

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

RS Peters



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