

PHARMACEUTICAL MARKET

2.1 INTRODUCTION

Pharmaceutical marketing is the business of advertising or otherwise promoting the sale of pharmaceuticals or drugs. Marketing plays a key role influencing or directing activities from the manufacturer to the patient. It is the demand from the consumer that determines which goods will be produced. Any pharmaceutical company that wants to serve its market has to endeavor in direct marketing activities so that the right product is sold in the right quantity in the right place at the right time. According to marketing planning for the pharmaceutical industry, the aim is to change from a non-usage of a product to usage or repeated usage. There are different buying stages of healthcare professionals in which the pharmaceutical companies have to make their product known:

Unawareness to awareness

During this stage the product is not known at all by the doctor/pharmacist and in which the medicinal drug moves from no knowledge towards a situation where the healthcare professional knows about it. In this stage marketing has two purposes:

- Telling the doctor that your product exists.
- Creating an association between the therapeutic area and the product.

Awareness to interest

This is a movement from a passive stage to an active stage of attention. The healthcare professional will have his curiosity motivated by the products newness, appearance, or concept. The marketing objectives in this stage are:

- Gaining his attention through promotion.
- Creating interest or a motivation towards the product.
- Providing summary information of the product.

Interest to evaluation

At this stage, the professional will consider the effect of the product upon his motivations, lifestyle or image. The healthcare professional will analyze, rationalize, and look for advantages with the new product. Depending on what the healthcare professional needs, such as improved efficacy, more economy, the uniqueness of the drug and safety. Marketing at this stage attempts to.

- Encourages the doctor to start his study of the drug.