
Non- Pharma	Dextrose, Glaxose (Health Drink)
Consumer Products	Horlicks (Chocolate Horlicks, Junior Horlicks, Horlicks Lite, Mother Horlicks), Maltova, Viva, Boost, Ribena, Aquafresh

2.5 Operational Network Organogram

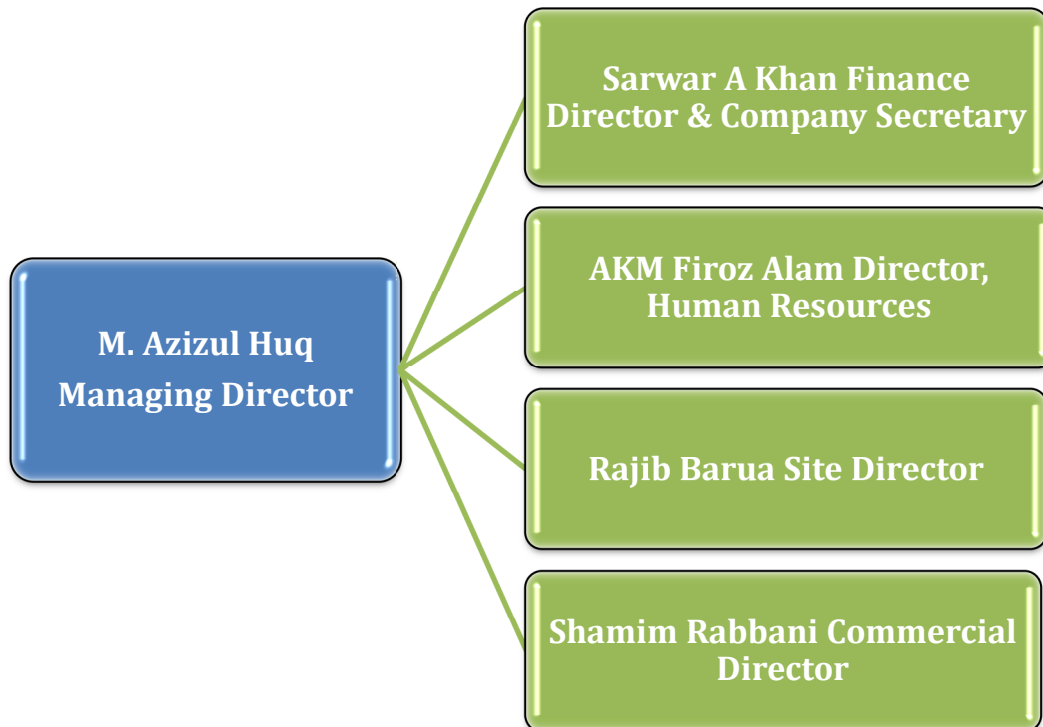


Board of Directors

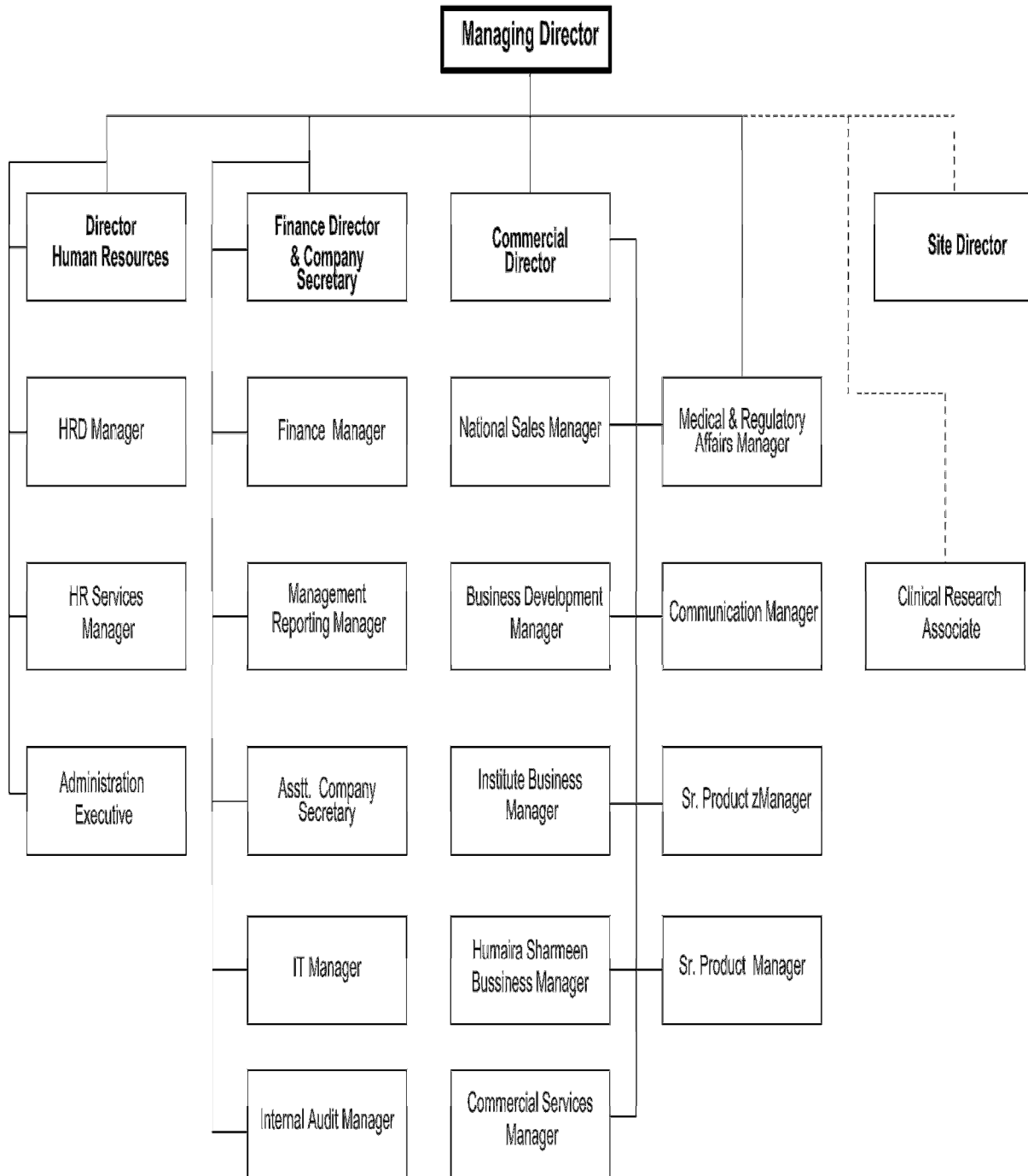
The board of directors is ultimately accountable for the Company's activities, strategy and financial performance. The board consists of a non-executive Chairman, three executive directors and two non-executive directors. There are:

- i. Dr. Hasit Joshiura- **Chairman**
- ii. M. Azizul Huq- **Managing Director**
- iii. Md. Humayun Kabir- **Non Executive Director**
- iv. Sarwar A Khan- **Finance Director & Company Secretary**
- v. Shamim Rabbani- **Commercial Director**
- vi. Golam Quddus Chowdhury- **Non Executive Director**

Company Executive Committees



Chain of Command of GSK Bangladesh Ltd



Major Functional Department of GSK

In corporate office of GlaxoSmithKline Bangladesh Ltd following five major functional departments are in operation:

Sales Department

- Distribution of the sales target fixed by PMD in the respect of market size and medical promotion officer in terms of value and unit.
- Pay regular visit to the doctors' show the benefits of new and existing products with the help of promotional tools
- Monitoring and analysis of the competitors activities and report to the PMD

Personnel & Administration Department (PAD)

- Recruitment, promotion and transfer of employees
- Retirement of employees' bill with remuneration, increments, and other fringe benefits namely house rent, allowances, insurance's, profit bonus etc.

