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BAHCESEHIR UNIVERSITY

GRADUATE SCHOOL

THE DEPARTMENT OF BUSINESS ADMINISTRATION

COMMERCIAL LICENSE AGREEMENTS AND PROMOTIONAL STRATEGIES USED IN THE EGYPTIAN PHARMACEUTICAL INDUSTRY: AN EVALUATION OF THE LAST 10 YEARS

MASTER'S THESIS

ABDULSATTAR ALSAEED

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ABDULSATTAR ALSAEED

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ABSTRACT

Commercial License Agreements and Promotional Strategies Used ın The Egyptian Pharmaceutical Industry: An Evaluation of The Last 10 Years

ABDULSATTAR ALSAEED
Master's Program in BUSINESS ADMINISTRATION

Supervisor: DOÇ. DR. AYÇA CAN KIRGIZ

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The pharmaceutical industries are one of the vital and strategic industries at the local and global levels, especially because of its association with human health and stability, so it is taking great attention from various research and economic agencies. The main goal is to comprehend the forces that have molded the pharmaceutical industry in Egypt. The forms, formats, and efficacy of commercial licensing agreements that businesses in the sector have chosen will be examined, as well as a detailed analysis of the many promotional techniques that have been employed.

The growth rate and power of pharmaceutical industry has been enhanced leading to the results those are necessary in long run. This study aims to shed light on the reality of the pharmaceutical industries and its marketing in Egypt, to identify weaknesses and strengths in the internal environment of pharmaceutical industries, and to identify opportunities and threats in the external environment of pharmaceutical industries.

This study relies on compiling data and figures about pharmaceutical products, pricing, distribution and promotion from relevant sources and agencies in the pharmaceutical sector in Egypt during the past ten years, reaching conclusions and

recommendations appropriate to the objectives of the study. It is stated here that the data of the study are up-to-date and the results were evaluated with a critical eye.

In addition, in this study which is descriptive for Egyptian pharmaceutical companies in the public business sector and include all companies producing pharmaceutical, medical and cosmetics products.

Key Words: Pharmaceutical, Promotion, License, Commercial, Egypt

ÖZ

Mısır İlaç Sektöründe Kullanılan Ticari Lisans Anlaşmaları ve Promosyon Stratejileri: Son 10 Yılın Değerlendirilmesi

ABDULSATTAR ALSAEED
İşletme Yönetimi Yüksek Lisans Programı
Tez Danışmanı: DOÇ. DR. AYÇA CAN KIRGIZ

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İlaç endüstrisi, özellikle insan sağlığı ve istikrarı ile olan ilişkisi nedeniyle yerel ve küresel düzeyde hayati ve stratejik endüstrilerden biri olduğundan, çeşitli araştırma ve ekonomi kuruluşlarından büyük ilgi görmektedir. Temel amaç Mısır'da ilaç endüstrisini şekillendiren güçleri anlamaktır. Sektördeki işletmelerin seçmiş olduğu ticari lisans anlaşmalarının biçimleri, formatları ve etkinliği incelenecek, ayrıca uygulanan birçok tanıtım tekniğinin ayrıntılı bir analizi yapılacaktır.

İlaç sektörünün büyüme hızı ve gücü artmış ve uzun vadede gerekli sonuçlara ulaşılmıştır. Bu çalışma, Mısır'daki ilaç endüstrileri ve pazarlamasının gerçekliğine ışık tutmayı, ilaç endüstrilerinin iç ortamındaki zayıf ve güçlü yönleri belirlemeyi ve ilaç endüstrilerinin dış ortamındaki fırsat ve tehditleri belirlemeyi amaçlamaktadır.

Bu çalışma, son on yılda Mısır'daki ilaç sektöründeki ilgili kaynak ve kuruluşlardan farmasötik ürünler, fiyatlandırma, dağıtım ve tanıtıma ilişkin veri ve rakamların derlenmesine, çalışmanın amaçlarına uygun sonuçlara ve önerilere ulaşılmasına dayanmaktadır. Burada çalışmanın verilerinin güncel olduğu ve sonuçların eleştirel bir gözle değerlendirildiği belirtiliyor.

Ayrıca kamu sektöründe faaliyet gösteren Mısır ilaç firmalarını tanımlayıcı nitelikte olan bu çalışmada ilaç, medikal ve kozmetik ürünleri üreten tüm firmalar yer almaktadır.

Anahtar Kelimeler: İlaç, Promosyon, Lisans, Mısır

This thesis is dedicated to my family, whose love and understanding have been my constant source of strength. Your sacrifices and belief in me have fueled my determination to reach this milestone. To my friends, for their camaraderie, laughter, and understanding during both the challenging and joyful moments. Your presence has made this journey memorable. To my mentors and professors, who have shared their knowledge generously and guided me with wisdom. Your guidance has shaped my intellectual growth. Lastly, to anyone who believes in the power of education and the pursuit of knowledge, this work is a tribute to our collective commitment to learning and progress.

Thank you for being a part of this journey.

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Chapter 1

Introduction

1.1. Theoretical Framework

It is necessary to take into account a variety of viewpoints and theoretical foundations in order to develop a theoretical framework for assessing commercial licensing agreements and promotional methods in the Egyptian pharmaceutical business.

Legal Frameworks and Regulations: It is essential to comprehend Egypt's legal environment when it comes to pharmaceutical licensing. Examining regional statutes, global accords, and oversight organizations controlling copyright, licensing, and advertising in the pharmaceutical industry are all part of this. Two potential focal areas might be local patent laws and the Trade-Related Aspects of Intellectual Property Rights (TRIPS) agreement (Drucker, 2001).

Competitive advantage and business strategy: Utilizing theories of strategic management like Porter's Generic Strategies and Resource-Based View (RBV), evaluate the ways in which Egyptian pharmaceutical businesses plan their commercial licensing and marketing strategies. Examine the ways in which these tactics support their advantage over competitors in the market.

Theories of Consumer Behavior and Marketing: Examine the theories of consumer behavior and the marketing tactics used by pharmaceutical businesses. Examine the effects that promotional methods have on consumer attitudes, buying patterns, and brand loyalty. The Health Belief Model and the Extended Parallel Process Model (EPPM) may be helpful in figuring out how customers react to advertisements for pharmaceuticals (Cetanes et al., 2021).

Adoption Theories of Technology and Innovation: Examine the ways in which license agreements and advertising efforts in the pharmaceutical sector have been influenced by technical breakthroughs. The Diffusion of Innovations Theory or the Technology Acceptance Model (TAM) may be utilized to examine how new technologies are incorporated into marketing and manufacturing procedures.

Ethical and Social Responsibility Theories: Take into account theories such as Stakeholder **Theory and Corporate Social Responsibility (CSR)** when assessing the

ethical implications of pharmaceutical industry advertising techniques. Examine how businesses strike a balance between social responsibility and profit in their marketing initiatives. the assessment of a pharmaceutical product's performance in the market, usually done using metrics like sales volume, market share, income, or growth rate. It shows how well a product is received and how well it satisfies customer wants in a certain market niche. The investigation of people or organizations and how they choose, pay for, and consume goods and services in a market. It includes everything that affects how decisions are made, including attitudes, beliefs, drives, and patterns of purchase for pharmaceuticals.

Apply international business and market entrance strategy theories to the topics of globalization and market entry tactics. Examine the ways in which developments in globalization have impacted the terms of license and marketing strategies used by international pharmaceutical corporations to enter or operate in Egypt. The legal framework that governs the pharmaceutical sector is made up of laws, rules, policies, and guidelines that are formed by governmental or non-governmental organizations. Pharmaceutical businesses operating inside a certain jurisdiction are subject to criteria for product approval, marketing techniques, intellectual property rights, and compliance obligations set out by this framework (Ratch ford, 2020).

Financial and Economic Theories: To examine the financial effects of licensing agreements, take into account financial theories like Agency Theory or Transaction Cost Economics. Analyze the effects these agreements have on pharmaceutical firms' financial results. The pharmaceutical industry's progressive growth and development over time. A number of variables, including growing market size, revenue, technical developments, and the launch of new goods or services, can be used to quantify growth. The creation and use of novel concepts, tools, or procedures that fundamentally alter or enhance an industry are referred to as innovations (Polanski, 2018).

Relationship Marketing and Strategic Alliances: Examine ideas related to relationship marketing and strategic alliances to comprehend how alliances, partnerships, and collaborations affect promotional plans and licensing agreements. This can entail assessing how partnerships and joint ventures affect the efficiency of marketing and licensing.

A thorough knowledge of the dynamics influencing commercial licensing agreements and promotional activities in the Egyptian pharmaceutical business during the past ten years may be obtained by integrating these theoretical frameworks. Furthermore, industry-specific data, case studies, and empirical research can help to improve and validate the theoretical framework (Ramsey, 2019).

1.2. Statement of the problem

Evaluating the effectiveness and impact of commercial licensing agreements and promotional methods within the Egyptian pharmaceutical business during the past ten years is the intersection of the research problem. This investigation is a result of the necessity to fully comprehend the factors affecting customer behavior, market performance, and industry expansion in order to address the following fundamental issues:

1. **Commercial License Agreement Effectiveness**: Examining how different commercial license arrangements—exclusive, non-exclusive, or technology transfer—have affected product availability, market entry, and innovation in the Egyptian pharmaceutical industry. Analyzing the relationship between the different kinds of agreements and pharmaceutical goods' market penetration while taking into account their impact on industry expansion and competitive advantage.
2. **Promotional Strategies' Effect on Customer Behavior:** Examining the impact and efficacy of various marketing tactics used by pharmaceutical corporations to affect customer perceptions, purchase behavior, and brand loyalty, such as physician detailing, digital marketing, and direct-to-consumer advertising. evaluating the effects of these tactics on decision-making procedures, customer confidence, and the total amount of pharmaceutical items consumed in the Egyptian market.
3. **The Regulatory Environment and Its Impact:** Examining the impact of changing laws and rules pertaining to licensing, intellectual property rights, and advertising on the pharmaceutical sector. evaluating how legislative changes have affected market dynamics and competitiveness, as well as how corporations have strategically chosen their license agreements and advertising strategies in response to these changes.
4. **Trends in Industry Growth and Innovation:** Gaining insight into how

commercial licensing agreements and promotional tactics interact to either support or impede the overall development and innovation of the Egyptian pharmaceutical industry. evaluating how the sector has responded to these tactics and how they affect market competitiveness, technical developments, and sustainable development.

This study challenge aims to give insights into improving customer welfare, promoting innovation, and optimizing commercial processes within the pharmaceutical business by dissecting the complexity of the Egyptian pharmaceutical environment.

1.3. Purpose of Study

This study aims to do a thorough analysis of the commercial licensing agreements and marketing tactics used in the pharmaceutical business in Egypt during the last ten years. Through exploring these important aspects, the research seeks to accomplish many main goals:

The main goal is to comprehend the forces that have molded the pharmaceutical industry in Egypt. The forms, formats, and efficacy of commercial licensing agreements that businesses in the sector have chosen will be examined, as well as a detailed analysis of the many promotional techniques that have been employed. Evaluating the direct effect of these business arrangements and marketing strategies on the pharmaceutical goods' success on the market is another important goal. This entails evaluating their impact on product availability, customer behavior, market entrance, and the general competitive environment in the Egyptian pharmaceutical industry. The goal of the study is to understand how customer behavior patterns and promotional techniques relate to one another. This entails examining the ways in which these tactics affect customer opinions, choices about what to buy, brand loyalty, and confidence in pharmaceuticals. Another critical goal is to comprehend the function and significance of the legal and regulatory frameworks that control license contracts and marketing initiatives in the pharmaceutical industry.

The purpose of the study is to evaluate how regulatory changes have affected the strategic choices pharmaceutical businesses market. The research looks for patterns in innovation, technology adoption, and general industry advancement by examining the interactions between marketing plans, commercial agreements, and industry growth. This involves analyzing the ways in which these elements have helped or hampered

the industry's development and innovation in the last ten years. The ultimate goal is to offer thorough insights into the workings and consequences of business contracts and marketing initiatives in the Egyptian pharmaceutical industry. The goal of the study is to provide insightful recommendations that might improve business processes, encourage innovation, guarantee regulatory compliance, and improve customer welfare in this crucial area.

1.4. Research Questions

- How do different types of commercial license agreements influence the market performance of pharmaceutical products in the Egyptian market?
- What is the impact of diverse promotional strategies on consumer behavior and perception of pharmaceutical products in Egypt?
- How have regulatory changes in licensing and promotional practices affected industry growth and innovation within the Egyptian pharmaceutical sector?

1.5. Hypotheses

- Certain promotional tactics, such digital marketing or direct-to-consumer advertising, have a big impact on consumer behavior and promote the uptake of products as well as favorable opinions of pharmaceutical brands.
- Compared to non-exclusive agreements, several commercial licensing agreement types—such as exclusive licenses or intellectual transfer agreements—show a statistically significant correlation with improved pharmaceutical product performance and greater market penetration.
- The expansion and innovation of the sector have been favorably connected with changes in regulatory frameworks, which has led to technical breakthroughs and increased competition in the market.

1.6. Significance of Study

With its priceless insights and its ramifications, this study is highly significant for a number of players in the Egyptian pharmaceutical business and beyond: Pharmaceutical firms can greatly benefit from an understanding of the efficacy of promotional initiatives and commercial license agreements, as well as industry optimization. The results may help these businesses choose more advantageous licensing structures, improve their marketing tactics, and optimize their strategy.

Increased competitiveness, better customer perception, and more market penetration are all possible outcomes of this optimization. Regulatory Guidance and Policy Formation: Policymakers and regulatory bodies can benefit from the study's insights into how regulatory frameworks affect industrial dynamics. In the pharmaceutical industry, it may help create more favorable and effective policies by maintaining a balance between promoting innovation, defending intellectual property rights, and defending customer interests Welfare of Customers and Knowledgeable Decision-Making: The study serves to protect consumer interests by analyzing the relationship between promotional methods and consumer behavior. A healthy market environment may be created by helping customers make more informed judgments regarding pharmaceutical items by having a better understanding of how these efforts affect views. Industry Innovation and Sustainability: Sustainable practices may be promoted by analyzing how business contracts, marketing plans, and industry expansion relate to one another. Gained knowledge may stimulate investment in R&D, innovation, and technology improvements, leading to a more dynamic and forward-thinking pharmaceutical industry.

International Views and Knowledge Sharing: These results might be useful in talks on the dynamics of the pharmaceutical market outside of Egypt. They can act as a standard for comparative research and information sharing, enabling other countries to learn from them and apply what they learn to enhance their own pharmaceutical sectors. Stakeholders in the pharmaceutical sector, decision-makers in government, consumers, and the larger global pharmaceutical landscape all find value in this study. Its conclusions and ramifications might lead to constructive adjustments, strategy optimization, consumer interest protection, innovation stimulation, and a stronger, more moral pharmaceutical sector in Egypt and abroad.

1.7. Definitions

Commercial License Agreements: Agreements between parties that permit the use or exploitation of intellectual property rights, such as patents, trademarks, or technology, for business reasons are known as commercial license agreements. These contracts specify the terms, conditions, and restrictions that apply to the licensee's use of the licensed assets; they sometimes call for royalties or other payments to be sent to the licensor.

