

Sales plan

Business



Sales Plan for Growee PRE-CALL ANALYSIS I. Company Profile * UNILAB is the largest and leading healthcare company in the Philippines. UNILAB take pride in providing quality and affordable healthcare products and services that enrich the lives of Filipino families. Starting out as a small drugstore in 1945 post-war Manila, Unilab provided quality medicines at prices within the reach of the community. Today, Unilab develops, manufactures, and markets over 300 prescription, over-the-counter, and personal care brands covering the major therapeutic categories from common illnesses, like cough, colds, pain, allergy, and fever, to diseases like hypertension, high cholesterol, diabetes, asthma, infections, tuberculosis, ulcer, anemia, and cancer.

Aside from the Philippines, Unilab operates in ten other countries in Southeast Asia: China, Hong Kong, Indonesia, Laos, Malaysia, Myanmar, Singapore, Sri Lanka, Thailand, and Vietnam. The major Unilab manufacturing complex in Metro Manila has been cited by international health organizations as one of the finest in Asia. II. Industry Analysis *

Growee is in the Food Supplement vitamin industry, it is formulated to help meet the nutritional needs of children during periods of increased physical activity, rapid physical and mental growth and development. III.

Competitors Analysis Products| Company| Price| Promotion| Distribution|
Growee with Chlorella Growth Factor| Unilab Consumer Health| Growee with Chlorella 30 mL (P42. 32) Growee with Chlorella 120 mL (P137. 94)Growee with Chlorella 250 mL (P239. 2) Growee with Chlorella oral drops Growee with Chlorella 15 mL (P75. 58)| -They have commercial about their product.

-They also give leaflets that have an instant prize promo. -Television contest.
 -They are also giving brochures. * | Watsons| Cherifer| Intermed Marketing Philippines| Cherifer Forte 120ml, (P 176. 75)| -They have commercial about their product. – They also give leaflets that have an instant prize promo.

Television contest. -They are also giving brochures. | Watsons| Products| Price| Index| Growee with Chlorella| Growee with Chlorella 120 mL (P137. 4)| 100%| Cherifer Forte | Cherifer Forte 120ml, P 176. 75| 128. 14%| * Cherifer is 20% costly than Growee.

* Cherifer is the main competitor of Growee with Chlorella Growth Factor is food supplements. It is under the Intermed Marketing Philippines, Inc. It is a Chlorella Growth Factor (CGF), rich in nucleic acids essential for the stimulation of growth. Combined with Taurine and Lysine, CHERIFER is packed full with all the weight-promoting and cell-nourishing nutrients your children need to maximize their growth potential. Weight growth promoting is the feature that is the same with Growee. IV.

Strategic Selling Objective * To give quality products for Mercury drugstore and build partnership with them. * To offer introductory prices such as 5% rebate for accepting our offer which is making Growee available in all 700 branches of Mercury Drugstore nationwide and 5% discount for the next 2 orders after the first deal. PRESENTATION OF THE PRODUCT I. Composition * Contains Vitamins, Lysine, Choline, Taurine, Chlorella Growth Factor, Humerctants, Stabilizer, pH Control Agents, Emulsifiers, Caramel, Natural Flavors, Preservatives, Thickener, Disodium, EDTA Vitamin A, D3, E, B1, B2, B6, B12, Niacinamide. It is a food supplement formulated to meet the

nutritional needs of children during periods of increased physical activity, rapid physical & mental growth & development.

II. Indication * Especially made for 7 months to 11 years old, Growee Syrup and Drops can also be taken at any age, with no known restrictions. Daily dose of Vitamins. May be taken with or without food (May be taken w/ meals for better absorption). III.

Features and benefits * Growee, a growth multivitamin brand for babies and children aged, which boosts height while also offering the health. * Body strengthening benefits of multivitamins. Packed with Chlorella Growth Factor, it is a growth multivitamin brand with Vitamin D while having the essential vitamins E, B complex, Taurine, Lysine and Choline. * Rapid physical & mental growth & development. * Promote strength so that children can do more and be more. As food supplement formulated to meet the nutritional needs of children during periods of increased physical activity.

IV. Sku's Available * Multivitamins (Growee with Chlorella Growth Factor) Syrup is brown, orange-grapefruit flavoured, viscous syrup. * Growee with Chlorella oral drops * Growee with Chlorella 15 mL * Growee with Chlorella 30 mL Growee with Chlorella 120 mL * Growee with Chlorella 250 mL V. Price Growee with Chlorella 30 mL (P42. 32) Growee with Chlorella 120 mL (P137.

94) Growee with Chlorella 250 mL (P239. 2) Growee with Chlorella oral drops Growee with Chlorella 15 mL (P75. 58) VI. Promotional offerings * We are willing to give free medicine storage stand for the product and we are going to establish a poster that will be posted inside the store. We focus on delivering better value to our partners and consumers, we are willing to

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provide you additional discount of 5% in the next 4 orders for you to initially price your product lower than competitor.

We ensure you that we provide quality and affordable services that promote and enrich life for all communities that we serve by working together as one united family. VII. Marketing Strategies * Tv commercial about the products with its benefits and affordable price. * Having Sharlene San Pedro and Nash Aguas of “ Going Bulilit” as their celebrity endorser * Events for kids like basketball clinic. * Brochures, flyers and other outdoor advertisement.