Accounts and Finance Department

- Maintains all the accounts like recording of transaction, preparation final accounting reports, costing and budgeting, taxation, bookkeeping's, providing funds to the projects etc
- Preparation final accounting report for performance analysis of GSK

Information Technology (IT) Department

- Providing computer and other related accessories supports to all users
- Maintenance of server and ensure smooth LAN operation
- Providing up to date technical and software support to all the sectors of GSK

Chapter 3

Job

Stiefel

As a global leader in skin health, Stiefel, a GSK company, is committed to improving the quality of life for those affected by skin conditions around the world. There 165 years of dedication to dermatological solutions has helped Stiefel expand its operations in nearly 132 countries. Stiefel has both prescription and consumer products. I worked for consumer products which are non prescription medicines. The products list for which I had work for are given below:

Brand Name
Acne Aid
Sastid Bar
Lacticare Lotion
Oilatum Bar
Oilatum Lotion
Oilatum Emollient
Spectra BAN 19
Spectra Ban Ultra 28
Spectra BAN 60

3.1 Description / Nature of the job

I was assigned to make the promotional strategies of Stiefel products. Under the stiefel products there are both prescription and non-prescription medicines. GSK is trying to promote their non-prescribed medicines to consumer. To reach the consumer they need to do lots of promotional activities. So, I was assigned for planning, making leaflets, brochures, stickers, posters, banners etc.

I. Preparing promotional material according to the needs

For promoting these products we needed some promo materials. Such as leaflets, brochures, stickers, posters, banners etc. At first we made an idea how can we reach the consumer.

Then, I made some leaflets for Oilatum, Acne Aid Bar, SASTid Bar, SpectraBAN 60 and spectraBAN 19.

II. Search for new product information

For promoting any product first we have to analyze the market. Doing survey to find out which products are available in the market. And the most important thing is analyzing the customer demand. I went to the markets and asked the marketer which products are more demandable.

III. Look for new product promotional areas

To expand the market we tried to look for new promotional areas. Such as parlors, super markets, small shops, and shopping centers. I went to some parlors, gave them knowledge about our product and convince them to advice about our products towards their customers.

IV. Conduction of awareness campaign.

We conduct some awareness campaign in parlors, spas, shopping malls, universities, schools and in ladies clubs. I went to the parlors and spas, gave advice/recommend about our products and how the products will solve the problems of acne, sunburn and dryness. In some shopping malls we kept a booth with our product, presentation slides was providing information and one of our team member was introducing products to customers.

V. Explore new business opportunities

For making more profit, companies always try to expand business. GSK were trying to expand their business through reaching to the consumer and make the customer know about the non pharma products. However, GSK tried to put shelf in super-markets having stiefel products (Acne Aid Bar, Oilatum and SPectraBAN). I collected some designs of shelves, made ideas and gave it to an advertising firm. They made a shelf for us and soon the super markets will have our stiefel products.

3.2 Specific responsibilities of the job

I. Leaflet

For doing promotional activities I made some leaflets for Oilatum, Acne Aid Bar, SASStid Bar, SpectraBAN 60 and spectraBAN 19. The leaflets provide all the information in details. However, GSK wanted to distribute the leaflets in shops, super markets, and parlors. Designing the leaflets, deciding the text, size, making it lucrative was my job.

II. Campaign Design

We have done some campaign design. Such as arranging awareness program for those people who can understand about our Stiefel products and give idea about the products to other customers or general people. For example, we invited some beauty experts in our program and gave them a brief idea about our product. Moreover, we try to make them convince to keep some of our products in there parlor and provide knowledge about products to their customer. Through this they got an idea which is a very affective way for promotional activity.

III. Removing Duplicity

Acne Aid Bar is a very popular and effective soap which removes acne. It is mostly prescribed by doctors. But recently a new problem arises. After a huge market research it is observed that sales have been decreased. And the reason behind this is a duplicate Acne Aid Bar is available in the market. In a sales meeting It was decided that a sticker have to attached with the Soap. Moreover, I made some posters regarding this to make people aware about it “before buying Acne Aid Bar please see the sticker”.

IV. Survey

38 pharmacies have been visited. As a result I found out in which pharmacies our products are available and where are not available. Quantities of the products are enough or not. What improvement we should bring up. Does the field force doing their work in proper manner or not.

3.3 Different aspects of job performance

1. Good promotional skill

There are many ways for performing a job successfully. My job was to promote Stiefel products toward customers. I had to make new ideas and plan what a consumer can come to know about the product and get influence to buy it. So at first I made leaflets, stickers, brushers to advertise. For keeping a shelf in super-shops GSK try to make a deal with Rahimafrooz. However, these kinds of promotional skill increase my job performance.

2. Good communication skill

Communicating with people in a good manner is the most important quality of an employee. As I was promoting the product I had to talk with lots of people. I visited beauty parlors, super-shops, small shops, pharmacies. So customers was impressed with my communication skill and responded a lot. In GSK I had also a very good relation with everyone and got a good opportunity to know about the corporate system.

3. Positive attitude

Positive attitude is the most important key factor of job performance. Positive attitude can attract customer. While convincing someone one might give positive response, another might give negative response. But as a marketer we have to handle the situation in a positive manner. Moreover, in the office I always tried to work in a positive way, showed interest in work and focused on what are the customers need and want.

4. Time management skill

Maintaining the office time is very important. My office hour was 8.30am-5.00pm. I always tried to maintain the time. I finished all the woks on time which where gave by my supervisor. Managing time is not that much tough. If we finish our day to day work then it becomes so easier. Though this internship period I became more efficient and learned to make the best use of time.

5. Good team work

Working in a team sometime it makes the work easier and sometimes it become so hard to work in a team. I really like to do team work. My coworkers were also very helpful and supporting. Not only with the interns I had done all my works jointly with every sector of people.

6. Stress management skill

Managing all the work under pressure is part of job. Whatever the situation is we can't show our problem or stress to our office and have to complete the work properly. Doing internship in GSK my stress management skill also increased.

7. Multiple task management skill

As I was promoting the skin products so for promotional material I made all the leaflets, stickers, literature etc. So for designing all of this I had to do graphical work, Photoshop etc. By doing all these things I also got some multi task talent.

3.4 Critical observation and recommendation

Critical observation

1. Communication with customer

For promotional work a good communication with customer is very important. For example, I visited some beauty parlors gave them all the information about our products. So if anyone don't provide information in correct manner they a very bad impression may create about the products. So, it is very much important to deliver the information in an effective way.

2. Product positioning

Stiefel are medicated products. So GSK have to make the customer understand that other products (like Lux, Dove) are not our direct competitors. Some cleansers and lotions are our competitors but Stiefel products itself have their own separate position because they are medicated products.

3. Increase sale

If the Stiefel products can reach to the general consumer then the sale will be high. Now still they are doctor prescription product so increasing the customer will increase the sale. So GSK should give all the effort to promote the product, make the customer more aware about it and make the product available in most of the shops.

Recommendation

- Need to take better market research policy.
- Company should develop their marketing policy for chemist.
- The price of products should minimize.
- Develop consumer level promotional strategy.
- Try to develop strategy more public oriented.
- Develop the consumer relation.
- Delivery system should be faster.
- Arrange seminar for promotion the product.
- Need more TV advertisement.
- Build up good relation with doctor.
- Finding more energetic sales personnel.
- Need more medical campaign.
- Motivation policy improves for medical promotion officer.

Chapter 4

Finding and Analysis

Stiefel

The Stiefel story began with an unrelenting passion for skin health, and it's what continues to drive our development of the world's most advanced skin care products.

Established in 1847, Stiefel, now a GSK company, emerged in a time of great scientific discovery. As the 19th century progressed, so did a focus on bacteria (germs) and skin health, and dermatology soon evolved into a separate medical specialty. J.D.

Stiefel has built a trusted reputation with dermatologists and other skin health professionals around the world. In addition, Stiefel consumers have provided us with insight and understanding by sharing their dermatology and skin health needs and experiences. This relationship with dermatologists and consumers has helped Stiefel create a unique dermatology and skin health experience.