Promotional Strategies: Well-thought-out, tactical campaigns and marketing initiatives aimed at reaching certain populations with pharmaceutical products. These methods cover a wide range of marketing techniques, such as public relations campaigns, internet marketing, sales promotions, and advertising, with the goals of influencing customer behavior, raising brand recognition, and enhancing product exposure.

Chapter 2

Literature Review

2.1.CONCEPT OF TRADE LICENSE

A license is generally just a right to use a product or service. It is the legal right to do something that you would not otherwise be permitted to do. For example, you need a driver's license to give you the right to drive a car. The owner of a copyrighted work can authorize someone else to use the work by granting a license to the user. If no license has been given, the copyright owner can sue for the unauthorized use of the work, referred to as "infringement." Trade licenses are essential for safeguarding customers from dishonest company activities. Businesses that must apply for a trade license are scrutinized by regulatory bodies, who make sure they do business honestly and openly. This scrutiny includes advertising tactics as well, prohibiting companies from using misleading advertising, making exaggerated promises, or using unethical methods to influence customers. A fair and transparent marketplace is created by authorities ensuring compliance through trade licenses. Customers can have faith that companies holding legal licenses take responsibility for their activities and are less likely to use dishonest tactics. By boosting customer trust, this safeguard promotes a positive business-consumer relationship based on honesty and openness.

Advertising is a potent instrument in the ever-changing corporate environment for reaching a larger audience, building brand identity, and marketing goods and services. But in the world of advertising, a trade license plays a crucial but sometimes underappreciated function. In order to ensure authenticity and compliance in the advertising industry, a trade license is a legal document that permits enterprises to operate inside a certain area.

A trade license serves as evidence of a company's validity. Customers are more inclined to trust and interact with a business that has the required licenses when they see an advertisement. The license serves as an official mark of approval from regulatory bodies, certifying that the company has complied with all legal requirements and is conducting business legally. Because of its validity, the advertising message is more credible and gives customers greater comfort and confidence when interacting with the company.

Businesses run the danger of being viewed as dishonest or even fraudulent if they don't have a trade license. Unauthorized advertising can cause consumers to become skeptical, which can harm a brand's reputation and make it more difficult for it to develop a devoted following of customers. Thus, securing a trade license and clearly displaying it in promotional materials is a calculated step to build credibility and confidence in the cutthroat industry.

Authorities in the government grant trade licenses, which come with rules that companies need to follow. These rules are intended to guarantee ethical behavior, consumer protection, and just corporate operations. Respecting these rules becomes crucial when it comes to advertising.
Legal and ethical requirements for advertising campaigns cover a wide range of topics, from protecting customers' rights to maintaining the truth in advertising. Businesses are required by a trade license to ensure that their advertising tactics comply with certain standards, therefore fostering fair competition and protecting the interests of customers. The business's survival may be in jeopardy if advertising rules are broken since it may result in penalties, legal repercussions, or even the trade license being revoked.

Local governments are frequently the ones issuing trade permits, and each one has its own set of rules and specifications. Businesses must be aware of and abide by local licensing requirements and advertising regulations while participating in advertising activities. Through localization, advertising efforts are made to be relevant to the target market, legally sound, and culturally sensitive.
Furthermore, specific laws limiting advertising methods may apply to certain sectors. For example, strict regulations are frequently in place in the food, finance, and healthcare sectors to guarantee that commercials do not mislead customers or jeopardize public health. In these situations, obtaining the relevant trade licenses becomes essential as it shows the company's dedication to adhering to industry-specific norms and laws.

Trade licenses are essential for safeguarding customers from dishonest company activities. Businesses that must apply for a trade license are scrutinized by regulatory bodies, who make sure they do business honestly and openly. This scrutiny includes

advertising tactics as well, prohibiting companies from using misleading advertising, making exaggerated promises, or using unethical methods to influence customers. A fair and transparent marketplace is created by authorities ensuring compliance through trade licenses. Customers can have faith that companies holding legal licenses take responsibility for their activities and are less likely to use dishonest tactics. By boosting customer trust, this safeguard promotes a positive business-consumer relationship based on honesty and openness.

The importance of a trade license in the complex world of advertising cannot be emphasized. It acts as a reputable lighthouse, pointing companies in the direction of moral and legal advertising techniques. It safeguards consumers and companies alike by adding legitimacy to advertising messages and providing reassurance of regulatory compliance. The value of trade licenses in advertising will not change as the business world does, as they are essential to a reliable and ethical marketplace.

A trademark is any word, symbol, or device that identifies and distinguishes a product or service. Most trademarks, such as brand names, slogans, and logos, are easy to spot because the trademark owner displays them in a distinct manner, often using stylized lettering. A trademark may also be explicitly identified with the symbols ®, TM, or SM. While most trademarks are easily identifiable, some are more difficult to discern, (Stim 2010, pp. 261-262).

A license for an invention is similar to a lease for a house or apartment. A tenant makes periodic payments to an owner of property for the right to use it. If the tenant fails to honor the terms of the lease or rental agreement, the owner can reclaim possession and make the tenant leave. Similarly, a licensee pays you royalties (similar to rent) for the right to manufacture, sell, or use your invention for a period. If the licensee fails to pay you or otherwise breaches your agreement, the agreement may terminate and you can license your invention to someone else. When you license your invention, what you are really transferring to the licensee are your legal rights, such as your rights to manufacture, sell, and use the invention. Keep in mind that the primary goals in licensing are to determine what legal rights you have, acquire the appropriate protection for those rights, and license those rights to others who can make you money.

The Licensing Process is a union between the inventor (the licensor) and the company that licenses the right to manufacture or distribute your invention (the

licensee). It begins with a meeting and disclosure period followed by a proposal and negotiation stage. If you agree on the major principles, a formal relationship is created. After entering into the agreement (often called executing the agreement), there is a continuing review by both parties called monitoring. If either party breaches (fails to honor) the agreement, the agreement may be terminated. (Stim 2004, pp. 3-7).

2.2. TYPES OF TRADE LICENSE

The forms of trade licenses differ from one country to another generally; there is four forms of governmental licenses to companies:

- Joint stock company.
- Limited liability company.
- Representative office.
- Branch.
- Sole shareholder company.

For foreign investors the most common form is the LLC as it provides limited liability and any issued capital is accepted. Other factors to consider when determining the most suitable form of business to use are the purpose of the entity, the number of partners and capital invested are essential. Trade licenses are essential to the advertising industry because they provide a framework of regulations that guarantee companies follow the law as written. Businesses that engage in a variety of commercial activities, including advertising, are required to get these permits, which are granted by local government bodies. A trade license's major goals are to oversee and control enterprises in order to safeguard customers, uphold the law, and guarantee ethical business practices. Let's take a closer look at the function of trade licenses in advertising.

First of all, trade licenses are necessary by law for companies to conduct business in a certain area. When launching a business, one of the first things to do is usually get a trade license. During this procedure, important papers such identification, residence, and business

After it is determined that the company complies with the established guidelines, the license is then granted. This demonstrates the company's credibility and reassures clients that they are working with a legitimate organization. The most prevalent kind

of license, a general trade license applies to a wide variety of companies that participate in commerce. Retail stores, wholesale companies, and other businesses that deal in the purchase and sale of goods can use it. This license's broad scope permits companies to engage in a variety of trading activities. Professionals that supply services as opposed to physical commodities are eligible for this kind of license. It applies to professionals including physicians, attorneys, consultants, and independent contractors. When offering their specialist services, these experts are guaranteed to uphold ethical norms and regulatory regulations thanks to their professional trade license. Trade licenses also help to safeguard consumers. Authorities guarantee that corporations follow moral business conduct, give truthful information in ads, and deliver goods or services on their promises by regulating enterprises through licensing. Customers are more inclined to interact with companies that are open and compliant with the law, therefore this promotes consumer-business trust.

Furthermore, by halting the growth of unlicensed or uncontrolled enterprises, trade licenses contribute to the preservation of public order. Businesses that lack the necessary licensing may commit fraud, use deceptive advertising, or provide subpar goods or services. Trade licenses serve as a means of filtering out these kinds of companies, guaranteeing that only lawful enterprises are in operation. This eventually helps the economy as a whole and shields customers from possible harm. Trade licenses also contribute to local governments' ability to generate income. Trade licenses are frequently issued subject to fees and levies that go toward funding state treasuries. The development of public services, infrastructure, and other projects that benefit the community as a whole can then be funded using these monies. Therefore, trade licenses are a source of income as well as a regulatory instrument for protection.

If the company got copyrights, trademarks, patents, or patents pending attached to product, simply that information included in the products or packaging so the public can see it. This is for licensee’s protection. This is straightforward and will meet with no resistance (Reese 2011, p. 87).

The license contract authorizes the licensor to use the rights of the licensee according to main elements in this contract:

- What is being licensed. This includes a patent if there is one, and any other proprietary information such as know-how or trade secrets.

- What the licensor is granting to the licensee. The inventor may be offering the right to manufacture, or to manufacture and market, or to market only, and so on.
- How much will be paid for the license: for example, a royalty of a certain percent of the manufacturer's gross income, or a amount for every unit distributed.
- When the license fee will be paid: quarterly, annually, or otherwise (Docie 2011, p. 63).

The concept of license leads us to the concept of copyright that is a property right. It exists in original products (known as works) and enables the copyright owner to restrain certain unauthorized acts in relation to those works. Copyright exists independently of the work itself. The owner of the work will not necessarily own the copyright, and vice versa. The acts, which the copyright owner can prevent others from doing are as follows:

a. Copying the work.
b. Issuing copies of the work to the public.
c. Performing, playing or showing the work in public.
d. Broadcasting the work or including it in a cable programme service.
e. Making an adaptation of the work or doing any of the above acts in

relation to an adaptation. If the above activities are carried out without the copyright owner's

permission, copyright in the work will be infringed (Spilsbury 1998, p 57).

Contracts are events that occur when two or more people agree to give, do, or not do something, which is usually more often procured in writing. The parties agree on the matters that have been determined and are obliged to implement them so that the contract results in an agreement. Therefore, legally formed contracts can justify rights and obligations for the parties involved, as well as being a formal legal source for the parties (Tridarani and Kuniawan, 2020, pp. 1819-1827).

The commercial contract is in modern times the contract concluded between professionals in their business dealings. It assumes parties habitually entering into such contracts with others who are similarly knowledgeable in their trade or similar business

with the aim of making some profit doing so.1 Professionals in this sense are likely to be only companies or similar legal entities, not individuals and certainly not consumers. Furthermore their business is likely to be on some scale while the interests to be promoted or defended are considerable (Heidemann and Lee 2018).

Freedom of contract and party autonomy are at the heart of (civil) contract law. But it proved insufficient. So legislators and courts imposed rules to make sure freedom of contract was also safeguarded in practice. Examples include the introduction of mandatory information and disclosure duties and rules on unfair business to business commercial practices. for equivalence between the rights and obligations of the contracting parties (Andenas and Heidemann 2023, pp. 279-280).

In the case of the transfer of title through a sale, one party, the seller or vendor, normally promises in the sales agreement to deliver a specific good or now more likely an amalgam or a quantity of generic goods to the other party, the buyer, for an agreed price. Agreement on the asset being sold and its definition and quality, and on quantity in the case of commoditized products and on price and payment is therefore the minimum one expects to find in a sales agreement. Transportation and insurance may be other important issues (Dalhuisen 2022).

There is many types of contracts used in businesses:

- Agency or sales representative
- Teaming, joint venture and sales consortium
- Prime contractor, subcontractor, distribution
- Partnership arrangements
- Products and services contracts
- Solutions contracts
- Turnkey contracts
- Outsourcing

Responsibility and ownership for these contract and relationship types varies significantly between, and often within, companies, especially in areas like subcontracting, distribution or ‘alliances’. However, organization matters far less than procedural clarity and accountability – and weaknesses in these are among the most frequent causes of failed relationships or lost opportunities (Cummins 2011, pp. 1-29).

In the contract are three broad stages first is Preparation and negotiation then Agreement of core or ‘trunk’ terms finally Agreement of further terms -the ‘safety net’

(Ward 2012, p. 22). Trade licenses particularly establish guidelines for promotional actions in the advertising industry. Ads must abide by moral standards, not make deceptive or false claims, and not advocate for dangerous or unlawful goods. In order to prevent companies from using dishonest tactics that might endanger customers, the licensing procedure may involve a review of promotional materials to make sure they adhere to these requirements.

To sum up, trade licenses are necessary for companies that advertise and engage in other commercial activity. They create the legal framework for companies, support consumer protection, uphold public order, and bring in money for local governments. Businesses show that they are committed to working within the law by acquiring a trade license, which eventually helps the business as well as the larger community.

2.3 PROMOTION CONCEPT AND TYPES

2.3.1. Face To Face Communication

Face to face communication has been regarded as the 'gold standard' because it offers most channels, though it too has restrictions – principally that of the need for co-location (Guirdham and Maureen 2015, p. 12).

A supplier visit to a buyer must stem from knowledge. This includes knowledge in detail about your own company's products, about the client company and its needs for the products and the people involved with the buying decision. All facts and figures relating to previous and forecast sales and any forecasts of future sales should be known. A sales process analysis will indicate what stage the buyer is at. A new buyer has to be taken through the stages. Detailed notes should be taken of the face-to-face meeting and circulated to anyone involved with the buyer or the buyer's company. Within the buyer firm the person who is representing the supplier will be seen as the embodiment of the brand and the type of the relationship established will be noted.

Dealing first with the visit of a buyer to a supplier; it may be by invitation, it may be unexpected but the supplier should have a routine established for a buyer's visit. A quick alert by telephone should prepare all for the visit. It is a golden opportunity to sell in to the buyer: as they are taken round the premises from department to department meeting people, the quality and benefits of the product can

be shown in the way it is designed and manufactured and also how it is delivered and the after-sales service applied. A visit can be enhanced through having photographs of products in use, placed in appropriate positions, or examples of all the alternative production capabilities adjacent to the machines that make them. As a part of in-house staff training in marketing, the purpose of visits to a company should be explained. Training a whole firm in marketing pays real sales dividends.

A key element in face-to-face professional presentations for a contract pitch is to win. All that work goes to waste if any other result is achieved. In addition to knowledge and the ability to demonstrate technical, financial, management and team building competence, The ability to communicate these competences in a self-effacing way is also important among professionals (Williams and Mullin 2008, pp. 221-222).

In the field of advertising, face-to-face contact is special and useful because it provides a human connection and a personal touch that other kinds of communication sometimes find difficult to match. Even at a time when digital interactions rule the day, in-person communication is still essential for developing connections, establishing trust, and producing memorable brand experiences.
The capacity to build an authentic and quick relationship with the audience is one of the main benefits of face-to-face communication in advertising. Face-to-face contacts offer companies an opportunity to communicate with consumers personally, whether through direct sales transactions, experiential marketing activations, or in-person events. Interacting directly with brand personnel generates a more meaningful and lasting experience for consumers, since human connection is a potent motivator. Furthermore, in-person communication facilitates real-time feedback and engagement, which enables companies to modify and customize their messaging in response to the audience's rapid response. Brands are able to immediately address customer problems, measure their emotions, and clarify messaging through live demos, Q&A sessions, and chats. In addition to increasing the advertising message's efficacy, this dynamic interchange shows a dedication to client involvement and happiness.
When it comes to establishing trust, in-person communication is unmatched. Meeting people face-to-face, whether at an event sponsored by the company, a trade show stand, or a retail store, forges a personal connection that transcends commercial transactions. Customers who can ask questions, look someone in the eye, and communicate with a company are more inclined to trust it.

