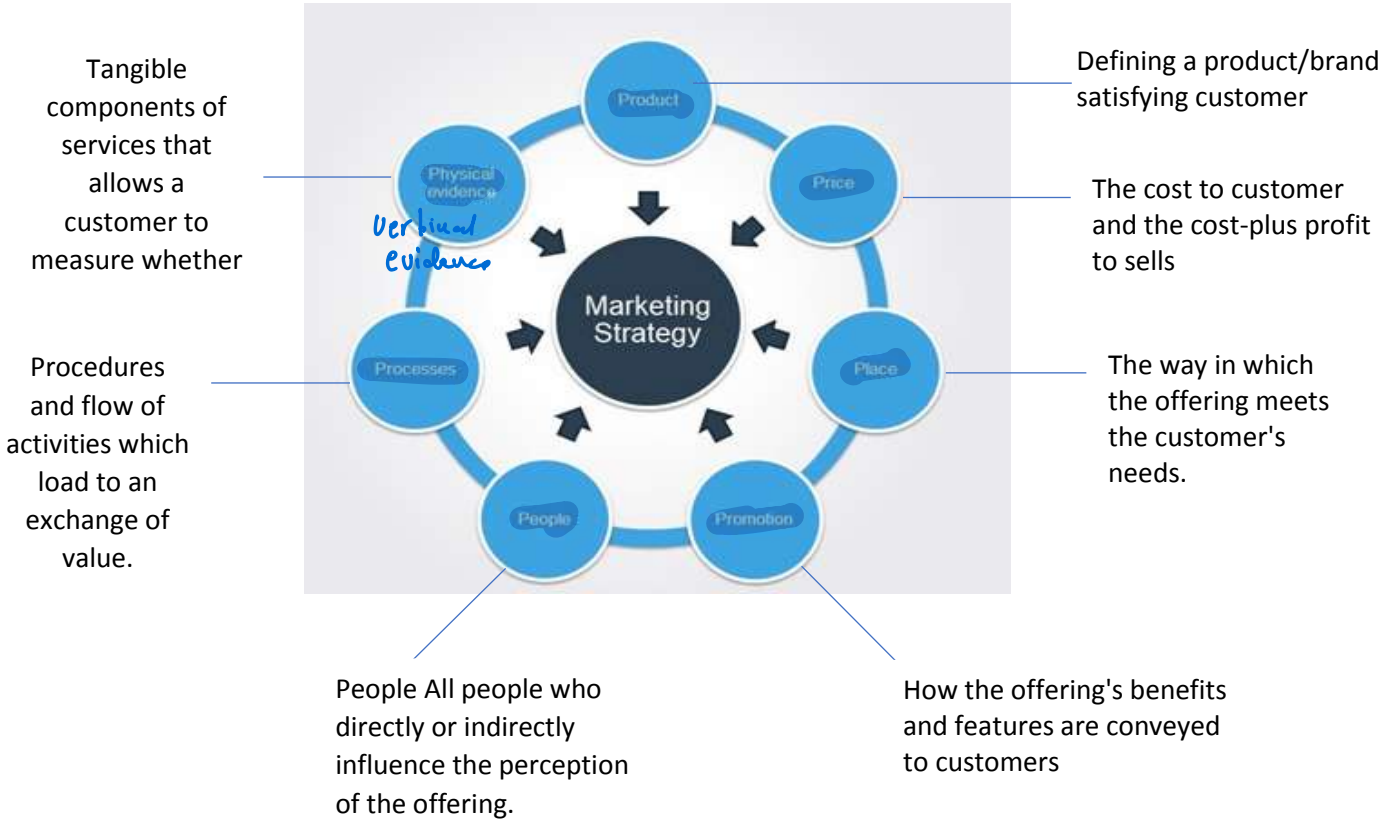




Pharmaceutical Marketing Mix

THE EXTENDED MARKETING MIX: The 7Ps Model





دكتور الدكتور قرايم كليم

The detailed aspects of the Marketing Mix						
Product <ul style="list-style-type: none"> • Quality • Image • Branding • Features • Variants • Mix • Support • Customer service • Use occasion • Availability • Warranties <p>الكفالات</p>	Promotion <ul style="list-style-type: none"> • Advertising • Marketing communications • Personal promotion • Sales promotion • Public Relation • Branding • Direct marketing • Pull & Push 	Price <ul style="list-style-type: none"> • Positioning • List • Discounts • Credit • Payment methods • Free or value-added elements 	Place <ul style="list-style-type: none"> • Trade channels • Sales support • Channel number • Segmented channels 	People <ul style="list-style-type: none"> • Recruitment • Individuals on marketing activities • Individuals on customer contact • Culture/ image • Training and skills • Remuneration 	Process <ul style="list-style-type: none"> • Customer focus • Business-led • IT-supported • Design features • Research and development 	Physical evidence <ul style="list-style-type: none"> • Sales /staff experience of brand • Product packaging • Online experience



Analysis Pharmaceutical Marketing Environment

PESTEL + C Tool