4.1 Product Profile

Non Prescription Medicines

Brand Name	Active Ingredients
Acne Aid	Sulphonated surfactant blend
Sastid Bar	10% precipitated Sulphar Sulphar and 3% salicylic acid blended with saponified high molecular weight fatty acids an a soap base.
Lacticare Lotion	Lactic Acid+Sodium pyrrolidone carboxylate
Oilatum Bar	Light Liquid Paffin & Salt of High Molecular Weight Fatty Acids
Oilatum Cream	Light Liquid Paraffin & White Soft Paraffin
Oilatum Emolient	Light Liquid Paraffin
Spectra BAN 19	Microfine zinc oxide Coated
Spectra Ban Ultra 28	Titanium Dioxide, Butylmethoxydibenzoylmethane, Padimate O, Oxybenzone
Spectra BAN 60	Water, zinc oxide. Ethylhexyl palmitate, Ethylhexyl Methoxycinnamate,Cyclopentasiloxane

There are basically three parts in consumer products. They are:

- 1) Products for Acne (Acne Aid Bar, Sastid Bar)
- 2) Products for Dry Skin (Oilatum)
- 3) Products for Sun Protection (Spectra BAN)

❖ **Acne-Aid Bar**

- Gently decreases oily condition and acne without excessive drying.
- Forms ideal skin surface for applying acne control medications.
- Acne-Aid bar is a balanced blend of gentle degreasing agent and an effective cleanser that helps cleanse the skin gently and thoroughly, due to its highly effective cleansing power.

Directions of use

- ✓ Use on the face or other affected areas. Repeat if skin is very oily and use 2/3 times daily.

❖ **SAS tid BAR**

- **Antiseptic action** of salicylic acid and the **germicidal action** of sulphur control the growth of microorganisms associated with acne and fungus.
- **Antibacterial action:** It also exhibits anti bacterial action and also plays an important role in maintenance therapy of acne.

Directions of use

- ✓ Cleanse the affected area 2/3 times daily.

❖ **SpectraBan 60**

Benefits

Regular use may help protect against

- Premature skin aging

- Appearance of wrinkles and pigmentation
- Sunburn

Long-term use can

- Improve quality of skin
- Leave the skin supple and healthy

Directions of use

- ✓ Apply on the areas exposed to sunlight (such as face, neck and body) at least 30 minutes before exposure.

❖ Oilatum

Oilatum Bar

- Always use with water or in wet skin and massage gently
- Contains 7.5% Mineral Oil. And Pack size 100g bar.

Benefits

- In a Soap Formulation for everyday hygienic needs, gives soft smooth and supple skin.
- Cleanses gently without drying
- Provide effective and long lasting moisturization
- Leaving thin layer of oil on the skin surface, keep hydrated
- Minimize skin irritation

Can Use

- Pregnant and lactating mother can use this product
- Children and old people can use this product

Can Not Use

- The people who have Acne or other greasy skin condition cannot use Oilatum bar

Oilatum Cream/ Emollient

- It is suitable for adults, children and the elderly.
- It is safe to use in newborn babies and during pregnancy.
- Oilatum Emollient is particularly suitable for infant bathing.
- Pack size Tube of 40g cream (cream), 150g (Emollient).

Benefits

- Smoothens and rehydrates
- Suitable for use on stubborn dry patches.
- Convenient to carry and use whenever your skin feels irritated

For

- Itching
- Irritating
- Dry Skin Condition

Benefits

- ✓ Smooths , softer and rehydrates
- ✓ Relieves itching
- ✓ Benefited after washing (CALL BREEZING-before using cream you can wash your face by Bar)
- ✓ Fragrance and color free

4.2 Segmentation

A company needs to identify the market segments it can serve effectively. A market segment consists of a group of customers who share a similar set of wants. The marketer does not create the segments, the marketer's task is to identify the segments and decide which ones to target. Segment marketing offers several benefits over mass marketing. We are offering several benefits to the people. The company can create a more fine tuned service offering. The company can more easily select the best distribution and communications channels. Segmentation is dividing

the market into segments based on geographical, demographical, psychological or behavioral variations. Through segmentation we also try to capture a place in the market which is different from other. Market segmentation for Stiefel products is discussed below:

4.2.1 Demographic Segmentation

- **Income**

Income is an important factor in terms of a niche market product like Acne Aid Bar, Oilatum and SpectraBan. As we have targeted the upper middle and upper class people, the market can be divided based on the income levels of people.

4.2.2 Psychographic Segmentation

- **Social Class**

People of different social class have different needs. Usually upper and upper middle class people are more concerned about their Skin, health than other classes. Stiefel skin products require both consciousness and ability.

4.3 Target Customer

Primary Target : Adult female (above 18 years) in the upper & middle class.
Secondary Target : New consumer who wants to get the benefit of beautiful skin.
Students : Female / Male (University Students).
Mothers : Working mothers, house wife's age range – 25 to 51.

- Acne Aid Bar used by those people who have acne problem. It can be teenager, adults or old people.
- Oilatum Bar, Emollient and Cream can be used by babies and children. There is no restriction of use of oilatum during pregnancy or lactation.
- SpectraBan mostly used by teenager and adults.

4.4 Positioning:

Positioning is process by which marketers try to create an image or identity in the minds of their target market for its product. We want to position Stiefel non prescription products as a product which helps to make the skin beautiful, glowing and smooth. To create the Brand Position we have to develop the awareness of people regarding their skin.

4.5 Product life cycle

As the product has launched many years ago, it is in the in the Maturity stage.

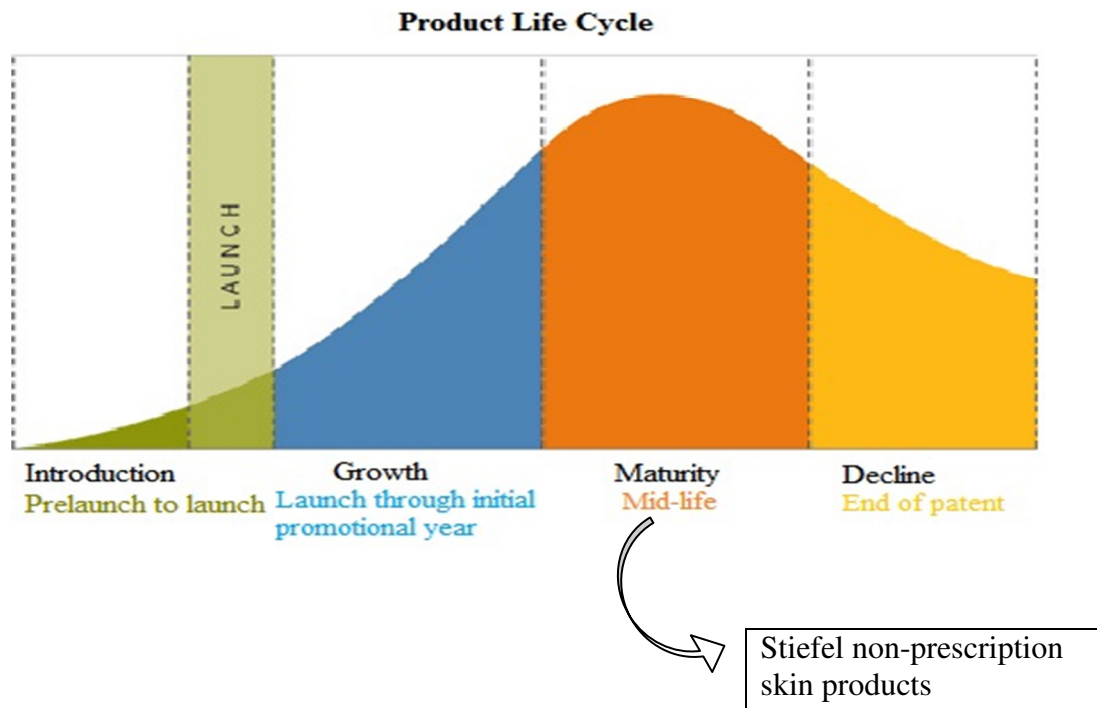


Fig: Position of Stiefel non prescription products in Product Life Cycle

4.6 Marketing Mix

To market a product effectively there are four things needed. They are: Product, Price, Place and Promotion and these are known as the marketing mix or 4Ps.



In the maturity stage, for marketing Stiefel non prescription products toward consumer we need to determine some specific strategies for our product, price, distribution and promotion. The 4P strategies are described below:

4.6.1 Product Strategy

The Stiefel products are specialized product which helps to prevent skin from acne, dryness and sunburn. It aims at developing healthy skin. It is a very beneficiary product for the customers who are conscious about all these problems.

There are three levels of a product which we need to keep in mind while launching the product. These levels are discussed below from Stiefel products perspective:

- **Core Product**

The core benefit of this product is it helps to prevent skin from acne, dryness and sunburn. So, people are not only buying a skin product, they are mainly purchasing a good healthy skin.