This face-to-face communication's trust-building component is especially important in fields where decision-making heavily relies on personal connections and trustworthiness.

In-person contacts help experiential marketing by giving customers the chance to use a brand's goods or services firsthand. Brands may create memorable experiences for consumers by utilizing interactive displays, hands-on activities, or product demonstrations. Beyond merely delivering information, experiential marketing enables customers to experience, touch, and emotionally engage with a brand, increasing the recall value and resonance of the advertising message.

Face-to-face communication is frequently crucial for developing and maintaining professional connections in the business-to-business (B2B) setting. Businesses can exhibit their goods and services, talk about potential joint ventures, and form alliances at sales conferences, industry conferences, and networking events. Because B2B transactions are typically complex, it is preferable to build rapport and trust through direct, face-to-face contacts.

Face-to-face communication-based events and activations increase brand memory and visibility. Events such as conferences, trade exhibits, and promotional activities provide a physical and interactive platform for businesses to present their products. Brands may reinforce their positioning and message by making a lasting impact on attendees by setting up a physical presence in the market. These events' interpersonal contacts increase brand memorability, increasing the likelihood that customers will recall and interact with the promoted goods and services.

In circumstances when the product or service requires a great degree of thought or modification, face-to-face communication is particularly effective. In sectors like as real estate, luxury products, or high-end services, in-person meetings and personal consultations are essential for comprehending the distinct requirements and preferences of each client. In the end, consumers are able to make better selections about what to buy since firms are able to customize their products and solve certain issues through consultation.

In addition to consumer loyalty, face-to-face contact plays a part in advertising.

Personalized interactions in the form of loyalty events, get-togethers to show thanks for consumers, or exclusive previews help customers feel important and cherished. Brands may create a stronger emotional bond with their audience and promote repeat business and good word-of-mouth referrals by personally recognizing and awarding loyal customers.

In the advertising toolbox, face-to-face contact is still essential because it adds a human factor and fosters genuine connections that consumers can relate to. By fostering trust, enabling real-time feedback, and producing unforgettable brand experiences, face-to-face communication improves the efficacy of advertising, whether through experiential marketing, live events, or direct sales encounters. Face-to-face communication's enduring value is a driving factor in building real relationships between companies and their consumers in an increasingly digital environment.

2.3.2. Advertising

Every day, thousands of communications are sent to consumers. particularly when they receive promotional messages for products they don't currently require. Increasing Awareness is typically pursued by regional businesses. Naturally, a consumer's memory will improve if they frequently see or hear advertisements for a product or service. In the event that he requires such a thing, he is far more likely to recall the supplier who ran consistent advertisements. We are able to differentiate between the customers of today and tomorrow as a result.

The customer of today needs the offered product right now, sees the advertisement, and chooses to purchase it. But only a much smaller portion of the target market is comprised of this consumer base. An essential indicator of advertising consumer loyalty and, consequently, the expansion of its advertising endeavors with the media firm is the efficacy of a communication solution.

Consequently, after the order is placed, the following query needs to be at the forefront of the discussions: In what way does the customer's goal get the most out of the sold space or advertising time?

Here, you must guide the client toward the best design by holding his hand. While some media firms consider the amount of sales attained to be the true measure of corporate success, the main emphasis should be on effectively solving problems

through the design of advertising media in order to retain customers. Stated differently, the advertisement needs to benefit the target audience. It must therefore speak to the consumer, stick in their minds, pique their interest, and encourage them to make a purchase. There are several aspects of advertising material design for each media that draw in the viewer, reader, or listener and pique their interest.

The offered offer is not now needed by the "customer of tomorrow." Nonetheless, consistently bringing the advertisement message into contact with today's consumer is one of the fundamental aims of advertising. Because he should have remembered this supplier—who frequently advertised this offer—at the time of his precise buy desire. The client market of tomorrow is much bigger than the one of today, so the offer needs to be reinforced often. By doing this, awareness rises and the advertising client may more readily accomplish the advertising goals. Through the use of advertising media such as TV, radio, newspapers, posters, city lights, advertising pillars, and internet advertising (McKenna 2023, pp. 178–190).

The basic principles of Advertising promotion you can use to make sure you're working as effectively as possible to spread the word. by the list of the top ten points:

a. Know your product
b. Know your audience
c. Get started
d. Make sure you get every part of the package right
e. It's all about the prospect
f. Be passionate about what you're selling
g. Showmanship will differentiate you
h. Be clear and consistent
i. "Advertising opportunities are now infinite"
j. Testing trumps all (Simpson 2016, p. 108)

Add for specific products, there is specific rules that govern advertisements or promotions for Example: Alcoholic drinks (defined as those exceeding 1.2% alcohol by volume), motoring, environmental claims, health and beauty products and therapies, medicines, vitamins, minerals and food supplements, cosmetics, hair and scalp products, slimming products, financial services and products, distance selling and employment and business opportunities (Spilsbury 1998, p. 194).

2.3.3. Sales Promotion

Promotion is any form of communication that a company uses to create a favorable image of its products or services. Promotions are used to introduce products and services, stimulate consumer demand/action, and increase repeat sales. Coupons and samples may be handed out to encourage consumers to try a new product. Contests and giveaways may attract new customers. Consumers have many choices of products and services they can purchase to meet their needs. Companies rely heavily on advertising and promotion to build and strengthen product and brand awareness

Promotional strategies can be used to match demand with supply. Automobile dealerships need to sell the remaining inventory of new cars at the end of the year to make room for the new models. Special promotions offered by automobile dealerships include deep discounts, special financing, low interest rates, no down payment, and delayed payment plans. Furniture and electronics stores have special promotions that allow qualified customers to purchase on credit and pay no interest for up to three years. Retailers offer special discounts to move seasonal merchandise, such as clothing, patio furniture, and plants. Although promotions are frequently used to stimulate demand when quantities of products are high, promotions can also be used to make consumers aware of a limited supply of a highly demanded product, such as tickets to a popular concert or football game.

Promotion Businesses use promotion strategies to build relationships with customers. Promotion involves all communications used by a business to create a favorable impression of its products or services. Promotions must communicate the tangible and intangible benefits offered by products and services. Tangible benefits, which can be seen or measured, are easier for customers to understand. Saving money on the purchase of an automobile by taking advantage of a special promotion is a tangible benefit. Intangible benefits are those that are not as obvious. Promoting the intangible benefits of an automobile, such as its safety features or eco-friendly features, is also important in creating a favorable impression.

There are many forms of promotion, including advertising, publicity, public relations, personal selling, and even word of mouth from satisfied customers. Automobile manufacturers, technology manufacturers, restaurants, retailers, and numerous other businesses spend large sums of money on various forms of promotion

to generate sales and increase profits. Every day consumers are bombarded with messages, commercials, advertisements, and other forms of promotion encouraging them to buy products and services. (Kaser 2012, pp. 51-65).

Promotion sales have gained a lot of momentum lately also due to their advantages – attracting customers by offering something, maintaining loyalty, creating interest, attracting intermediaries, short-term effectiveness, flexibility. Promotion sales also have some inconveniences – their effects are temporary, continuity sometimes lacks. The choice of promotion sales tools is of great importance, all the more so as their range has been greatly diversified. The most commonly used are: test samples, promotional gifts, fidelity prizes, contests, games, raffle games, lotteries, low price offers, coupons, etc. (Bogdan 2018, pp. 270-271).

Suppliers and manufacturers gain benefits and advantages from participating in sales promotions. These benefits include the following:

a. Negotiating advantage
b. New brand or product profile raising
c. Encouraging brand switching and growing market share
d. Motivating or rewarding sales associates
e. Proactive response to category sales target achievement
f. Preserving margins and brand integrity (Minahan and Ogden-Barnes 2015, p. 24).

Promotional material is designed to sell products and not to just give information about them. To do that you have to get the potential clients to look at them. No matter how good the promotional material, it must be carefully placed where it will attract the most attention. Remember also that your promotional material will be most effective if it always follows the rules of advertising. Do not spend time reinventing the wheel (Taylor 2001, p. 273).

Promotions are a means of influencing behavior, and alter every part of the marketing mix to do so. It does so as a process that focuses on behavior, and in two different ways: price promotions and value promotions. And there are 12 core promotional objectives that sales promotion typically addresses:

- Increasing volume;
- Increasing trial;
- Increasing repeat purchase;
- Increasing loyalty;

- Widening usage;
- Creating interest;
- Creating awareness;
- Deflecting attention from price;
- Gaining intermediary support;
- Discriminating among users;
- Restoring brand perceptions and deflecting attention from complaints after operational mishandling of customer accounts;
- Retaining brand perception on service failure

Promotions are primarily tactical in nature, but can be part of a long-term strategy. They must be understood in the context of the functional, economic and psychological benefits with which firms seek to meet customer needs. (Mullin 2010, pp. 45-49).

2.3.4. Direct Marketing

Simple definition of direct marketing is: 'any advertising activity which creates and exploits a direct relationship between you and your prospect or customer as an individual'. Because people think very much in the short term, and very narrowly, about direct marketing, many consider it only in the context of making an immediate sale. But sound direct marketing requires you to take a longer view. The object of business is to locate a prospect, make that prospect a customer and then turn that customer into a friend. The secret of success is to treat people in a way which matches the nature of the relationship. If you look at it this way, you'll be surprised how many apparently knotty problems can be resolved (Bird 2007, pp. 17-30).

Direct marketing is about focused, targeted communication with a customer to promote the purchase of a good or service. At its core, direct marketing is multichannel: It is marketing everything for everyone to everybody. Direct marketing is global: It sells from anywhere to anywhere at any time. Direct marketing is performance based: Its measurability ensures accountability. Direct marketing builds relationships desired by customers: It is driven by the expressed needs of customers. Direct marketing is customized: It targets markets of one or more. In other words, it is the future of marketing.

Beyond conventional advertising channels, direct marketing plays a multifarious function as a dynamic and strategic instrument in a brand's success. Customers are directly engaged by this tailored and focused marketing style, which strengthens the bond between the business and its target market. In today's information-rich corporate environment, direct marketing is a key component in increasing brand recognition, customer loyalty, and overall business success.

The capacity of direct marketing to accurately target particular consumers is one of its main advantages. Brands may customize their messaging to certain customer groups' requirements, tastes, and habits by using data analytics and segmentation. With this focused strategy, the brand's communication is certain to be both pertinent and more likely to grab the target audience's attention. Brands may increase the chance of a favorable reaction by creating messages that speak directly to the person and cut through the noise by knowing the psychographics, buying patterns, and demographics of their target audience.

Direct marketing is also an effective strategy for acquiring new customers and generating leads. Through diverse channels including email marketing, direct mail, telemarketing, and digital advertising, companies have the ability to proactively identify potential consumers who have expressed interest in their offerings. By taking a proactive stance, companies may access new markets and increase their consumer base, which boosts the company's overall development and success. When used properly, direct marketing techniques yield a quantifiable return on investment (ROI), giving companies the ability to monitor, evaluate, and assess the success of their initiatives in order to maximize subsequent endeavors.

The significance of direct marketing in creating and maintaining brand awareness cannot be emphasized enough. Brands have the ability to ingrain their value proposition and distinctive selling features into the consciousness of customers by means of focused and persistent communication. Direct marketing makes sure that the brand is at the forefront of consumers' minds when they are making decisions about what to buy, whether it be through customized emails, direct mailings, or focused web advertising. Over time, the decisions and loyalty of consumers are influenced by the long-lasting image that is created by this constant reinforcement of brand messaging.

Direct marketing is essential for fostering and preserving relationships with current clients in the context of relationship-building. Brands may develop customized communication strategies that surpass basic advertising messages by utilizing client data and insights. Personalized suggestions, post-purchase follow-ups, or special offers are just a few ways that direct marketing builds relationships with customers and encourages brand affinity and loyalty. Maintaining this kind of interaction is crucial to keeping customers, as happy and involved consumers are more likely to turn into brand ambassadors who spread the news about the company on social media and through word-of-mouth.

Moreover, direct marketing is a flexible means of advertising new product launches, exclusive deals, and limited-time specials. Because direct communication channels are instantaneous, marketers may instill in their products a feeling of urgency and exclusivity that compels customers to act quickly. companies may encourage fast reaction and conversion with direct mailers offering limited-time discounts or through targeted email campaigns promoting a new product. This helps to generate money and promote short-term success for companies.

The interactive aspect of direct marketing also makes it easier to get insightful and useful feedback from customers. Brands may obtain information about consumer preferences, opinions, and issues through surveys, response tracking, and customer questions. The ability to continuously improve marketing tactics, product offers, and overall brand positioning is made possible by this real-time feedback loop. Establishing a commitment to customer satisfaction through active listening and responsiveness through direct marketing channels is a sign of a brand's legitimacy and trustworthiness.

Direct marketing easily combines with online platforms at a time when digital communication rules, giving firms a complete consumer engagement strategy. Direct marketing encompasses a range of strategies that enable firms to engage with consumers across many digital channels, including email marketing, social media advertising, and tailored online experiences. By securing a unified and consistent brand experience across conventional and digital media, this omnichannel strategy strengthens the brand's identity and message.

Direct marketing plays a complex and essential part in a brand's success. Direct marketing makes a major contribution to a company's total performance in the cutthroat marketplace, from accurate audience targeting and lead generation to brand recognition, relationship-building, and quick reaction methods. Direct marketing is still a vital and dynamic tool for building meaningful relationships, increasing sales, and leaving a lasting impression on customers, even as organizations adjust to changing consumer tastes and habits.

Fortunately, direct marketing is probably the most effective channel for providing customers the personalized marketing that they prefer. Keeping track of this information about your customers is perhaps the most critical step in the direct marketing process. To do so, build customer profiles based on differing cultural, emotional/ psychological, and functional drivers of your client's needs. Make sure these profiles are maintained and updated on a regular basis.

Most important, use them to solidify your relationship with your customer. If your customers think that you are going out of your way to understand them and their needs, they will become comfortable with you and trust what you are doing, and be more willing to help you help them make their lives better. You do not want to just meet your customers' needs, nor just satisfy them. You want to exceed their expectations and delight them. In doing so, not only will you build a lasting, loyal relationship, you also will be able to use these customers as direct marketers of your products and services as they tell others about you (Thomas, Lewison, Hauser and Foley 2007, pp. 6-25).

