

IMPROVEMENT OF SALES PROMOTIONAL STRATEGY FOR MEDICARE  
PHARMACY SUSTAINABILITY

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IMPROVEMENT OF SALES PROMOTIONAL STRATEGY FOR  
MEDICARE PHARMACY SUSTAINABILITY

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## **DEDICATION**

This thesis is wholeheartedly dedicated to my beloved parents, who inspire and gave me the strength and a continuous moral, spiritual and financial support. To our supervisor, friends and course mates who shared their words of advice and encouragement to complete this thesis. And lastly, this thesis dedicated to the Almighty God, thank you for the guidance, strength, power of mind, protection, and skills and for giving us a wonderful prosperous life. All of these, we surrender to you.

## **ABSTRACT**

Implementing and enhancing the effective and efficient advertising and marketing approach to engage consumer and growth the sales is a threat to small enterprise owners. till date, a bit wide variety of research has been carried out on the impact of sales promotional techniques advertising on small commercial enterprise within the pharmaceutical enterprise. in that case, the motive of this study is to perceive the effect of sales promotional strategies toward the sales of Medicare Pharmacy as measured by using the impact of social media outreach on brand awareness and growth the sales and the quantity of customer visits. SWOT analysis has been conducted to discover the strength, weaknesses, opportunities, and threats of Medicare Pharmacy. The study has discussed the applicable theory and model related to the research which is marketing mix (Product, Place, Price and Promotion) and social network theory. The conceptual framework for this examines became the social media advertising and marketing framework. Intervention proposed in this research is social media marketing and sales promotion. The philosophy of this research is interpretivism. This study accumulated data using mixed method which is qualitative and quantitative approach. The study collected the results via measuring the social media metrics (awareness metrics, engagement metrics and customer metrics) and interviewing the business owner and reviewing the files such as profit and loss statement. Overall, in both interventions, the researcher obtains a positive result, where the sales and number of customer visit has been increased.

## **ABSTRAK**

Melaksana dan mempertingkatkan pendekatan pengiklanan dan pemasaran yang berkesan dan cekap untuk melibatkan pengguna dan pertumbuhan jualan adalah ancaman kepada pemilik perusahaan kecil. sehingga kini, pelbagai jenis penyelidikan telah dijalankan ke atas kesan teknik promosi jualan pengiklanan ke atas perusahaan komersial kecil dalam perusahaan farmaseutikal. Dalam kes itu, motif kajian ini adalah untuk melihat kesan strategi promosi jualan terhadap jualan Farmasi Medicare seperti yang diukur dengan menggunakan kesan jangkauan media sosial terhadap kesedaran jenama dan pertumbuhan jualan dan kuantiti lawatan pelanggan. Analisis SWOT telah dijalankan untuk mengetahui kekuatan, kelemahan, peluang dan ancaman Medicare Pharmacy. Kajian telah membincangkan teori dan model yang boleh diguna pakai berkaitan penyelidikan iaitu campuran pemasaran (Produk, Tempat, Harga dan Promosi) dan teori rangkaian sosial. Rangka kerja konseptual untuk kajian ini menjadi rangka kerja pengiklanan dan pemasaran media sosial. Intervensi yang dicadangkan dalam penyelidikan ini ialah pemasaran media sosial dan promosi jualan. Falsafah kajian ini ialah interpretivisme. Kajian ini mengumpul data menggunakan kaedah campuran iaitu pendekatan kualitatif dan kuantitatif. Kajian mengumpul keputusan melalui mengukur metrik media sosial (metrik kesedaran, metrik penglibatan dan metrik pelanggan) dan menemu bual pemilik perniagaan dan menyemak fail seperti penyata untung rugi. Secara keseluruhan, dalam kedua-dua intervensi, pengkaji memperoleh keputusan yang positif, di mana jualan dan bilangan lawatan pelanggan telah meningkat.