- **Actual Product**

It is a high quality product. It is specially developed to recover skin decay. So, it is not the same like other skin products.

- **Augmented Product**

The additional non-tangible benefits are meant by augmented product. In this case, consumers will have the opportunity to get cash back or replacement if any faulty product is delivered, as per the company policy.

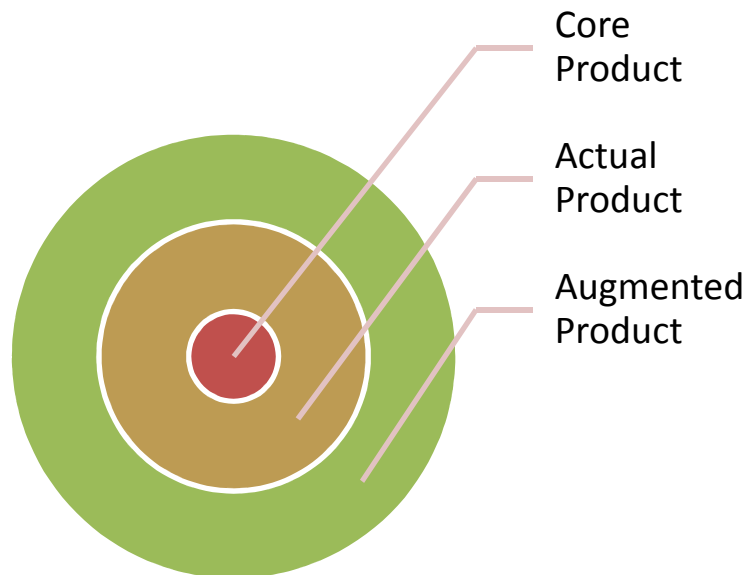


Fig: Levels of Product

4.6.2 Pricing Strategy

Pricing is one of the most important elements of the marketing mix, as it is the only mix, which generates a turnover for the organization. Pricing of Stiefel non-prescription skin products are based on its attributes. As the target customer is upper and upper middle class people, the price is kept higher compared to other products. The added value of Stiefel products is another reason for

charging high price. So we would be following premium pricing strategy. The current price of of Stiefel non-prescription skin products are

Brand Name	Price	Size
Acne Aid	225.27	100 g
Sastid Bar	262.62	100 g
Lacticare Lotion	455.00	
Oilatum Bar	258.00	100 g
Oilatum Emollient	492.61	100 g
Oilatum Cream	306.00	40 g
Spectra BAN 19	660.00	50g
Spectra Ban Ultra 28	485.97	60 ml
Spectra BAN 60	556.00	50 g

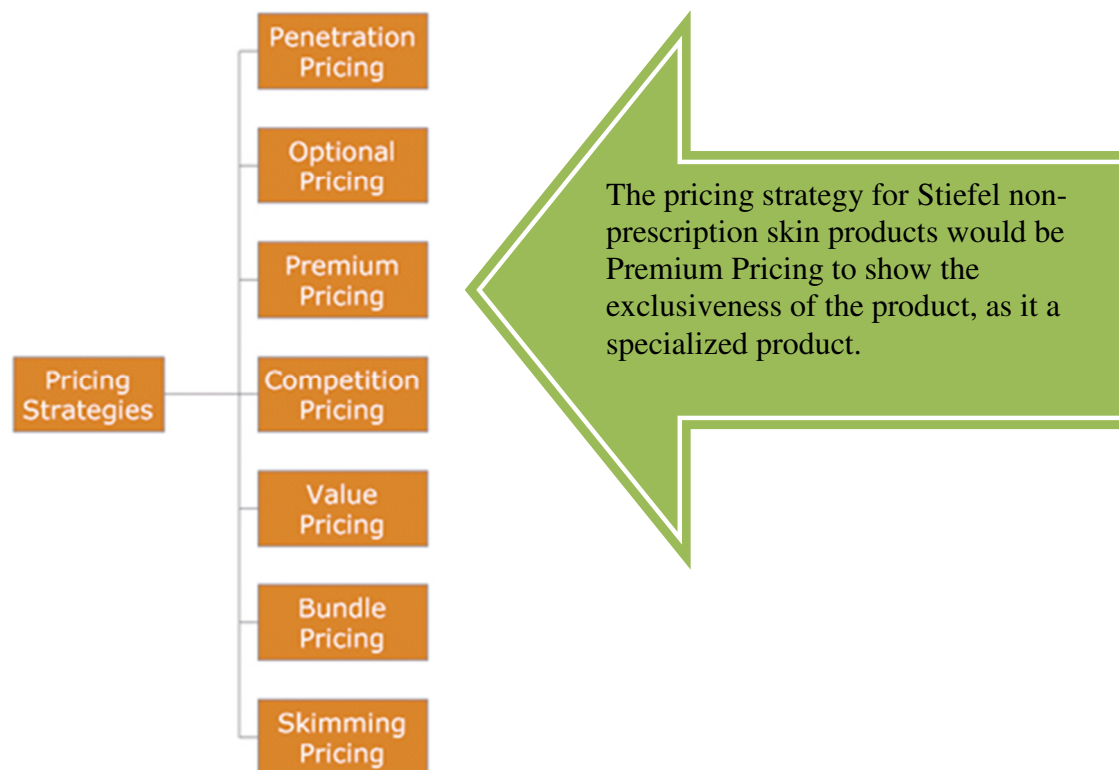


Fig: Pricing Strategy of Stiefel non-prescription skin products

4.6.3 Place Strategy

In the maturity stage generally marketers follow a selective distribution strategy and we are also following that. As we have targeted the upper middle class and upper class, we will distribute our product in some selective outlets to ensure the correct place for the early adopters. Initially we will follow this strategy and distribute our products only in key accounts (Super Stores, beauty parlors, shops). However, we are promoting our non prescription product towards consumer so our main target is to make the consumer aware about the product. For which the product have to be available in the selected areas.

4.6.4 Promotion Strategy

Stiefel non-prescription skin products are available in Bangladesh market from long time ago but it was only doctor prescribed product. Now, by effective promotional strategies, GSK is trying to aware the consumer about the product. We need to do mass informative promotional activities. In this vision we have to do mass advertising through different media to make people aware of the product. We can also promote our product by giving free samples or by doing some awareness programs. To do so, we will be following the pull strategy.

A pull strategy is based around the manufacturer promoting their product amongst the target market to create demand. Once the awareness among the consumers is created, they will create a demand for the product and pull it through the distribution channel forcing the wholesaler and retailer to stock it.

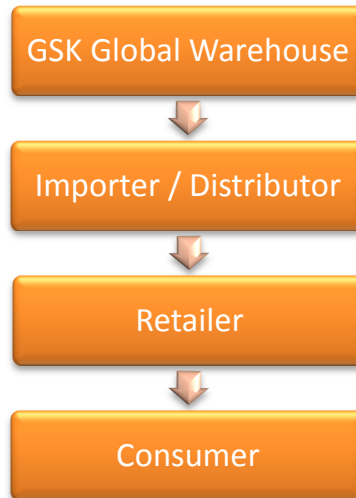


Fig: Promotion Strategy of Stiefel non-prescription skin products

4.7 BCG Matrix Analysis

A Boston Consultancy Group (BCG Matrix) model is a simple conceptual framework for resource allocation within a firm. It suggests that organizations should have a healthy balance of products within their range. This product portfolio matrix classifies product lines into four categories. The Boston Consultancy Group classified these products as following:

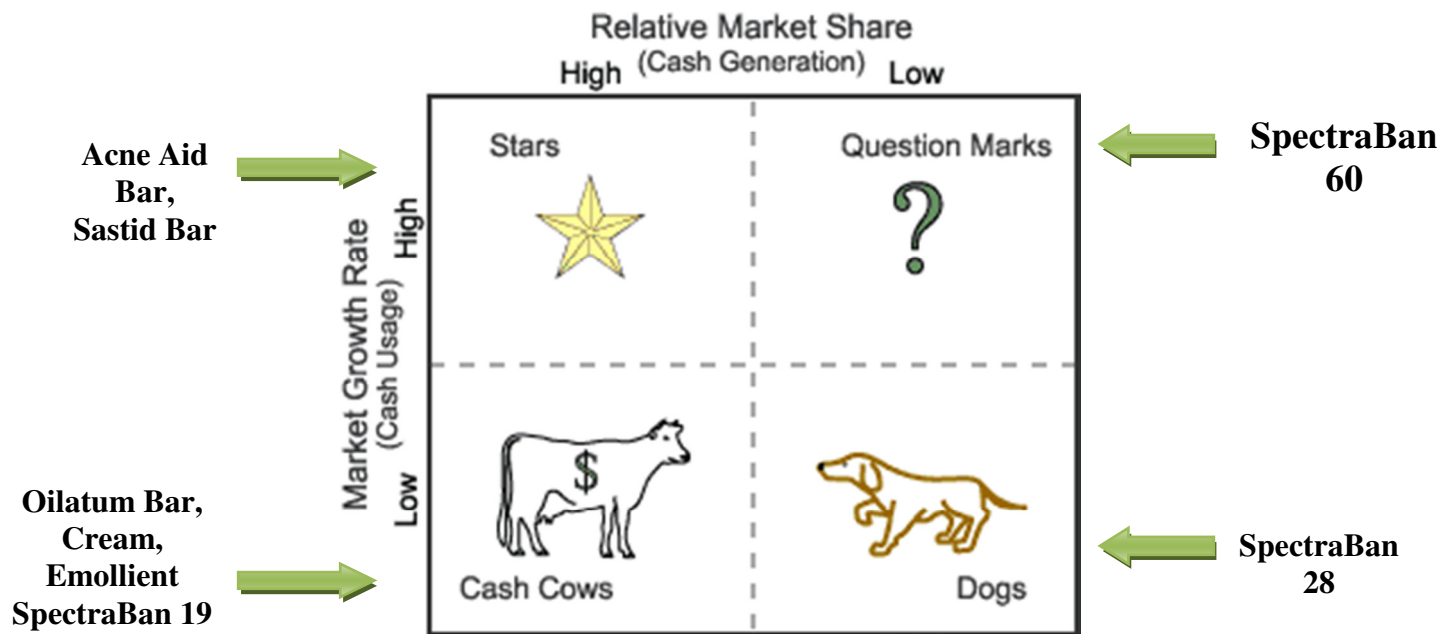


Fig: BCG Matrix

The idea behind the growth share matrix is that the amount of cash that a product uses is proportional to the rate of growth of that product in the market, and the generation of cash is a function of market share for that product. Money generated from high-market-share/low-growth products is used to develop high-market-share/high-growth products, and low-market-share/high-growth products.

Under the BCG matrix, products are classified into four business types. The classification is described below from the perspective of GSK products:

- **Stars**

Stars are leaders in high growth markets. Stars grow rapidly and therefore use large amounts of cash. Stars also have a high market share and therefore generate large amounts of cash. Our brand Acne Aid Bar and Sastid Bar under this class as it is the most popular brand and also generates the maximum revenue.

- **Cash Cows**

Cash Cows are highly profitable, and require low investment. Growth is slow and therefore cash use is low, and market share is high and therefore cash generation is high Oilatum Bar, Cream, Emollient, SpectraBan 19 falls under this class as it generates the maximum revenue with lower business growth.

- **Question Marks**

Question Marks grow rapidly and therefore use large amounts of cash. SpectraBan 60 falls under this class as these are new products and have lower market share. But there is high possibility of their higher market growth.

- **Dogs**

Dogs generate very little cash because of their low market share in a low growth market. SpectraBan 19 falls under this class. It generates lower revenue and has a low business growth.

4.8 Porter's fives forces model analysis

Porter's fives forces model is an excellent model to use to analyze a particular environment of an industry. In this model five factors are analyzed to get idea about the industry environment. These factors are:

- Competitor rivalry
- Bargaining Power of suppliers
- Bargaining Power of buyers
- Threats of substitute products or services
- Threat of new entrants

The above five main factors are key factors that influence industry performance. These factors are discussed below from the perspective of GlaxoSmithKline:

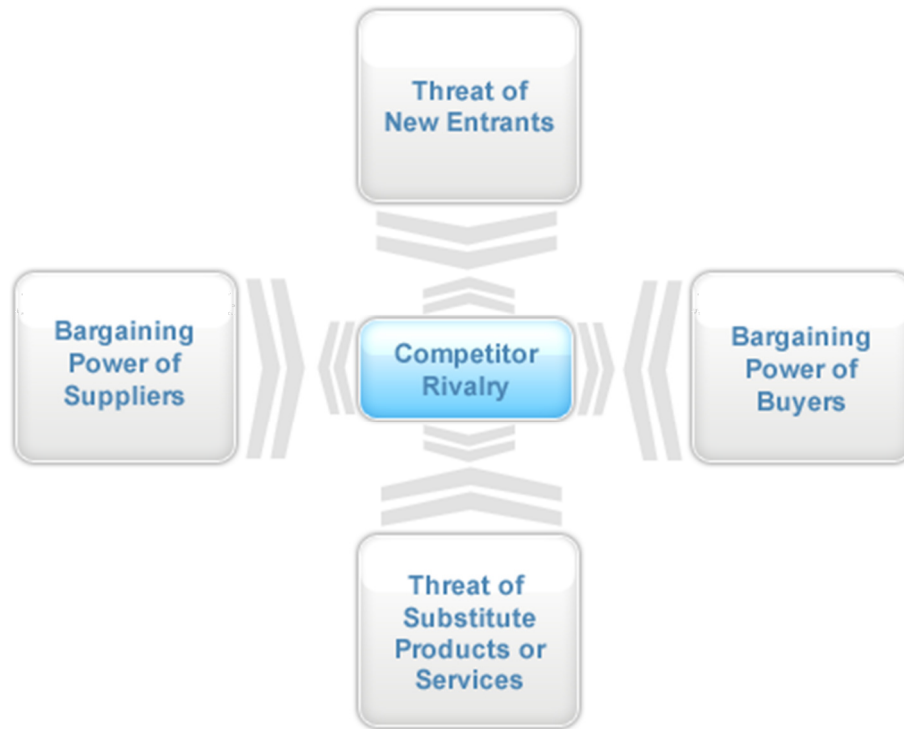


Fig: Porter's five forces model

- **Competitor rivalry**

There are other existing companies serving pharmaceutical products which cause competition to GlaxoSmithKline. GlaxoSmithKline's foremost competitors are Novartis Bangladesh limited, Incepta pharmaceuticals limited.

- **Bargaining Power of suppliers**

Here the bargaining power of supplier is very high as all the products are imported from different countries like Singapore, Philippine, Indonesia and they are the sole suppliers. So, the risk is higher for the company.

- **Bargaining Power of buyers**

There are different skin products available in the market. So, the buyers bargain power is also higher. If buyers do not like our product they can easily move to another brand.

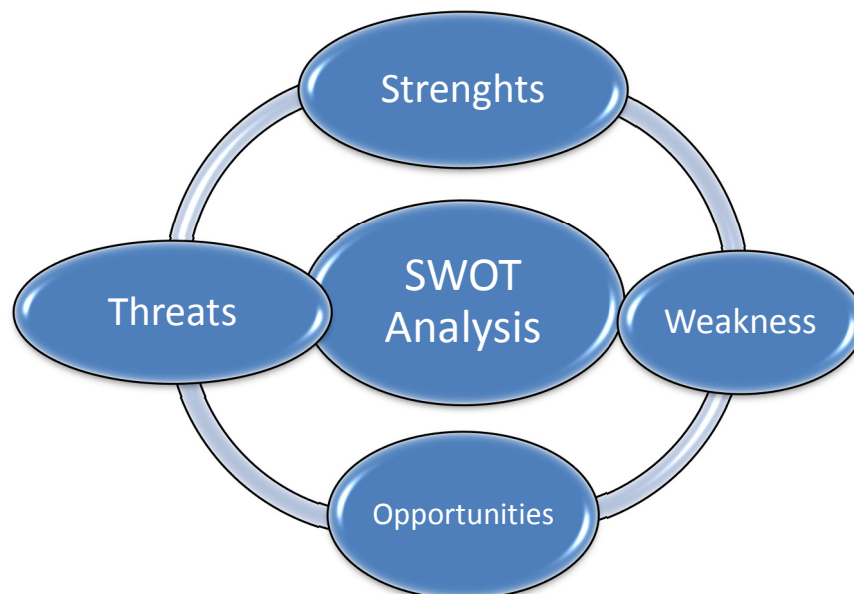
- **Threats of substitute products**

There are threats from other substitute products like Neutrogena cleanser, Olay cleanser etc. These are also skin products.