International direct marketing has developed rapidly in recent years. In practice, it has increasingly moved away from the narrow definition of an individual cross border direct marketing activity. Today, specialists from both sides of the border usually implement the process, to varying degrees. An iterative process follows the decision to enter international markets using direct marketing instruments. Figure shows the classical steps in international direct marketing

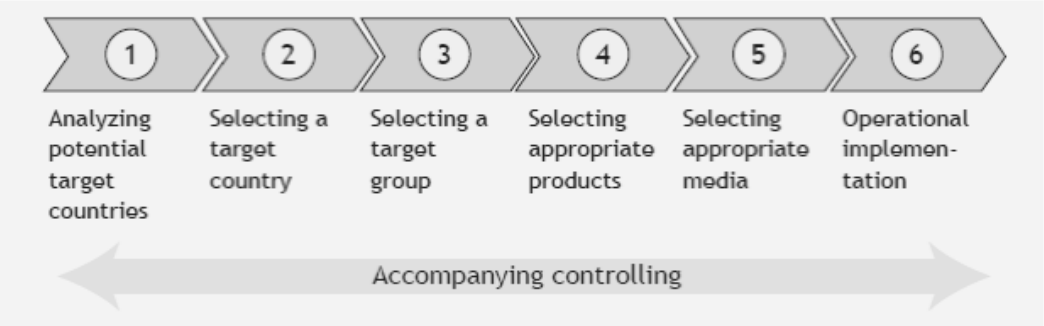


Figure 1: The classical steps in international direct marketing. Source: (Thomas 2007)

Numerous tried-and-tested direct marketing instruments can be used efficiently in the acquisition of new customers overseas. First, however, suitable conditions have to be in place, market research performed and the relevant foreign market sufficiently analyzed. This is because there are many differences between domestic and overseas markets: the legal framework, data protection laws, payment habits as well as consumer attitudes. Above all, the language can cause problems. Advertising companies should therefore take special care to select the right translator. It is advisable to employ a native speaker who masters the subtleties of the foreign language. (Manfred 2007, pp. 19-37-97)

2.3.5. Point Of Purchase Communication

Point of Purchase is all display materials and advertising like devices that are designed to build traffic, exhibit and advertise the product, and promote impulse buying. Point of Purchase materials may also include window displays, counter displays, floor and wall racks to hold the merchandise, streamers, and posters. Often, the product's shipping cartons are designed to double as display units. A complete information center may even provide literature, samples, product photos, or an interactive computer in a kiosk. The trend toward self-service retailing has increased the importance of Point of Purchase materials. With fewer and less knowledgeable salespeople available to help them, customers are forced to make purchasing decisions on their own. Eye-catching, informative displays can give them the nudge they need. Even in well-staffed stores, display materials can offer extra selling information and make the product stand out from the competition (Arens, Weigold and Arens 2011, pp. 621-622).

Point of Purchase is becoming an increasing focus for many of the world's major brands. Reaching people using traditional means has become more difficult. Media audiences have fragmented and people are increasingly annoyed by unsolicited advertising intrusions. But all consumers will eventually arrive at the point of purchase. In the advertising world, Point of Purchase (POP) communication is essential since it acts as a tactical point of contact where companies may have a direct impact on customers when they're making decisions. POP communication is a term used to describe a range of components found at the actual site where items are sold. These components include displays, signs, packaging, and promotional materials. Its importance comes from its capacity to enthrall and direct customers, influencing their decisions to buy and bolstering the success of the brand as a whole.

Attracting customers' attention in a congested retail setting is one of POP communication's main goals. When a product is surrounded by rival offerings on the shelves, a well-thought-out display may determine whether it is recognized or ignored. Displays that stand out and attract customers are mostly dependent on their visual appeal, captivating visuals, and creative design features, which provide the ideal environment for effective advertising impact.

Additionally, POP communication is a useful tool for immediately communicating important product details and features to customers. Brands may showcase product benefits, promotions, and unique selling factors through in-store displays, shelf talkers, and informative signage. Based on the information provided at the time of sale, customers are able to make more educated decisions thanks to this prompt and focused communication.

POP communication tactics seamlessly incorporate in-store promotions and discounts to generate a feeling of urgency and prompt instant action. Sales can be increased by successfully communicating special promotions or limited-time deals through endcaps, aisle displays, and strategically placed signs. These elements also encourage impulsive purchases. POP communication's dynamic quality enables marketers to modify their messaging in real-time to correspond with certain marketing campaigns, holidays, and seasonal trends.

A crucial component of POP communication, packaging communicates the identity and values of the brand silently. Effective packaging conveys a brand's individuality, distinction, and quality in addition to safeguarding the goods. Before a product is thoroughly inspected, packaging shapes consumer preferences and impressions by acting as a material embodiment of the brand's promise. Packaging plays a critical role in POP communication, especially in businesses where shelf presence and aesthetic appeal are critical.

POP communication transcends the physical realm in the age of multichannel retail, where customers frequently study products online before making in-store purchases. To establish a unified brand experience, brands need to make sure that their messaging in-store and online are consistent. Consumers may receive more information and engaging experiences by bridging the gap between online and offline touchpoints through digital displays, QR codes, and augmented reality (AR) features on packaging.

POP communication is a useful tool for brands to support and enhance their entire advertising strategies. A cohesive and memorable brand image is produced by consistent branding throughout a variety of media, such as conventional advertising, internet platforms, and in-store displays. When customers come with a consistent message at different points in their purchasing journey—from awareness to consideration to the point of purchase—it creates a synergistic effect that improves brand recall and memory.

Sensual experiences have a big impact on consumer behavior, and POP communication capitalizes on this by building immersive, sensory-rich worlds. Shopping becomes more memorable and enjoyable when customers can interact with items, sample services, or interact with multisensory aspects in-store displays. These encounters not only improve consumers' perceptions of the brand, but they also raise the possibility of repeat business and brand loyalty.

POP communication that works is flexible enough to fit the unique retail setting and customer base. POP techniques are influenced by store design, geographical differences, and cultural preferences. Companies may build a closer bond with customers and encourage more involvement at the point of purchase by customizing

their POP communication to speak to the local audience through language, graphics, or cultural quirks.

There are two keys to unlocking the power of Point of Purchase. The first is to develop communications within the point of purchase that acknowledge that the mindset and motivation of a person shopping are very different from the mindset of someone watching, reading or listening to ads at home. The second is to build presence in the store (Stahlberg and Maila 2010, pp. 9-12).

In summary, point-of-purchase communication plays a complex and vital function in advertising for firms looking to shape customer behavior in the cutthroat world of retail. POP communication influences customers at the point of decision-making by fusing sensory experiences, educational content, visual appeal, and promotional aspects. It is an effective technique for increasing sales, improving brand awareness, and boosting overall advertising performance because of its capacity to grab attention, communicate important information, and create a consistent brand experience. Brands that engage in creative and strategic POP marketing are better positioned to make a lasting impression on their target audience as consumer tastes and retail environments continue to change.

2.3.6. Public Relation

The effectiveness of advertising efforts is greatly dependent on public relations (PR), which serves as a tactical link between businesses and their target markets. Effective PR no longer only maintains a company's image in the ever-changing business and communication landscape; it now forms a crucial part of advertising efforts. Here are a few main justifications for why public relations is so important in the advertising industry. The goal of public relations is to build and preserve a good rapport between an organization and its stakeholders. PR helps develop brand confidence by utilizing reputable third-party endorsements and encouraging candid communication. Positive customer perception increases the likelihood that messages given through advertising will be well-received.

Any advertising campaign that wants to succeed has to have a strong brand image. PR specialists manage public impressions, respond to issues, and emphasize a company's positive qualities in order to establish and preserve a positive image for it.

When advertising messages align with this reputation, the total brand identity is strengthened.

Within the volatile realm of business, crises can strike at any time. PR professionals are skilled at overcoming these obstacles by putting crisis communication plans into practice. In times of crisis, good public relations may assist rebuild public confidence in the brand and lessen harm to its reputation. The effectiveness of a company's advertising activities is directly impacted by how it manages crises. PR is a master at presenting stories; its crafts stories that appeal to the intended audience. This ability is essential in advertising as it draws attention.

Public Relations is the planned and sustained effort to establish and maintain goodwill in market. Public relations specialists preserve connections with media organizations to guarantee favorable publicity and prominence for their patrons. By extending a brand's reach and influencing public opinion, PR enhances advertising efforts through media placements, press releases, and media events. The mutually beneficial association enhances the effectiveness of marketing initiatives. Public relations have become even more crucial to advertising with the growth of social media. PR experts use social media to actively interact with audiences, replying to criticism, facilitating online discussions, and promoting goodwill. Through fostering a feeling of community and connection, this real-time contact increases the impact of advertising understanding between an organization and its publics. Many 'how to' PR books suggest communication is easy; in reality it is complicated and involves not only the personalities of the sender and the receiver, the particular requirements of each medium and the public nature of the messages, but also the power to influence, directly or indirectly, society as a whole. The study of communication can improve the practitioner's awareness of the public and their needs and interests. But it can also make it easier to persuade others. Public relations can be a powerful agent – handle it with care. Business-to-business public relations is 'relating to the sale of a product for any use other than personal consumption'. In addition, the characteristics of business-to-business public relations sited as:

- a small number of buying publics
- a specific application for the product or service

- defined terms of technical specifications

- purchasing decisions often negotiated individually and subject to finite contract periods.

Communication is an ideal but not often fully achievable in reality. However, businesses should aim to generate a two-way exchange with other businesses as much as possible, creating engagement, meaning and facilitating feedback. The opportunities offered by developments in new technology must be seized, both in the tactical area of media relations and direct communication with stakeholders through websites and in the strategic area of true company counsel. Awareness of the changing nature of business for clients and employers must lead to a global outlook. Senior PR managers need to strengthen their financial and general management skills to have any hope of being admitted to the top table. Once there, they need to support the trends in the increasing investment in corporate social responsibility programmers and ensure that they reflect a genuine response to stakeholder expectations rather than cosmetic surgery (Theaker, 2011, pp. 370-443). PR plays a crucial role in helping businesses find and form strategic alliances. These alliances may be used in advertising efforts to expand reach, build advantageous connections, and increase credibility. PR supports the strategic partnerships that support advertising campaigns, whether via sponsorships, endorsements, or joint ventures.

Employees and other internal stakeholders are important brand evangelists. PR ensures that staff members are in line with the company's beliefs and objectives by fostering a favorable internal culture. Happy and involved workers operate as brand ambassadors, spreading advertising messages via their personal connections and interactions.

Public relations specialists are aware of how crucial it is to customize messaging for particular audiences. By using a targeted communication approach, advertising efforts are aligned and the proper message is delivered to the right audience. PR improves the accuracy and potency of advertising efforts by the segmentation and knowledge of various audience groups.

Advertising efforts have an influence that extends beyond their immediate outcomes. PR aids in measuring and analyzing the long-term impacts on the public's impression

of a brand. PR assists businesses in improving their marketing tactics by offering insightful information on the effectiveness of their advertising initiatives.

The formula of public relations classes is based on the Three-step process of:

a. Planning: Research and analyze the problem in order to determine how to most effectively respond to it.

b. Implementation: Execute the response.

c. Evaluation: Measure the effectiveness of the response and determine what needs to be done next (Bobbitt and Sullivan 2013, p. 13).

Today it is a given that public relations must be linked with other activities and disciplines within any organization. It is also a given that planning and implementing a public relations program must harmonize with overall objectives, whether that means selling a product, raising money, or advancing a cause (Dilenschneider 2022, p. 64).

Chapter 3

Methodology

3.1.Purpose and Importance of the Research

Egyptian pharmaceutical companies focus on production and try to provide the largest possible number of pharmaceutical preparations to meet the needs of the local market. Pharmaceutical marketing, due to the specificity of the pharmaceutical commodity and its importance in the lives of consumers. The problem of the study stems from some points, namely:

- The increase in the number of local Pharmaceutical companies, which imposed the reality of competition
- Horizontal expansion in the pharmaceutical industry without focusing on quality
- Lack of specialized marketing departments
- The weak ability of the local pharmaceutical product to face the variables of the competitive environment
- The researcher's feeling that there is no integrated vision for the marketing strategy in pharmaceutical companies

The problem of the study can be formulated with the following question: What is the reality of the strengths, weaknesses, opportunities and threats in the pharmaceutical industry sector in Egypt? (Bobbitt and Sullivan 2013, p. 13). This study aims to shed light on the reality of the pharmaceutical industry and its marketing in Egypt, to identify weaknesses and strengths in the internal environment of pharmaceutical industries, and to identify opportunities and threats in the external environment of pharmaceutical industries.

3.2. Research Method

This study relies on compiling data and figures about pharmaceutical products, pricing, distribution and promotion from relevant sources and agencies in the pharmaceutical sector in Egypt during the past ten years, reaching conclusions and recommendations appropriate to the objectives of the study. The current data has been compiled and evaluated in this thesis.

3.3.World Pharmaceutical Market

The pharmaceutical industry is considered one of the vital and strategic industries at the local and global levels, especially because of its association with human health and stability, which made it receive great attention from various countries in the world, which today is witnessing radical changes that have led to intensified competition for opportunities and markets, and the pharmaceutical sector is affected by these changes to a degree. Great, and most countries seek to develop this industry based on the great importance that this strategic sector acquires, which is concentrated in some developed countries, and the control of giant monopolistic institutions that possess high capabilities in the field of research and development, and the strategic alliance appears as a necessity to face the challenges imposed on pharmaceutical companies, These challenges are numerous and varied, some of them are technological, some of them are of a financial nature, and some of them are environmental, and their most important forms appear in the complexity of technological research and the high costs of research and development.

3.3.1. Challenges Facing The Pharmaceutical Industry

The main Challenges facing the pharmaceutical industry is three point (Stahlberg and Maila 2010, pp. 9-12):

a. The impact of the agreement for the protection of intellectual property rights associated with the manufacture and trade of medicine (TRIPS)

Developing countries have recently realized the seriousness of many articles of the World Trade Agreement on intellectual property rights, through their inclusion of unfair clauses, the most important of which is defining the patent protection period to 1 year as a minimum, in light of the continuous development in science and technology that constantly aims to shorten Product life cycles, the life cycle of a Pharmaceutical product may end before 20 years have passed, and therefore the extension of protection is unjustified, which will increase the technological gap between industrialized and developing countries. The scientific name and not the trade name that is subject to innovation by the original company, and the production of the medicine with the scientific name after the expiry of the intellectual property protection period would

reduce the price of the medicine by 20% or less compared to its original price, and this measure would make the medicine available to the low-income and the poor in all countries The world, which is rejected by international Pharmaceutical companies because it poses a threat to their global competitive position.

b. The phenomenon of merger and strategic alliances in the pharmaceutical industry:

The phenomenon of strategic alliances in the pharmaceutical industry began between companies and each other, or between companies and research institutes, in the mid-eighties, and these alliances are still increasing until now. It was noted that the sharp growth in Pharmaceutical companies in recent years was not the result of organic growth, but rather as a result of an acceleration in the merger movement between major international companies and the purchase of other smaller companies by major companies, i.e. acquisitions. The goal of mergers and acquisitions was to increase competition and monopoly.

c. Compliance with internationally accepted standards:

International Pharmaceutical institutions and governments of developed countries are tending to create continuous agreement in specifications (raw materials - clinical studies, preparations). Institutions are bound by these international standards, and this constitutes a difficult challenge and threat to pharmaceutical institutions, especially in less developed countries.

