

Internship Report

**GlaxoSmithKline Bangladesh
Ltd.**

[Pick the date]

Impact of Marketing Strategy of GlaxoSmithKline Bangladesh Ltd. -STIEFEL skin products

INTERNSHIP REPORT ON

IMPACT OF MARKETING STRATEGY OF
GLAXOSMITHKLINE BANGLADESH LTD.

STIEFEL SKIN PRODUCTS

SUBMITTED TO

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DATE OF SUBMISSION

10TH DECEMBER, 2016

Letter of Transmittal

December 10, 2016

To

Hasan Maksud Chowdhury

Assistant Professor

BRAC Business School

BRAC University

66, Mohakhali, Dhaka

Subject: Submission of Internship Report

Dear Sir,

This is my great honor to submit the internship report that I have prepared for last 3 months long in GlaxoSmithKline Limited Bangladesh, under Sales and Marketing Department. The title of the report is "Impact of Marketing strategy of GlaxoSmithKline Bangladesh Ltd, Stiefel skin products." This report has been prepared to fulfill the requirement of my internship program at my assigned organization, GlaxoSmithKline Bangladesh Limited. The report is the final outcome of successful completion of my internship program at the GSK.

I would like to articulate my gratitude for your guidance in preparing the report. It would be a great achievement for me if you find this report informative enough to fulfill the requirements. I am really grateful to you.

Yours sincerely,

Umma Hafiza Sharifatun Nesa Sharifat

ID: 12104258

Acknowledgement

All praises goes to almighty Allah, the most gracious and the most merciful without whose blessing I could not have completed this report. The accomplishment and completion of this report would not have been viable without the contribution of some accommodative people, who gave their valuable time from their busy schedule to guide me in doing my project work. I would like to extend my heartiest gratitude to all those who directly or indirectly contributed to the completion of the report. At the beginning, I would like to convey my gratitude and appreciation to my supervisor at GSK, Bangladesh Ms. Jasia Haider for her intimate and tremendous support and cooperation. I would also like to express my gratitude to Mr. A.K.M. Firoz Alam, Director HR at GSK, and Bangladesh for giving me the opportunity to experience real life business environment. I would also like to thank to my academic supervisor Hasan Maksud Chowdhury, Assistant Professor of BRAC Business School for providing valuable guidelines in preparing the report. I am deeply grateful to him whole hearted supervision during the internship period. Without his guidance it would not have been possible for me to prepare this report .It is my pleasure that I accomplished this report effectively according to his instruction.

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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. As a Marketing Intern at Consumer Healthcare I was assigned with a variety of tasks that are mostly related to Brand Support Activation program and Point of sale marketing. In my report I tried to identify the SWOT analysis of GlaxoSmithKline Bangladesh Ltd, the market segmentation of the company, the competition analysis, strategic marketing analysis, sales forecast of the company and the whole brand management system. I emphasized on their advertisement pattern and the impact of these promotional strategies on the behavior of consumer in terms of brand building.



CHAPTER TWO

ORGANIZATION PART

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. As we know the economy of Bangladesh is growing rapidly and some initiatives by the governments making it is easy for more FDI. Cheap labor, Less rules and regulations, Steady economic development and most importantly a huge customer base making Bangladeshi market lucrative for the multinational companies. So starting from the prior liberation war period to till now there are many unknown, well known multinationals are operating in Bangladesh. 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. The present day GlaxoSmithKline is the product lot 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.

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.

GSK at a glance

GlaxoSmithKline – one of the world's leading research based pharmaceutical and healthcare companies is committed to improving the quality of human life by enabling people to do more, feel better and live longer.

GSK worldwide

- They are one of the world's leading research-based pharmaceutical and healthcare companies.
- They employ over 99,000 people in over 100 countries.
- Around 12,800 people work in our research teams to discover new medicines.
- Their vaccines are included in immunization campaigns in 182 countries worldwide.
- Every second, they distribute more than 35 doses of Vaccines.
- Every minute, more than 1100 prescriptions are written for GSK products.
- Every hour they spend more than £300,000 (US\$562,000) to find new medicines.
- Their global community investment and charitable donation was £163 million in 2009.