- **Threat of new entrants**

New companies entering in this industry can cause threat to the company. Many companies are expanding their product line and introducing skin products which can be GSK's future competitor.

4.9 SWOT Analysis



The following SWOT analysis will tell the overall picture of how the company is performing, and what its future potential maybe. The trick is actually to find a way to turn weaknesses into strengths and threats into opportunities.

Strength:

There is no doubt that Stiefel has made its name worldwide in the field of dermatology. This gives it privilege among its customers. People could actually expect good and effective products from them. So the name of the Stiefel is actually strength to capture potential customers and keep up with its brand loyalist. Stiefel as well uses effective marketing to promote its products. That helps it not missing customers but keep up with its customers. Marketing is one of the reasons Stiefel is known worldwide.

Weaknesses:

Because of less competent people around here they lack exposure and good production practices even though the company tries its best to train its employee's. The company faces production faults sometime like problem or defect in one of the manufacturing products or incomplete packaging; the company also faces some problem if they buy raw materials because of the quality or rates because of so much uncertainty in the country. Because Stiefel is only in the field of dermatology the company has a lot of competitors around and they have to produce good to achieve their goals.

Opportunities:

Stiefel is a name that is being used around the world it's a reason people buy its share and is being operated by individual management in each country, and because of brand name it's easy to find and make new contacts around easily. It has a good will in the global market.

Threats:

The company faces threats in case of security and strategy copying because of other competitors in the market. It overestimating potential can also prove to be a threat to the company itself because the company lights up because of its successes so far.

4.9 Findings:

Promotional Activities of GlaxoSmithKline:

Sales promotion system is the main part of any companies marketing system. Without promotion marketing system is not a possible. GSK promotional activity is mainly three steps.

1. Promotional Activities for Doctor.
2. Promotional activities for Chemist.
3. Promotion activities for ultimate consumer.

Promotional Activities for Doctor:

- **Promo Material:**

1. Wet tissue.
2. Pen
3. Folder
4. Hand wash/soap/sanitizer
5. Nail brush
6. Paper towel
7. Pen drive
8. Text book

- **Medical Equipment:**

- Medical journal
- Stethoscope protector
- BP machine
- Nasal destroyer
- Needle destroyer
- Tongue depressor
- Anatomical chart

- Patient dairy
- Disposable mask/gown/gloves
- Magnifying glass
- Thermo meter

Promotional activities for Chemist:

- Company offer 16% permanent discount for all medicines.
- If medicine price is 100 taka, chemist sells 116 taka. And government vat is 17 taka. So total price would be 133 taka.

Promotional Activities for ultimate consumer:

- Advertising
- Personal selling
- Public relation
- Direct marketing
- CSR project:
 - ✓ Ymphatic Filariasis elimination program.
 - ✓ Village transformation project.
 - ✓ Save the children.
 - ✓ Free primary school

4.10 Analysis:

Chemist Check List & stocking of the GSK products

38 pharmacies have been visited. The result is given below:

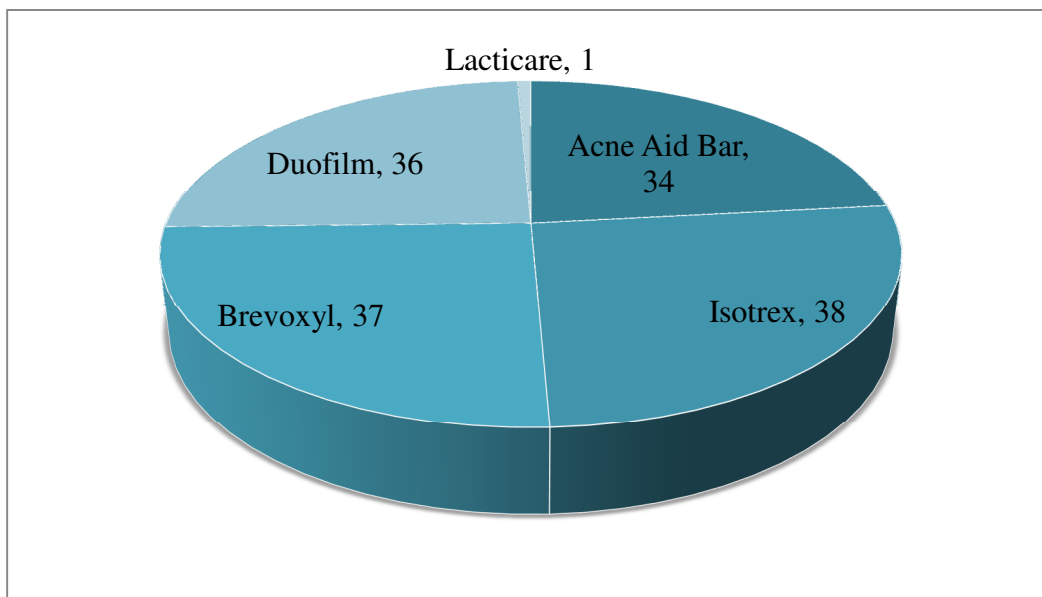
- Number of Pharmacy visited : 38

- GSK products stock level : Satisfactory (High- Medium – Low) ✓

❖ Found GSK products
-In all the pharmacy.