Research and Development Activities Department:

Research and development activities for the pharmaceutical industry represent a basic pillar, and there are very important changes and developments in the management of pharmaceutical research that have taken place in recent years, including:

- Restructuring research and development activities within institutions.
- Establish affiliated research centers in different parts of the world.
- Alliance with major institutions or with research laboratories in order to reach pharmaceutical preparations in a limited time
- Establishing a research network in the same research project with several research centers, for example testing a series of compounds under research for the same institution on Pharmaceutical -resistant bacteria that are isolated in a number of laboratories and hospitals in different countries.

Table 1The difference between pharmaceutical products and other products

Factors	Pharmaceutical product	Industrial products	Consumer products
Consumer	Large populations, complex purchasing steps, the consumer does not decide to buy	Small communities, the purchase decision is complex, the consumer is the one who makes the decision to buy	Large population centers, the purchase decision is not difficult and uncomplicated
Item	Dangerous dimensions with a high price for its size, a commodity that affects human health	Great item with a high priced multi-feature	Simple, low-priced commodities that are not difficult to buy and are not of paramount importance
Regulations and laws	Very important, there are foundations for manufacturing, buying and selling	The matter is secondary, only the patent	The matter is secondary and the patent right is not important
Research and development	Research is important and dangerous, biological errors may occur	Research is important and development comes from the consumer and there is no risk in it	Research is not so important, development comes from the consumer

Source: Al-Jasem, A,.2003 *Marketing of Pharmaceutical Products* , University of Aleppo

3.3.2. Global Trends For The Pharmaceutical İndustry

The pharmaceutical industry at the global level witnessed a set of changes that led to a remarkable development in its markets, and these changes include:

3.3.2.1.Evolution of the Global Pharmaceutical Market

Where the global Pharmaceutical market has witnessed a great development in recent years, whether in terms of production, consumption, or the huge volume of investments witnessed in these markets, as well as the technological development that contributed to the development of this industry, and the population increase that increased the consumption of pharmaceutical products. In a broader context, it can be noted, by classifying the major companies in terms of the country of origin, that the revenues are concentrated in certain countries. The United States of America accounts for 51% of the revenues of the top ten companies, followed by Switzerland and Britain with 25% and 17%, respectively, then France with 7%.

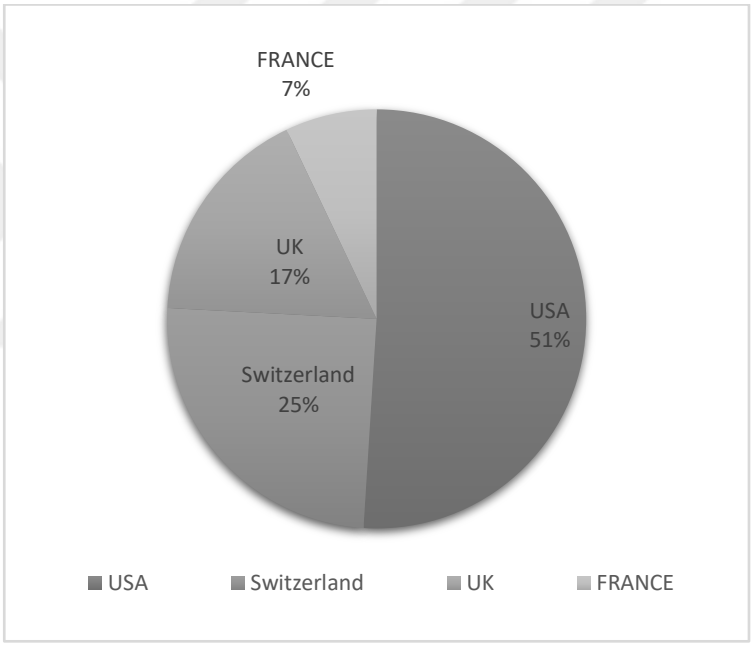


Figure 2: Revenues of the top ten companies by acquiring countries.

Source: https://www.al-akhbar.com/Issues/297338 [accessed 13 Jan 2023].

3.3.2.2.The Evolution of Shares of Pharmaceutical Brands in the Global Market

The loss of original medicines for their patents led to a strong growth of the global market for generics and very quickly for biosimilars and an increase in their market share.

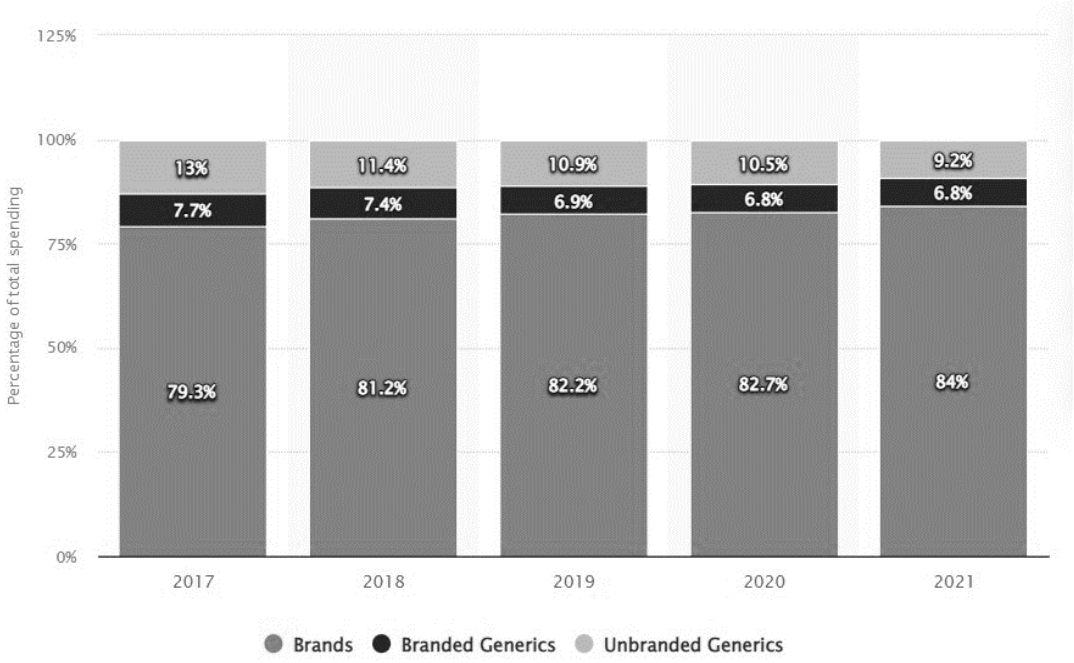


Figure 3: Proportion of branded versus generic prescription Pharmaceutical spending in the United States from 2017 to 2021

Source: https://www.statista.com/statistics/205036/proportion-of-brand-to-generic-prescription-sales/ [accessed 13 Apr 2023].

Figure 4: Revenues of the top ten Pharma companies 2022.

Source: https://www.proclinical.com/blogs/2022-6/who-are-the-top-10-pharma-companies-in-the-world-2022 [accessed 20 Apr 2023].

From the foregoing, some of the characteristics of the global Pharmaceutical market can be drawn as follows:

A dynamic market with increasing growth

- Increasing concentration in large controlling institutions

The rules for the global regulation of this market are disputed

Ten countries monopolize about 85% of the global production of the Pharmaceutical

Ten institutions monopolized about 43% of Pharmaceutical sales

20% of the world's population (developed countries) consume about 84% of the medicines sold in the world

3.4.Pharmaceutical Market in Egypt

The pharmaceutical industry went through several important stages, each with its own characteristics that affected it on the pharmaceutical industry, and these stages:

The first phase from 1933-1961

In this phase, the first Egyptian attempts were made to establish a local pharmaceutical industry, and companies (Hijazi Medicines - Misr Pharmaceuticals - Memphis) were established. At the end of this phase, the local pharmaceutical industry covered 28% of the country's Pharmaceutical needs, and the rest was imported .

The second phase, from 1962-1975

This stage is considered one of the most important stages in the development of the pharmaceutical sector in Egypt. The slogan “not to import what can be manufactured” was raised, the number of companies producing medicine increased, and the percentage of covering the local need rose to 84% in 1975.

The third phase from 1976-1983

With the unconditional economic openness and the weak role of the state in directing the Pharmaceutical industry, some negative effects occurred such as the abolition of the Egyptian General Corporation for Medicines and the decrease in the share of the national Pharmaceutical industry in covering the needs of the local market to 83% in 1983.

The fourth stage, from 1984-1995

This stage was concerned with the establishment of the Public Sector Authority for Medicines to play the role of organizing and cooperating between all the activities of the public, joint and private pharmaceutical sector. The public sector includes 50%

of the proportion of Pharmaceutical produced, the joint sector 20%, and the private sector 30%. Covering 94% of the local market needs.

The fifth stage from 1996-2013

At this stage, the focus continued on the horizontal development without paying attention to the vertical development, and the evaluation of the Pharmaceutical industry was based on covering the needs of the local market as evidence of the strength of this industry, because it covers more than 90% of the needs of local consumption, and it is worth noting that the rise and fall of this The percentage has no direct relationship with the scientific and technological capabilities of the modern pharmaceutical industry.

The pharmaceutical industry in Egypt has entered an important stage in the framework of global competition, both in terms of importing basic raw materials and intermediate materials involved in the manufacture of medical preparations, in terms of exporting locally produced medicine to global markets (Tellez 2020).

Currently, the number of pharmaceutical factories nationwide is 170 in 2022, compared to 130 in 2015, an increase of 30.8%, in addition to Egypt owning 700 production lines in 2022, compared to 500 lines in 2015, an increase of 40%, indicating that inputs were exempted. Pharmaceutical production from value-added tax in January 2022. The strategic warehouses project for medicines and medical supplies also aims to establish 6 strategic stores for medicine to cover the Republic, at a cost of 4 billion pounds, and with a storage capacity of 190,000 pallets for the project, with the aim of providing a strategic stock of items, medicines and medical supplies. For all government agencies for a period ranging from 2 to 4 months.

Most Egyptian companies were affected by the political and economic turmoil that the country went through between 2011 and 2012, but this impact was not severe compared to other industries, and most companies achieved a high percentage of targeted sales, as shown in the following chart.

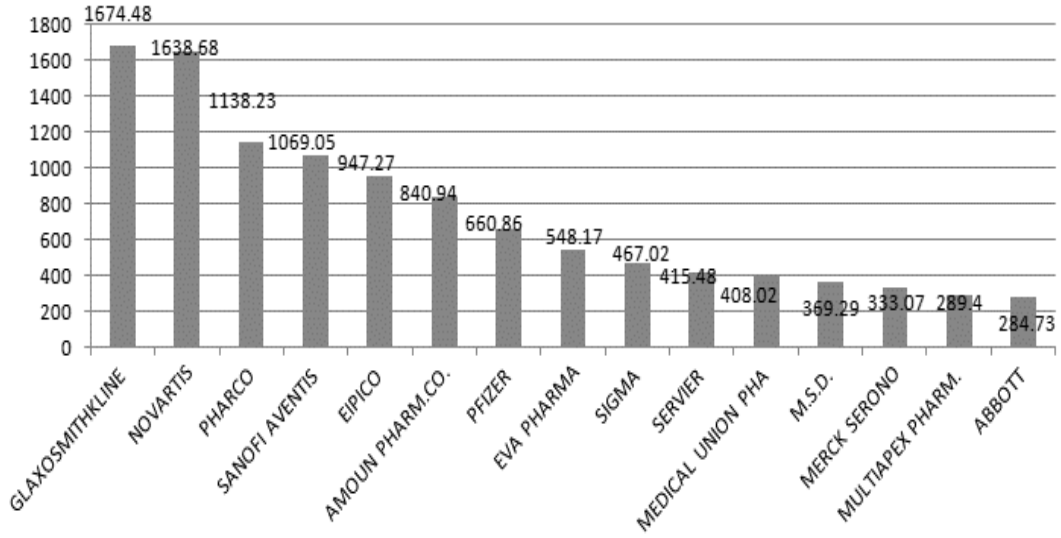


Figure 5: Sales volume of the top 15 Egyptian pharmaceutical companies for the year 2011.

Source: Intercontinental Marketing System – Egypt 2012

On the other hand, the Egyptian market's imports of medicines and medical industries amounted to about 10 billion pounds in the period January-November 2012, an increase of 12% over the imports of the same period in 2011, which recorded about 8.9 billion pounds due to the local production crisis and the market's suffering from a lot of shortages. of different types of medicines. Egypt's imports of medicines and medical industries were concentrated during this period from the European Union markets, with an import value of about 7.9 billion pounds, while imports from Arab countries amounted to about 800 million pounds.

Egyptian pharmaceutical companies 'exports to the global market also declined by 14% during the period January-October 2012. Egyptian exports were concentrated in the European market, especially the Italian and German markets, as well as a number of Arab and American markets.

3.5.Licenses and Procedures in the Egyptian Pharmaceutical Industry

3.5.1. Required documents and information.

The old regulatory framework for the Pharmaceutical sector was suffering from fragmentation as a result of the division of the task of regulating the Pharmaceutical sector into three bodies: the Central Administration for Pharmaceutical Affairs, the National Authority for Pharmaceutical Control and Research, and the National Authority for Research and Control of Biopharmaceuticals. As a result of dividing the administrative responsibilities for organizing the Pharmaceutical sector between more than one party, in the absence of a leadership authority responsible for coordinating between the existing entities, the ability to control and control the Pharmaceutical market is weak, so the task of controlling the Pharmaceutical sector has become difficult, and this has also led to undermining overall effectiveness of the organization. The old regulatory framework that governed the work of the pharmaceutical sector in Egypt faced some problems, and even after its restructuring, which was carried out by Law No. 151 of 2019, there are still some challenges that are still going on (Tellez 2020).

