



STRATEGIC IMPORTANCE OF THE DESIGN OF THE PHARMACEUTICAL PACKAGE FOR THE DOCTORS IN THE FOUR METRO CITIES OF INDIA

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ABSTRACT

Indian healthcare market in 2009 was \$23 billion growing at 30% annually contributing 4.7% annually to the GDP this would propel India to the third highest economy in the world by 2050. The Indian market with over one billion people and over 75,000 brands has a need to offer a value added product to differentiate from the competitor.

As the package is part of the product the pharmaceutical product is controlled by governmental regulation like patents and price, the product design adds extra value to the product. This helps the doctor to differentiate the product in a crowded market. There is a gap in the identification of importance in design improvement requirements for the pharmaceutical package based on the innovative technologies and the form and color. A survey is done on 400 doctors in the four Indian metro cities that account for more than 60% of the market. Once the pharmaceutical form is identified the design improvements would drive the product service attributes to properly segment the market based on the distinct cultural identities of the metro cities and the niche targeting of the doctors would position the product to sustain the company in the competition.

This research specifies pharmaceutical packages by ranking them for improvement in the package based on the geography and specializations of the doctors that helps to maintain the sustained competitive advantage.

KEYWORDS: *Pharmaceutical, Design improvement, Package, Doctors.*