❖ Stiefel product availability

Acne Aid Bar	34
Isotrex	38
Brevoxyl	37
Duofilm	36
Lacticare	1
Sastid Bar	1



❖ Found Cexime Suspension

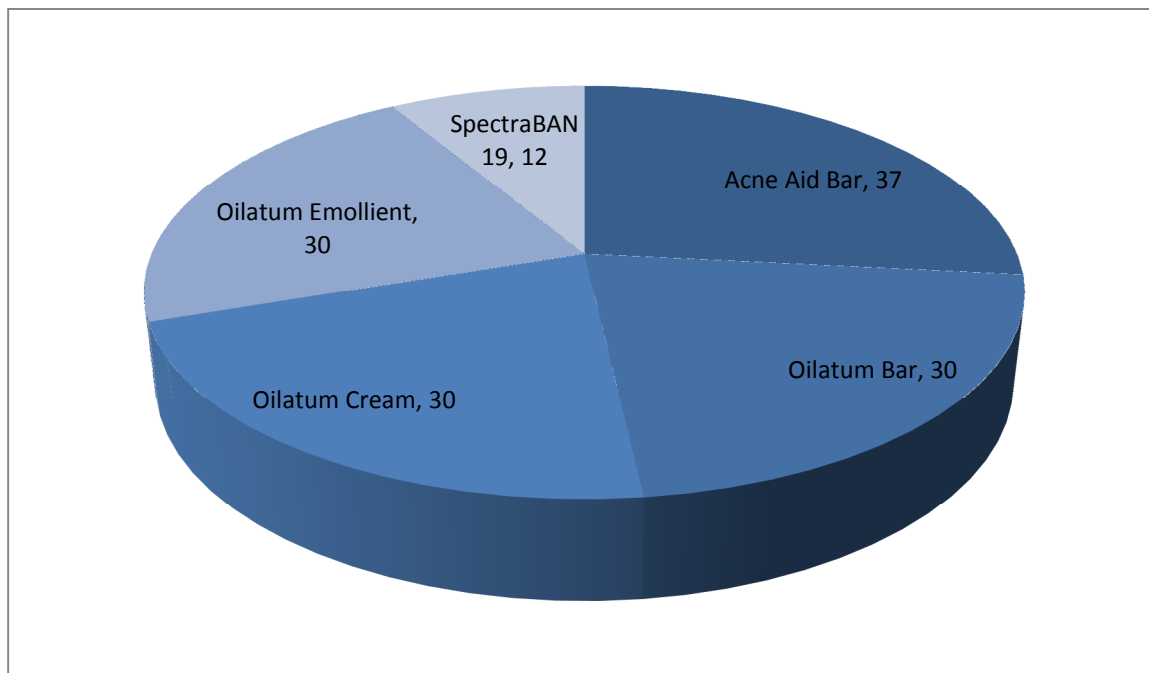
Yes	29
NO	9

- ❖ Respiratory Products Availability
 - Seritide, Ventolin, Flixonase

Yes	37
No	1

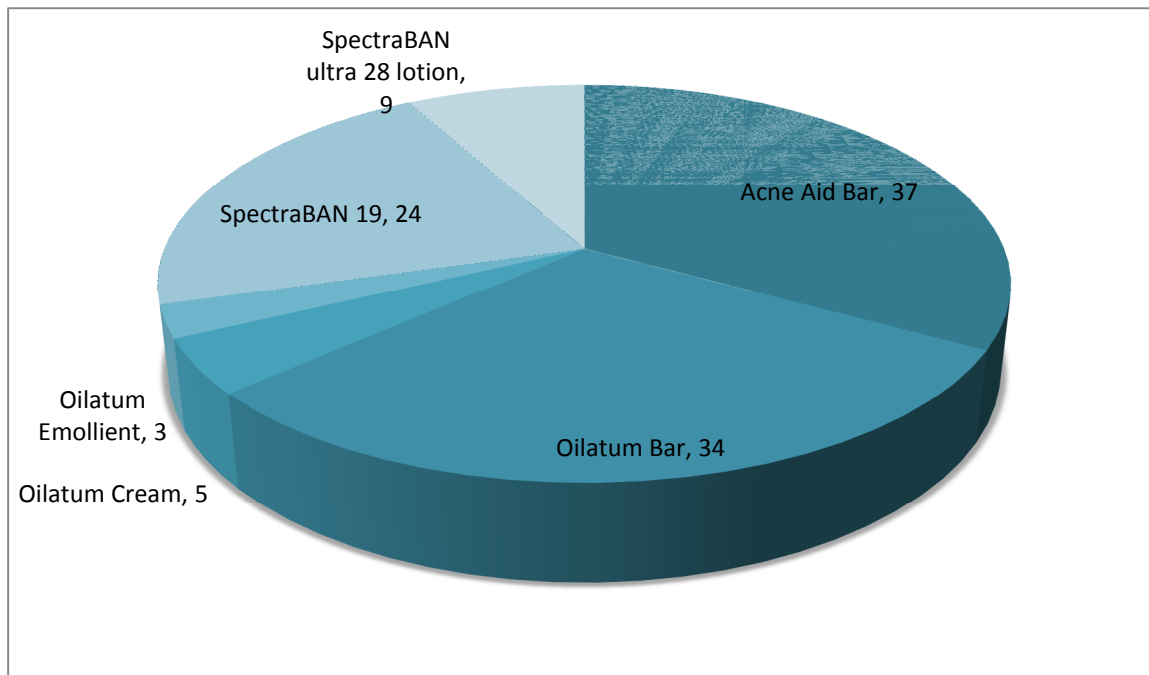
- ❖ High Prescription Stiefel products (purchase through prescription)

Acne Aid Bar	37
Oilatum Bar	30
Oilatum Cream	30
Oilatum Emollient	30
SpectraBAN 19	12
SpectraBAN ultra 28 lotion	9



❖ Chemist Recommended products

Acne Aid Bar	37
Oilatum Bar	34
Oilatum Cream	5
Oilatum Emollient	3
SpectraBAN 19	24
SpectraBAN ultra 28 lotion	9



❖ Sales representative coverage/ MPO visit
-All

❖ Order per week

3 times	1
4 times	2
5 times	25
6 times	8

After Analysis it has been found that stiefel product has a huge market. Basically Stiefel have prescription and non-prescription products. Non prescription products have 2 types of impact. First is buying the product after doctor prescribed and secondly is buying the products my general consumer.

Stiefel Non-Prescription skin products through Doctor Prescribed:

After analysis of the chemist visit, it has been found that chemist satisfaction is very high, customer satisfaction is high, customer getting benefits after using products and they are buying the products again and again. In all pharmacies these products are available. As doctors are fully aware about the GSK Stiefel products so they are prescribing the products to patients. So doctor awareness is high. GSK have a very efficient and effective field force. They give their best effort for awareness. So in this perspective doctor recommendation of Stiefel product and consumer satisfaction is high. Moreover, sales growth is high.

Stiefel Non-Prescription skin products consumption through consumer:

Acne Aid Bar, Oilatum, SpectraBan they are acne, dry skin and sun screen products. These products are found in pharmacies but till now they are not found in super-shops and normal markets. Moreover, in Almas super shop these products are available. General consumers are not

aware about these non-prescription skin products because there are no advertisements for these products. So now GSK is trying to make the customers aware about the product, providing them full details through leaflets, campaigning and also by awareness program. Soon GSK will make the stiefel products available in all super shops. After that the sales growth will be higher.

Although it can be said that Stiefel have a big opportunity. The products are very much high quality and expensive product. Comparing with other brands the products have a good impact in market. Stiefel skin products are prescribed by millions of dermatologists in more than 140 countries. Moreover, the products already created a strong position in market and when the people will be more aware about the product then market will be more expend.

Chapter 5

Recommendation & Conclusion

5.1 Recommendation

- Focus more on consumer awareness.
- Promotional activities for consumer should increase more.
- Educating consumer about the skin products.
- Awareness amongst the beauty parlor experts
- Super market promotion

To make the consumer aware about the Stiefel products and for increasing sale these strategies might be very much effective.

5.2 Conclusion

GlaxoSmithKline carries good branding image all over the world. Their promotional strategy is more clear & different from the other Pharmaceutical Company. To enhance the market share & reaching the market leader company should develop their promotional strategy. And if the company becomes able to make a good impression into the mind of customer then easily go to top level of the completion market.

The quality of product must be ensured and promotional policy must be modifying day by day. If company can develop its customer relation management polices then it can easily extend its market and target sales.

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Abbreviation:

GSK-GlaxoSmithKline

Appendix:

Chemist Check List & stocking of the GSK products:

A survey has been done in 38 pharmacies


1. Ideal Pharma (green road) :

- Shelf maintain: Mixed
- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: no
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar
- Chemist Recommended products: Acne aid bar, Oilatam bar
- MPO visit: daily
- Order per week: 4-5 times

 Findings: Chemist Satisfaction positive

2. Medicine corner (green road) :

- Shelf maintain: Separate
- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: yes
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar, Oilatam bar, oilatum cream, oilatam emollient, spectraBan19
- Chemist Recommended products: Acne aid bar, Oilatam bar
- MPO visit: daily
- Order per week: 5 times

 Findings: Chemist Satisfaction positiv

3. Central pharma (green road):

- Shelf maintain: Separate
- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: no
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar, Oilatam bar/cream
- Chemist Recommended products: Acne aid bar, Oilatam bar
- MPO visit: daily
- Order per week: 6 times



Findings: Chemist Satisfaction positive

4. Pharma drug (green road):

- Shelf maintain: separate
- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: yes
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar, Oilatam bar/cream
- Chemist Recommended products: Acne aid bar, Oilatam bar
- MPO visit: daily
- Order per week: 5-6 times



Findings: Chemist Satisfaction positive

5. United Pharma (green road):

- Shelf maintain: Mixed
- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: no
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar
- Chemist Recommended products: Acne aid bar
- MPO visit: daily
- Order per week: 2-3 times



My findings: Chemist Satisfaction Moderate


6. Spondon Pharmacy (green road):

- Shelf maintain: separate
- Found GSK products: yes
- Stiefel products: Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: yes
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: No comments
- Chemist Recommended products: Acne aid bar
- MPO visit: daily
- Order per week: 5-6 times

 Findings: Chemist Satisfaction positive

7. Medico (green road):

- Shelf maintain: Mixed
- Found GSK products: no
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: no
- Seretide, ventolin, Flixonase availability: no
- Good prescription products: Acne aid bar
- Chemist Recommended products: no
- MPO visit: No
- Order per week: 1-2 times

 Findings: Chemist Satisfaction Negative

8. Haque Medisure (green road):

- Shelf maintain: Separate
- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: yes
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar,
- Chemist Recommended products: Acne aid bar, Oilatam bar, spectraBAN19
- MPO visit: yes

- Order per week: 4-5 times



Findings: Chemist Satisfaction positive

9. Discount Medicine corner (green road):

- Shelf maintain: Separate
- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: yes
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar, Oilatam bar/cream/emollient
- Chemist Recommended products: Acne aid bar, Oilatam bar, spectraBAN19
- MPO visit: yes
- Order per week: 4-5 times