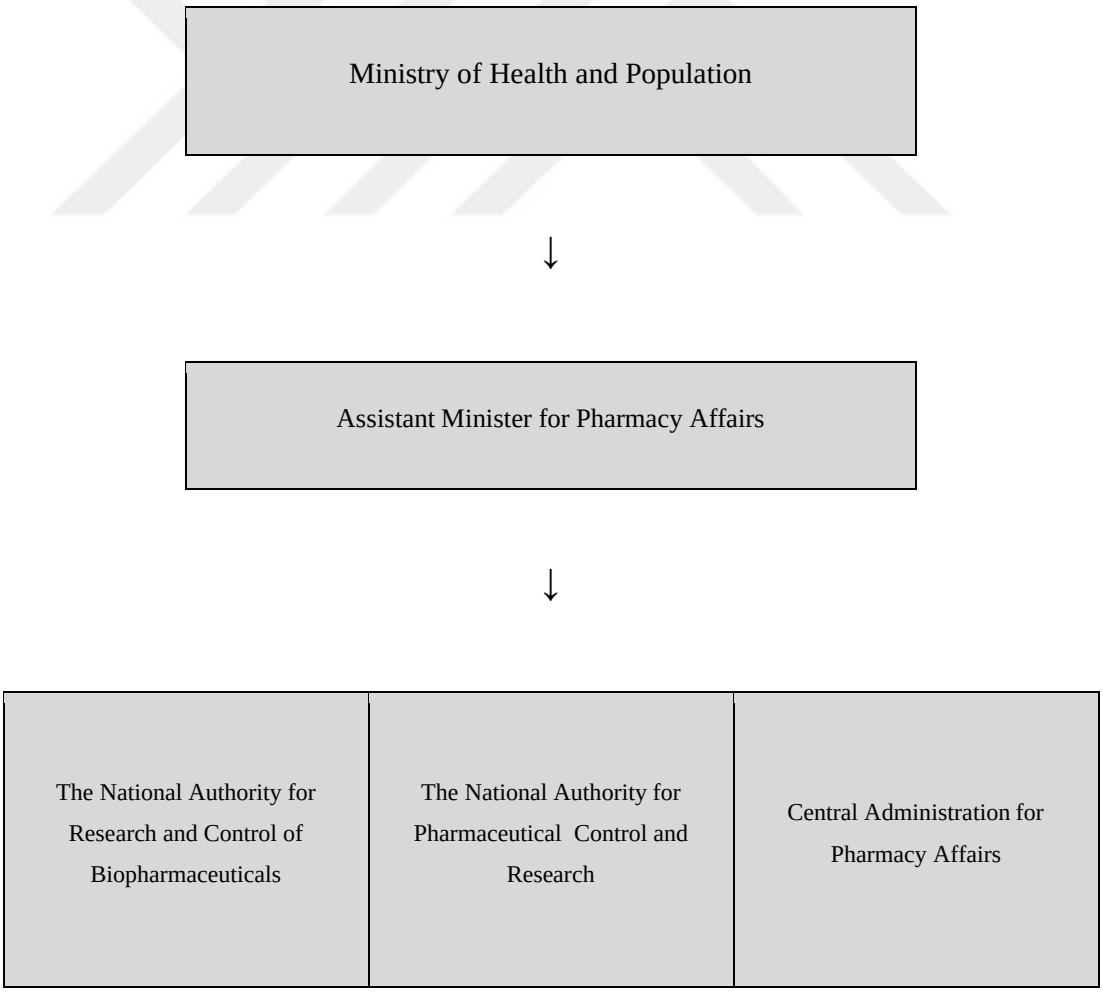


Figure 6: The regulatory framework for the pharmaceutical sector prior to Law No. 151 of 2019 (Tellez 2020)

Law No. 151 of 2019 established two new bodies: the Egyptian Medicines Authority and the Egyptian Authority for Unified purchase and medical supply. The law in general is considered a good step to regulate the pharmaceutical sector and clearly define responsibilities, instead of the fragmentation that prevailed during the previous situation. The Egyptian Medicines Authority has replaced the central administration for Pharmaceutical affairs, the National Authority for Pharmaceutical Control and Research, the National Authority for Research and Control of Bioproducts, and other administrative bodies and entities with competence in the field of control of medical preparations and supplies. The Egyptian Medicines Authority has also replaced the pharmaceutical sector in the Ministry of Health and Population, with regard to the terms of reference stipulated in Law No. 127 of 1955 regarding the practice of the Pharmacy profession.

In addition, the law gave the Unified Procurement Authority wide powers to procure the needs of the public health sector, as it exclusively undertakes procurement operations for human medical preparations and supplies for all government agencies and agencies, and prepares plans, programs and rules for unified management and procurement from inside or outside. The aim of establishing the Egyptian Medicines Authority is to organize the control authorities in one entity, instead of having more than one supervisory authority. The aim of establishing a unified procurement authority is to strengthen and enhance access to lower prices and to take advantage of the advantages that result from the unified procurement process (reducing the cost of purchasing medicines and medical supplies by purchasing larger quantities at lower prices, thus achieving material savings).

The executive regulations of the law indicated the formation of a (Higher Committee for Medicine) headed by the Prime Minister and the membership of each of the Minister of Health, Population, Planning, Higher Education, Scientific Research and Finance, the chairmen of the Board of Directors of the Egyptian Authority for Unified Purchase and the Egyptian Medicines Authority, and a representative of the Administrative Control Authority. Its role is concerned with coordinating between the two bodies and following up their work.

3.5.2. Organizing Files

Pharmaceutical industries are subject to strict rules to ensure product quality and have set general rules that cannot be bypassed to obtain a license to produce or trade medicines such as: Current Good Manufacturing Practices (cGMP) , Good Documentation Practices (GDP), Good Storage Practices (GSP) and ISO Certificates.

3.5.2.1.Legal Procedures for Requesting a Pharmaceutical Factory License

After reviewing the conditions for licensing a pharmaceutical factory legally, it is necessary to talk about the rest of the procedures that the license applicant must complete in order to finally be able to obtain a factory license, and we present these procedures through the following lines:

a. Decisions and Approvals

The licensing decision regarding the establishment of the company, which is published in the official facts or the companies and institutions newspaper, is approved by the Investment and Free Zones Authority.

Feasibility studies related to the project, the purpose of which is to clarify the objectives of the company, in addition to a statement of its activities, production capacity, and medical preparations.

Clarification of the pharmaceutical raw materials mentioned in the production plan, and obtaining the approval of the Ministry of Agriculture on the location of the land on which the project is to be established, as well as the approval of the Housing Department of the Construction Sector, and the approval of the Ministry of Industry.

b. Engineering Drawing:

It is necessary to submit the engineering drawing, which is a horizontal section consisting of 3 photos approved by a syndicate engineer, and also fulfills the engineering breadth stamp, and he illustrates it as a virtual drawing of the site (horizontal and vertical).

In addition to a detailed drawing of each of the comprehensive roles of all data related to the area of ventilation openings, sewage, water resources, electricity and the driving force of the production units, as well as services and electrical management.

c. Perform a Preview

After completing all application examination procedures and providing the engineering fees, the application will be entered in the Pharmaceutical Companies and Institutions Licensing Register with a date and serial number.

In addition, the inspection and evaluation procedures for the factory activity depend on the specialized technical committee, and a legal period is given. This is in order to obtain final approval and issue a license for the pharmaceutical factory.

It is necessary to fulfill all the conditions for licensing a pharmaceutical factory, and to ensure that all other procedures are followed so that the license applicant can obtain the license in a proper legal manner. This is to be able to create his project directly.

3.5.2.2.How to establish a Pharmaceutical Distribution Company

When making a project to establish a Pharmaceutical distribution company and obtaining a license, the following conditions must be met in place (Tellez 2020):

a. The space of the place should not be less than 40 meters.
b. The location of the company to be established should be far from residential and commercial areas and any other warehouses.
c. Fire extinguishers and water supplies must be available, and there must be a well-ventilated place to store medicines in the same condition that was supplied from the factory.
d. A Pharmaceutical register must be available to record the products received for stores and to be sold.
e. A record must be provided that includes the validity of the medicines from the beginning of the production of the medicines until the expiry date.

You must do a thorough study about this project:

- terms of the initial costs of the project as well as the number of workers that will be used and the expected profits. Therefore, you must know the expected price for a place of 40 square meters to store medicines in it, in addition to knowing the necessary finishes.
- Preparing all medical tools and equipment that must be available in the store
- Labor wages, gas, water, electricity and transportation bills must be calculated

- Calculating the cost of medicines and raw materials in order to run the project of how to establish a Pharmaceutical distribution company
- The market must be studied well to choose the best offers from the tenders and reliable pharmaceutical companies must be contracted
- The cost of expenses must be estimated from the beginning of the project and equipment to know the amount that is started, so it is necessary to provide at least the initial costs, which is the purchase of a quantity of medicines, raw materials and equipment.

3.5.3. The Legal Aspect of Agreements and Contracts

The conditions for licensing a pharmaceutical factory are not as complicated as some people think, as if some people want to open a factory or store, they need to obtain a license for the place, which is necessary to avoid conflict with government and regulatory departments, and from here we will present these conditions for the license to be granted:

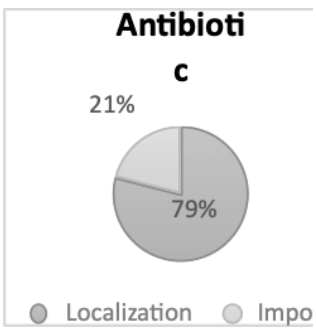
- Existence of a license application form to open a pharmacy establishment, and it must be signed and approved by the license applicant, who is (Chairman of the Board of Directors - Project Manager - Representative of the company authorized by the Board of Directors).
- Bring a clean criminal record
- Submission of the personal documents of the license applicant
- A consideration fee of 5 pounds by postal transfer
- Bring a certified copy of the license applicant's ID or family card
- Submission of an official extract from the birth certificate.
- The building must be of brick or concrete.
- The walls should be lined with a smooth and sound textured fabric, and the joints should be well welded.
- Availability of sufficient windows to ventilate the place, and there is a wire net on them (Tellez 2020).
- The floors shall be made of soft-touch tiles.
- All ceilings shall be painted with oil paint.
- Availability of a special electric generator to work when exposed to emergency

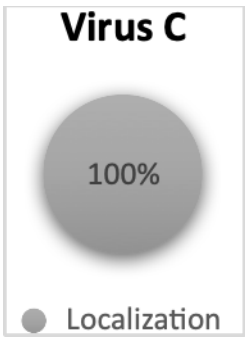
situations if the power outage occurs suddenly.

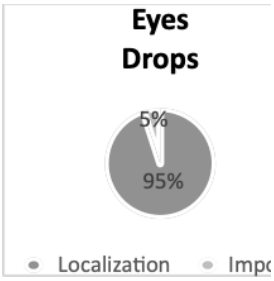
- Availability of fire extinguishing equipment according to security specifications.
- Availability of a container for preserving liquid nitrogen for vaccines that require refrigeration at a temperature less than -196 degrees Celsius.

3.5.4. Manufacturing License

The Egyptian state has intensified its efforts to deepen and localize the pharmaceutical industry by Manufacturing licenses of lacal factorie, as part of an ambitious strategic plan that seeks to make Egypt a regional center in this industry, especially since this file is considered national security and a top priority in light of the health changes that resulted from the Corona pandemic, as the state hastened to obtain The latest global manufacturing technologies and the provision of the necessary ingredients for the production of medicine, while exploiting promising opportunities for cooperation with distinguished international companies; To achieve integration in the pharmaceutical industry and attract more investments, thus contributing to reducing imports, meeting the needs of the local market depending on national companies, and supporting the competitiveness of Egyptian pharmaceuticals, as well as opening new export markets (Manfred 2007, pp. 19-37-97).







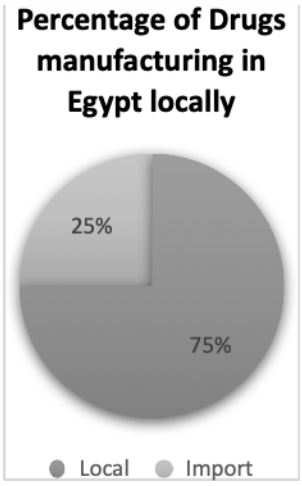


Figure 7: Localization of the pharmaceutical industry and reducing the pharmaceutical import (Manfred 2007)

3.5.5. Manufacturing Under International Brands

There are many pharmaceutical industry laboratories in Egypt that have obtained licenses to produce medicines under international brands, an example MOLONPIRAVIR of which is a preparation that is produced in Egypt after the spread of the Corona epidemic to cover the market need for this medicine.

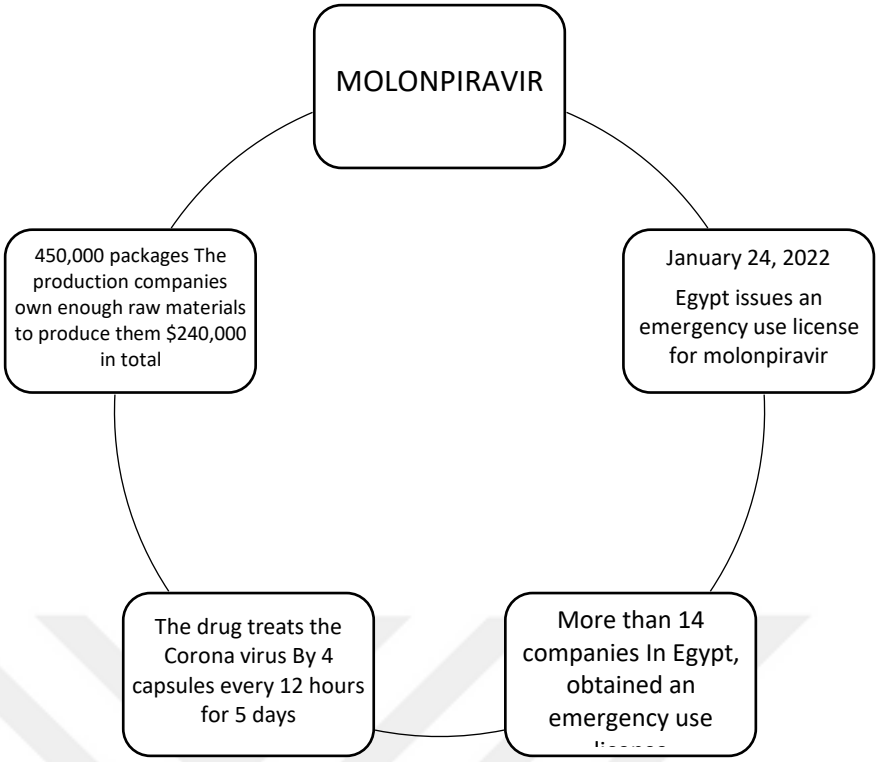


Figure 8: Numbers of the Pharmaceutical molonpiravir used to treat coronavirus locally (Egypt Today, 2020)

3.6.Aggrement Process and Procedures in Egyptian Pharmaceutical Industry

The pharmaceutical industry in Egypt has entered an important stage in the framework of global competition, both in terms of importing basic raw materials and intermediate materials involved in the manufacture of medical preparations, in terms of exporting locally produced medicine to global markets. The Arab Republic of Egypt is the largest country in the Middle East and North Africa region with a population of 100 million (Egypt Today, 2020).

The health system in Egypt, in particular, was subjected to examination and study during the period of the Corona pandemic, which revealed the existence of many deficiencies. Access to medicines is being hampered by a number of socioeconomic factors that predate the pandemic, yet are exacerbated by it. These factors relate to stratification into economic categories, housing and work conditions, awareness of health care, and illiteracy rates (Tellez, 2020).

3.7.Promotional Policies and Examples in the Egyptian Pharmaceutical Industry

The pharmaceutical industry is subject to strict control, including marketing of Over the Counter medicines OTC , which are medicines that can be sold without a prescription, are considered as an example of items that can be advertised and offered to a lesser extent than other pharmaceutical items, especially sensitive ones.

Table 2: Pharmaceutical marketing and its impact on the physician's descriptive behavior.