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## **LIST OF ABBREVIATIONS**

SWOT - Strength, Weaknesses, Opportunity, Threats

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# CHAPTER 1

## INTRODUCTION

### 1.0 Introduction

There is multiple pharmacy has entered the market recently which provide a tough competition to the existing pharmacies. Most of the pharmacies has emerge their business with the developing technology to be more competitive in the industry. This study focuses on the effect of social media marketing to the growth of sales and number of customers in Medicare Pharmacy. This chapter discussed the background of the case company, the problems facing by Medicare Pharmacy, the research question and research objective developed from the problem statement. Furthermore, this chapter as well has presented the researcher's role and ethics to be followed as a guideline during the study. Following that the chapter analyzed the significance and purpose of the study conducted.

### 1.1 Case Background

Medicare Pharmacy is one of the pharmacies located in Pasir Gudang which is incorporated in 1994. Medicare Pharmacy is considered as a small business (SMEs). This pharmacy is located at 15, Jalan Jagung, Masai, Pasir Gudang and it was the first pharmacy opened in that area. Not many people around Pasir Gudang area aware that this pharmacy was exist. The founder and owner of Medicare Pharmacy is Mr. Yap Hock Kee who established a small pharmacy in Masai, Pasir Gudang. Mr. Yap Hock Kee is graduated from xx in Bachelors of Degree in Pharmacy, and he is a certified pharmacist. There are three employees working in Medicare Pharmacy who also has

a greater knowledge on the medicines.

Medicare Pharmacy is offering wide range of vitamins and medications to the customers at a cheaper price. Besides vitamins and medications, they also offering few medical checkups such as blood test and blood pressure test, cosmetics, medical equipment, and tidbits. The company has developed a strong recognition among the consumers around that area which is a major strength for the pharmacy. Meanwhile, with location, which is not accessible to consumer, and small size of store, the possibilities of people visited the pharmacy are limited compared to other pharmacy. Medicare pharmacy only have one outlet throughout Malaysia when compared to their competitors such as Big Pharmacy, Guardian, Redcap Pharmacy, Caring Pharmacy and so on. The main suppliers of Medicare Pharmacy are Pfizer, MSD, gsk, Roche, Zuellig, Pharmaniaga and DKSH. They receive medicines, medical equipment, vitamins from the supplier. Besides that, Medicare Pharmacy also supplying medical equipment and medicines to few companies located at Pasir Gudang Industrial area.

## **1.2 Problem Statement**

A statement of the problem is utilized in studies work as a declare that outlines the trouble addressed thru a observe. The statement of the problem in brief addresses the question. The remaining motive of a statement of the problem is to transform a generalized hassle right into a targeted, properly defined problem; one that may be resolved through centered studies and cautious decision-making.

Based on the interview with the business owner Mr. Yap Hock Kee, in this study it was analyzed that Medicare Pharmacy is going through a downturn in their sales. The sales have been dropped by 25% since 2019 compared to the prior years. The

number of customers visiting the pharmacy has been reduced. The business owner believes that the main reason for losing some of their customers are the entrants of new pharmacy in Pasir Gudang. Eventually, the profit of Medicare Pharmacy for 2019 has been reduced drastically. They unable to gain more profit as they have been earning since the company incorporated. Other than this, the price of the medicines, vitamin and medical equipment has been increased. This also has increased their cost of expense. (Source: Interview)

Further to research, Medicare Pharmacy has never ever been market or advertise their product and services. This could be one of the root causes for the drop of sales. Besides people around the Masai area, others have no idea regarding the existence of this pharmacy. The owner of the business has never invested in any marketing tool such as paying advertising company to promote their business, advertising their business in newspaper, radio, or television. Based on his assumption, marketing or advertising might cost a lot and he unable to cover the expenses. This has been the biggest weakness of Medicare Pharmacy.

- ! The totals sales of Medicare Pharmacy have been reduced by 25%.
- ! The reduction of number of customer visits Medicare Pharmacy.
- ! Lack of brand awareness.