GSK BD

GlaxoSmithKline (GSK) Bangladesh Limited carries with it an enviable image and reputation for the past 6 decades. A subsidiary of GlaxoSmithKline plc- one of the world's leading 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 healthcare products and health food drinks. In 1949 the Company commenced its journey in Bangladesh with its' corporate identity as Glaxo in Chittagong as an importer of products from the Glaxo Group Companies. It started spreading its spectrum from being an importer to a manufacturer by establishing its own manufacturing unit at Chittagong in 1967. The facility till date is considered as one of the Centre of Excellence in Global Manufacturing & Supply Network of the Group. The global corporate mergers and acquisitions have seen the evolution of the Company's identity in the past 6 decades. In line with mergers and acquisitions the identity changed from Glaxo to Glaxo Wellcome Bangladesh Limited following the Burroughs Wellcome acquisition in 1995 and finally to GlaxoSmithKline Bangladesh Limited during 2002 after merger with SmithKlineBeecham in December 2000. The mega merger of the Company enables it to deliver cutting edge advancements in health care solutions. The relentless commitment, setting of standards of ethical standards and quality backed leading edge technology of the Company has built a strong relationship between the

stakeholders and GSK Bangladesh. With the ever committed 615 numbers of personnel all over the country GSK Bangladesh, which now comprises of both Pharma and Consumer, continually strive to meet the GlaxoSmithKline mission to improve the quality of human life by ensuring healthcare products, health drinks and different corporate social responsibility programs. GSK is committed to developing new and effective healthcare solutions. The values on which the group was founded have always inspired growth and will continue to do so in times to come.

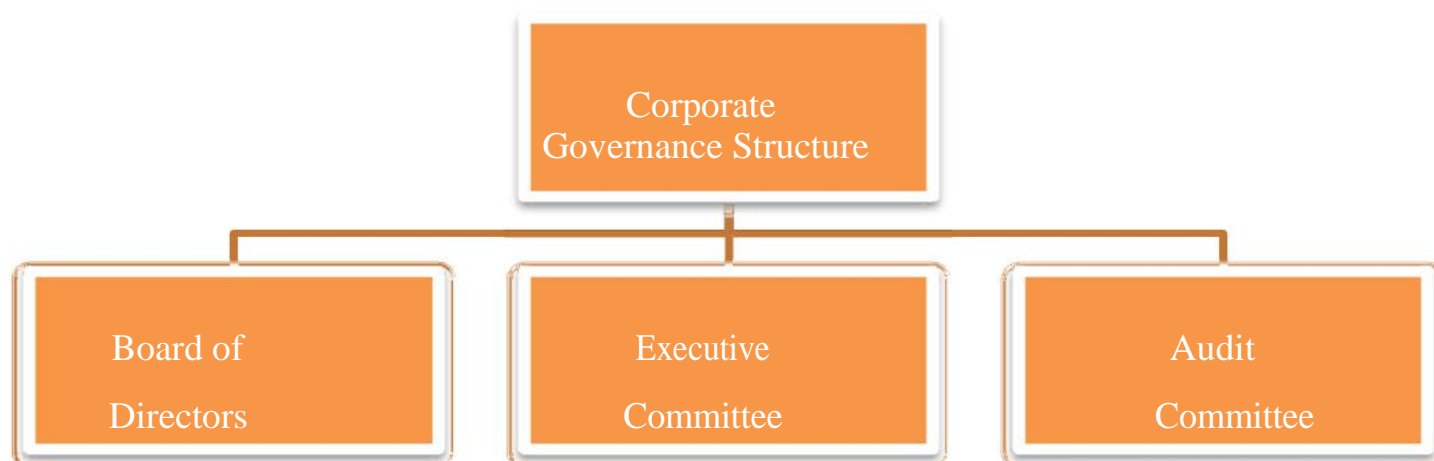
Management

GlaxoSmithKline Bangladesh Limited is managed by the Board of Directors and the Company Executive Committee (CEC). The Board of Directors is ultimately accountable for the company's activities, strategy and financial performance.