Pharmaceutical marketing	**Pharmacological marketing**
Marketing Mix Elements (7): The product Pricing Promotion Distribution Prescribers and persons involved in providing pharmaceutical services. The physical environment surrounding health and pharmaceutical institutions Activities	Elements of the marketing mix (4): The product Pricing Promotion Distribution
He primarily cares about patients	Primarily interested in pharmaceutical companies
Curative health services, medicines and pharmaceutical products	Medicines, drugs and pharmaceutical products
Focuses on pharmaceutical care	Focuses on medicines and drugs

As is the case in any industry or marketing, there are obstacles, as well as in Egypt:

a. Agreement for the Protection of Intellectual Property Rights

The negative effects of this agreement are reflected through the low volume of the pharmaceutical industry in Egypt relative to other industries, due to the high costs of production, and the high percentage of raw materials imported from abroad, which represent 80% of the total needs of raw materials in the industry, in addition to relying on old production lines. And not to buy advanced production lines because of the high cost of purchase compared to the return (Egypt Today, 2020).

b. Problems of Control and Follow-up

Pharmaceutical control means the set of actions and decisions necessary to prevent deviations and negatives in the flows of medicines and pharmaceutical supplies from import and purchase points through pharmaceutical manufacturing to distribution circles and pharmacies until they reach the last consumer according to the prescription and the permit to describe the medicine (Egypt Today, 2020).

c. Production and Quality Problems

The horizontal development by increasing the number of Pharmaceutical manufacturing companies without paying attention to the vertical development is a strategic mistake in the Egyptian pharmaceutical industries and in many developing countries, because the capacity of the pharmaceutical industry is shown through indicators of technological development, added value, market share and quality levels. There is a group of production problems such as the absence of quality control and assurance departments and the high rates of loss, damage, exhaust and other production waste.

d. Pricing Issues

The compulsory pricing system is applied according to the cost formula plus a specific percentage. The Egyptian Ministry of Health used to set a fixed price for the Pharmaceutical for sale in pharmacies to the public, with the price indicated on the product packaging. This price includes: factory profitability, which ranges from 10% to 25%, and profit Distributors, which is equivalent to 7.5%, and the profit of pharmacists, which is equivalent to 12% - 25%. As for imported medicine, 30% is added to it, so that one pound turns into 1.30 as the selling price to the public from pharmacies, and therefore companies in that system resort to increasing prices Its local

raw materials and the rest of the direct prices related to quantitative production in order to be able to obtain the highest possible selling price to the public.

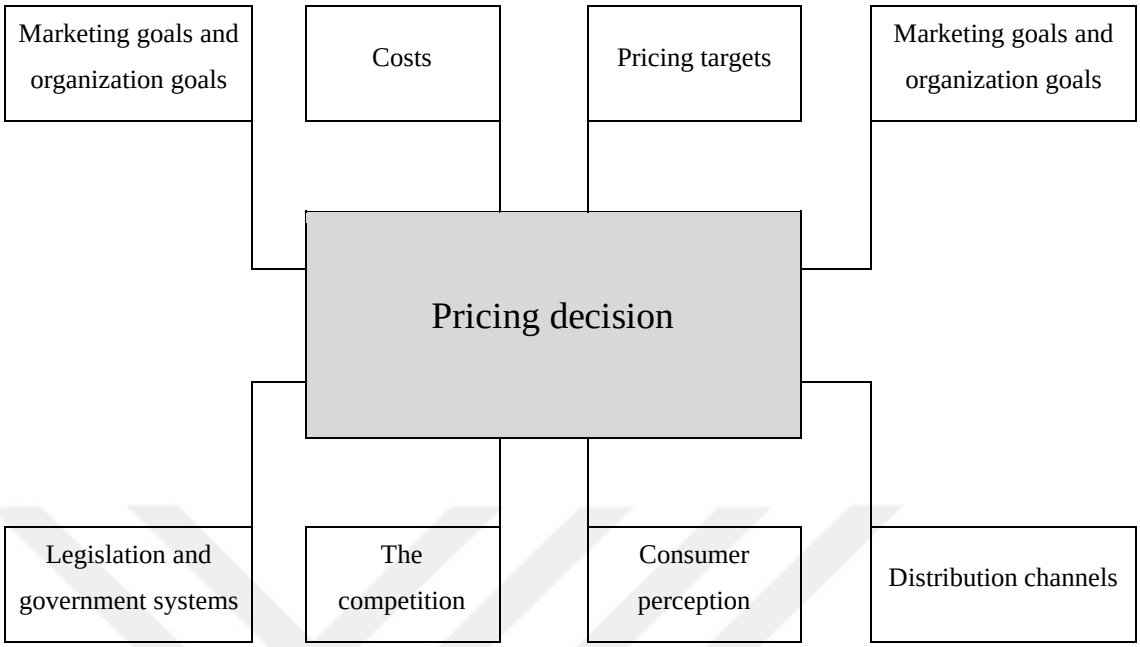


Figure 9: Factors influencing the drug pricing decision (Egypt Today, 2020)

e. The Problem of the Continuous Need for Scientific Research and Development

The pharmaceutical sector in Egypt, both industry and trade, cannot be separated from the reality of the scientific research sector, which is one of the worst sectors, at least in terms of the level of state spending on it, as the scientific research budget in Egypt did not exceed 0.04% of the annual general budget. Perhaps it cannot be exaggerated by saying that any existing problems in the field of the pharmaceutical industry in Egypt and the Arab world are mainly due to the decline in the level of scientific research, and this industry is suffering from severe deterioration as a result of the lack of possession of the technology of this industry, and the decline of scientific research based on it, as the Arab world does not have Of the global patents, only 5%, while he has scientific human competencies at a very high level, but there is no spending on this field, and there is no general policy that helps scientific research to provide knowledge to him, and the private sector does not invest in this field due to the long period The return on investment in this field, and there are some efforts, albeit few, but there is no encouraging environment for its growth and development.

3.8.The Development of Sales in the Egyptian Pharmaceutical Market During the Last Ten Years

Sales of the Egyptian Pharmaceutical market have grown by nearly 300% in the last 10 years, to rise from EGP 22 billion in 2012 to EGP 86.4 billion in 2021, according to estimates by the Global Foundation for Pharmaceutical Information. Pharmaceutical sales in the Egyptian market doubled during the period from 2015 to 2017, breaking the barrier The 61.6 billion pounds, compared to 31.7 billion in 2015. Before 2015, sales of the pharmaceutical sector were under the ceiling of 30 billion pounds. In 2012, they amounted to about 22 billion pounds. They rose to 25 billion in 2013, then to 27.4 billion in 2014. Although Pharmaceutical sales during the years preceding 2015 were increasing by a value ranging from two billion to 3 billion pounds, the situation changed after this year, as it rose to 10 billion pounds at once in 2016, then 20 billion in 2017. In 2018, Pharmaceutical sales increased by 5 billion pounds compared to the previous year, before jumping nearly 11 billion in 2019, and the pace of Pharmaceutical sales declined in 2020, affected by the consequences of the Corona pandemic, to increase by only 3 billion pounds compared to 2019, before that increase doubled in 2021, which The sector's sales witnessed an increase of EGP 6 billion, and sources in the Pharmaceutical Industry Chamber of the Federation of Industries suggest that the sector's sales will reach EGP 100 billion by the end of 2023, if companies maintain the same growth rates.

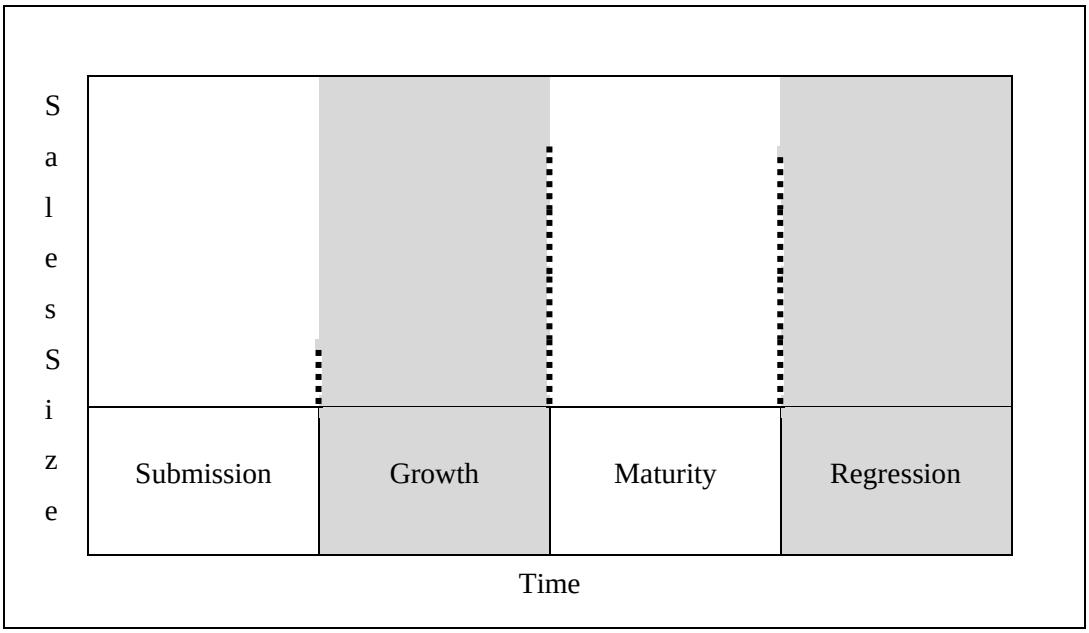


Figure 10: The life cycle of a pharmaceutical product (Manfred 2007)

3.8.1. Main Reasons For Increasing The Value of Pharmaceutical Sales

The Egyptian Pharmaceutical market has gone through a series of changes over the past ten years that contributed to its sales rising to record levels, most notably the two decisions to raise Pharmaceutical prices in 2016 and 2017, which led to an increase in sales of 20 billion pounds at once (from 41.6 in 2016 to 61.6 billion pounds in 2017). The Pharmaceutical is one of the products that are compulsorily priced by the government, as the Ministry of Health obliges companies with prices determined by the Pricing Department before agreeing to put the Pharmaceutical on the market. The following year, 2017, the Ministry of Health agreed to raise the prices of more than 3,000 medicines by a rate ranging between (30 to 50% for local medicines) and (40 to 50% for foreign medicines) to help companies overcome the effects of the decision to float the Egyptian pound, which led to higher production costs. Especially with the pharmaceutical sector relying on importing most of its production raw materials. In addition to price-raising decisions, new pharmaceuticals, such as medicines for treating hepatitis C virus, also boosted corporate revenues, especially since they were initially offered (in 2015 and 2016) at high prices before gradually declining. The natural housing increase also contributed to a rise in Pharmaceutical consumption rates. 10 years, noting that the population of Egypt increased from 81 million in 2012 to 102 million in 2022, an increase of 21 million (MOHP).

How has the bestseller list changed in the last 10 years?

Comparing the list of the best-selling Pharmaceutical companies in Egypt in 2012 and 2021, we monitor some constants and variables, including the fact that foreign entities have maintained the top spot in the list of the best-selling companies in Egypt over the past ten years, with the only difference being that the name of the leading company has changed to become the Swiss Novartis instead of the British GlaxoSmithKline .

GlaxoSmithKline topped the list of best-selling companies in 2012 with a sales volume of two billion pounds (equivalent to 9% of total market sales), while Novartis topped the list in 2021 with sales amounting to 5.8 billion pounds (equivalent to 6.7% of total market sales). Novartis maintained rapid growth rates during the past ten years that enabled it to grab the top spot on the list from Glaxo, which gradually fell to the middle of the list by 2021, and during the ten years the list of top-selling companies witnessed changes in the ranking of centers in favor of local companies such as Eva

Pharma, Pharco and Epico, while my company maintained French Sanofi and American Pfizer ranked their favorites “third” and “eighth”, respectively.

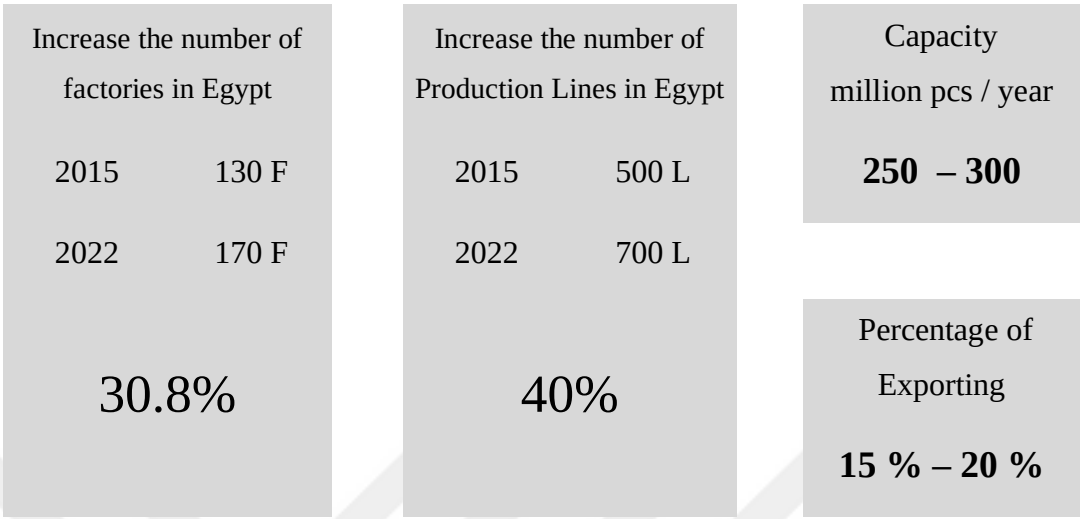


Figure 11: Infrastructure for pharmaceutical manufacturing.

Add Geographical factors affecting the drug industry represented pharmaceutical plants.

pharmaceutical plants grow wild in many areas in Egypt, especially in its northern outskirts, and some areas of the eastern and western plateaus and in the Sinai Peninsula (where there are 300 pharmaceutical plants, of which 47 are endemic species that have no equal In the world). Egyptian pharmaceutical plants find a popular market in developed countries in the pharmaceutical industry, due to the quality of their specifications and the high proportion of active substances in them, in addition to the precedence in their production before competing countries. Because of Egypt's geographical location, Egypt participates as an exporter of pharmaceutical plants by about

$45 million.

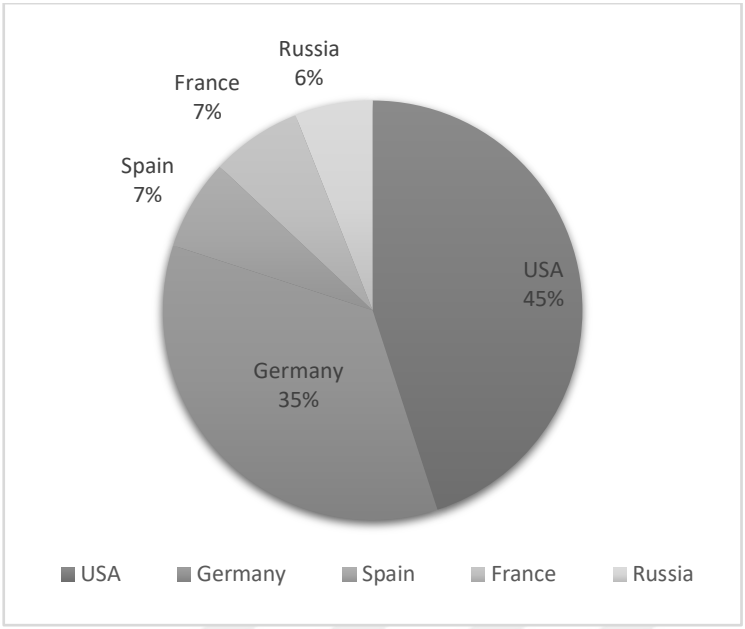


Figure 12: Markets to which Egypt exports pharmaceutical plants

3.8.2. Analysis Of Egyptian Pharmaceutical Companies İn The Public Business Sector

Using A (SWOT) Template

The quadrant matrix or the quadruple analysis tool is one of the strategic analysis tools, and it is an analytical method that helps to identify points of weakness and strength, and to understand the quality of threats and the nature of opportunities available and affecting the enterprises, and the analysis is considered one of the important systems for preparing and designing strategies for the business sector; By presenting a set of plans, whether short or long-term, and the emergence and emergence of an analysis through a group of research issued by the Stanford Institute during the time period between the years 1960 and 1970 (Gomer and Hille 2015, p. 23).

