T I T T L E P A G E

A REVIEW OF PROBLEMS AND PROSPECTS IN THE MARKETING OF PHARMACEUTICAL PRODUCTS (HUMAN DRUGS) IN NIGERIA.

(A CASE STUDY OF SONNEX PHARMACEUTICAL LIMITED)

BY

ADAMU, SUNDAY K

Being a project submitted to the Postgraduate School, Ahmadu Bello University, Zaria in partial fulfillment of the requirement of the award of the degree of Masters in Business Administration (MBA).

Department of Business Administration,
Institute of Administration,
Ahmadu Bello University,
Zaria - Nigeria.

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DECLARATION

I hereby declare that this project was written by me under the able guidance of my Supervisor and has to the best of my knowledge never been previously presented in any submissions for a higher degree. All works consulted have been duly acknowledged.

ATTAH SUNDAY	.....	4/05/2002
Name of Student	Signature	Date
Dr. A. B. AKPAN	.....	4/05/2002
Name of Supervisor	Signature	Date

CERTIFICATION

This project titled "A REVIEW OF PROBLEMS AND PROSPECTS IN THE MARKETING OF PHARMACEUTICAL PRODUCTS (HUMAN DRUGS) IN NIGERIA. (A CASE STUDY OF SONNEX PHARMACEUTICAL LIMITED") by Adamu, Sunday K. meets the regulations governing the award of the degree of Masters of Business Administration, Ahmadu Bello University and is approved for the contribution of knowledge and literary presentation.

DR. A. B. AKPAN ..... 4/10/2002 .....

Supervisor Date

....

External Examiner Date

DEPT. OF BUSINESS ADMIN. INSTITUTE OF ADMIN. A.B.U. ZARIA. Date

..... 22-5-2004 .....

Head of Department Date

....

Dean Post Graduate School Date

DEDICATION

This project is dedicated to my Father and Mother for their encouragement throughout the duration of the programme. Their support and encouragement gave me the push which eventually saw to the success of my Academic career.

ACKNOWLEDGEMENT

To God be the Glory for his mercies and guidance and for keeping me alive to be able to accomplish this work.

My special thank go to my Supervisor Mr. A.B. Akpan whose invaluable guidance and advice made this study a success.

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ADAMU, SUNDAY K.

ABSTRACT

The essence of this study is to further review the problems and prospects of marketing pharmaceutical products because the role pharmaceutical products play in the economic sector of any nation cannot be over-emphasized.

In view of this fact, various writers and professionals on the subject were acknowledged. Bringing out areas of differences and agreement on the research study, so that at the end of the programme those problems identified could be adequately tackled through the best marketing strategies and otherwise, for the benefit of both marketers and consumers. In addition, the research would identify the prospects of marketing pharmaceutical products so that the investors will take the opportunity to invest in pharmaceutical sector of the economy.

In this research work, exploratory research is used to give this process of investigation a proper direction. The sample size used was 24 from an estimated population of 40 for the staff of Sonnex Pharmaceutical Limited. While on the part of the customers (distributors), with an estimated population of 100, 40 was taken as the sample size. The researcher also made use of personal interview and questionnaire methods in the research work.

In the course of this study, two hypothesis were tested namely:-

1. HO: That Sonnex Pharmaceutical Limited does not fully understand the marketing programmes and does not apply them in its operations.

HI: That Sonnex Pharmaceutical Limited fully understands the marketing programmes and applies them in its operations.

2. HO: That the application of marketing programmes to pharmaceutical products is not the same as that of other products.

HI: That the application of marketing programmes to pharmaceutical products is the same as that of other products.

Based on the findings of the two hypothesis tested, one proved positive and the other negative.

From the finding, Sonnex Pharmaceutical Limited does consider doctor and customers interest in the process of decisions making and polices. Pharmaceutical Company should make doctor orientation as its optimum priority in its decision. However, customers indicate that they are satisfied with the quality and prices of the drugs being produced by Sonnex. The customers also express excellent sales force. Though the customers are not satisfied with the Company for not having a warehouse located in the Northern part of the country. To this end, the researcher recommends among others provision of a warehouse for smooth business transaction and other necessary facilities for its salesforce such as offices, vehicles and other motivating devices for the growth of the industry.

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CHAPTER ONE

INTRODUCTION

Pharmaceutical Industries form essential components in the socio-political a economic development of both developed and developing nations of the worl Nigeria by sheer size of its geographical extremity and population is potentia one of the biggest markets in Africa.

Nigeria industrialization policies have been geared towards encouragi investors to invest in Pharmaceutical in the country by providing the necessa incentives which would create good enabling environment for the investo

These incentives include the following:-

1. Provision of industrial estate in almost all the 36 States of t Federation and it is for this reason that Sonnex Pharmaceutical locat its factory at Ilupeju industrial estate Lagos, Lagos State for t production of drugs.

2. Provision of tax incentives for investors through tax relief measures import duty for their raw materials and spare parts, tax exception a tax holidays for pioneer industries.

3. Foreign expatriate quota.
4. Improvement on performance of key structures of industri development of any nation such as Energy, communication, Educatio Banks, Transportation and Agriculture.

5. Establishment of export processing zone at Calabar Port.

With these incentives in place, the establishment of companies like Sonnex Pharmaceutical Limited are encouraged in the country.

1.2 STATEMENT OF PROBLEMS

The role Pharmaceutical products play in the economic sector of any country cannot be over-emphasized, this therefore calls for the review of the problems of marketing Pharmaceutical products.

Some of these problems include the following:-

It has been observed that marketing strategy adopted by most pharmaceutical companies for the marketing of their products call for review, so as to reduce the presence of faked and sub-standard drugs from our markets. At the same time reducing incident of mortality rate resulting from these faked and sub-standard drugs, and saving the country from embarrassing situation in the eyes of the world.

The sourcing of raw materials for the production of drugs in the country is import oriented. Due to scarce foreign exchange the importation becomes very difficult for the manufacturers.

Marketing of pharmaceutical products by non-professionals encourages the marketing of fake and sub-standard drugs.

Most Nigerians can not afford the price of drugs and this encourages them to patronize expired, fake and sub-standard drugs which is dangerous to their health. This calls for government intervention.

Activities of smugglers, who are engaged in smuggling large consignments of drugs brought through our borders into Nigerian market and dispose the drugs at reduced price.

Salesmen are sometimes not adequately remunerated accordingly for the job being done.

1.3 RESEARCH OBJECTIVES

The aims and objectives of this research work is to identify the problems of marketing pharmaceutical products, so that those problems could be tackled through the adoption of the right marketing strategies for the benefit of both producers and consumers.

1.4 RESEARCH SCOPE

This research is limited to Sonnex Pharmaceutical Limited, since problems and prospects of marketing pharmaceutical products are similar from one company to another. Also for time constraint it would be difficult to move from one company to another in search of necessary information relating to the title of the project. The research would have been too expensive for one to cope with without the research scope.

1.5 SIGNIFICANCE OF THE STUDY

The need to identify the problems and prospects of marketing pharmaceutica products can not be over-emphasized, with the adequate identification o these problems, the researcher would be able to suggest the best marketing strategies to adopt in marketing these products in order to overcome these bottlenecks. It therefore has a significant benefit to other companies and

individuals in the field of pharmaceutical marketing and ensure maximum utilization of their scarce resources to achieve maximum result.

The research work would also assist the academic environment to be aware of practical field problems encountered in marketing of these products and suggest the best approach to eliminate such problems either when one is engaging in such a business or to give professional advice where applicable.

1.6 METHODOLOGY AND PROCEDURES

This chapter deals with the methodology employed to collect material in this project which is through the administration of questionnaires and personal interviews. As already noted the questions are administered in different parts of Kaduna State as the representative of the entire population of Nigeria.

1.7 LIMITATIONS

In any type of research work there are a lot of hindrance that the researcher must come across in the course of the assignment. This could be attributed to delays in gathering the relevant data needed for the project and uncompromising attitudes of the people to give the required information. Sometimes these people even give false information to the researcher which on the long run makes his findings inaccurate. Time is another major limitation as far as the project is concerned. The time needed to implement the work may not be sufficient for logistics reasons. Financial resources may be lacking in carrying out the required work of the project. Other materials needed for the project may not be available.

1.8 DEFINITION OF TERMS

Consumer/Customer: There are set of people the organization intend to satisfy in order to achieve its goals and objectives.

Competition: Existing of rivalry product/service with the same market.

Distribution: The route taken by a product to move from producer to ultimate consumer or user.

Dose: Amount of a medicine or drug to be taken at one time.

Drug: A substance used for medical purposes, either alone or in a mixture.

Hypothesis: A statement of fact that has not been empirically tested. An opinion, idea or suggestion.

Management: Effective utilization of human and material resources to achieve the company's objective.

Manufacturing: This includes all industries engaged in the conversion of raw materials into finished useful products.

Marketing: The performance of business activities that direct the flow of goods and services from producer to consumer or user.

Marketing Concept:	A philosophy of business that states that the customers want satisfaction for a firm's existence.
Marketing mix:	The set of controllable variables and their levels that the firm uses to influence the target market.
Medicine:	A substance use for the prevention and cure of disease.
Motivation:	An inner drive that activates an individual towards desired action.
Needs:	They are those product/service that a customer satisfactory wishes to have (in consideration of quality and price satisfaction).
Objectives:	A general statement about aim of an organization.
OCT:	Over the counter.
Orientation:	Activity of directing special interest towards something e.g. the aim of company to satisfy customer.
Pharmacist:	A person professionally qualified to dispense, compound, assemble, label, package, distribute and supply of medicines.

Pharmacy: Where preparation and dispensing of medicines and drugs are done. A place (shop) where medical goods are sold.

Prescription: Doctor's written order or direction for making up and use of a medicine.

Price: Value expressed in monetary term, being attached to a product or service.

Product: A tangible physical and chemical attributes assembled in an identifiable form.

Promotion: Any direct inducement offering an additional value or reward to consumers to stimulate quick and immediate purchase behaviour.

Place: A point of purchase that include windows floor and counter, displays that allow a retailer to remind a customer and stimulate impulse purchase.

Retailing: The activities involve in selling of goods and services directly to final consumers for their personal, non business use.

Research: Findings out again and again of a true fact regarding a particular situation problem at hand and due to changes of tools used before.

Strategy: Action or plan specifically designed to achieve an organization's objectives.

Wants: Those products or services that a customer can afford and is ready to purchase satisfactorily (in terms of quality and price satisfaction)

CHAPTER TWO

LITERATURE REVIEW

This chapter will review comment, statements and opinions made mainly by previous persons, writers and group of persons as contained in text books, Journals, Magazines and Newspapers in relation to the subject matter "A review of problems and prospects of marketing pharmaceutical products in Nigeria".

2.0 WHAT MARKETING IS ALL ABOUT

Marketing is an important word as far as this study is concerned and we shall now take a look at what it means, marketing is not just selling goods or services to customers. Selling itself is only a single link in a long chain of marketing activities. Among such activities may be included in the development of the product or service, pricing, distribution of the product (that is to say making the product available to final consumers/advertising, personal selling, promotion and developing and directing sales and services people. Marketing has been defined in many ways.

American Marketing Association (AMA) defines marketing as "The performance of business activities that direct the flow of goods and services from producer to consumer or user".

Iornem (1983 P.41) has argued that this definition is open to criticism on the basis that it makes marketing sound rather like a distribution activity only. He further argued that it fails to a large extent in placing marketing on a

perspective that affords one to perceive its role in determining what goods are to be produced and what specific business activities constitute marketing. The institute of marketing (1980 P.6) asserted that "marketing is a management process responsible for identifying, anticipating and satisfying customer requirements profitably. This definition is able to touch key aspects of what marketing really means to both producer and the consumer.

Perry (1984 P.130) defined marketing as "selling of goods and services profitably to meet customer needs. "The phase here include "Meet the customer needs" which may imply customer satisfaction and it cannot be considered adequate since marketing is not just selling of goods and services.

Stanton (1978 P.5) is of the opinion that marketing is "A total system of business activities designed to plan, price, promote and distribute want satisfying goods and services to present and potential customers". He also said that marketing is "the creation and delivery of a standard of living". Marketing also involves.

a] Finding out what customers want.
b] Planning and developing a product or service that will satisfy those wants.
c] Determining the best way to price, promote and distribute that product or services.

Elvy (1980 P.7) defined marketing as "the getting of the right goods or services in the right quantity to the right place at the right time and making a profit out of the operation".

James (1972 P.22) argued that "marketing is concerned with every aspect of business which in every way affects the attitude of customers towards present or future output of the business".

Expanding on his opinion further, he said that marketing is "part of enterpreneurical activities which makes production viable which an enterprise has no value".

McIver (1980 P.2) saw marketing as "the function of co-ordinating and controlling the planning, selling and promotional activities of commercial enterprise to serve the customers profitably.

Kotler (1980 P.19) defined "marketing is getting the right goods and services to the right people at the right place and at the right time at the right price with the right communication and promotion". Here, we are given an idea of the specific activities that marketers carry out. However, this definition is poor in scope in the sense that it fails to define marketing activities broadly enough because we know that other things besides goods and services can be marketed.