Company's philosophy on code of governance

The Company's philosophy of Corporate Governance is aimed at assisting the management of the company in the efficient conduct of its business and in meeting its obligations to stakeholders, and is guided by a strong emphasis on transparency, accountability and integrity. For several years, the Company has adopted a codified Corporate Governance Charter, which is in line with the best practice, as well as meets all the relevant legal and regulatory requirements. All employees are bound by Codes of Conduct that sets forth the company's policies on all important issues.

Operational Network Organogram



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 of 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.

Our Factory

The factory produces secondary dosage forms including antibiotics and caters Toll Manufacturing to a limited extent. The eight different departments comprising GMS Chittagong are Human Resources (HR), Production (PROD), Quality Assurance (QA), Engineering (ENG), Planning & Supply (P&S), Environment Health & Safety (EHS), Procurement (PROC), Finance, & Information Technology (IT). GMS Chittagong has sustainably performed well in past Quality and Safety audits throughout the years and has increasingly showed the trend of building

capacity in terms of quality, productivity, and work environment. The Site has recently brought in a number of production machineries to bring its manufacturing excellence to the fullest. This notion would continue in upcoming years and gradually the focus will be shifted towards developing a sustainable performance culture to a truly low cost solution. GMS Chittagong is a tobacco free Site.

Quick Facts about the Factory

- In 1967 a supporting factory of Glaxo Laboratories (Pakistan) Ltd was formed in Chittagong.
- The Registered Office and the Factory are in Chittagong.
- GMS Chittagong produces 73 SQUs namely in the dosage forms of tablets, ointments, liquid, capsules, and powder (as on 11 August 2009).
- GMS Chittagong employs around 400 direct and indirect employees of which 21% are female.

GSK Bangladesh

As a research based pharmaceutical company our mission is to improve the quality of human life by enabling people to do more, feel better and live longer. We believe that through our products we make a valuable contribution to society by developing and marketing medicines which improve people's lives. We believe and follow the philosophy that we will need to work closely in the communities we operate in-locally, nationally or globally. As we are closely linked with the communities, we work and support the community and make a positive contribution.

CSR at GSK Bangladesh

Following our mission statement at present we are working towards making the under-privileged people's life better by working with local partners in providing education, infrastructure, and health. We also remain to be responsible to the society in which we operate by standing beside them in their need specially during natural calamities, disaster management which includes extending help during floods, cyclones, rehabilitation following fire, earthquakes etc. Amongst some of our Major CSR projects are the Majher Chor: Village Transformation Project, the Free Primary School Project etc.