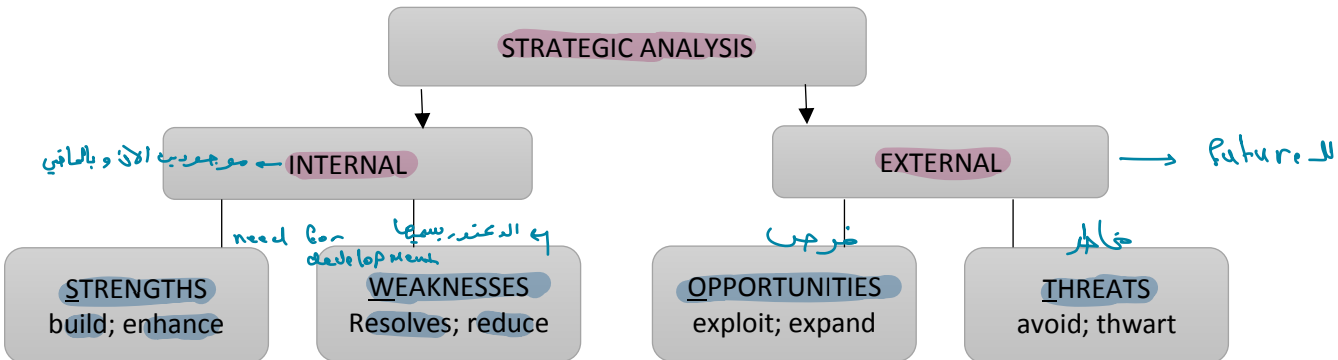
P	Political Factors <i>الأمور السياسية</i>	<ul style="list-style-type: none"> Market Regulations Taxation Governmental decisions Consumer protection
E	Economic Factors	<ul style="list-style-type: none"> Exchange rate (1\$ = 2,65 Reais) <i>أسعار صرفا الععلان</i> Unemployment rate (34%) Consumers trust
S	Social Factors	<ul style="list-style-type: none"> Number of older people increases Factors <i>صنفي الأجيال</i> Illiteracy rate = 5% , <i>prevalence, incidence, mortality and morbidity</i>
T	Technological Factors	<ul style="list-style-type: none"> Lower energy costs Easier access to internet Mobile Technology increasing
E	Environmental Factors	<ul style="list-style-type: none"> We can only produce X levels of CO Ozon layer worsened this year Be careful using radon gas
L	Legal Factors <i>القوانين والأكثوية</i>	<ul style="list-style-type: none"> Employees should sign a confidentiality agreement in order to keep the company's information secretly
C	Competition	<ul style="list-style-type: none"> Market Growth / Market performance Marketing Intelligent New competitors, new activities for old ones

ال marketing يأتي بعد خبرة sales
 الأساس يقول ان دوح بيهي
 بالامكان

SWAT Tool

نظام مشهور جداً

Tools to build strategies analysis:



شوفي عندك اشفي مميز لالك

اي اشفي ممكن يكون فرصة للتطور

اي اشفي بهدد مصالحك