Despite different definitions given above by various authors and writers, they all have one similarity in their definitions that is emphasizing the central role of the customer in the successful operations of an enterprise. Such phases being commonly used are:-

- "Point of view of the customer"
- "Attitude of customer"
- "Customer's needs and wants"

In other words, marketing is no more than a business philosophy that recognized the need to understand the needs and wants of customers as a basis for profitable penetration of the market.

In the light of the short - comings of various definitions discussed earlier, kotler has proposed another definition that seems basically all embracing. Kotler (1988 P.30) defines marketing as "the social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others".

The social and universal nature of the above definition is found on its emphasis on need and want satisfaction through human activities. If we accept the assumption that a human need is a state of fault deprivation, then in an individual or groups need must be many and complex.

They include basic psychological needs, for food, clothing, warmth and safety, social needs for Belongingness, influence and affection, and individual or group needs for knowledge and self expression.

In this definition, we can also see that individual or groups activity which is extremely complex is directed to producing products or services that can be viewed as being capable of satisfying needs or wants. The fact that people have needs and wants and that there are products or services available is inadequate. This definition entrenches the exchange process as the act of obtaining a desired objective from someone by offering something in return.

In view of the above mentioned authors, the most widely accepted definition of marketing to me and area of my research work is the American Marketing

Association (AMA) definition which states that marketing is "the performance of business activities that direct the flow of goods and services from producer to consumer or user" Ohuabunwa (1992 P.7) supported this definition. This is because he said "certainly marketing includes a wide range of activities. Consider for example, some of the marketing activities involved in "directing the flow" of drugs from manufacturer to consumers are:

- Research on diseases and ailments, and possible agents for the cure, and remission of such diseases, including demand for such products emanating from the research (so marketing begins even before the production process).
- Pricing at the manufacturer and retailer levels.
- Transportation and storage of finished drugs.

- Advertising in journals, on radio and television, in newspapers, on billboards and through other media (demand is not just satisfied, often it is created or directed).

- Personal selling by manufacturer and distributor personnel, including actual exchange of goods for cash.

- Management of distributor, establishment of sales quotas, policies, plans and controls.

- Financing of distributor inventories.

- Providing post purchase services to ensure customer satisfaction, including adverse event monitoring.

In conclusion, the discussion on the definition of marketing suggests that marketing activities could be applied to the marketing of pharmaceutical products. Hence, the needs and wants of the consumer need proper identification and satisfaction in the marketing of pharmaceutical products.]

2.1 THE MARKETING CONCEPT

According to Stanton (1981 P.10) marketing concept is "A philosophy of business that states that the customers wants and satisfaction is the economic and social justification for a firm's existence. Consequently, all company activities must be devoted to find out what the customers want and then satisfying those wants while still making profit over in the long run".

This definition is a recognition that the economic justification and objective of the business enterprise is to satisfy human needs, wants and desires. Thus, under the marketing concept, the customer becomes the focal point around which not only marketing but all business disciplines revolve.

Kotler (1987 P.15) defined marketing concept as "A management orientation that holds that the key task of the organization is to determine the needs and wants of target markets and to adopt the organization to deliver the desired satisfaction more effectively and efficiently than its competitors".

The marketing concept has been stated in colourful ways, such as "final and end and fill it; make what you can and sell instead of trying to sell what you can make", "have it your way". In essence, all business activities must be tailored to the satisfaction of the consumer, at a sustained profit for any organization to meaningfully achieve its objectives and set goals. Secondly, if business is consumer oriented as it should be, all the activities of the various

units must interact and integrate, that is the efficient functioning of one depends on the other. Hence the activities of production, finance personnel and marketing department must be integrated and properly co-ordinated.

In modern marketing, products or services are not designed before finding a market. Rather, the procedure is to first identify consumer needs and then proceed to develop a product or service that needs the already identified needs. This is a "marketing concept" which emphasizes that business activities must be directed towards consumer satisfaction. Failure to recognize this procedural strategy is to expect failure.

Iornem (1993 P.11) indicated that many small industries may fail in their ventures because of lack of orientation to marketing. He added that their real problem usually start right from product planning or at the innovation stage. At this stage, little or no attention is given to the needs and wants of the final consumer of the product. Such developer he said erroneously assume that the product or service would create a market for itself. For example new retailers (patent medicine stores) open their shops without any prior plans including that of advertising and promotion.
Some retailers open a shop in an area simply because they have seen other retailers succeed. They don't analyze the market to determine whether an additional retail shop still make enough turnover and profit to keep it in business

Ohuabunwa (1972 P.7) indicated that in pharmaceutical marketing concept, companies and business that must survive are those that put the consumer first in all marketing decision. While it is true that reaching the market effectively and economically as much as possible is a major goal of all

businesses, the end result of all business activity should be to satisfy the consumer. In a competitive environment, businesses succeed in direct proportion to their ability to satisfy consumer wants. Anticipating the wishes of a particular group of consumers or individual users is a primary requirement of successful pharmaceutical market, at all levels, be it at manufacturing, wholesale, retail or even in government services, especially now that we are going into deregulation, privatization and commercialization.

Nwokoye (1981 P.20) has given us four ways in which a marketing can proceed in meeting the needs of his customers and achieving his own objectives such as profits. There are:

a] Asking the customers about their needs.

b] Developing or acquiring the products to fill those needs.

c] Planning and organizing the market programme to bring the products to the customers in such a manner to lead to the achievement of stated goals.

d] Carrying out post - sale activities that will ensure that the products are satisfactory in use and learning of customers reactions that will guide future improvements. A good marketing concept will involve a broad definition of the product or service in which one is interested. A broad definition keeps aware of environmental changes, taking necessary actions where a threat to continue survival is predicted and exploiting a profitable when detached.

Every business must know its customers target groups who constitute the nucleus of its goals and services. Who are in terms of demographic variables such as age, education, income etc. a business cannot be customers oriented unless it nurses its customers e.g their tastes, preferences and how much they can afford to pay. This serves as the basis for developing an appropriate market strategy.

2.2 MARKETING MIX

We next ask ourselves how the organization sets about achieving its market oriented strategies. this is when marketing functions otherwise called the marketing mix comes in.

Ohuabunwa (1992 P.7) listed four key elements that are applicable to pharmaceutical marketing which are, product, place, promotion and price, which spells out the markets' strategy is what we call the marketing mix; that is the 4ps

Kotler (1972 P.18) defined marketing mix as "The set of controllable variables and their levels that the firm uses to influence the target market"

2.21 DISTRIBUTION PLACE

This includes all strategies, channel systems and selection, retailing and wholesale intermediaries where necessary and the management of physical distribution. This involves selecting and managing the middlemen through whom the product (drugs) will reach the right market at the right time, establishing a system for storing, handling and transporting the product.

Ohuabunwa (1972 P.70) indicated that in pharmaceutical marketing the availability or accessibility of a particular product or service to the ultimate consumer is most essential. He therefore listed some distribution channels that the manufacturer, wholesale or distributor and retailer should adopt while marketing pharmaceutical products.

The manufacturer must employ the following:-

- use of regional warehouses or depots
- Geographical spread of distributors or wholesalers
- Availability of redistribution support services to the distributors

The wholesaler or distributor must ensure:-

- Central location
- Ease of contact with retailers
- Availability of telephone services
- Use of supply trucks to deliver orders

The retailer must ensure

- Ease of reach by consumer
- Strategic location
- Parking space
- Attractive sign boards/external finishing

Location or place is a critical marketing decision which must be carefully made as a number of pharmacies have failed due to poor location of the business premises.

2.2 PROMOTION

This include all elements connected with planned marketing communications, advertising and the management of personal selling. This involves stimulating market interest in the product by determining the relative contributions to be made by advertising, personal selling and sales promotion, choosing advertising message, copy, the media and managing the sales force.

Ohuabunwa (1992 P.7) indicated that the buyer is the king. All efforts at R&B, manufacturing etc. come to ought unless he takes action - exchanges his cash for the goods. Thus in advertising, almost all focus is on him. But in drug promotion, there are laws and regulations which determine type and extent of advertising. For ethical products, promotion is direct to doctors, pharmacists and other 3rd parties or intermediaries who take decision on behalf of the patient who is the ultimate consumer. And for OTC/consumer products, direct appeal to the consumer is allowed.

Adenika (1975 P.86) indicated that promotion of absolutely differentiated products is essentially professional in nature. Scientific reports of clinical studies appear in medical and pharmaceutical journals. Direct mailings of explanatory literature quickly introduce the drug to physicians. Detail men arrive to discuss usage, precautions and side effects.

2.23 THE PROJECT

The product has to be right in terms of meeting consumer requirements in every aspect as much as is commercially possible. Similarly, the product has to meet the requirement of the doctors that select drugs for their patients which they consider to be of the most superior therapeutic merit and the minimum side effect for the lowest cost. The kind of decision to be made here are product assortment, design, quality, branding and packaging, product additions, product modifications and deletions.

The council of international pharmaceutical federation (FIP) issued a statement in 1992 concerning the quality of medicinal products calling on all countries to ensure their adequate quality. The statement reads:

1) All countries must ensure that medicinal products, whether manufactured or imported, meet satisfactory standards of quality, safety, bio-availability, bio equivalence and efficacy. The same principles for standard must be applied by governments for both branded and generic products. Achievement of high standards depends upon a combination of satisfactory legislation, efficient and comprehensive regulatory procedures and effective inspection and enforcement arrangements, together with the political will to implement them.
2) This statement of FIP policy on product selection can only be implemented if the country concerned has the infrastructure and regulatory authority in place to ensure that all medicinal products available in that country whether manufactured locally or imported meet satisfactory standards of quality, safety and efficacy including regulatory and pharmacological standards.
3) Until recently, the marketing of some medicinal products was based on the premise that a brand-name product is different from its competitors in scientifically and clinically important ways. However it is now clear that, with appropriate exercise of medicinal and pharmaceutical judgement, medicinal products within a pharmacological class may be interchanged according to defined criteria and the needs of the patient without significant compromise of patient outcome.

2.24 PRICE

No product can enter the market place without a price. Price determines in many respect the volume that can be sold as well as the final profit because it is one of the key factors that consumers consider when making a purchase. consumer acceptance of any price is crucial in the success of any product. However, to determine the price for any product or service is one of the most complex of marketing decisions. Every organization whether it is profit

oriented or not, whether big or small, has to face up with the problem of fixing a price for its goods or services at one time or another.

Nwokoye (1981 P.11) has defined price as "The amount of money needed to acquire a given quantity of goods or services".

According to Ibekwe (1984 P.23) price is one component of the marketing mix that generates revenues, all the other components - the product, the place (distribution) and the promotion generate costs. Pricing is the marketing function which seeks to reconcile in monetary term buyer's want from a product with seller's objectives. The buyer wants value for money, be it material or psychological value. If he is an intermediate buyer who has to resell the product, he should want material value in terms of discount that could enable him resell the product at a profit.

The objectives of the company selling either to ultimate consumer or seller are:-

i. To make profit.
ii. To penetrate the market
iii. To make satisfactory return.

Adenika (1975 P.182) indicated that successful price determination in pharmaceutical marketing considers that the selling price is adequate to cover costs and leave a margin of profit. Cost include the cost of goods and goods related services such as transportation and storage (called product cost) and selling expenses, including overhead store running), selling, advertising and promotional expenses profit, the second main element in price, is the entrepreneur's reward for risk and effort, a return on his investment.

A pharmacist who appreciates the importance of selling price to his overall profits would attempt to determine in advance of purchase what price customers are willing to pay for a product and what other selling factors would enable the product to sell in profitable volume at that price. The manufacturer of course attempts a similar exercise before publishing his established (list) price. But for many lines the pharmacist must purchase at a cost which will enable him to sell at a price he determines, that covers his expenses and leaves profit.

2.30 PHARMACEUTICAL PRODUCT PRICING

CHALLENGES

According to Adenika (1975 P.194), pricing challenges and price pressures come from four major parties:

1. Customers
2. Competitors
3. Government and other public regulatory authorities
4. Manufacturers, wholesalers and other middlemen.

CUSTOMERS

The body of available information on customer reaction to drug prices in developing markets is still relatively small. This is due perhaps to the usually limited vocalization of dissatisfaction by the common consumer in such markets. The limited information available suggests that vocal pressure groups in such markets, and the general public to a lesser extent, are following the pattern in developed markets - believing and saying that drug prices are "too high" such outcries are not presently leveled at the retail pharmacist directly, as they are in other markets, but the pharmacist will usually be aware of them and be held partly responsible if only because he is often the one that

eventually takes the money from the consumer's hand. It is known that doctors share the belief that pharmacist are contributory to "high" drug prices.

Direct pressures from customers, doctors and the lay public alike, usually take the form of demands for discounts, price shopping, and price grumbling.

COMPETITORS

The price - cutting activities of competitors are often a temptation and a handicap to the pharmacist's own best judgement. It should be realized however, that unless a competitor runs a more economical operation (perhaps operating a large volume store and taking merchandise discounts, and reducing selling services and expenses) he cannot sustain reduced prices comfortably. Even such well - tried tactics as the use "less leaders" have been known to backfire. For example, when eventually an attempt is made to restore normal prices on these items, customers may see the items as over priced. The product's actual - quality image may have been permanently downgraded.