Findings: Chemist Satisfaction positive

10. Real Pharma (green road):

- Shelf maintain: Separate
- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: yes
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar, Oilatam bar/cream/emollient, spectraBAN19, spectraBAN ultra 28 lotion
- Chemist Recommended products: Acne aid bar, Oilatam bar, spectraBAN19, spectraBAN ultra 28 lotion

- MPO visit: yes
- Order per week: 5-6 times

 Findings: Chemist Satisfaction Highly positive

11. Bio-Pharma (green road):

- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: no
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar, Oilatam bar/cream/emollient
- Chemist Recommended products: Acne aid bar, Oilatam bar, spectraBAN19
- MPO visit: yes
- Order per week: 4-5 times

12. Apollo Pharma (gulshan):

- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: yes
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar, Oilatam bar/cream/emollient

- Chemist Recommended products: Acne aid bar, Oilatam bar, spectraBAN19, spectraBAN ultra 28 lotion
- MPO visit: yes
- Order per week: 4-5 times

13. Tamanna Pharma (Gulshan):

- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: yes
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar, Oilatam bar/cream/emollient
- Chemist Recommended products: Acne aid bar, Oilatam bar, spectraBAN19, spectraBAN ultra 28 lotion
- MPO visit: yes
- Order per week: 5 times

14. Gulshan Pharma (Gulshan):

- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: yes
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar, Oilatam bar/cream/emollient

- Chemist Recommended products: Acne aid bar, Oilatam bar, spectraBAN19, spectraBAN ultra 28 lotion
- MPO visit: yes
- Order per week: 4-5 times

15. Biogidh Pharma (Badda):

- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: yes
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar, Oilatam bar/cream/emollient
- Chemist Recommended products: Acne aid bar, Oilatam bar, spectraBAN19
- MPO visit: yes
- Order per week: 5-6 times

16. Glove Pharma (Gulshan):

- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: yes
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar, Oilatam bar/cream/emollient

- Chemist Recommended products: Acne aid bar, Oilatam bar, spectraBAN19
- MPO visit: yes
- Order per week: 4-5 times

17. Rahman Pharma (Gulshan):

- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: yes
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar, Oilatam bar/cream/emollient
- Chemist Recommended products: Acne aid bar, Oilatam bar, spectraBAN19, spectraBAN ultra 28 lotion
- MPO visit: yes
- Order per week: 5-6 times

18. Rite Aid (Gulshan):

- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: yes
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar, Oilatam bar/cream/emollient

- Chemist Recommended products: Acne aid bar, Oilatam bar, SpectraBAN19, SpectraBAN ultra 28 lotion
- MPO visit: yes
- Order per week: 4-5 times

19. Jewel Pharma (Mohakhali):

- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: yes
- Seretide, Ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar, Oilatam bar/cream/emollient
- Chemist Recommended products: Acne aid bar, Oilatam bar, SpectraBAN19
- MPO visit: yes
- Order per week: 4-5 times

20. Rounak Pharmacy (Mohakhali):

- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: yes
- Seretide, Ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar, Oilatam bar/cream/emollient
- Chemist Recommended products: Acne aid bar, Oilatam bar

- MPO visit: yes
- Order per week: 4-5 times

21. Shapla Drugs (Mohakhali):

- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: yes
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar, Oilatam bar/cream/emollient
- Chemist Recommended products: Acne aid bar, Oilatam bar, spectraBAN19
- MPO visit: yes
- Order per week: 4-5 times

22. Shifa Pharma (Badda):

- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: no
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar
- Chemist Recommended products: Acne aid bar, Oilatam
- MPO visit: yes

- Order per week: 4 times

23. Dhaka Pharma (Badda):

- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: yes
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar
- Chemist Recommended products: Acne aid bar
- MPO visit: yes
- Order per week: 4-5 times

24. Bangla Pharma (Basundhara):

- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: yes
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar, Oilatam bar/cream/emollient
- Chemist Recommended products: Acne aid bar, Oilatam bar, spectraBAN19

- MPO visit: yes
- Order per week: 4-5 times

25. Ovijat Pharma (Basundhara):

- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: yes
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar, Oilatam bar/cream/emollient
- Chemist Recommended products: Acne aid bar, Oilatam bar, spectraBAN19, spectraBAN ultra 28 lotion
- MPO visit: yes
- Order per week: 4-5 times

26. Sheba Medical House (Basundhara):

- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: yes
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar, Oilatam bar/cream/emollient

- Chemist Recommended products: Acne aid bar,Oilatam bar,spectraBAN19
- MPO visit: yes
- Order per week: 4-5 times

27. Alam Pharmacy (Basundhara):

- Found GSK products: yes
- Stiefel products: Isotrex,Brevoxyl,Duofilm
- Found Cexime suspension: yes
- Seretide,ventolin,Flixonase availability: yes
- Good prescription products: Acne aid bar,Oilatam bar/cream/emollient
- Chemist Recommended products: Acne aid bar,Oilatam bar,spectraBAN19
- MPO visit: yes
- Order per week: 5 times

28. Ma Pharma (Basundhara):

- Found GSK products: yes
- Stiefel products: Acne bar,Isotrex,Brevoxyl,Duofilm
- Found Cexime suspension: yes
- Seretide,ventolin,Flixonase availability: yes
- Good prescription products: Acne aid bar,Oilatam bar/cream/emollient
- Chemist Recommended products: Acne aid bar,Oilatam bar

- MPO visit: yes
- Order per week: 4-5 times

29. Medicine plus (Badda):

- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: no
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar, Oilatam bar/cream/emollient
- Chemist Recommended products: Acne aid bar, Oilatam bar, spectraBAN19
- MPO visit: yes
- Order per week: 3-4 times

30. Nur Pharmacy (Badda):

- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: yes
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar, Oilatam bar/cream/emollient
- Chemist Recommended products: Acne aid bar, Oilatam bar, spectraBAN19

- MPO visit: yes
- Order per week: 4-5 times

31. Help & Hope Pharma (Green Road):

- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: yes
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar, Oilatam bar/cream/emollient
- Chemist Recommended products: Acne aid bar, Oilatam bar, spectraBAN19, spectraBAN ultra 28 lotion
- MPO visit: yes
- Order per week: 4 times

32. N.R Pharma (Green Road):

- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl,
- Found Cexime suspension: yes
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar, Oilatam bar/cream
- Chemist Recommended products: Acne aid bar, Oilatam bar, spectraBAN19

- MPO visit: yes
- Order per week: 4-5 time

33. Friends Pharma (Green Road):

- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: yes
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar, Oilatam bar/cream/emollient
- Chemist Recommended products: Acne aid bar, Oilatam bar, spectraBAN19, spectraBAN ultra 28 lotion
- MPO visit: yes
- Order per week: 4-5 times

34. Star Medical (Green Road):

- Found GSK products: yes
- Stiefel products: Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: yes
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar, Oilatam
- Chemist Recommended products: Acne aid bar, Oilatam bar
- MPO visit: yes

- Order per week: 5-6 times

35. Shulov Pharmacy (Green Road):

- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Duofilm
- Found Cexime suspension: yes
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar, Oilatam bar/cream/emollient
- Chemist Recommended products: Acne aid bar, Oilatam bar, spectraBAN19
- MPO visit: yes
- Order per week: 3-5 times

36. Manoshy Pharma (Green Road):

- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: yes
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar, Oilatam bar/cream/emollient
- Chemist Recommended products: Acne aid bar, Oilatam bar

- MPO visit: yes
- Order per week: 4-5 times

37. Rasel Pharmacy (Green Road):

- Found GSK products: yes
- Stiefel products: Acne bar, Isotrex, Brevoxyl, Duofilm
- Found Cexime suspension: no
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar, Oilatam bar
- Chemist Recommended products: Acne aid bar, Oilatam bar, spectraBAN19
- MPO visit: yes
- Order per week: 5-6 times

38. Provat Pharma (Green Road):

- Found GSK products: yes
- Stiefel products: Isotrex, Brevoxyl
- Found Cexime suspension: no
- Seretide, ventolin, Flixonase availability: yes
- Good prescription products: Acne aid bar
- Chemist Recommended products: Acne aid bar, Oilatam bar
- MPO visit: yes

a. Yes

b. No

13. Do you satisfied about GSK product?

a. Yes

b. No