

**A STUDY OF MEDICINAL PRODUCTS PROMOTION  
STRATEGY IN NEPAL**

**(With Reference To DJPL, Quest, Intas Pharmaceutical Medicine  
Companies)**



**BY**

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**IN PARTIAL FULFILMENT OF REQUIREMENT FOR THE  
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## LETTER OF RECOMMENDATION

This is to certify that the dissertation entitled, “**A study of Medicinal Products Promotion Strategy in Nepal**” has been carried out by Mr.Mukesh Upadhyaya under my supervision. It embodies his original and independent work. I am fully satisfied with the work in terms of its Research Methodology, Presentation and Analysis of Data.

This thesis has been prepared in the form as required by the Institute of Management for the partial fulfilment of the degree of Master of Business Studies(MBS).

This is forwarded for the examination.I recommend this Thesis for approval and acceptance.

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# **VIVA- VOCE SHEET**

**We have conducted the Viva- Voce examination of the Thesis**

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and found the Thesis to be the original work of the student and prepared according to the prescribed format. We recommend the Thesis to be accepted as partial fulfillment of the requirement for the Master of Business Studies (MBS).

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## DECLARATION

I hereby declare that the work reported in this entitled “A Study of Medicinal Products Promotion Strategy in Nepal” submitted to Shree Thakur Ram Multiple Campus, Birgunj is my original work done under the supervision of Prof. Dr. Deepak Shakya.

Date.....

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## **ACKNOWLEDGEMENT**

Market- driven health service system and organizations are very successful, not only in the marketing of Pharmaceutical or medicinal products, but also in rendering the service to customers or the needy patients. There is no doubt that pharmaceutical products and Health –Care- Service organizations should venture into marketing.

This report aims to study the Pharmaceuticals (here, medicinal) products promotion strategy in Nepal, and analyses the market share of medical products, doctors services, public awareness and buying- attitude of the people towards the medicinal products. This report offers said to those who hope to analyze marketing aspects of Pharmaceutical products.

A brief account of Pharmaceutical product marketing concept has been included along with ethical and unethical strategy among doctors, stockiests or dealers and healthcare marketers. It can also serve as a good literature for health sector professionals, pharmacists, paramedics, businessmen, who are willing to accumulate the information about technical aspects of Pharma -Marketing and its scenario.

My inspiration to write this thesis is in mixed outcome of my currently working multinational organization, viz; Sutures India Pvt Ltd. My family became the exposure about Pharmaceutical marketing and working environment of my company taught strategy for marketing.

In preparing this report, I have been guided by number of particular concepts and people. I have not yet met the writer who knows for sure precisely where to pay his debts.; And how much. Any book or report writing skills grow from every experience, is the product of work, learning and counsel of triumph and of blunder.

To Prof. Dr. Deepak Shakya, who is my thesis guide; almost every pages of this report owes a bow. His help in getting the report started, his painstaking examination of its draft and his firm refusals to relax critical standards have marked it throughout. I must say the

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**Researcher**

**Mukesh Upadhyaya**

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## ABBREVIATIONS

<b>WTO</b>	:World Trade Organization
<b>MR</b>	:Medical Representative
<b>MNC</b>	:Multi-National Company
<b>SAFTA</b>	:South Asian Free Trade Area
<b>DDA</b>	:Department or Drug Administration
<b>SAARC</b>	:South Asian Association for Regional Cooperation
<b>AMA</b>	:American Marketing Association
<b>Rx</b>	:Prescription
<b>IMS</b>	:Intellectual Medical Statistics
<b>WHO</b>	:World Health Organization
<b>GMP</b>	:Good Manufacturing Practice
<b>APPON</b>	:Association of Pharmaceutical Producers Of Nepal
<b>MIS</b>	:Market Intelligence System
<b>DJPL</b>	:Deurali Janata Pharmaceutical Limited
<b>DBN</b>	:Drug Bulletin of Nepal
<b>LDC</b>	:Least Developed Country
<b>MSR</b>	:Medical Sales Representative
<b>TPC</b>	:Timely Payment Commission
<b>OTC</b>	:Over The Counter
<b>NCDA</b>	:Nepal Chemists and Druggists Association
<b>MOH</b>	:Ministry of Health
<b>MOF</b>	:Ministry of Finance
<b>HMG</b>	:His Majesty Government
<b>NGO</b>	:Non-Profit Organization
<b>WSP</b>	:WholeSale Price
<b>MRP</b>	:Maximum Retail Price
<b>PHON</b>	:Pharmaceutical Horizon Of Nepal