GOVERNMENT AND OTHER PUBLIC

REGULATORY AUTHORITIES

Price control, either through contractual (e.g franchises or government regulations) also sometimes constitute challenges to the pharmacist. In contractual instances it is wise to examine price related clauses carefully before contracting to "strictly abide" by their dictates. Government regulations are, by and large, calculated to protect fair competition and the consumer. The pharmacist needs be wary that he does not commit any acts of infringement of conspiracy in attempting to circumvent such law.

MANUFACTURERS, WHOLESALERS AND OTHER MIDDLEMEN

The attitudes of these people sometimes seem indifferently embarrassing, or actually frustrating to the retailer and as such constitute a kind of challenge to his price structure. The basic determinant of price for manufacturers and middlemen is self interest. Manufacturers whose commodities have suffered from price - cutting will tend to support, or even promote, price maintenance and fair trade practices. Manufacturers and pharmaceutical wholesalers whose interest lie primarily with independent retail pharmacists will also support such efforts. But those manufacturers whose products do not suffer from price malpractice (they may in fact gain market penetration by such acts) will tend to be more cautious in their support and may need direct requests from pharmacists before they actively protect fair practices on their products.

2.4 PHARMACEUTICAL MARKETING IN NIGERIA

Egboh (1975 P.10) indicated that pharmaceutical marketing in Nigeria started with the wholesale drug trade before the retail drug business. This is the pattern in the markets which in the beginning depended mainly upon outside sources for drug products. The necessity for importation of medicinal on a large scale, and the concentration of trade in the hands of colonial governments and large private colonialist combines, caused the development of the wholesale drug trade, first the gestation of retail drug business can in fact be traced to some of such combines, and reputable names like the West African Drug Company and Kingsway Chemists of Nigeria come to mind as important pioneers in both the wholesale and retail drug fields.

Although a few well-known "dispensing chemists" have operated in Lagos for a long time, it was not until after the second world war, and significantly after independence in 1960, that private retail business in drugs ("chemist shops")

prospered. Prior to 1960, and continuing since then there has existed the patent medicine stores which officially stocked proprietary, and non-scheduled drugs but infact unofficially carried practically all drug lines. According to Egboh (1974 P.37) there were 15,600 holders of patent medicine licenses in Nigeria in 1974 and at the same time, there were less than 600 registered pharmacies in the country. Licensed patent medicine stores at one time served the useful role of providing the main outlets for drugs outside of hospitals and in non-urban areas. But they soon extended their services to open markets and were at least partly responsible for the mushrooming of illegitimate drug peddling in market stalls, lorry parks, and other unlicensed public places.

2.41 NATURE AND IMPORTANCE OF RETAILING IN PHARMACEUTICAL MARKETING

According to Philip Kotler and Armstrong (1994 P.428) it is indicated that Retailing includes all the activities involved in selling goods or services directly to final consumers for their personal, non business use". Many institutions - manufacturers, wholesalers and retailers do retailing. But most retailing is done by retailers, business wholesales come primarily from retailing. And although most retailing is done in retail stores, in recent years non store retailing - selling by mail, telephone, door to door contact, vending machines, and numerous electronic means has grown tremendously. But in pharmaceutical marketing store retailing accounts for most of the retail business.

Jerome and Perveault Jn (1990 P.296) defined "Retailing as all activities involved in the sale of products to final consumers". They further indicated that retailing is important to all of us. As consumers in USA spend $1.6

trillion a year buying goods and services from retailers. So if the retailing effort is not effective, every one in the channel suffers and some products (including pharmaceutical) are not sold at all, so retailing is important to marketing managers of consumer products at all channel levels.

Stanton, Etzel and Walker (1991 P.352) indicated that "Retailing consists of the sale and all activities directly related to the sale of goods and services to ultimate consumers for personal, non business use". While most retailing occurs through retail stores, it may be done by any institution. A manufacturer selling drugs or cosmetics door to door is engaged in retailing, as is a farmer selling vegetable at a roadside stand.

Therefore any firm be it manufacturer, wholesaler, or retailer that sells something to ultimate consumers for their own non-business use is making a retail sale. This is true regardless of how the product is sold (in a store or at the customer's home). However, a firm engage primarily in retailing is called a retailer.

Adenika (1975 P.97) indicated that retail establishment is in many ways the most important of all marketing institutions. The retail outlet is the ultimate opening through which all of the products which have been so carefully planned and prepared must be reach the consumer. In many instances and for many products, the retailer holds the key to marketing success.

In Nigeria, although drug retailing through community pharmacies is a relatively recent development, retailing in other lines is a well established institution. Nigeria's both urban and rural settings are familiar with the ubiquities "provision stores" run by housewives and the roadside sellers of

yams, plantains, oranges, dried meat, and so on. It is well known that among the most knowledgeable, influential and wealthy Nigeria business people are town market retailers like those in Onitsha, Aba, Kano, Kaduna, Ibadan, Lagos and practically all other major cities in the country. Highly sophisticated and enduring retail trades have developed in two areas in particular - Onitsha and Lagos.

In the pharmaceutical field, the "vacuum" created by the long absence of registered retail pharmacies was filled by patent dealers, town market stalls, and itinerant vendors all over the country. Some of such activities date back to colonial times and have since continued unabated. For example, some Northern herdsmen have traditionally peddled drugs and cosmetics along with rearing their cattle down to the south. Native doctors, animist and Islamic priests, and "prophets" have also participated in retail drug sales. Historically then, retail trade in drugs has long been known and has grown.

The character of retail selling is however changing. No longer is the consumer willing to accept drugs unquestioningly. With so many alternative retail venues open to him, he is more likely to insist on economical pricing, attractive presentation, quality and a service backed outlet consumer in several fields are now responding to merchandising in its various forms:- advertising, store displays, attractive surroundings, pleasant intelligent sales manship, and other conveniences and services. Tomorrow's customers will definitely be better informed and more exacting than their parents are today.

Adenika (1975 P.99) indicated that "in the drug field, customers very often give the impression that they don't really care from where they get their drugs, as long as the drugs are cheap and the sources convenient". This has

contributed in a major way to the continued existence and prosperity of illegal venue as drug outlet. This state of affairs is not surprising when one considers the prevailing low literacy rates and the strong tradition backing some of those outlets. But the direction in which the "wind of change" is blowing is that of more exacting consumer standard - safer, better and more efficacious drugs and superior merchandising being "preached" by National Agency for food and Drug Administration and control (NAFDAC).

At the pharmacy retail shops two types of drugs are marketed. These are ethical (prescription) and over-the-counter (OTC) drugs.

Prescription drugs are those drugs that pharmacist in the retail store are allowed by law to sell to consumer only with doctor's prescription duly signed and from recognized hospital or health institution. Some of these prescription drugs include Antibiotics, valium, pentazocine, Dipyrone, Ergometrine, Ergotamine, Ephedrine and others. While in the case of over-the-counter drugs or self medication drugs the pharmacist is allowed by law to sell to consumers without prescription from a doctor. Some of these drugs are paracetamol, Nivaquine, Procaine penicillin, flagyl, vitamin products and others.

2.42 THE PHARMACY DISTRIBUTION PROCESS

Like the pharmaceutical market, the pharmacy distribution process has become increasingly complex, so that the pharmacist's responsibility at the retail level has been heightened below:-

Production Level..... Manufacturer

Wholesale level..... Wholesaler

Retail level..... Retailer

User level..... Consumer

Table 2.42 SIMPLIFIED DISTRIBUTION SYSTEM

The main function of the pharmacist at the retail level is to provide for customers the right quantities of the right products at the right time, in the right place, at the right prices, and with the right supportive services. This is called merchandising services. It is this service value which the pharmacist, like other retailers, adds to products that justifies his cost to, and earning from the market process. It is also for this reason that it is necessary for the pharmacist to understand the nature of demand for and supply of pharmaceutical products and to develop keen appreciation for customer behaviour.

2.43 THE RETAIL PHARMACY AMONG DRUG MARKETING INSTITUTIONS

Below is a schematic diagram of the channels commonly used in marketing drugs. The place of pharmacies and pharmacists in drug distribution is illustrated in this diagram.

Among those classified as "other retails" are:-

1. Hospital pharmacies
2. Dispensing doctors and clinics
3. Health centres and other facilities
4. Patent medicine dealers
5. Itinerant and market vendors
6. Drug selling supermarkets, grocers and departmental stores.

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All of the above institutions usually buy drugs from the same sources as the retail pharmacist, that is from wholesalers and manufacturers, and sell to or service customers that would otherwise patronize the retail pharmacist. They therefore represent competition to retail pharmacy.

The approved hospitals and maternity homes in Nigeria, Nevertheless are few as compared to total population, though they marshalled great influence with respect to drug consumption. For many Nigerians the hospital remains the main, in some case the only, outlet for prescribed drugs.

In the past, various governments (1960 - 1970s) have traditionally offered free or near free medical care (including drugs) to school children and youths under 18 years age group, civil servants and their families, and some classes of indigent citizens. In the Northern state, then government medical care was offered free to all citizens. Although drugs are frequently "out of stock" in these government institution, it is estimated that in theory free or subsidized drug could be available to about 70 percent of the nations population. In fact, less than 25 percent of the population has attempted to take advantage of these facilities, mainly because the drugs are usually not available there in or the facilities themselves are not within reach of the consumer.

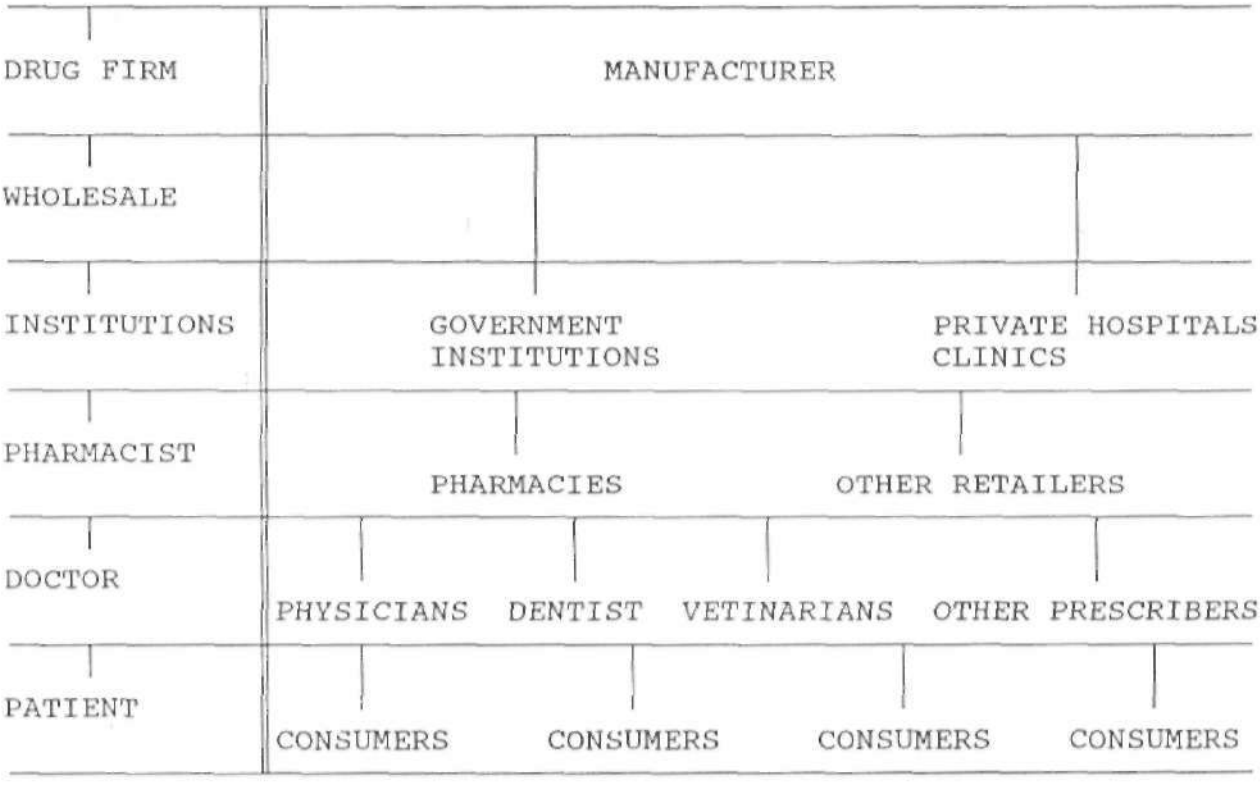


FIG. 2.43 **CHANNEL USED IN MARKETING DRUG**

(SOURCE: ADENIKA 1975 P.100)

The formidable potential for meeting drug consumption which government hospital represent is nonetheless apparent, as such, government hospital business does not seem to constitute an immediate challenge to private retail pharmacy trade.

