
拜耳公司医药产品营销策略分析

摘要: 随着医改政策的提出和实施,我国的医药市场环境有了极大的变化,使得许多大型外资药企将目光投向中国。随着中国市场受关注度的提高,国内药企业也面临着挑战和竞争。面对国家对医药市场的宏观调控及其自身的不断变化,在这种情形下,无论国内外的药企都应顺应政策和形势的改变,根据具体情形对营销策略进行调整改进,从而选择合适的目标市场,并找到适合其发展的战略方向,才能在激烈的竞争中获得优势。

本文通过 PEST 分析对目前中国医药市场的宏观环境进行分析;并结合拜耳医药产品实际情况,通过 4P 理论从产品、价格、渠道、促销四个方面入手进行系统分析。

本文以拜耳公司医药产品作为研究对象,对其所处的市场环境进行分析;以拜唐苹这一具体产品为例,分析其产品特点及其在市场中的营销策略进行分析。根据对拜唐苹的营销策略分析,对拜耳公司医药产品营销策略提出了建设性意见。与此同时,希望本文的研究成果能对以拜耳公司为代表的外资药企中的其它企业有一定的参考作用。

关键词: 医药产品; 市场环境; 营销策略

Analysis on Marketing Strategy of Medical Products of Bayer

Abstract: With the proposal and implementation of the medical reform policy, the pharmaceutical market environment in China has changed greatly, which makes many large foreign pharmaceutical corporations pay their attention to the market of China. With the increasing attention toward China's market, domestic pharmaceutical enterprises are also facing challenges and competition. With the government's macro-control and continuous changes of the pharmaceutical market, both domestic and foreign pharmaceutical enterprises should comply with the changes of policies and situations by adjusting and improving the marketing strategies according to the specific situation. In this way, they can select the appropriate target market and find the strategic direction which is suitable for its development, and then they will gain advantages in the fierce competition.

In this paper, the current macro environment of China's pharmaceutical market is analyzed by PEST analysis and the marketing strategy of Bayer's medical products is researched according to the actual situation by using the marketing theory of 4Ps.

In this paper, it takes Bayer's medical products as the research object, and it takes the specific product glucobay as an example. It analyzes the characteristics of the product, and also does research on its marketing strategy in the case study. At the end of this paper, some constructive suggestions on the marketing strategy of Bayer's medical products will be put forward based on the analysis of the marketing strategy of glucobay. It is hoped that the research results of this paper could be helpful to other foreign pharmaceutical enterprises like Bayer.

Keywords: medical products; market environment; marketing strategy

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