

# Pharma brand plan with vision and goals

This slide covers pharmaceutical brand plan with objectives. The purpose of this plan is to improve production efficiency and public protection. It includes elements such as P&L forecast, drivers, key issues, strategies and goals.

**Brand vision** To serve the aging patients with premium quality medicines at affordable prices by continuously upgrading technology and knowledge.

## Analysis

### 01 Drivers

- R&D industry
- Low-cost production
- Huge workforce
- Add text here

### 02 Risks

- Counterfeit drugs
- Supply chain disruption
- Add text here

### 03 Opportunities

- Brand publicity through PCD pharma franchise
- Become raw material supplier to cater small pharma manufacture demand
- Add text here

## Issues and strategies

### 04 Key issues

- Misapplication of product analogs
- Incomplete institutional knowledge
- Add text here

### 05 Strategies

- Cross-functional coordination to know patient's needs
- Encourage doctors through diffusion, segmentation, qualification to adopt product
- Add text here

### 06 Goals

- Public protection
- Improve production efficiency by 10%
- Add text here

# Analysis For Marketing Strategy Plan Of Pharmaceutical Company

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Antonetti**



## **Analysis For Marketing Strategy Plan Of Pharmaceutical Company:**

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