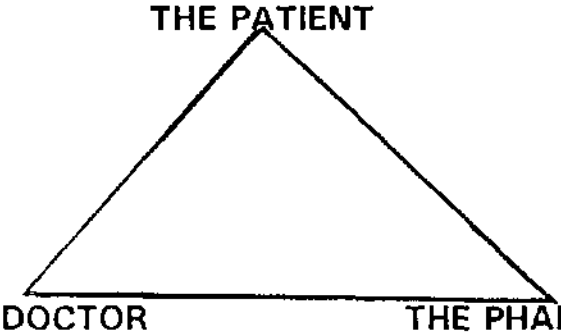
The activities of dispensing doctors and clinics pose a more serious problem, matched only by the even more immediate threats from patent medicine dealers and unlicensed vendors for continued illegal drug trade. All such activities constitute dangerous patterns which are likely to grow in time and hurt organized retail pharmacy. To arrest these discrepancies the profession of pharmacy must take concerted actions; such actions can be successful only if pharmacists are motivated by a willingness, and possessed of the ability, to protect public interest and service to consumer requirements.

At the next upward level of the distribution channels, the relationship of the retail pharmacist to government institution and private hospitals and clinics does not have to be indifferent or hostile as a cursory interpretation of the chart might suggest. In fact these institutions, apart from their partial role as "other retailers", often are most influential on the community's health resources. Their out patients could be important sources of business for pharmacies located near them. The pharmacist wholesaler often obtains good business, both tenders and LEO's from these institutions.

At the top of the distribution channels chart, manufacturers and wholesalers represent the spring and funnel of drug products to retailers. Both institutions, usually in their own selves best interest, attempt to maintain cordial relation with retailers. Manufacturers and wholesalers can offer valuable business

information, advice and support to the co-operating retailer. It is even more important that the retail pharmacist demands and appreciates the importance of proper and regular services from manufacturers and wholesalers. Healthy trade services such as regular and prompt supplies, reasonable margins, good credit terms, and so on can mean a lot more to the pharmacist over a long period of operating time than one time "charities" which may be, though not necessarily always, calculated to hold him down to unfavourable business relationships.

2.44 INTER PROFESSIONAL RELATIONS WITH DOCTORS



PRESCRIPTION TRIPOD **FIG. 2.44**

In his relationship with the doctor, it is important for the pharmacist to understand the pivotal role which the doctor occupies in the scheme of drug marketing. With his scripts, the doctor mobilizes drugs from the manufacturer down the channels to the consumer. This description is of course more appropriately less than 50% of the pharmacist's turnover. But the doctor also swing his influence in other ways in modifying the patient's attitude to drugs in general, in the promotional and other marketing activities of drug manufacturers, and in shaping public and professional opinion about drugs and pharmacists.

2.50 PRESCRIPTION HABITS AND CUSTOMER MOTIVATION

Adenika (1975 P.87) indicated that a distinction must first be made between prescription drugs on the one hand, and self medication drugs and non drugs products on the other. The doctor prescribing motivation and habits vis-a-vis customer motivations and buying habits can be seen in clear perspective. Both elements of selection behaviour affect the pharmacy's retail sales and profit margins, but differ in their intrinsic characters.

2.51 DOCTOR MOTIVATIONS AND PRESCRIBING HABITS

The doctor motivations and prescribing habits are primarily "rational", although emotional appeals can not be completely ruled out. To the extent that a doctor selects for his patient a product which he considers to be of the most superior therapeutic merit and the minimum side effect for the lowest cost. He is rationally ("reason why") motivated parenthetically, it should be noted that a national motive will lead to rational selection only if it is intelligent with respect to all necessary market information. The key elements in rational prescribing are drug effectiveness, safety, and price.

Below is the motivating factors identified in the prescribing of a particular brand of antispasmodic. This motives pattern is strongly suggestive of rational intent.

MOTIVATION	PERCENT
Superior therapeutic merit	61.0
Ease of Administration	11.0
General merits of product or ingredient	8.3
Absence of side effects	5.6
Price	5.6

Confidence in manufacturer	2.8
All other factors	5.6

(Source:- The antispasmodic) market, modern medicine, Table 2.51, Topics (March 1954).

Despite the widespread belief that doctor's choice is fundamentally rational, it is also well-known that there is a significant influence of company preference in the initial adoption by doctors of a drug product. Company preference tends to be re-inforced by company image or company personality and it has been suggested that the degree to which a drug advertiser makes the doctor feel that his product is directed at enhancing the doctor's on diagnostic and therapeutic skills will have a major influence on the advertiser's sales. The influence of emotional appeals are greatest when the doctor is making a choice among a multiplicity of similar products useful for the same clinical purpose.

2.52 CUSTOMER MOTIVATIONS

This is end-consumer buying motives especially as they relate to self-medication and non-drug items, tend to be largely emotional. But this view point is somewhat modified by the specialty nature of drugs, so that the national component of selecting an over-the-counter cough syrup (a specialty item) will be higher than that involved in the choice of a brand of cosmetics or vitamin (consumer items). customer motivations in purchasing product from a pharmacy seem to have orders of rational emotional hierarchy which vary from product type to product type.

Ohuabunwa (1992 P.8) identified six key factors that affect consumer behaviour.

They are:-

1) Ego related motives - law of self interest, desire for better self-image
2) Status related motives - desire for status among one's peers.
3) Emotional motives - attraction, care, different, social acceptance, superiority, fear, curiosity, rest and relaxation.
4) Rational motives - logical, economy, efficiency, dependability and financial gain.
5) Rationalization and the desire to resolve conflicts
6) Patronage motives - price, location, quality, service, integrity, variety, likeable and competent personnel.

Whereas buyer behaviour is affected by the above factors, in drug marketing it is mostly the rational motives and the patronage motives that exert greatest impact. They therefore need a little bit of elaboration.

RATIONAL MOTIVES

Careful analysis of pros and cons.

1. Economy - size of our pocket
2. Efficiency - dosage schedule and ease of administration
3. Dependability - proven studies of efficacy and safety
4. Financial gain - The "squirrel" in us.

PATRONAGE MOTIVES

1. Price - great appeal in our economy
2. Location of minimum effort in shopping

3. Quality - genuine products
4. Services - intangible extras offered
5. Integrity - record or honest dealings and place in the society
6. Variety - drug and supermarket shops
7. Likeable and competent personnel - friendly and professional services.

2.6 SALES PLANNING AND MANAGEMENT

In large organizations, the sales function is separated from marketing, especially in the pharmaceutical companies. This is because a lot of the consumer motivation is through the 3rd party.

Ohuabunwa (1992 P.8) identified four key issues in sales planning in pharmaceutical company. They are:-

1. SELECTION OF GOOD PEOPLE

These people must posses the following abilities

1. Extroverted
2. Exciting
3. Good communication skills
4. Knowledgeable
5. Good personal carriage

2. TRAINING

Good training costs money. But so does bad training, and the most expensive of all is no training at all. Every new employee regardless of his background of education and experience will require to be introduced to the work environment and his specific tasks. The choice for management is whether

training shall be haphazard (that is casual and possibly misdirected) or whether it shall be carefully planned and guided.

The advantage of a well planned and directed training programme are many, even in small organization like the retail pharmacy. The training provides the employee to know more on the following areas;

i. Product knowledge
ii. Competitive knowledge
iii. Sales territories
iv. Sales quotas
v. Call rates
vi. Call reporting

3. SELLING SKILLS

The salesperson must first accept the premise that in order to succeed in selling people have to like him. Then it is easier for him to understand that he must develop a sound knowledge of his customers and learn to deal with them in ways that are pleasant and satisfactory to them. As such the following skills are necessary for him to perform effectively.

These are:-

i. Focus on customer needs
ii. Listen effectively
iii. Reinforce desired responses
iv. Enhance self-esteem
v. Be courteous at all times and in all places
vi. Handle all objections

vii. Sell features and benefits

viii. Ask probing questions

ix. Always ask for pre-determined action.

4. CONTROL, CO-ORDINATING AND MOTIVATION OF SALES PEOPLE

According to Kotler and Armstrong (1994 P.529). "New salespeople need more than a territory, compensation, and training - they need supervision. Through supervision, the company directs and motivates the salesforce to do a better job".

Through proper control and co-ordination by the sales management the sales people will be able to manage their territories and time efficiently.

Some sales people will do their best without any special urging from management. To them, selling may be the most fascinating job in the world. But selling can also be frustrating. Salespeople usually work alone, and they must sometimes travel away from home. They may face aggressive, competing salespeople and difficult customers. They sometimes lack the authority to do what is needed to win a sale and may thus lose large orders they have worked hard to obtain. Therefore, sales people often need special encouragement to do their best. Management can boost saleforce morale and performance through:

1. Organizational climate such as:

a. Reward for good performance

b. Opportunity for income and promotion

2. Sales quotas

3. Positive incentives, such as

a. Sales meeting
b. Sales contents
c. Honours
d. Merchandise and cash rewards
e. Official trips
f. Profit sharing plans.

NIGERIANS ATTITUDE TO DRUGS

Since the Nigerian is most often plagued by fears of fever, "bad blood", and a poorly defined "general debility", he medicates most heavily in the areas of anti-infectives, vitamins and analgesics.

Adenika (1975 P.91) indicated this fact that it was borne out by the analysis of pharmaceutical imports to Nigeria in the several product area during the period January to April 1974.

The Nigerian places high priority on liveliness ("to live my life") vitality and vigour. As a result he is credulous to drug advertisements employing "life" and "vitality" themes and will accept drug products from itinerant vendors in several illegal venue, such as lorry parks, bus station and city ferry boats.

The Nigerian medicates heavily, reserving visits to hospitals and doctors for "serious" illnesses, or when all other sources have failed him. His other sources of advice and treatment include native doctors, friends, newspaper advertisements, quacks and "prophets". When he visits legitimate health care facilities, he prefers injections or capsules as medication forms, believing both to be powerful and invigorating. This form of loyalty is an extension of the vigorous brand loyalty of the Nigerian consumer.

2.7 PROBLEMS OF MARKETING PHARMACEUTICAL PRODUCTS

After a critical look on what most of the authors and inters have analyzed in this chapter, one would agree that there are a lot of problems involve in the marketing of pharmaceutical products. These include:-

1. The primary market is the prescription drug market. The prescription drug market is unique in the importance of a third party (namely the prescribing doctor) influencing the buying habits and actual purchases of the ultimate consumer (the patient).

   Adenika (1975 P.83) indicated that "in developing markets the volume of prescription drug trade as a proportion of total drug business varies from 40 to 65 percent (compared to some 80 to 85 percent in more developed markets). Prescription business is nonetheless important in developing markets as government purchases (but not in Nigeria of today) and repeat self-medication in the private sector are often derived from original scripts from doctors. In Nigeria, the prescription drug business is estimated at about 55% of total drug trade".

2. Drug are not ordinarily a convenience good or discretionary commodity; most often they are essential or even imperative items that must be had when needed.

3. The demand for drug is inelastic. This is because the overall consumption of drugs cannot be increased beyond the level made necessary by illness among the population. That is to say that the total schedule of quantity of drugs which will be purchased in a given market (at all different prices) during a period of time cannot within reasonable

limit, be increased beyond what is necessary to cure illness or maintain health.

4. In the marketing of pharmaceutical products, the salesmen have to direct drug promotion and advertisement primarily to doctors and other prescribers rather than to end-users, who while they pay for drugs, do not select the drugs. In this regard, the necessary promotional methods and marketing strategies must be tailored to doctors, who by training are more appreciative of "rational" clinical and scientific advantage in a drug product than of price differentials per se.

5. An established product has enduring market advantage over new entrants into the self-medicating market. The Nigerian consumer's brand loyalty arises more from a devotion to the simplicity of choice than from rational product preference. There is a silent contentment with an "old acquaintance" because of uncertainty and fear in trusting a "stranger" (new drug).

6. Socio-cultural and environmental factors affect drug purchases and drug use habits of most Nigerians.

Salako and Adadevoh (1972 P.143) indicated evidence that a Nigerian becomes confused when he receives more than two different drugs in a single visit to a doctor or hospital. According to the results of the study by Salako and Adadevoh, the risk of drug misuse in concurrent drug therapy or polypharmacy may be as high as 50 percent where up to 3 different drugs are used, or higher where a larger number of different drugs are prescribed.

7. Nigerian consumers don't care about the source and quality of their drugs provided it is cheap. This is why they accept drug products from itinerant vendors in several illegal venues, such as lorry parks, bus station and cityferry boats.

8. The marketing of expired, fake and sub-standard drugs by quacks and itinerant vendors. This has become a common problem to the health sector, for this reason led to the establishment of National Agency for food, Drug Administration and control (NAFDAC) in 1992 to fight menace from our society.

9. Smuggling is another problem facing the marketing of pharmaceutical products. A lot of drugs are being smuggled illegally through one borders into the country and selling at much cheaper rate. This has a serious negative impact on the genuine importers and manufacturers of drugs in the country, because they experience low turnover and sometimes they could not sell.

10. Almost all the raw materials for the production of pharmaceutical products are import oriented. This is not an healthy development for a country of over 100 million people, if we are to attain health for all by the year 2010, since the foreign exchange is scarce because of economic down turn, the raw materials become difficult to import and thereby hampering the production of these drugs for the people.

