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Master

Thesis Topic

A successful marketing and sales model for the pharmaceutical industry in Mexico

Project

Work

Name of the Company, Position, city, country

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Abstract:

**A successful marketing and sales model for the
Pharmaceutical Industry in Mexico**

The pharmaceutical industry is an important industry worldwide. It is important not only for its need as a business of being profitable, but also because it represents the hope of people with any disease expecting to receive a product or service which cures or gives them quality of life.

The pharmaceutical industry is also an important industry in Mexico. It improves the employment rate and represents by itself the 3% of the GDP considering the manufacturing sector in Mexico. The pharmaceutical industry in Mexico has a steady growth and with huge opportunities of innovation in different areas, and that is the aim of this paper, to develop a sales model, which includes the key functional areas that might have a positive impact in the sales result of a company through the innovation and/or the identification of important activities.

In this paper will be found information concerning the current situation of the pharmaceutical industry worldwide and in Mexico, highlighting the drivers and trends that will move the industry in the near future and how the market is getting prepared for the next steps. In addition, the paper includes information regarding the top companies leading the industry and in case of Mexico explains the health security system that frames the Mexican health market.

The paper will be focused on providing a general overview of the functional areas in the pharmaceutical industry with the commercial perspective in order to find opportunities and activities, as before mentioned, to support the marketing and sales process. The Marketing and sales areas are explained from the industry perspective and how these areas create added value to the companies. The roles and description of the main activities from the sales force and marketing, including product managers are addressed in this work.

The paper deepens on the marketing common decision regarding the marketing strategy, explaining the process for all the process from the target definition up to the implementation and control of the marketing plan, taking into consideration the interaction with other areas. Regarding the sales area this work explains about the roles from the pharmaceutical industry perspective, explaining important topics such as incentive schemes, sizing of the sales force, up to explaining how to measure the sales force performance.



The paper describe the effects that the social media and digital marketing may provide if included in the strategy of the company, an later on suggest how this multichannel strategy could be use by the industry.

The paper include a tailor-made research aiming to describe different key topic of the industry from the sales perspective, challenging traditional models regarding the sales process and challenging the marketing area with topics regarding social media and digital marketing which have been for a long time taboo topics in the industry.

Finally the paper contribute with a sales model that graphically pretend to describe the areas involved with the pharmaceutical sales, and describe the opportunities founded in the survey answered by people from different areas and companies within the pharmaceutical industry.

To consult the full work contact the author at: dazroy_026@hotmail.com