STAKEHOLDERS IN PHARMACEUTICAL BUSINESS

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ABSTRACT:
Pharmaceutical industry is struggling for developing and maintaining the relation with the customers for that, sales representatives are trying to develop relation with all the stakeholders viz. Doctor, Stockiest and Retailers i.e. Chemist. The ultimate consumer of pharmaceutical product is patient. Because actual business is comes from patients but most of the time medical practitioners, retailers are prescriber and decision makers and responsible for business. Present research paper deals with finding out the actual stakeholders in the pharmaceutical business. This paper will help to know the actual customer and consumers of pharmaceutical product which beneficial to marketers i.e. pharmaceutical representative and retailers for developing marketing strategy.

KEYWORDS: Medical Practitioners, Medical Representative, Patients, Pharmaceutical Business, Retailers, Stakeholders.