### **1.3 Research Question**

A research question is a particular inquiry which the studies seek to offer a response to. It resides at the center of systematic research, and it lets researcher

genuinely outline a direction for the research process. As Howie suggested, “To find the right question requires that we understand what we are asking about and know to keep the question simple enough to be answerable but challenging enough to be interesting”. Based on the problem statement, the following research question has been developed.

R1: What is the challenges face by Medicare Pharmacy to sustain its business?

R2: How to increase the sales of Medicare Pharmacy?

R3: How does advertising could attract more customer to visit Medicare Pharmacy?

#### **1.4 Research Objective**

Research objectives start in infinitive, and they pretend to obtain a goal in mind. Objective is the situation that a plan is meant to obtain and that (when accomplished) terminates behavior meant to achieve it. The aim of developing a research objective is to focus the research and to organize the research in clearly defined parts or phases. Based on the research question, the following objectives has been developed.

O1: To analyze the challenges facing by Medicare Pharmacy to sustain in the business

O2: To identify the promotional strategy to boost up the sales

O3: To determine the effect of promotional strategy in the number of customer visits pharmacy

## **1.5 Researchers Role**

The researcher's role in qualitative studies is crucial, as he or she collects information and implements evaluation (Creswell, 2007). Consequently, the researcher's role in this study was that of an observer-as-participant, as it used to be the primary tool of information series and analysis that gathered, coded, and analyzed the data from interviews, participant journals, and questionnaire to find the emerging ideas and styles. As a result, there may be the capability for bias on the researcher part, that may affect the results of the study, making this a completely challenging balancing act of being goal and nonjudgmental in the researcher thoughts, observations, and movements.

However, this can also have aided me in the researcher's information collection, inductive evaluation, and the knowledge of the procedure and phenomena being studied, as it is something that needs to be skilled earlier than having the capability to clearly write about. Therefore, using epoch, bracketing area notes, and memos were critical in reporting and analyzing the information and data. Using various methodologies and sources, as a researcher, able to obtain recent and relevant data for the studies.

## **1.6 Ethics in Business Research**

Ethics are norms or standards of conduct that guide moral choices approximately our conduct and our courting with others. As in different elements of business, all parties in studies want to show off moral behavior. The cause of ethics in research is to ensure that no one is harmed or suffered unfavorable effects from research activities (Desk, 2015). Meanwhile, (Raju) outline ethics as ethics refers to the ethical principles that direct or govern an individual's behavior even as related to

an interest in a business enterprise over a period. Business ethics are well directed in terms of dos and don'ts. commercial enterprise research ethics are well directed requirements which would possibly finally results of enterprise in general and corporation specially.

### **1.6.1 General Ethical Issues**

Researchers face moral demanding situations in all levels of the examiner, from designing to reporting. the ones encompass anonymity, confidentiality, knowledgeable consent, researchers' functionality impact at the individuals and vice versa. certainly, researchers face an array of moral requirements: They need to meet expert, institutional and federal necessities for wearing out studies with human contributors, often supervise students moreover they educate and need to sort out authorship problems, just to name a few. To behavior studies to a lower popular can also represent misconduct.” This could look like a stringent criterion; however, it highlights the fundamental requirement of a researcher is to conduct a study responsibly. To acquire this, a research protocol must be superior and adhered to. It needs to be carefully agreed to by means of all individuals and collaborators, and the perfect roles of every crew member need to be spelled out early, including subjects of authorship and publications. Studies should be seeking for to reply to questions, in place of just collect records. except that, it is the responsibility of the researcher to study the records accurately. even though irrelevant analysis does now not always quantity to misconduct, intentional omission of result can also motive misinterpretation and deceive the readers. Additionally, battle of interest can also appear while researchers have interests that are not without a doubt apparent, and that may influence their judgments on what's published. It is the obligation of the researcher to ensure that research is finished in an ethical and responsible way from making plans to book. Researchers and authors want to familiarize themselves with these requirements and follows them strictly.