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

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



CHAPTER THREE

PROJECT PART

Introduction of the project

GlaxoSmithKline (GSK) is one of the leading multinational companies in the world and the sector it covers is mainly the pharmaceutical industry, besides this it also concentrates on consumer health care products. Although the business portfolio of GlaxoSmithKline covers two major categories of pharmaceuticals and consumer health care but it successfully runs both sector. GSK has a strong Research and Development which works really hard to give best health facilities to the customers and keeps pace with the rapidly changing health care environment very well. The Project part of the internship report is a study aimed at understanding the different aspects of, consumer behavior, type of buying pattern and type of sampling being used here. Bangladesh is facing changing phenomena over its different phases of different categories of market especially in the field of FMCG category in recent years. The vibrant Fast Moving Consumer Goods (FMCG) Market in Bangladesh as estimated by Nielsen is valued about \$1.8 billion. In 40 categories, the FMCG market is growing at 31.3% which is largely dominated by Non-food categories (\$759 million) growing at 33%, followed by branded foods (\$563 million) growing at 33% and nascent beverages (\$250 million) growing at 24%. GSK Consumer Healthcare business dominates the segment with 87.5% share. Consumer's behaviors are being more dynamic as the days are going. Studies shows facts regarding brand loyalty, nutrition, satisfactions and dissatisfaction issues, purchase factors, sources of information, customer segmentation, determinant of key success factors. 40% of the consumers change their Brand. Sometimes, 37% never change their Brand and 33% change their Brand Frequently. Moreover understanding the market for consumer health care product and the future trend is also being portrayed. The report discusses the process with great details in a well-organized manner and portrays how GlaxoSmithKline Bangladesh Limited strives to conduct their tasks in the most efficient way. The information collected here was largely based on personal experience, one to one interviews and a few secondary sources. However, some crucial information has been excluded from the report due to the privacy policy of GSK Bangladesh. By conducting this research, some specific aspects of the consumer's behavior of health care product will be explored. It will focus on some aspects of consumer's behavior, buying behavior and will tell us about overall condition about consumers. As there has not been this kind of study in our country, it will also give us clear idea about the total income and expenditure condition of the people, its impact on consumer behavior and market visit. In my report I would like to focus on the fact that how they have managed to attain such position in the market. They are following certain

marketing strategies, how those strategies are impacting the buying behavior of the consumer. The impact cause change in their profit as well.

Problem Statement

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 nonprescription 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. Lack of Brand Loyalty, Dissatisfaction, and Lack of Availability are the Major attributes of Switching of Brands. 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.

Purpose

Objective of the Study

General Objective

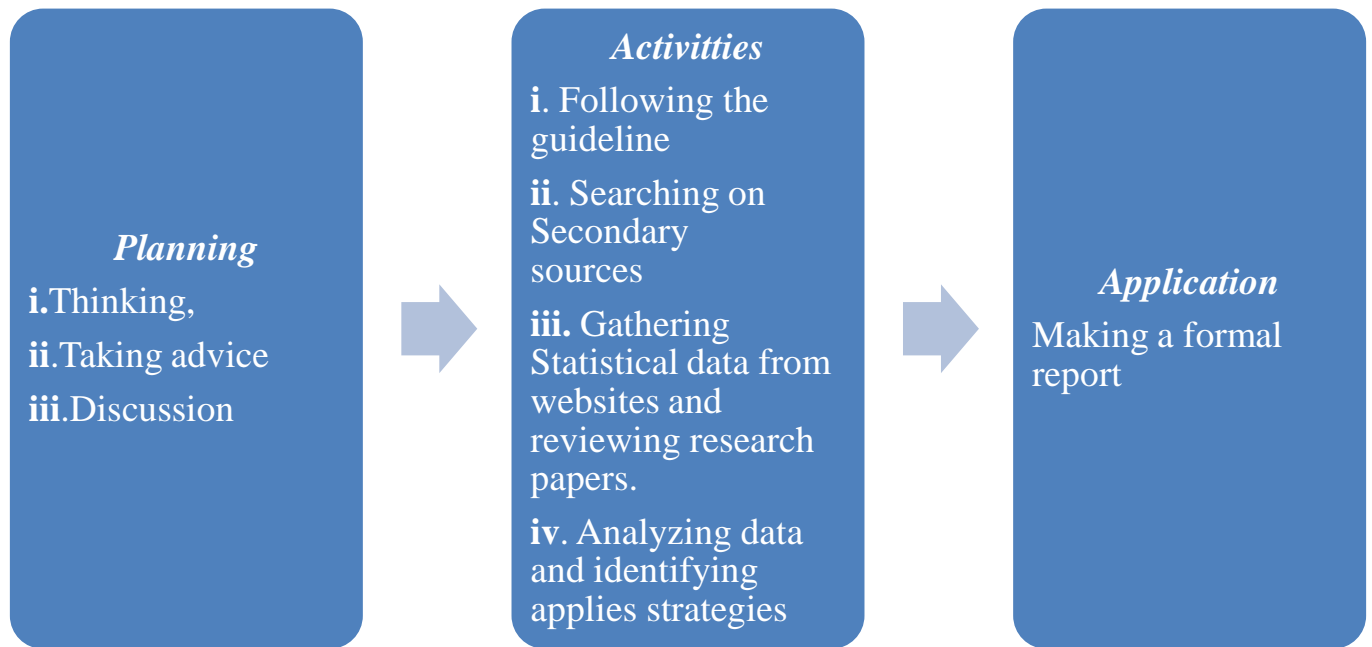
The general objective of this section is to gain knowledge about the company and its current functions and also discussing about some problem issued faced by the company.

