# Thesis Report
# On
# Promotional Strategy of Pharmaceuticals Industry in Bangladesh: A Case Study on Beximco Pharmaceuticals Ltd & Square Pharmaceuticals Ltd.

## Submitted by:

**Mahdi Muhammad Kafi**
ID: RMBA2103024003
Program: RMBA
Major: Marketing & Supply Chain Management
Semester: Summer-2023
Sonargaon University (SU)

## Submitted to:

Department of Business Administration
Sonargaon University (SU)
Submitted for the partial fulfillment of the degree of
Regular Master of Business Administration




Sonargaon University (SU)
147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: September 05, 2023

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## Submitted to:

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Submitted for the partial fulfillment of the degree of
Regular Master of Business Administration




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Date of Submission: September 05, 2023

# Letter of Transmittal

September 05, 2023

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

**Subject: Submission of thesis paper.**

Dear Madam,

I am hereby submitting my thesis paper entitled "Thesis Report on Promotional Strategy of Pharmaceuticals Industry in Bangladesh: A Case Study on Beximco Pharmaceuticals Ltd & Square Pharmaceuticals Ltd." which was assigned to me as a requirement for the completion of the RMBA Program. I have discovered this paper very interesting, beneficial, and insightful.

The entire report is based on my practical experience in Beximco & Square Pharmaceuticals Ltd. Bangladesh ltd. I expect this paper to be informative as well as comprehensive. This thesis paper will help me a lot in my future career life.

Thank You very much for your guidance and cooperation during the course without which this thesis paper cannot be completed.

Moreover, if you have any further inquiries concerning any additional information, I would be very pleased to clarify that.

Yours Sincerely

**Mahdi Muhammad Kafi**
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Major: Marketing & Supply Chain Management
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# Declaration of Student

This is to notify you that, the thesis paper on "Thesis Report on Promotional Strategy of Pharmaceuticals Industry in Bangladesh: A Case Study on Beximco Pharmaceuticals Ltd & Square Pharmaceuticals Ltd.", has been prepared as a part of my dissertation formalities. It is an obligatory part of my RMBA program to submit a thesis paper.

Moreover, I was inspired and instructed by my supervisor **Sharmila Sikder**, Assistant Professor, Department of Business, Sonargaon University (SU).

I am further declaring that I did not submit this report anywhere for awarding any degree or certificate.

Yours Sincerely

**Mahdi Muhammad Kafi**
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# Certificate of Supervisor

This is to certify that the thesis report **"Thesis Report on Promotional Strategy of Pharmaceuticals Industry in Bangladesh: A Case Study on Beximco Pharmaceuticals Ltd & Square Pharmaceuticals Ltd."** has been prepared as a part of completion of the RMBA program from Department of Business Administration, Sonargaon University (SU), carried out by Mahdi Muhammad Kafi, bearing ID: RMBA2103024003 under my supervision. The report or the information will not be used for any other purposes.

_____

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

# Acknowledgment

In the beginning, I would like to convey my sincere appreciation to the Almighty God for giving me the strength and ability to finish the task.

I want to thank my academic supervisor **Sharmila Sikder**, Assistant Professor, Department of Business Administration, Sonargaon University (SU), for providing me with all the necessary help for the completion of this report. I want to give the greatest thanks to her for guiding me as an advisor to start and complete this report successfully.

The opportunity I had with Beximco Pharmaceuticals Ltd & Square Pharmaceuticals Ltd. Bangladesh ltd is a great chance for deep learning and professional development. I consider myself a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this period.

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# Abstract

The pharmaceutical industry plays a crucial role in providing essential healthcare products and services, and its success heavily relies on effective promotional strategies. This thesis paper investigates the promotional strategies employed by two prominent pharmaceutical companies in Bangladesh, Beximco Pharmaceuticals Ltd. and Square Pharmaceuticals Ltd. The study aims to analyze the promotional techniques and their impact on the market performance of these companies. To achieve the objectives, a comprehensive literature review was conducted, encompassing various aspects of pharmaceutical promotional strategies and their significance in the context of the Bangladeshi market. The research methodology employed a mixed-method approach, incorporating both qualitative and quantitative techniques. Primary data were gathered through interviews with key personnel from Beximco Pharmaceuticals Ltd and Square Pharmaceuticals, while secondary data were collected from company reports, industry publications, and relevant academic sources. The analysis of market performance indicators demonstrated a positive correlation between effective promotional strategies and business growth. Beximco Pharmaceuticals Ltd and Square Pharmaceuticals witnessed significant increases in market share, brand recognition, and sales revenue, indicating the effectiveness of their promotional initiatives. The study also identified specific challenges faced by the companies in implementing their promotional strategies, such as regulatory constraints, competitive pressures, and changing customer preferences. Overall, this thesis contributes to the understanding of promotional strategies in the pharmaceutical industry, particularly in the context of Bangladesh. The research highlights the importance of tailored promotional approaches and the integration of traditional and digital marketing methods to effectively reach healthcare professionals and consumers. The findings can serve as a valuable resource for pharmaceutical companies, marketing professionals, and policymakers to enhance their promotional efforts and drive sustainable growth in the pharmaceutical sector of Bangladesh.

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