11. The salesmen are sometimes not adequately remunerated accordingly for the job being done. Sometimes they will be away from their families for days and at the end of it all they are not adequately remunerated,

which create low morale among the salesforce. This is mostly common with those companies from far-East (Asian companies). In most cases, the salesmen are not provided with vehicles but allowed to trek to visit their customers. This action does not boost the morale and efficiency of the salesmen.

12. Economic down turn also affect the marketing of pharmaceutical products. As a result of economic recession the purchase power of most Nigerians is very weak and they could not afford the cost of quality drugs. They therefore patronize the fake and sub-standard drugs from quacks and itinerant vendors operating in open places.

2.8 PROSPECTS OF MARKETING PHARMACEUTICAL PRODUCTS

1. Nigeria is the most populated country in Africa, with a population of over 100 million people. It is good sign for any investor to invest in the health sector of such country with huge population - because it is a big market. Nigeria has population growth rate of 3% per annum.

2. Nigerians are moving from traditional to modern health care. According to Adenika (1975 P.89) "as in other developing markets, the increase shift from traditional to modern living has been accompanied by greater health awareness among Nigerians. As a result, there is increase insistence on modern health care and rising incidence of drug usage, since drug therapy is the pivot of modern patient care.

3. The Nigerian environment nonetheless poses several health problems. The tropical climate favours the survival of various pathogens and the tropical soil with its evergreen vegetation and humid climate breeds

animal and insect vectors for these pathogens. The scorching sun, the extremes of hot-dry and warm-wet seasons, the parching winds and sand storms and the sudden fluctuations in temperature continuously expose the Nigerian to loss of vitality and spoilage of food and belonging through the growth of moulds.

He suffers from frequent bouts of fever from malaria and a multitude of microbial infections. His own living environment, which is frequently unhygienic and carelessly kept, aggravates these health problems which require purchase of drugs.

4. Petroleum Trust Fund (PTF) involvement in the procurement of drugs from pharmaceutical companies in Nigeria, distributors and retailers to government hospitals provide good prospect for the marketing of pharmaceutical products. This supply to government hospitals is a continuous process for the marketers.

5. Government withdrawal from supply of drugs to hospitals will boost the prospect of the marketer and would have more patronage from the public

2.9 REVIEW SUMMARY

The review summary of this literature review has to relate to various contribution of different authors and writers in this chapter.

From the various definitions of marketing by different authors and writers, the most widely accepted definition of marketing in the area of pharmaceutical by most pharmaceutical writers is the American marketing Association definition

which states that marketing is "the performance of business activities that direct the flow of goods and services from producer to consumer or user.

Ohuabunwa (1992 P.7) also supported this definition and went ahead to indicate that marketing of drugs certainly involves a wide range of activities in "directing flow" of drugs from manufacturer to consumer has been already analyzed in the review.

Egboh (1995 P.10) indicated that pharmaceutical marketing in Nigeria started with the wholesale drug trade before the retail drug business. This is the pattern in the market which in the beginning depended mainly upon outside sources for drug products (the story for now is not quite different from the past because Nigeria still depends upon outside sources for drug products. The necessity for importation of medicinal on a large scale, and the concentration of the trade in the hands of colonial government and large private colonialist combines (food and drug store), caused the development of the wholesale drug trade first. The gestation of retail drug business can infact be traced to some of such combines, and reputable names like the west African Drug Company (WAD) and Kingsway Chemists of Nigeria come to mind as important pioneers in both the wholesale and retail drug fields.
Also in the review, Adenika (1975 P.83) identified certain characteristics that distinguish pharmaceutical market from other markets. Some of the these characteristics according to Adenika (1975 P.83) include:-

1) Pharmaceutical primary market is prescription drug market.

2) The promotional activities for ethical (prescription) drugs could only be directed to doctor instead of or end-user in the case of other product.

3) The drug demand is inelastic; the consumption of drugs can not be increased beyond the level made necessary by illness among the population. He further advised that, in the marketing of drugs both the doctors and the consumer must be motivated if any company or distributor is prepared to penetrate the market .

All the writers, have mentioned activities of itinerant vendors, quacks and drug peddlers as one of the problems of marketing pharmaceutical product in Nigeria. Adenika (1975 P.90) indicated that Nigerian environment nonetheless poses several health problems. The tropical climate favours the survival of various pathogens and humid climate breeds animals and insect vectors for these pathogens.

Also Nigeria's living environment which is frequently unhygienic and carelessly kept, aggravates these health problems which require purchase of drugs.

Similarly, the population of Nigeria makes it a very big market in Africa for any form of company to market its products (drugs). The census figure of 1991 put Nigerian population to be about 88 million people, which eventually support this big market Nigeria stands in Africa.

CHAPTER THREE

3.0 RESEARCH METHODS USED

There are many approaches open to a researcher as possible but the method used in this study for the purpose of gathering and analyzing data was the exploratory method.

Exploratory research is used particularly with a view to identifying the real nature of the problem and perhaps formulating relevant hypothesis for testing.

3.1 JUSTIFICATION OF METHOD USED

The choice of exploratory method by the researcher is because the method is most relevant to the topic under study and will enable the researcher to know and give full analysis to data collected which will result to valuable suggestions and recommendations for the organization.

3.21 RESEARCH INSTRUMENTS USED

During the cause of this research work, the researcher used the following:-

a] Questionnaire

b] Personal interview

c] Observation to explore all the areas necessary to unvail certain possible hidden facts about the problem into which the research was being conducted.

QUESTIONNAIRE

Most of the data used for this study were collected through questionnaire. The questionnaire was characterized by both close-ended and open-ended

types of questions. Close ended type of questions require definite answer, such as Yes or No and the like. The open-ended type require respondents to give definite views about a particular question or variable(s) being measured.

PERSONAL INTERVIEW

The researcher found it necessary to use this method in order to get data which can neither be gotten through the use of questionnaire nor observations. This is because not all respondents are ready to fill questionnaires meant for them. Since personal interview is face to face communication, a lot of data was gathered for the purpose of this study. This method is flexible and the researcher found it easy to approach respondents for their own contribution towards the achievement of this study.

PERSONAL OBSERVATION

Participant and passive observation were used in data collection in this research study.

a] Participant observation involves direct maintenance of face to face relationship between the observer and the observed.

b] Passive observation is when the observation is detached (separated) and involved in the situation.

3.3 RESEARCH POPULATION AND SAMPLE SIZES

This study the population to be investigated, including the staff of Sonnex Pharmaceutical Limited with the estimated population of 40, out of which 24 was taken as a sample size.

On the part of the customers (distributors) with an estimated population of 100 of which 40 was also taken as the sample size to represent the total population.

3.4 SAMPLING PROCEDURES

The method used in selecting the sample was simple random sampling which is a system of selecting every individual item of the population which is also given equal opportunity of being included. The essential purpose of random sampling selection is to avoid subjective bias arising from a personal choice of sampling unit.

3.41 JUSTIFICATION FOR SAMPLE SIZE

The researcher's justification for selecting the random sampling method is to give each element in the population an equal chance or probability of being chosen. The sample size of 24 chosen from a population of 40 using the random sampling procedure and the tendency of representing each unit of the population.

3.5 STATISTICAL TECHNIQUES USED IN ANALYZING THE DATA

The research will make use of simple percentage as statistical technique to analyze and interpret the results. The adoption of this method by the researcher is to test the variability of the performance of the organization.

STATEMENT OF HYPOTHESIS

1. HO- That Sonnex Pharmaceutical Limited does not fully understand the marketing programme and does not apply them in its operations.

H1- That Sonnex Pharmaceutical Limited fully understands the marketing programmes and apply them in its operations.

2. HO- That the application of the marketing programmes to pharmaceutical products is not the same as that of other products.

H1- That the application of the marketing programmes to pharmaceutical products is the same as that of other products.

3.6 HISTORICAL BACKGROUND OF SONNEX PHARMACEUTICAL LIMITED

The aforementioned necessary incentives created the good enabling environment which encouraged Mr. S.D. Montgomeri to have a vision of building an organization that would contribute to better health care in the country. This eventually led to the formation of the company called "Sonnex Pharmaceutical Limited.

Sonnex Pharmaceutical Limited has its Head Office at House No. 40/50, Kujore Street, Ilupeju Industrial Estate, Lagos.

The company's factory is located within. The factory is equipped with sophisticated modern facilities for the production of essential drugs both in solid and liquid oral dosage forms.

The plant is designed to meet the concept of "Good Manufacturing Practices" (GMP). The company has been recognized today as one of the leading manufacturers with a large capacity for the production of tablets and syrups. Its present installed capacity for production of tablet is 3.5 million per day, while for syrups is 1500 litres liquids per day. This is one of the largest in the

country today, which ought to be appreciated. With its wide experience, knowledge and resources the company today manufactures pharmaceutical products of high quality.

Sonnex Pharmaceutical Limited has wide range of products in its portfolio.

3.61 WIDE RANGE OF PRODUCTS

The company manufacturers products belonging to various therapeutic groups:-

1. Analgesics and Antipyretics
2. Anti inflammatory
3. Amoebicides
4. Anti Malarial
5. Fungicides
6. Hypnotic and sedative
7. Anti Bacterial Drugs
8. Antibiotics
9. Anti leprotic/Anti Tuberculosis
10. Vitamins and mineral supplements
11. Anthelmintics
12. Haematinics
13. Corticosteroid
14. Antacid.

But that is not all, Sonnex Pharmaceutical Limited is one of the first manufacturers of veterinary drug formulations in Nigeria. The manufacturing unit is also situated at Lagos. The company produces a wide range of oral solid and liquid drugs for use of large and small animals.

3.62 WIDE RANGE OF PRODUCTS (VETERINARY)

1. Anthelmintics
2. Antibiotics
3. Antibacterials
4. Sulphonamides
5. Anabolic steroids
6. Vitamins and Minerals
7. Coccidiostats.

Though Sonnex Pharmaceutical Limited manufacturers most of these drugs in its product mix, but about 80% of the raw materials are sourced from oversea countries while the remaining 20% is sourced locally. Similarly those drugs that the company do not have the facilities to manufacture locally are imported.

3.63 MARKETING STRATEGY

Sonnex Pharmaceutical Limited adopted direct marketing strategy at its inception. The company decided to such strategy because of its size at that time, the number of products were few and to reduce overhead cost by employing few staff to do the job.

Austin Umeras (1997 P.73) defines direct marketing as "a process of marketing that uses non personal media with or without the influence of salesmen to influence and effect sales". Looking critically at the definition it will be realized that direct marketing involves direct dealing between the company and its potential customers.

The company makes use of this strategy effectively and efficiently since direct marketing depends wholly on two way communication whereby feedback is swift and response is high especially where telephone system is highly reliable. For this reason communication is highly necessary for the operation of the company.

With the dynamic global economy and market reforms, the company adopted another strategy for its diversification. Personal selling is currently being adopted for both veterinary and human drugs to boost company sales since the number of company's product have increased tremendously for direct marketing to cope with. For the reason of increase products the company decided to open regional office in Kano with field representation in Kaduna

CHAPTER FOUR

PRESENTATION AND DATA ANALYSIS

This chapter deals with the presentation and analysis of primary data collected through the methods described in the preceding chapter. The method chosen for the data analysis is the simple percentage ratio and this will facilitate the understanding of the project work by other students and non professionals alike.

In essence, the researcher made analysis of what is obtained from his respondents. Further, a total of 24 questionnaires were administered to the staff of Sonnex pharmaceutical limited and 40 questionnaires to the company customers. All questionnaires were returned.

SECTION A: RESPONSES FROM THE COMPANY STAFF

TABLE 1

QUESTION 4: WHICH ORIENTATION IS OF OPTIMUM PRIORITY IN YOUR FIRM.

OPTION	FREQUENCY	PERCENTAGE OF SAMPLE
Doctor Orientation	15	62.5
End User Orientation	3	12.5
Profit Orientation	6	25
Others (Please specify)	-	-
TOTAL	24	100

Source: Questionnaire

This table 1 above shows that 62.5% of the staff indicate that the company is doctor - oriented, 12.5% end - user oriented and 25% profit oriented. However, the assertion here is that the company is Doctor - Oriented.

QUESTION 2. To what extent is research into doctor requirement important to your firm ?.

TABLE 2

OPTION	FREQUENCY	PERCENTAGE OF SAMPLE
Very important	18	75
Important	6	25
Less important	-	-
Not important	-	-
TOTAL	24	100

Source: Questionnair

From the above table, 75% of the staff indicate that research into doctor requirement is very important while 25% of the staff indicate that research into doctor requirement is important to the firm. The assertion here is that the firm consider research into doctor requirement very important.

QUESTION 6: Which type(s) of promotional activities your firm embark upon?.

TABLE 3

OPTION	FREQUENCY	PERCENTAGE OF SAMPLE
Advertisement	-	-
Publicity	-	-
Public Relation	-	-
Personal selling	-	-
All of the above	24	100
TOTAL	24	100

Source: Questionnaire

The table 3 above shows that the company employed Advertisement, Publicity, Public relation and Personal selling activities in promoting its products.

QUESTION 7: Whom is your promotional activities directed towards?