* They had “ Growee Tangkad-Tibay ” media campaign as their tagline. Hiring a Pedia from PGH and Asian hospital to give information about “ Growth and Development,” motivating moms to keep their dedication patronizing products containing Chlorella Growth Factor and Vitamin D for their children’s optimum health and well being. * Growee raffled off gift certificates in between of the program. * They offer Fun Ranch rides and activity spots were then opened to everyone. Celebrity moms, PBA players and others along with their kids. Sales Spiel for Growee Selling Process| Discussion| Pre-call Analysis| Name of Buyer/ Account: Mercury Drug CorporationNumber of Branches: 450 branches nationwideName of Buyer: Mr.

Choi LimCompetitor Analysis: Cherifer is the main competitor of Growee but our product is different from them because Growee is very known as a multivitamins that for rapid physical & mental growth & development and weight growth promoting, Growee is more prepared by the consumers.

Discussion Objective: Present the treatments and promote a variety of health

care practices of Growee, including price and introductory discount. Offer and enter Growee in the industry, To convert opportunities into sustainable business growth, to negotiate entry and volume purchase of 2000 pcs each branch per month of 450 branches of Watson Drugstore. Industry Analysis: Growee is a Food Supplement vitamin industry that, It is formulated to help meet the nutritional needs of children during periods of increased physical activity, rapid physical and mental growth and development. Desired Outcome: 2000 pcs per month Growee in each branch in 450 branches Mercury Drug Store.

| Approach/ Intro| Good Morning Mr. Choi Lim, my name is Rizzele Razon from United Laboratories, Inc. and I would like to discuss a situation where Mercury Drugstore may be able to increase its medicinal company's sale. I like to get a few minutes of your time to introduce the one of the largest and leading multivitamin in the Philippines Growee with Chlorella Growth Factor. Part of our methodology is to offer lower margin than any industry standards.

1.) How do you see Growee in the next 3 years? I see Growee as the number 1 common multivitamins prescription by the doctors and the number 1 leading multivitamins for rapid physical ; mental growth ; development. 2.) Is your Growee doing good in terms of off take? Yes, there's so many positive feedbacks about the medicine, many people prefer to take it than other multivitamins. .) Would you consider making available in all your stores the leading Growee in the Philippines today? Yes, I consider making Growee to be the leading multivitamins in the Philippines.

Now the Growee is in its growth stage. Many people are now using and trusting this brand. Delivering better value to our partners and consumers is our main vision. | Sales Presentation| Unilab became the first recipient of the Philippine Quality Award (PQA) for Performance Excellence, the ultimate level of recognition to a company that demonstrates the highest level of organizational excellence. Growee is one of the leading product of Unilab that brought the company into the highest peak.

Growee, a growth multivitamin brand for babies and children aged seven months to 11 years old, which boosts height while also offering the health and body strengthening benefits of multivitamins. Packed with Chlorella Growth Factor, it is a growth multivitamin brand with Vitamin D while having the essential vitamins E, B complex, Taurine, Lysine and Choline to help promote strength so that children can do more and be more. |

Demonstration| I will offer/give free 100 pcs so you can try, evaluate and test them. Resolving Concerns/ Handling Objections| Possible Objection: How can we test that this product is well trusted and effective? Resolution: Don't worry Mr. Lim, Growee undergo a rigorous process of research and development to ensure compliance to standards of stability efficacy and safety.

We have a strong pipeline of new products leveraging on our proprietary drug delivery technologies. UNILAB Growee continues to be recognized by various respected groups of professionals, which cite the company for its commitment and dedication to continuously raise the standards in the pharmaceutical industry. UNILAB is willing to give free 1 month consultation from the Paraque Medical Doctors for the user of the product. Possible
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Objection: We don't have sufficient space for the product and we probably be needing promotions of the product inside the store. Resolution: We are willing to give free medicine storage boxes for the product and we are going to established a poster that will be posted inside the store.

Possible Objection: The price is high compared to competitors. Resolution: Yes Mr. Lim, that was a good question. or you to be competitive, we focus on delivering better value to our partners and consumers, we are willing to provide you additional discount of 5% in the next 4 orders for you to initially price your product lower than competitor. We ensure you that we provide quality and affordable services that promote and enrich life for all communities that we serve by working together as one united family.

| Closing the Sale| Let me summarize what we have discussed ...With all the benefits, treatments and variety of heath care variety of Growee that I have presented you will find here a host of opportunities for doing business with us. We will give you a glimpse of our company, a look into the business potentials within Asia, These will help you see the many opportunities you have for doing business with the Philippines' leading pharmaceutical company. With the agreement that our company will give free 1 month consultation for the users of Growee from the Paraque Medical Doctors, giving free medicine storage boxes, promotional posters inside the store and by giving you of 5% discount in the next 4 orders. Do you have clarifications and suggestions? UNILAB is very thankful Mr. Lim for your given time, opportunities, partnership and by your 1st order we are ready to work with you anytime. Thank you very much! | | | Post-call Analysis| Student: The strength of the presentation is that I was able to allow Mr.

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Lim to order 2000 pcs per month. It was well planned as I was able to ask my sales manager to approved to give free 1 month consulation from the Paraque Medical Doctors for the user of the product and giving 5% discount in the next 4 orders which facilitated the negotiation. An area for improvements is the visual aids which we need to place all the product shots. |