## 1.6.2 Ethical Issue and The Participants

While conducting the research, the participants (researcher, business owner, company staff) has been clearly explained regarding the ethical issue will be take into action throughout this study.

i) Negotiating and securing the access

Before starting the research on Medicare Pharmacy, the researcher obtains the consent of the business owner to conduct the research. Mr. Yap, the business owner of Medicare Pharmacy was agreed, and he also provide the researcher permission to conduct a study on the pharmacy and signed on the consent letter.

ii) Protecting the participants

Based on the researcher's discussion with the business owner, he was agreed to use the company's name to conduct this research. There is no exception for using the company's particular details in this research from his end. In meantime, as a researcher none of the financial data has been disclosed in the research as per the business owner's request due to it was strictly confidential details.

iii) Assuring the good faith

As a researcher, the study assure that all the data and information provided in related to Medicare Pharmacy are highly protected. The researcher has been working as an individual with integrity, honest and someone who can be trusted in this research.

## **1.7 Significance and Importance of the Proposed Research**

The significance of this proposed research is to assist the organization to resolve the current issue they are facing for prior years. This study helps the researcher to develop problem solution skills. Identifying how the promotional strategies could boost the sales attract the researcher's interest to conduct this study. This is the researcher's first experience to conduct a study on this field. This could be helpful for the researcher in their future career path while the organization going through a downturn, the researcher could invest the knowledge gain from this study to help the organization to resolve the issue.

In meantime, the purpose of this research is to inform action. The importance of this research is to serve as a tool for building knowledge and for facilitating learning. It helps us to think critically and research more to find a better solution for the problem occurred. Besides that, it also may be an aid for the business success. Through conducting the research, it could assist Medicare Pharmacy to aid for the business to be more successful. This research could be a mediator to understand the various issues going through in this business world and it will be helpful to increase the public awareness on the marketing issue the company facing. Additionally, this research also important means to find, gauge and seize opportunities for the business to develop and improves. Conducting this research also could boost researcher's interest in reading, findings and analyzing an issue more deeply and understand it well before proposing a solution. It helps me to think in various how marketing could help to boost the sales of a pharmacy and what other strategies could be utilized to increase the sales at lower cost.

## 1.8 Definition of Term

The main term used in this research is sales. Sales define as a transaction between two or more parties wherein the consumer gets tangible or intangible items, services, or assets in change for cash. In some instances, different assets are paid to a dealer. within the financial markets, a sale also can refer to a settlement that a consumer and seller make concerning the price of a security. Regardless of the context, a sale is basically an agreement among the consumer and the vendor of the specific good or service in question (TWIN, What Is a Sale?, 2020). In meantime, AMA has defined sales as “any of some of the activities designed to promote a consumer purchase of a product or service [which] can be performed in individual or over the telephone, thru email, or other communication media” (Organization, 2007).

Besides sales, marketing also one of the terms which has been used widely in this research. Marketing refers to activities an organization undertakes to sell the buying or selling of a product or service. marketing includes advertising, selling, and delivering products to customers or other organizations. some marketing is carried out through associates on behalf of an organization (TWIN, Marketing, 2020). Meanwhile, (Kotler D. P.) defines marketing as “the science and artwork of exploring, developing, and delivering value to fulfill the desires of a target market at a profit. marketing identifies unfulfilled needs and desires. It defines, measures, and quantifies the scale of the recognized marketplace and the income ability. It pinpoints which segments the organization can serve pleasant and it designs and promotes the suitable products and services.

Other than sales, social media is a term that has been widely used in this study. Social media refers to websites and programs which might be designed to permit people to share content quick, efficaciously, and in real-time (HUDSON, 2020). Social media is any virtual tool that lets in users to speedy create and share content with the public. Social media contains a wide range of websites and apps. some, like Twitter,

focus on sharing hyperlinks and brief written messages. Others, like Instagram and TikTok, are constructed to optimize the sharing of photos and videos. There are numerous different kinds of social media, and many services ought to fit into multiple categories such as social networks, media networks, discussion networks, and review networks (DOLLARHIDE, 2020).

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