TABLE 4

OPTION	FREQUENCY	PERCENTAGE OF SAMPLE
Doctor	16	67
End User	3	12
Doctor / End User	5	21
Pharmacist	-	-
TOTAL	24	100

Source: Questionnaire

The table above shows that the firm promotion activities is 67% doctor oriented 12% End User directed and 21% Doctor / End User directed. This shows that the company is directed towards the Doctor.

QUESTION 9: Which type of pricing technique does your firm use ?.

TABLE 5

OPTION	FREQUENCY	PERCENTAGE OF SAMPLE
Cost Plus Pricing	-	-
Market Penetration	-	-
Pricing	22	92
Market Slumming	-	-
Market rate pricing	2	8
Others (please specify)	-	-
TOTAL	24	100

Source: Questionnaire

The table 5 above shows that 95% of the staff indicate that the firm uses market penetration pricing while 8% indicate that the firm uses market rate pricing. The assertion here is that the firm uses market penetration pricing technique for its products.

QUESTION 10: Do you think your customers are satisfied with your prices?

TABLE 6

OPTION	FREQUENCY	PERCENTAGE OF SAMPLE
YES	24	100
NO	-	-
TOTAL	24	100

Source: Questionnaire

The table above indicate that 100% of the staff agreed their customers are satisfied with the prices of the company's drugs.

QUESTION 11: Do your organization encounter problem(s) in sourcing your materials ?.

TABLE 7

OPTION	FREQUENCY	PERCENTAGE OF SAMPLE
YES	24	100
NO	-	-
TOTAL	24	100

Source : Questionnaire

Table 7 above shows that 100% of the staff of Sonnex indicate that there is always problem(s) in sourcing for raw materials for the production of Sonnex drugs, since the raw materials are import - oriented.

QUESTION 12: Are there policies in places encourage manufacturer of pharmaceutical products in Nigeria ?.

TABLE 8

OPTION	FREQUENCY	PERCENTAGE OF SAMPLE
YES	15	62.5
NO	19	37.5
TOTAL	24	100

Source : Questionnaire

The table 8 shows that 62.5% of the staff agreed that there are some policies in place to encourage manufacturers of pharmaceutical products in Nigeria while 37.5% of Sonnex staff disagreed. However, the assertion is that there are some policies in place to promote manufacturing of drugs for Nigeria.

QUESTION 14: What problem(s) do you encounter in marketing your products?

TABLE 9

OPTION	FREQUENCY	PERCENTAGE OF SAMPLE
Low Patronage	3	12.4
Fake Drug	5	20.8
Infrastructural Facilities	-	-
Government	11	46
Politics	-	-
	5	20.8
TOTAL	24	100

Source : Questionnaire

The table 9 above shows that 12.4% of Sonnex staff indicate that their problem is low patronage, 20.8% identified fake drug, 46% identified infrastructural facilities and 20.8% said government policies. The assertion here, shows that one major problem the company encounter, in marketing their products is infrastructural facilities which the company still lacks for its operations.

QUESTION 15: Have you ever regretted marketing Sonnex products?.

TABLE 10

OPTION	FREQUENCY	PERCENTAGE OF SAMPLE
YES	-	-
NO	24	100
TOTAL	24	100

Source: Questionnaire

From the table 10, 100% of the staff indicated that they are happy to market their company's products, so there is never anything to regret in marketing the drugs from Sonnex Pharmaceutical Limited.

QUESTION 16: What do you think is the future of marketing Sonnex products in Nigeria ?.

TABLE 11

OPTION	FREQUENCY	PERCENTAGE OF SAMPLE
Very promising	18	75
Promising	6	25
Not promising	-	-
TOTAL	24	100

Source: Questionnaire

The above table 11 shows that the firm's future of its products is impressive. 75% of the staff responded in favour of very promising future while 25% identified with promising future. The assertion with here, is that the future of marketing Sonnex drugs by its staff in Nigeria is very promising.

QUESTION 17: Must a manufacturer have to register its drugs with NAFDAC before it is allowed to market its drugs.

TABLE 12

OPTION	FREQUENCY	PERCENTAGE OF SAMPLE
YES	24	100
NO	-	-
TOTAL	24	100

Source : Questionnaire

From this table 12 above shows that 100% of the staff indicate that manufacturer must register its drugs with NAFDAC before being allowed to market the drugs. The assertion therefore, concludes that it is compulsory for drugs to be registered before being sold to consumers unlike other products.

QUESTION 19: Is marketing of pharmaceutical products the same as other products.

TABLE 13

OPTION	FREQUENCY	PERCENTAGE OF SAMPLE
YES	4	16.7
NO	20	83.3
TOTAL	24	100

Source : Questionnaire

The table 13 above shows that 16.7% of the staff agreed that marketing of pharmaceutical products is the same as other products while 83.3% of other staff disagreed. The assertion here is that the marketing of pharmaceutical is not the same as other products.

QUESTION 19: Does changing of drug price at will have negative impact on the drug ?

TABLE 14

OPTION	FREQUENCY	PERCENTAGE OF SAMPLE
YES	18	75
NO	6	25
TOTAL	24	100

Source: Questionnaire

The table 14 above shows that 75% of the staff agreed that changing of drug price at will have negative impact on the sale and 25% of the staff disagreed . The assertion is that changing of price frequently have negative impact on the drug.

QUESTION 20: Does advertising in pharmaceutical product the same as other products ?.

TABLE 15

OPTION	FREQUENCY	PERCENTAGE OF SAMPLE
YES	5	20.8
NO	19	79.2
TOTAL	**24**	**100**

Source : Questionnaire

The table 15 above shows that 20.8% of the staff agreed that pharmaceutical advertising is the same with other products but 79.2% disagreed. The assertion is that drug advertising is not the same as other products.

SECTION B: RESPONSES FROM THE COMPANY'S CUSTOMERS

QUESTION 5: How did you come to know about Sonnex products.

TABLE 16

OPTION	FREQUENCY	PERCENTAGE OF SAMPLE
Through advertising	4	10
Through Doctor	22	55
Through sales force	10	25
Through Publicity	1	2.5
Others (please specify)	3	7.5
TOTAL	40	100

Source : Questionnaire

Table 16 above shows that 10% of the respondents came to know Sonnex products through advertising, 55% through the doctors, 25% through the sales force, 2.5% through publicity and 7.5% through their friends. The assertion here is that majority of the customers knows Sonnex drugs through the prescription of doctors.

QUESTION 6: What motivates you to be buying Sonnex products.

TABLE 17

OPTION	FREQUENCY	PERCENTAGE OF SAMPLE
Quality	4	10
Availability	3	7.5
Demand	2	5
Price	4	10
All of the above	26	65
Others	1	2.5
TOTAL	40	100

Source : Questionnaire

In the table above (17), 10% of the respondents indicated that they are motivated by quality, 7.5% by availability, 5% by demand of their customers, 10% by the price of the drugs and 65% by all of the above while 2.5% are motivated by other means such as the packaging.

QUESTION 9 : How do you rate the company's performance in terms of quality product ?

TABLE 18

OPTION	FREQUENCY	PERCENTAGE OF SAMPLE
High	30	75
Average	10	25
Low	-	-
Too low	-	-
TOTAL	40	100

Source: Questionnaire

In the table 18 above, 75% of the respondents rated the performance of Sonnex drugs in terms of quality to be high and 25% of the customers rate the drugs average. The assertion here by the customers is that in Nigeria market.

QUESTION 10: Are you satisfied with the company not having a warehouse in the North ?.

TABLE 19

OPTION	FREQUENCY	PERCENTAGE OF SAMPLE
YES	7	17.5
NO	33	82.5
TOTAL	**40**	**100**

Source : Questionnaire

The table 19 above shows that 82.5% of the customers are dissatisfied with the company not having a warehouse located in the North, while 17.5% are satisfied. The assertion here therefore, is that majority of Sonnex customers are having a warehouse located in the Northern part of Nigeria.

QUESTION 12: How do you rate the relationship between the salesforce and customers ?.

TABLE 20

OPTION	FREQUENCY	PERCENTAGE OF SAMPLE
Excellent	35	87.5
Good	4	10
Average	1	2.5
Fair	-	-
Poor	-	-
TOTAL	40	100

Source: Questionnaire

Table 20 shows that 87.5% of the customers indicated excellent relationship between them and Sonnex salesforce while 10% regarded the relationship as good whereas 2.5% rated the relationship to be average. The overall assertion here is that the relationship between Sonnex salesforce and customers is excellent for mutual benefit.

QUESTION 15: How do you distinguish Sonnex drugs from others?.

TABLE 21

OPTION	FREQUENCY	PERCENTAGE OF SAMPLE
Packaging	8	20
Colour	3	7.5
Price	17	42.5
Outlet	10	25
Others	2	5
TOTAL	40	100

From the table 21 above, 20% of the respondents indicated that Sonnex drugs could be distinguished from others by packaging, 7.5% could distinguish by colour, 42.5% by price, 25% by outlet and 5% could distinguish by other features. The assertions that Sonnex drugs could be identified by price because the prices are affordable to most customers are affordable to other manufacturers.

QUESTION 16: Have you ever regretted buying Sonnex drugs ?.

TABLE 22

OPTION	FREQUENCY	PERCENTAGE OF SAMPLE
YES	2	5
NO	38	95
TOTAL	40	100

Source : Questionnaire

Table 22 above shows that 95% of Sonnex customers never regretted buying its products, while 5% regretted because of undisclosed reasons.

QUESTION 18: Do you still want Sonnex drugs in the market ?

TABLE 23

OPTION	FREQUENCY	PERCENTAGE OF SAMPLE
YES	39	97.5
NO	1	2.5
TOTAL	40	100

Source: Questionnaire

From the above table, 97.5% of the respondents needed the presence of Sonnex drugs in the market while 2.5% are against the existence of the drugs

in the market. But the assertion is that almost all the customers needed the drugs in the market.

QUESTION 19: Is everybody allowed by law to sell drugs ?.

TABLE 24

OPTION	FREQUENCY	PERCENTAGE OF SAMPLE
YES	-	-
NO	40	100
TOTAL	**40**	**100**

Source: Questionnaire

From table 24 it shows that 100% of respondents disagreed that not everybody is allowed to sell drug by law. The assertion is that only people permitted by law to sell are allowed to sell.

QUESTION 20: Is pharmaceutical products allowed to be sold everywhere one likes ?.

TABLE 25

OPTION	FREQUENCY	PERCENTAGE OF SAMPLE
YES	3	7.5
NO	37	92.5
TOTAL	**24**	**100**

Source: Questionnaires

Table 25 shows that 7.5% of customers indicated that the drugs can be sold everywhere but 92.5% of the customers disagreed that drugs are not allowed

to be sold everywhere. The assertion is that drugs can not be sold everywhere like motor parks and open market places.

QUESTION 21: Is it a must that for wholesalers and retailers to be licensed before allowed to sell drugs ? .

TABLE 26

OPTION	FREQUENCY	PERCENTAGE OF SAMPLE
YES	38	95
NO	2	5
TOTAL	40	100

Source : Questionnaire

This table 26 shows that 95% of the respondents agreed that the seller must be licensed before he is allowed by law to sell drugs but 5% of the respondents felt licensing is not necessary. But the assertion here is that it is compulsory for both wholesalers and retailers to be licensed before being allowed to sell drugs.

QUESTION 22: Does marketing of drugs at far lower prices than similar one in the market have negative impact on the drugs ?.

TABLE 27

OPTION	FREQUENCY	PERCENTAGE OF SAMPLE
YES	28	70
NO	12	30
TOTAL	40	100

Source : Questionnaire

From table 27 above , it shows that 70% of the respondents agreed that marketing of drugs at far lower price than similar ones in the market could be faked or substandard but 30% of the respondents disagreed that no negative impact. The assertion here is that majority of respondents felt it has negative impact on the drugs.

DISCUSSION OF THE RESULT

This section is focused on discussion of the results obtained from the research as presented in the preceding chapter. In this attempt, effort will be made to find out consistency or inconsistency with existing body of knowledge. It will also highlight area such as new findings and the testing of the drawn up hypothesis with the ultimate aim of accepting or rejecting them (the hypothesis) as applicable.

In the result in table 1 from the management type of orientation used and adopted by Sonnex Pharmaceutical Limited are doctor, profit and end user orientation. Doctor orientation has 62.5% response, profit orientation has 25% response while end user orientation has 12.5%.

However this can be viewed in line with Adenika (1975 P.87) which indicate that a doctor selects for his patient a product (drug) which he considers to be the most superior therapeutic merit and the minimum side effects from the lowest cost, it is also in line with the definition of marketing by the chartered institute of marketing (London) which says that " marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably", Stanton (1981 P.10) indicates that the marketing concept is a " a philosophy of business that states that the customers " wants satisfaction in the economic and social justification for a firm's existence. Subsequently, all company activities must be devoted to find

out what the customers wants and then satisfying those wants while still making a profit in the long run" Thus the doctors become the focal point in the marketing of drugs.

A look at table 2 shows that research into doctor requirement is very important to Sonnex Pharmaceutical Limited. This assertion is consistent with the opinion of Adenika (1975 P. 102)which indicated that " Doctor occupies pivotal rule in the scheme of drug marketing. With his scripts, the doctor mobilizes drugs from the manufacturer down the channels to the consumer. " He also indicated that the doctor swings his influence in other ways. In modifying the patients attitude to drugs in general, in the promotional and other marketing activities of drug manufacturing and in shaping public and professional opinion about drugs and pharmacists. On the whole, doctor requirement is the key to success in pharmaceutical marketing.

