

Marketing Strategies and the Sales Performance of Pharmaceutical Products in Uganda: A Case Study of Quality Chemicals Limited

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The study set out to examine the relationship between marketing strategies and the sales performance of Pharmaceutical Products in Uganda, focusing on Quality Chemicals Limited as a case study. The study objectives were:

Objectives of the study

1. to examine how Quality Chemicals Limited's promotional strategies enhanced the sales performance of its animal health products;
2. to examine how Quality Chemicals Limited's distribution strategies enhanced the sales performance of its animal health products,
3. to assess how Quality Chemicals Limited's product strategies enhanced sales performance of its animal health products.

Methodology

The study used descriptive and causal research designs, and quantitative and qualitative research approaches. The target population was 206 potential respondents comprising the staff, distributors, retailers, and customers, of Quality Chemicals Limited. Simple random, purposive and stratified random sampling techniques were used to select a sample size of 136. Structured questionnaires and interviews were used to collect data. The Statistical Package for Social Scientists (SPSS) software was used to summarise the data. Descriptive and inferential statistical methods were used to analyse the data.

Key findings

Correlation and regression results indicated that there was a significant positive relationship between marketing strategies and the sales performance of pharmaceutical products ($R = 0.496$). Specifically, about 22.9% of the variation in the performance of pharmaceutical products was explained by marketing strategies, implying that 77.1% of product performance was explained by other factors that were outside the scope of this study. The multiple regression model generated the following: $\text{Product Performance} = 2.828 + 0.027 \text{ Promotion Strategies} + 0.195 \text{ Product Strategies} + 0.204 \text{ Distribution Strategies}$. From this equation, distribution and product strategies are the most important since a unit increase in both product and distribution strategies would lead to an increase in sales performance by about 19.5% and 20.4% respectively. This is in line with established best practices that do not recommend the promotion of health-based products, implying that product and distribution strategies are critical.

Key recommendations

The following recommendations were made:

1. Quality Chemicals Limited should not make wasteful expenditure on promotional activities for animal health products.
2. The company should ensure that its products meet the needs of the consumers.
3. Strategic distribution networks should be established to ensure that the products reach the final consumer at a favourable cost.
4. The Company should provide adequate training to its salespersons especially in the area of customer care.
5. The Government of Uganda should put in place mechanisms to curb the importation of fake and cheap animal health products to protect the consumers against substandard and harmful products on the market.

Key references

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