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.

Timeline



Time Frame

2016	Start of November	Mid November	End of November	Start of December	Mid December	End of Decem ber
Gathering Information						
Organizing Information						
Analyzing Information						
Arranging Contents						
Writing the Report						
Report Submission						
Presentation						

Limitation

Many of the analysis on the obtained data are based upon my sole interpretation. This in result might bring some biases, as lack of knowledge and depth of understanding might hinder me to produce an absolute authentic and meaningful report. Time constraint was another limitation restricting this report from being more detailed or analytical. The Supply chain Mangers at the operation or strategic level of the concerned department at the retail stores are awfully busy with meeting their targets. So, it was very difficult for me to get them free and obtain some practical ideas regarding their expectation and opportunities regarding my topic.

The Literature Review

- Research Design

Pilot Study

A pilot study has been conducted on 10 households to verify the questionnaire and to verify the feasibility of the broad study and to identify the changes needed to conduct the main study. This study has been conducted in the same way of main research.

Collection of Data

The survey is a household survey and the questionnaire includes 26 questions. The questionnaire has both qualitative and quantitative questions.

- Sampling Method

The Population

As the population size is not so big, it represents just Dhaka city.

Sampling Area

This research has covered four specific areas of Dhaka city and those are, Green road, Mohakhali, Gulshan, and Badda. Though the research has been conducted in these areas, this is to be supposed that it represents the condition and feedback of the whole Dhaka city.

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.

Data Collection

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

Primary Sources

- Open ended questionnaire to chemists and consumer.
- Face to face interview with employees.
- Personal discussions with employees.
- Expert opinion.
- Personal observation.

Secondary Sources

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

Marketing Strategy Analysis

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.

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

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:

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.

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.

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.

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.

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.

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



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.

Promotion Strategy

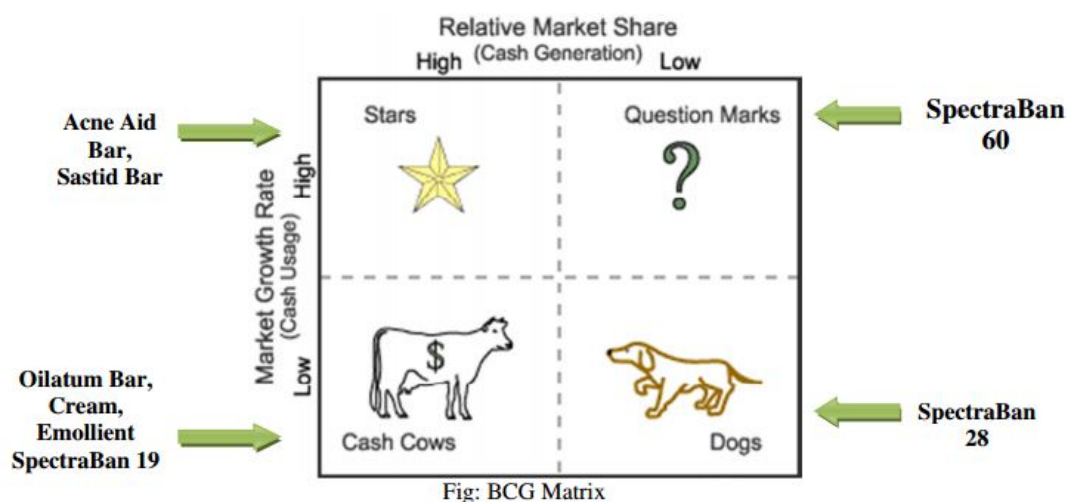
Stiefel non-prescription skin products are available in Bangladesh market from long time ago but it was only doctor prescribed product. Now, by effective promotional strategies, GSK is trying to aware the consumer about the product. We need to do mass informative promotional

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.