The staff response as obtained in table 3 shows that Sonnex Pharmaceutical embarks on all the various promotional tools given as options - advertising, personal selling, public relation and publicity in promoting Sonnex drugs in order to attract more customers and more sales.

Table 4 show the results that 67% of the promotional activities of Sonnex Pharmaceutical is directed towards the doctor, 12% towards the end - user, while 21% directed towards doctor / end user. The assertion here is consistent with the opinion of Adenika (1975 p.83) which indicated that " drug sellers will direct drug promotion and advertising primarily to doctors and other prescribers rather than to end - user who, while they pay for drugs, do not select the drugs. It follows that promotional methods and marketing strategies are necessarily tailored to doctors, who by training are more appreciative of " rational" clinical and scientific advantages in a drug production than of price differentials per se"

In response to the types of pricing techniques, used by Sonnex Pharmaceutical, the response of the table 5 shows that the management of Sonnex uses market penetration pricing with 92% response and market rate pricing with 8%. However, market penetration pricing is mostly used to ensure a high level of sales while the market rate pricing is the price at which the company sets its price at the same level with competitors.

The result in table 6 shows that the management is out to satisfy its customers, because response is 100% in favour of prices of its products with Ohuabuuwa (1992 p.7) which indicates that pharmaceutical market concept, companies and business that must survive are those that put the customer first in all marketing decisions. The end result of all business activity should be to satisfy the consumer"

Table 7 results shows that 100% of the staff agreed that there is always problem(s) in sourcing raw materials for the production of drugs by Sonnex Pharmaceutical company. This is because the primary pharmaceutical raw materials could not be sourced locally because of our level of development as a country is still underdeveloped in that sector. So Sonnex has to source for its raw materials from outside the country. Therefore, the raw materials are import - oriented.

A further look at table 8 shows the results that 62.5% of the staff agreed that there are certain policies in place to encourage manufacturers of pharmaceutical products while 37.5% disagreed that proper policies are not in place to encourage manufacturers of pharmaceutical products in Nigeria. On the whole, majority of the staff agreed that necessary policies are put in place by government to ensure her citizens get the right drugs from the manufacturers.

The result in table 9 shows that 12.4% of the staff identified low patronage as the problem they encountered in the marketing of the company's drugs. This could be attributed to the economic down turn in the country. 20.8% of the staff identified fake drug marketed by some unpatriotic Nigerians as the problem they encountered, 46% of Sonnex staff identified infrastructural facilities (like warehouse, offices and vehicles to convey their drugs to their numerous customers) as the problem they faced in the process of marketing Sonnex products. While 20.8% of the staff identified government policies (not adequately checking the activities of drug smugglers and the presence of the fake and sub-standard drugs in our market) as the problem they faced in marketing of Sonnex drugs in the market. On the whole, majority of the key problem facing the marketing of Sonnex drugs in the market are lack of infrastructural facilities. With these infrastructural facilities in place other problems could be reduced to the barest minimum.

The staff response as obtained in table 10 is overwhelming which shows that 100% of the staff never regretted marketing Sonnex drugs to their customers. That is to say that the staff are proud of their company's drugs being marketed by them, this could be attributed to so many attributes like packaging, quality, price, colour and so on.

Table 11 shows the result that 75% of the staff think the future of marketing, Sonnex drugs is very promising while 25% of others hope the future is promising. The assertion here is there are prospects in marketing Sonnex drugs in Nigeria. This could be attributed to Nigeria's large population, Nigerians moving from traditional to modern health care according to Adenika (1975 p. 89), PTF involvement in bulk procurement of drugs from pharmaceutical companies in Nigeria to government hospitals and clinics and a lot of other attributes.

The results in table 12 shows that 100% of the staff indicated that manufacturers must register its drugs with NAFDAC before being allowed to market the drugs in Nigerian market. The assertion therefore, indicates that it is not a hidden fact that drugs in Nigerian market without approval of NAFDAC is illegal. Drugs are unlike other products that don't need to undergo such process before sold to consumers.

The table 13 results show that 16.7% of the staff saw nothing different between pharmaceutical marketing and marketing other products but 83.3% of the remaining staff saw great difference between pharmaceutical and other products marketing. The assertion is that there are great differences between the two products. One is under law while the others is not.

The result in table 14 shows that 75% of the staff agreed that indiscriminate changing of drug price at will, have negative impact on the sale because there might be suspicion that the drug is sub - standard or inferior to other similar drugs in the market. But 25% of the staff saw nothing wrong with changing of prices below competitive ones in the market. The assertion is that the issue of price in drug market is very sensitive because if too low could create bad impression in the minds of consumers that the drug is either sub - standard or fake.

Table 15 results shows that 20.8% of the staff agreed that pharmaceutical advertising is the same with other product but 79.2% disagreed basing their argument on the fact that drug advertising, most especially prescription drugs are regulated by law in many countries. The assertion here is that drug advertising is not the same with other products.

The results in table 16 is in response to the means through which the customer becomes aware of Sonnex products, 10% of the respondents signified advertising, 55% through the doctors, 25% through Sonnex staff, 2.5% through publicity and 7.5% through friends. Adenika (1975 p. 98) indicates that consumers in several fields are now responding to merchandising in its various forms - advertising, store displays, attractive surroundings, pleasant intelligent salesmanship, and other conveniences and services. So the results is in harmony with what Adenika has indicated. Similarly, Adenika (19975 p. 83) indicates that the prescription drug market is unique in the importance of a third party (namely the prescribing doctor) in influencing the buying habits and actual purchases of the ultimate actual consumer (the patient).

In table 17 the results shows that 10% of the respondents are motivated by the quality of Sonnex drugs, 7.5% by availability of the drugs in the market, 5% by demand of their customers, 10.5% by the affordable price of the drugs, 2.5% by other means such as packaging, outlets and colour, while 65% of the customers are motivated by the combination of quality, availability, demand and price of Sonnex drugs. This result is in agreement with Ohuabunwa (1992 p.8) which identifies price, quality, availability and demand as some of the patronage motives.

A further look at table 18 shows the results in respects of company performance in terms of quality of Sonnex drug to be high while 25% rated them average. The conclusion, however is that Sonnex Pharmaceutical is producing quality products to its teaming customers, which are with most superior therapeutic merit and minimum side effects.

Table 19 result shows that 82.5% of customers are not satisfied with the company not having a warehouse located in the North which will fasten their orders from the company. 17.5% of the customers are not bordered for not having warehouse in the Northern part of the country. The assertion here is that the majority of Sonnex customers want the company to locate its warehouse in the North to fasten their business in times of immediate need of Sonnex drugs.

The results of table 20 shows that the customers and Sonnex salesforce relationship is cordial. This further signifies the calibre of salesforce Sonnex Pharmaceutical is having in its organization. 87.5% of the customers identified their relationship with Sonnex salesforce to be excellent, 10% regard it as good while just 2.5% regarded the relationship to be average. For any organization's salesforce to attain a high level of relationship with their customers, sound selling skills must be displayed. Ohuabunwa (1992 p. 8) listed some of their selling skills as; focus on customer needs, listen effectively, reinforce desired responses, enhance self - esteem, be courteous at all times and in all place. Others are to handle all objection, sell features and benefits, ask probing questions and always ask for pre - determined action.
Table 21 results shows that 20% of the customers could distinguish Sonnex drugs from others through packaging, 7.5% through colour, 42.5% through price, 25% through outlet and 5% through other attributes.
This is to show the uniqueness of Sonnex drugs from others in the market in terms of packaging, colour, price and outlet. Majority distinguish the product through price because of its affordability for many users than most of the drugs from other companies in the market.

The results from table 22 indicates that 95% Sonnex customers never regretted patronizing drugs from Sonnex Pharmaceutical which is a very big recommendation from the respondents. Only 5% regretted to patronize Sonnex products. This shows that the company has put necessary marketing strategies to satisfy the teaming customers with little improvement, the 5% that regretted will definitely smile at least.

The results of table 23 justifies why Sonnex drugs must still be in the market for the benefit of its customers 97.5% of the customers still want Sonnex drugs in the market so that they could still enjoy doing business with the company, while 2.5% are not happy to see Sonnex products in the market. The assertion here is that Sonnex drugs are highly needed is Nigerian market.

The results from table 24 shows that 100% of the respondents disagreed that not everybody is allowed to sell drug by law except those licensed to do so. The assertion is that a person can only sell drug when permitted by law to do so or otherwise it is illegal business.

The table 25 results shows that 7.5% of customers indicated that drugs can be sold everywhere the trader likes but 92.5% of the customers disagreed that drugs are not allowed to be sold everywhere. The assertion is that drugs can not be sold everywhere like motor parks, road side and open market places. The table 26 shows that 95% of the respondents agreed that it is a necessity for a seller of drug to be licensed before he is permitted by law to sell drugs but 5% of the respondents felts licensing is not necessary provided you have capital to start the business. They felt regulating of drug business is prejudice but the assertion here is that it is compulsory for both wholesalers and retailers to be licensed before allowed to sell drugs to consumers.

The results from table 27 shows that 70%, of the customers agreed that marketing of drugs at far lower price than similar ones or brand in the market could create suspicion about the efficacy and quality of the drug, 30% of the respondents disagreed that no negative impact on the efficacy and quality of the drug if one decide to sell at far lower price. The assertion is that the majority of the respondents know the implication of great differential in prices between similar brands in the market.

PROOF OF HYPOTHESIS

This section of Chapter Four is aimed at the proving of the drawn up hypothesis with the ultimate aim of accepting or rejecting them.

1. (a) NULL HYPOTHESIS [HO]

That Sonnex Pharmaceutical Limited does not fully understand the marketing programmes and does not apply them in its operations.

(b) Alternative Hypothesis [HI]

That Sonnex Pharmaceutical Limited understands the marketing programmes and apply them in its operations.

From the result obtained in table 1, 2, 3, 4, 6 and 20 which discussed issues on doctor, end-user, and profit orientation, market research, promotional activities, what marketing means to the pharmaceutical company, satisfactory pricing and excellent salesforce and customer relationship all served as evidence that Sonnex Pharmaceutical Limited fully understands marketing programmes and apply them in its operations.

In addition, from the proof of hypothesis table 1 indicates that Alternative Hypothesis is 90.8% favourable while Null hypothesis is 9.2% unfavourable.

In view of this result the Alternative Hypothesis [HI] is accepted and the Null Hypothesis [HO] is regretted. See table 1 below:-

PROOF OF HYPOTHESIS TABLE 1

QUESTION	FAVOURABLE RESPONSE	UNFAVOURABLE RESPONSE	TOTAL
STAFF QUESTIONNAIRE			
(4) Which orientation is of optimum priority in your firm ?	15	9	24
(5). To what extent is research into Doctor requirement important to your firm ?	24	0	24
(6). Which type (s) of promotional activities your firm embarks upon ?	24	0	24
(7). Whom is your promotional activities directed towards ?	16	8	24

(10). Do you think your customers are satisfied with your prices ?	24	0	24
CUSTOMERS QUESTIONNAIRE (5) How did you come to know Sonnex products ?	37	3	40
(12) How do you rate the relationship between the salesforce and customers ?	39	1	40
(18). Do you still want Sonnex drugs in the market	39	1	40
TOTAL	218	22	240

$$[HI] = \frac{\text{Favourable} \times 100}{\text{Total}} \qquad [HO] = \frac{\text{Unfavourable} \times 100}{\text{Total}}$$

$$= \frac{218 \times 100}{240} \qquad = \frac{22 \times 100}{240}$$

= 90.8% (Accepted) = 9.2% (Rejected)

2. (a) Null Hypothesis [HO]

That the application of marketing programmes to pharmaceutical products is not the same as that of other products.

(b) Alternative Hypothesis [HI]

That the application of marketing programmes to pharmaceutical products is the same as that of other products.

PROOF

From the results obtained in table 12, 13, 15, 24, 25, 26 and 27 which discussed issues on registration of drugs before being sold to the public by NAFDAC, marketing of pharmaceutical products, advertising, marketing place of drugs, those to market drugs, the licensing of sellers and sensitivity of drug prices - all served as evidence that the application of marketing programmes to pharmaceutical products is not the same as that of other products.

In addition, from the proof of hypothesis, table 2 indicates that Null Hypothesis is 88.8% favourable while Alternative Hypothesis is 11.2% unfavourable.

In view of this result, the Null Hypothesis [HO] is accepted and the Alternative Hypothesis [HI] is rejected.

See table 2 below.

PROOF OF HYPOTHESIS TABLE 2

QUESTION	FAVOURABLE RESPONSE	UNFAVOURABLE RESPONSE	TOTAL
STAFF QUESTIONNAIRE (17) Must a manufacturer have to register its drug with NAFDAC before he is allowed to market the drugs?	24	0	24
(18) Is marketing of pharmaceutical products the same as other products?	20	4	24
(20) Does advertising pharmaceutical products the same as other products?	19	5	24
CUSTOMERS QUESTIONNAIRE (19) Is everybody allowed by law to sell drugs ?	40	0	40
(20) Is pharmaceutical products allowed to be sold everywhere one likes?	37	3	40
(21) Is it a must for wholesalers or retailers to be licensed before allowed to sell drugs ?	38	2	40

(22) Does marketing of drugs at far lower price than similar ones in the market have negative impact on the drugs ?	28	12	40
TOTAL	**206**	**26**	**232**

$$[HO] = \frac{\text{Favourable} \times 100}{\text{Total}} \qquad [HI] = \frac{\text{Unfavourable} \times 100}{\text{Total}}$$

$$= \frac{206 \times 100}{232} \qquad = \frac{26 \times 100}{232}$$

$$= 88.8\% \qquad = 11.2\%$$

[HO] is accepted

[HI] is rejected

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This chapter is intended to bring out summary of findings of the research work conducted, conclusions and recommendations which need to be addressed to improve the marketing of pharmaceutical products in Nigeria.

SUMMARY OF FINDINGS

The reviews of problems and prospects of marketing pharmaceutical products in Sonnex Pharmaceutical Limited is essential because those problems that hinder the marketing of drugs are further identified and best solutions are similarly identified to improve the marketing of these products. More prospects in the marketing of pharmaceutical products are identified according to economic changes in every society. The further identification of problems and prospects of marketing pharmaceutical products will help in the overall growth of pharmaceutical marketing in Nigeria .

From the finding, Sonnex Pharmaceutical Limited involves itself in the application of the marketing concepts of the 4ps as part of its management functions, and takes both doctors and customers into consideration when taking any marketing decisions that affects them.

Prices are setup putting purchasing powers of the consumers into consideration. From the findings, the prices are affordable by its customers using market penetration pricing and market rate pricing from time to time.

Though, pharmaceutical marketing pricing is a sensitive issue because if the price is too high they may not be able to patronise the company's products.

From the management angle, it is identified that in the production of pharmaceutical products there are a lot of problems in sourcing the raw materials since they could not be sourced locally. These problems could be government policies, political, economic and so on.

The company customers are dissatisfied with the management's inability to have a warehouse located near it's customers. They would have performed better if the warehouse is closed to the business centre.

However, the company engages the services of good salesforce for its marketing activities and these bring excellent relationship between the company and its customers. This is to further reveal that the management of Sonnex Pharmaceutical Limited fully understands the marketing programmes and apply them in its operations.

From the findings also, there are a lot of prospects for the marketing of pharmaceutical products in Nigerian market. Therefore the customers advised the firm in the pharmaceutical industry to put necessary facilities in place in order to meet the challenges ahead.

In addition, the company's customers revealed that the company's drugs are of high quality, and the distribution system is good but needs some improvement to meet challenges of the future. Though the channel used in marketing drugs is different from other channels of marketing other products.

That is why it is revealed in the hypothesis which states that the application of marketing programmes to pharmaceutical products is not the same as that of other products was accepted.

CONCLUSION

From all indications, it can be concluded that a review of problems and prospects of marketing pharmaceutical products in Nigeria cannot be over emphasised, because of the importance of the industry in the socio - political and economic development of both developed and developing nations of the world.

In the marketing of pharmaceutical products the marketing tools and the techniques are very necessary for the success of the business at all levels of manufacturing, wholesaler and retailer. Though the application is different in some areas as compared to non - pharmaceutical products. The promotion methods and marketing strategies must be directed towards doctors, who by training are more appreciative of "rational" clinical and scientific advantage in a drug product than of price differential per se. To further buttress the importance of doctors in pharmaceutical marketing, 55% of Sonnex customers came to know Sonnex drugs through doctors.

In as much as customers constitute the life blood of any organization and taking cognizance of today's highly competitive environment in pharmaceutical business, there is need for Sonnex pharmaceuticals to be fully capable of matching their performance in the needs of their customers in terms of quality, efficacy, efficiency and personal service.

Customers could be motivated through these attributes mentioned, which would definitely bring about greater growth of Sonnex pharmaceutical among the indigenous pharmaceutical industries operating in Nigeria.

RECOMMENDATIONS

Take cognizance of the role of pharmaceutical product marketing in any nation, the following recommendations are suggested for the growth of the industry, Sonnex Pharmaceutical in particular and sound health care of Nigerians whom these drugs are marketed for their benefits.

1) Doctor orientation should be a continuous exercise for the growth of the industry. The management should liaise with the doctors on all the ethical drugs in relation to promotional methods and marketing strategies the firm adopts. Doctors motivations and prescription "rational" although emotional appeals cannot be completely ruled out.
2) The issue of warehouse should be given due concentration in Sonnex marketing decision. It is high time a warehouse is opened for the benefit of the company and its customers. This is necessary to ensure adequate supply of drugs to the customer at the right time they need the drugs. Drugs are not ordinarily a convenience, good or discretionary commodity; most often they are essential or even imperative items that must be had when needed.
3) More promotional efforts should be encouraged by the management. The promotional activities should be such that not only gears towards doctors but to customers, the end consumer buying motives especially as they relate to self medication drugs (over the counter) intend to be largely emotional. Though, customer motivations in purchasing products

from a pharmacy seem to have orders of rational emotional hierarchy which vary from product type to type. This is the main reason why promotional activities must be directed towards the customers themselves.

4) There is the need for Sonnex to expand its current existing market to other parts of the country. It has been discovered that Sonnex drugs are either in short supply or not even seen at all in some states of the federation. The company salesforce should be posted to some of these states to en- sure wider coverage of Sonnex products.

5) The adoption of market penetration pricing technique should be a continuous exercise so that the company drugs would gain wider acceptability in pharmaceutical market. The more the customers are able to afford the price, the less tendency it would be for them to patronise fake and sub - standard drugs in our market.

6) The excellent relationship between the salesforce and customer should not stop at that level but should be extended to the top management of Sonnex pharmaceuticals, to ensure lasting relationship between the organization and its teaming customers. Good relationship with customers retain customer and it goes further to attract new ones. It is the customers that keep organisation in business, without these customers, the organisation will collapse like a house of cards.

7) Management should constantly seek ways to stimulate the salesforce to improve their performance. The necessary facilities that will increase their efficiency should be provided for them in order to locate prospective buyers and convert prospective buyers into customers, and also maintain customer satisfaction so that repeat sales can be made over a period of time. Facilities like car, office and incentives could do these wonders.

8) Government should put necessary policies in place to check the activities of smugglers because of negative impact on the economy. The offenders should be brought to book and dealt with accordingly. The activities of vendors and quacks who are responsible for the mushrooming of illegitimate drug peddling in market stalls, lorry parks, and other unlicensed public places should be adequately checked and offenders punished accordingly.

9) Government should encourage local sourcing of pharmaceutical raw materials, National Institute for Pharmaceutical Research and Development (NIPRD) should be adequately funded, so that researcher into local sourcing of pharmaceutical raw materials be carried out. Similarly foreign and local investors should be encouraged to invest in that sector of pharmaceuticals

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APPENDIX "A"

MANAGEMENT STAFF / SALESFORCE QUESTIONNAIRE

This researcher is a post graduate student of Business Administration in the Department of Business Administration, Ahmadu Bello University, Zaria. Please, answer the following questions to enable the researcher draw conclusion that will substantially improve the problems and prospects of marketing pharmaceutical products.

This is with a promise that all information given will be kept as highly confidential as possible. As such the information has no bearing on anything else other than the academic project.

Dear Sir / Madam

(Please read the following questions and answer appropriately).

1. How long have you been in the business of pharmaceuticals ?

a. [ ] Less than 1 year

b. [ ] 1 - 10 years

c. [ ] 20 years and above

2. What level of management position are you occupying in Sonnex Pharmaceutical Limited ?

a. [ ] Upper management level

b. [ ] Middle management level

c. [ ] Lower management level

3. Do you know that marketing activities and its problem in the pharmaceutical firm ?

a. [ ] YES

b. [ ] NO

4. Which orientation is of optimum priority in your firm ?

a. [ ] Doctor - Orientation

b. [ ] End - user orientation

c. [ ] Profit orientation

d. [ ] Others (please specify)

5. To what extent is research into Doctor requirement important to your firm ?

a. [ ] Very important

b. [ ] Important

c. [ ] Less important

d. [ ] Not important

6. Which type (s) of promotional activities your firm embarks upon ?

a. [ ] Advertisement

b. [ ] Publicity

c. [ ] Public relation

d. [ ] Personal selling

e. [ ] All of the above (and specify others if any)

7. Whom is your promotional activities directed towards ?

a. [ ] Doctor

b. [ ] End - user

c. [ ] Doctor / End - user

e. [ ] Pharmacist

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8. Why is it directed towards the answer given in question (7)

9. Which type of pricing technique does your firm use ?

a. [ ] Cost plus pricing

b. [ ] Market penetration pricing

c. [ ] Market slumming

d. [ ] Market rate pricing

e. [ ] Others (please specify)

10 Do you think your customers are satisfied with your prices ?

a. [ ] YES

b. [ ] NO

11. Does your organisation encounter problem (s) in sourcing your raw materials ?

a. [ ] YES

b. [ ] NO

12. Are there policies in place to encourage manufacturers of pharmaceutical products in Nigeria ?

a. [ ] YES

b. [ ] NO

13 Which area (s) do you expect the government to improve upon ? (if any, specify)

a. [ ] Low patronage

b. [ ] Fake drug

c. [ ] Infrastructural facilities

d. [ ] Government facilities

14. What problem (s) do you encounter in marketing your products.

a. [ ] Low patronage

b. [ ] Fake drug

c. [ ] Infrasttructural facilities

d. [ ] Government policies

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15. Have you ever regretted marketing Sonnex products

a. [ ] YES

b. [ ] NO

16. What do you think is the future of marketing Sonnex products in Nigeria?

a. [ ] Very promising

b. [ ] Promising

c. [ ] Not promising

17. Must a manufacturer have to register its drugs with NAFDAC before being allowed to market the drugs ?

a. [ ] YES

b. [ ] NO

18. Is marketing of pharmaceutical products the same as other products ?

a. [ ] YES

b. [ ] NO

19. Does changing of drug price have negative impact on the drug ?

a. [ ] YES

b. [ ] NO

20. Does advertising in pharmaceutical products the same as others products ?

a. [ ] YES

b. [ ] NO

APPENDIX "B"

CUSTOMERS QUESTIONNAIRE

This researcher is a post graduate student of Business Administration in the department of Business Administration, Ahmadu Bello University, Zaria. Please, answer the following questions to enable the researcher draw conclusion that will substantially improve the problems and prospects of marketing pharmaceutical products.

Thus is with the promise that all information given will be kept as highly confidential as possible. As such the information has no bearing on anything else other than the academic project.

Dear Sir / Madam

(Please read the following questions and answer appropriately).

1. Do you patronise Sonnex Pharmaceutical products ?

a. [ ] YES b. [ ] NO

2. If NO what is your reaction. Please comment

.....

.....

3. If YES, what type of product (s) do you purchase

a. [ ] Human drugs b. [ ] Ventinary drugs

4. How long have you been buying Sonnex products

a. [ ] Less than 1 year b [ ]1 - 5 years c [ ] 5 - 10 years

d. [ ] 10 years and above

5. How did you come to know Sonnex products ?

a. [ ] Through advertisement b.[ ] Through Doctors

c. [ ] Through salesforce d. [ ] Through Publicity

e. [ ] Others (please specify)

6. What motivate you to be buying Sonnex products ?

a. [ ] Quality b. [ ] Availability c. [ ] Demand d. [ ]Price

e. [ ] All of the above f. [ ] Others (please specify)

7. Do you like the way they handle your order

a. [ ] YES

b. [ ] NO

8. If NO can you make suggestions on ways to improve upon it

.....

.....

9. How do you rate the company performance in terms of quality.

a. [ ] High b. [ ] Average c. [ ]Low d. [ ]Too low

10. Are you satisfied with the company not having a warehouse in the North?

a. [ ] YES b. [ ] NO

11. If NO what do you suggest ?

.....

.....

12. How do you rate the relationship between the sales force and customers?

a. [ ] Excellent b. [ ]Good c. [ ] Average d. [ ]Fair

e. [ ] Poor

13. Any other general comment / suggestion (s).

.....

.....

14. What is your profession ?

.....

15. How do you distinguish Sonnex drugs from others ?

a. [ ] Packaging b. [ ] Colours c. [ ] Price d. [ ] Outlets

e. [ ]Others

16. Have you ever regretted buying Sonnex drugs ?

a. [ ] YES

b. [ ] NO

17. If YES give reason (s) for your answer

.....

.....

18. Do you still want Sonnex drugs in the market ?

a. [ ] YES

b. [ ] NO

19. Is everybody allowed by law to sell drugs ?

20. Should pharmaceutical products be allowed to be sold everywhere one likes ?

a. [ ] YES

b. [ ] NO

21. Is it a must for wholesaler or retailer to be licensed before allowed to sell drugs ?

a. [ ] YES

b. [ ] NO

22. Does marketing of drugs at far lower price than similar ones in the market have negative impact on the drugs itself ?

a. [ ] YES

b. [ ] NO.