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:



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-marketshare/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.

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:

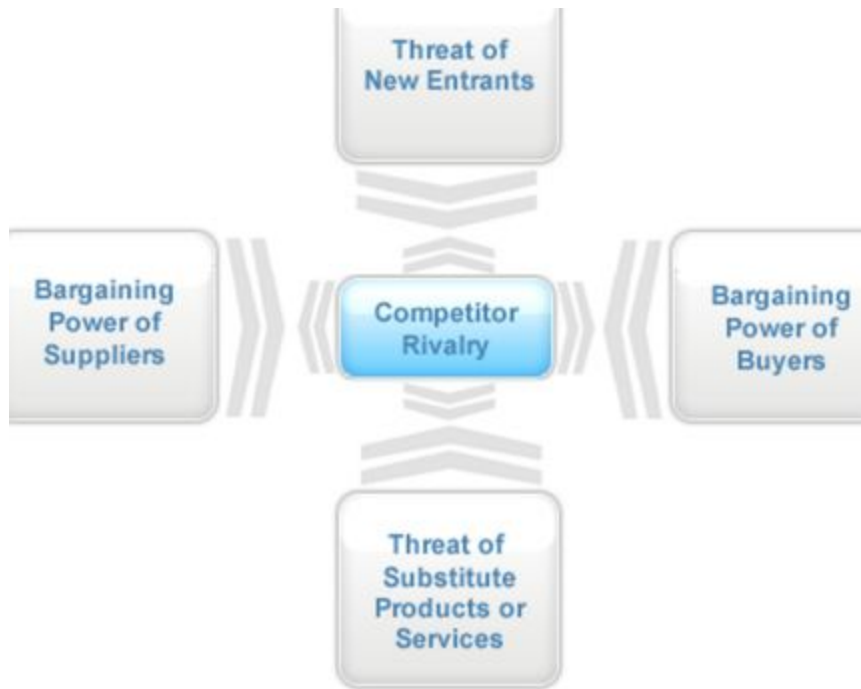


Fig: Porter's five forces model

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.

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.

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

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 expand.

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.

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.



CHAPTER FOUR

Supplementary part

Appendix

Chemist Check List & stocking of the GSK products: A survey has been done in 20 pharmacies

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

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

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

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 time

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: 2-3times

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

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

Haque Medicure (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,

MPO visit: yes

Order per week: 4-5 times

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

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

MPO visit: yes

Order per week: 5-6 times

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

MPO visit: yes

Order per week: 4-5 times

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

MPO visit: yes

Order per week: 4-5 times

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

MPO visit: yes

Order per week: 5 times

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

MPO visit: yes

Order per week: 4-5 times

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

MPO visit: yes

Order per week: 5-6 times

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

MPO visit: yes

Order per week: 4-5 times

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

MPO visit: yes

Order per week: 5-6 times

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

MPO visit: yes

Order per week: 4-5 times

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

MPO visit: yes

Order per week: 4-5 times

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

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

MPO visit: yes

Order per week: 4-5 times

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- <http://www.gsk.com.bd/products/non>
- GSK annual report 2011-2014
- GSK data sheet compendium

Questionnaires

1. Name of the pharmacy:
2. Location:
3. Do you stock GSK products?
4. Are you satisfied about the pricing?
5. What is your opinion about the delivery process?
6. Are you satisfied about the product quality?
7. Are you satisfied about the discount rate of the company policy?
8. Do you think GSK product satisfy ultimate customer?
9. How often GSK market promotional officer visits you?
10. Do you think the demand of GSK product is high?
11. Are you satisfied about GSK product?
12. Do you find GSK product on doctor's prescription?