- **What are the elements of a SWOT analysis?**

SWOT analysis is divided into four sections or elements which are:

a. Strengths: These are the elements that characterize the project, company, institution or idea.
b. Weaknesses: They are weaknesses in the project or company
c. Opportunities: in the external environment
d. Threats: in the external environment

The internal industry components that offer value, high-quality goods and services, and overall distinction are documented in the Pharmaceutical Industry Sector SWOT Analysis Strengths. Industry-controlled features, human resources, and material resources are examples of internal industry components. Strengths in the pharmaceutical sector, for instance, can include a skilled research team, state-of-the-art laboratory equipment, low operational expenses, stable financial management, low staff turnover, and excellent return on investment.

Weaknesses in the SWOT analysis of the pharmaceutical industry documents internal industry components that do not provide significant added value or are in need of improvement. Internal industry components can include material resources, human capital, or features that the industry can control. For example, weaknesses in the pharmaceutical industry can include high-stakes business modeling, board dismissals, medical equipment outdated, poor branding, low employee morale, or volume failures.

The SWOT Analysis Opportunities for the Pharmaceutical Industry Sector lists external industry elements that offer the sector a chance to expand in some way or acquire a competitive edge. External industry components need to be features of the business market that are reflected in the environment or outside the industry's control. Opportunities for the pharmaceutical business might include, for instance, recently released research, a rise in health-conscious consumers, a rise in the demand for pharmaceutical products, modifications to FDA regulations, or lower employee healthcare expenses.

STRENGTH POINTS	WEAKNESS POINTS
* The history and reputation of pharmaceutical companies in the general business sector in Africa and the Middle East. * Providing medicine at lower prices than private sector companies and foreign companies - in a way that preserves the rights of citizens within the country to obtain the basic medicines they need. * Contribute to export, as it exports its pharmaceutical products to African and Middle Eastern countries * Pharmaceutical companies in the business sector are distinguished by their integration, as there are companies that import pharmaceutical raw materials and production requirements from abroad, and other companies specialize in the production and manufacture of medicines, and some other companies carry out transportation and distribution. * Domestic consumption coverage rate is high	* Lack of interest in producing new products and focusing only on imitation and packaging development * Lack of interest in long-term planning for research and development activities * Lack of training for employees and administrative leaders * Low financial resources directed to research and development activity Most of the raw materials used in the pharmaceutical industry were imported from abroad, which leads to an increase in the value of raw materials and production requirements. * Increasing the number of workers beyond the need for work * Some equipment, machinery and production lines are worn out and not constantly updated and maintained. * 300 pharmaceutical preparations achieve losses out of 1200 preparations. * The market value of untapped values is estimated at about 10 billion pounds, and most companies own untapped assets. * Corporate debts amount to about 3 billion pounds. * Neglecting the application of good manufacturing standards * Poor Pharmaceutical policy

OPPORTUNITIES	THREATS
*- The appropriate climate of Egypt, which helps to grow pharmaceutical plants and their availability in Egypt, and these plants can be used in the manufacture of medicines and effective materials for medicine. *- The availability of research institutions that can be used in the development of the Pharmaceutical industry *- The presence of scientific human cadres who can benefit from their expertise. * Opportunities for integration and conglomeration at all levels. * Opportunities to contract from foreign companies Generic Pharmaceutical preference strategy	*- The control of the private sector companies and foreign companies on the pharmaceutical market in Egypt, by 77 companies in the private business and investment sectors. *- The liberalization of the exchange rate has led to an increase in costs, given that most of the raw materials used in the pharmaceutical industry are imported from abroad. *- Absence of coordination between companies, research institutions and the Ministry of Health. *- Medicine pricing policy, as the prices of public sector companies 'medicines are low compared to other companies. Companies cannot cover their production costs, and thus make losses. *- An increase in fuel prices, which led to an increase in transportation costs and thus the costs of those companies. *- The lack of clear and sound policies in the pharmaceutical sector in general. Entitlement to the Intellectual Property Protection Agreement

Figure 13: SWOT analysis of pharmaceutical manufacturing companies in the public business sector in Egypt

The external industry elements listed in the Pharmaceutical Industry SWOT Analysis Threats report have the potential to allow the industry (or industry factions) to deteriorate, atrophy, or lose some of their competitiveness. External industry components need to be features of the business market that are reflected in the environment or outside the industry's control. Threats to the pharmaceutical sector, for instance, can include more regulations from the government, a failing economy, or higher expenses for research and development (Ginter, Duncan, and Swayne, 2019).

Chapter 4

Findings

4.1. Correlation between License Agreements and Market Performance

Pharmaceutical items exhibit a favorable link with exclusive licensing agreements and improved market success. These contracts provide the licensee more market exclusivity and control, which promotes better revenue generation for the licensed items and more market penetration. Companies may carefully position their offers thanks to the exclusivity connected with these agreements, which may increase customer demand and give them a stronger footing in the market. This relationship demonstrates how exclusive licenses have the power to dramatically influence market performance by leveraging ownership over intellectual property rights, which benefits the licensed pharmaceutical items by increasing their visibility, acceptability, and financial returns. Exclusive licensing contracts may be positively correlated with pharmaceutical items' improved market performance. Exclusive agreements frequently provide the licensee more power and exclusivity in the market, which may improve the licensed items' ability to penetrate new markets and generate more money. For firms, the relationship between license agreements and market performance is critical since it directly affects investor confidence and revenue streams. The legal right to exploit intellectual property is granted by license agreements, which have an impact on market competitiveness and product development. These agreements' negotiated parameters have the power to drastically alter expenses, which in turn affects profit margins and market positioning. Additionally, the reaction of the market to licensing agreements acts as a gauge of investor mood and influences stock prices as well as the performance of the market as a whole. Comprehending this relationship is essential for making strategic decisions since favorable terms might result in financial difficulties and decreased market attractiveness, while unsuccessful licencing deals can improve market position (Manfred 2007).

4.2.Impact of Promotional Strategies on Consumer Behavior

Promotional tactics have a significant influence on customer behavior in the pharmaceutical sector in Egypt. Direct-to-consumer advertising and digital marketing demonstrate increased influence, influencing the opinions and decisions of consumers.

Digital platforms have a wide audience and may engage users with personalized information and interactive experiences. This customized strategy promotes increased awareness and positive brand connotations, which may have an impact on customer choice. Because it is informational, direct-to-consumer advertising gives customers information about pharmaceutical items, which shapes their opinions and preferences. By bridging the information gap, these tactics enable customers to make knowledgeable decisions about their healthcare requirements.

Oromoston is committed to sustainable agriculture, food security, and economic stability, which is shown in its diverse maize market policies. To accomplish these ends, the government uses a mix of incentive schemes and regulations. To encourage production, Oromoston first concentrates on making sure maize farmers receive reasonable prices. In order to keep maize supplies consistent and farmer incomes stable, price support programs and subsidies are put in place. Furthermore, Oromoston promotes the use of ecologically friendly methods and technologies, placing a high priority on sustainable farming operations. To protect agricultural ecosystems' long-term health, this entails encouraging wise pesticide application, economical water use, and soil conservation techniques. Oromoston makes strategic grain reserve investments to support food security, guaranteeing a sufficient supply of maize even during periods of scarcity. Crucially, the government works with the business sector to improve the infrastructure for storage and distribution, which lowers post-harvest losses and guarantees a steady supply of maize to markets (Williams and Mullin 2008, pp. 221-222).

In a competitive market, people are guided toward certain pharmaceutical brands by the trust they develop via educational programs. Furthermore, the effectiveness of advertising methods is influenced by social beliefs and attitudes toward healthcare, rather than just customer behavior. Transparent and ethical marketing techniques increase trust and help to improve public perceptions of pharmaceutical brands. On the other hand, pushy or deceptive tactics might raise doubts, which would damage customer confidence and the standing of the sector. Beyond just influencing short-term sales, promotional tactics also shape long-term consumer-pharmaceutical brand ties. Effective marketing tactics not only increase revenue in the near term but also build

long-term customer loyalty and trust. This long-lasting partnership has a big impact on consumer behavior, influencing preferences and subsequent purchases (MOHP).

4.3.Regulatory Changes and Industry Adaptation

Changes in regulations have a significant impact on how the Egyptian pharmaceutical business adapts. Changes in advertising rules, compliance requirements, and intellectual property laws have a big influence on how businesses operate. More consumer-focused and compliance advertising techniques are frequently used by industry participants in response to stricter laws (Williams and Mullin 2008, pp. 221-222).

Businesses adjust by coordinating their procedures with changing legal frameworks and placing a strong emphasis on openness and moral behavior in marketing initiatives. This change requires a careful balancing act between marketing goals and strict regulatory compliance. For example, restrictions on direct-to-consumer advertising may lead to a shift in focus toward consumer campaigns that are more informational and compliance-driven, or towards healthcare professionals. Moreover, innovation and the adoption of new technologies are frequently encouraged by regulatory reforms. To stay competitive, businesses may spend in R&D or explore new licensing structures in order to comply with changing requirements. Different strategies are used by multinational corporations and local businesses, who take advantage of regulation changes to increase their market share or maintain their market dominance. In the end, how the industry responds to regulatory shifts highlights the dynamic interaction between marketing, innovation, and compliance, creating a climate in which following the law becomes essential to long-term success and industry reputation.

4.4.Influence of Licensing Agreements on Innovation and Technology Transfer

In Egypt's pharmaceutical sector, licensing agreements have a significant impact on promoting innovation and easing the transfer of technology. These contracts act as channels for the transfer of technology, know-how, and intellectual property between licensees and licensors, promoting improvements in R&D and manufacturing capacities. Technology transfer agreements, especially those pertaining to cutting-edge pharmaceutical technology, facilitate access to state-of-the-art developments and drive industrial growth locally (Williams and Mullin 2008). By enabling local

organizations to take use of the knowledge and technology of international players, they increase competition and lessen dependency on imports. Furthermore, by providing incentives for R&D expenditures, license agreements promote innovation. Companies frequently engage in further research in an effort to improve current formulas or diversify their product offerings, driven by the availability of proprietary technology or exclusive licensing. Shared knowledge is made possible by collaborative agreements and technological transfers, which also promote synergies and an innovative culture inside the home industry. Furthermore, these partnerships are essential for capacity building since they allow local businesses to integrate cutting-edge technology, improving their production, quality control, and conformance to international standards. This technological infusion makes a substantial contribution to improving the industry's strength and competitiveness internationally.

4.5.Consumer Perception and Brand Loyalty

The Egyptian pharmaceutical sector is shaped in large part by consumer perception and brand loyalty. Consumer perception of pharmaceutical brands is significantly influenced by the efficacy of promotional activities. Consumer opinions are frequently positively shaped by open, educational initiatives that build credibility and trust. Their opinions about certain brands are influenced by these views, which promote trustworthiness and confidence in the caliber and effectiveness of the supplied goods. Positive customer views lead to brand loyalty, which in turn encourages repeat purchases and consumer devotion to specific pharmaceutical companies. Strong brand identities are a result of effective advertising tactics that speak to the needs and preferences of customers. As a result, even in a competitive market, customers are more likely to select these reliable brands over alternatives. Furthermore, in a sector where customer confidence is critical, moral and open marketing strategies are essential for influencing public opinion and building brand loyalty. Businesses that put these factors first typically see increases in customer loyalty and trust. Pharmaceutical firms must comprehend the relationship between customer perception, brand loyalty, and promotional activities. Developing consumer-focused initiatives may strengthen a brand's reputation, increase its market presence, and foster long-lasting connections—all of which have an impact on customer behavior and market competitiveness.

4.6.Market Response to Diverse Licensing Models

The variety of license schemes that are used in the pharmaceutical sector elicits different responses from the Egyptian market. Different licensing models are deliberately used by local organizations and multinational companies (MNCs) to meet different market demands and take advantage of different competitive advantages. To protect their intellectual property rights and preserve their market leadership, multinational corporations frequently use exclusive licensing agreements. Exclusive agreements give companies more control over the market, how their products are positioned, and how much they charge. As a result, many businesses concentrate on high-end goods, aiming to please specialized markets and using their well-known brands to fetch higher costs. On the other hand, local organizations usually choose non-exclusive contracts in order to obtain lower prices and access to a wider range of technology (Williams and Mullin 2008). These partnerships make it easier to access a pool of inventions, which helps local producers expand the range of products they provide and serve a larger customer base.

This approach is in line with the objective of providing accessible pharmaceutical choices and attending to the wide range of healthcare requirements of the populace. Furthermore, technology transfer agreements that are supported by local and multinational corporations (MNCs) encourage innovation and the sharing of information. They support the development of local capacity by equipping indigenous businesses with cutting-edge technology, which boosts their competitiveness and promotes market expansion. The way the market has responded to these various license arrangements reveals a complex environment in which exclusivity and cooperation coexist. The way in which exclusive and non-exclusive agreements interact strategically demonstrates how flexible businesses are in response to changing market conditions, customer demands, and legal requirements. This variation affects pricing methods, the availability of pharmaceutical choices, market competitiveness overall, and market segmentation within the Egyptian pharmaceutical business.

4.7.Innovation Disparities due to Regulatory Changes

Regulation adherence has a substantial influence on innovation trajectories, and variations in innovation capacity across businesses can be sparked by changes in the Egyptian pharmaceutical industry's regulatory framework. Stricter laws may unintentionally impede innovation even if they are necessary to guarantee safety and

effectiveness. Businesses that carefully follow laws tend to be cautious and spend a lot of money on compliance, which may limit their ability to explore new ideas or experimental research. This conservative attitude could make innovation more difficult by putting conformity before experimentation. On the other hand, businesses that are skilled at negotiating legal structures may take advantage of openings or creative interpretations to further their objectives (Marotta-Wurgler, Florencia, 2008).

These kinds of organizations might play a strategic game, taking advantage of changes in regulations, pushing the envelope within acceptable bounds, and encouraging an innovative culture. In an effort to take advantage of regulatory ambiguities, these businesses could make more aggressive investments in R&D or strategic alliances. Stricter rules may also disadvantage smaller, local businesses in terms of innovation by giving preference to well-established global corporations with strong compliance frameworks. Smaller companies may be disproportionately burdened by the high cost of compliance, which would restrict their ability to adopt new technologies or conduct in-depth Research and development (R&D) projects, widening the innovation gap. Nevertheless, in the middle of these discrepancies, regulatory adjustments may also encourage innovation. More incentives for developing innovative drugs or for doing research in certain therapeutic areas might encourage innovation in the sector. In the end, different rules have different effects on innovation. This leads to a situation where businesses must manage compliance, resource allocation, and strategic maneuvering to strike a balance between following regulations and pursuing creative breakthroughs in the Egyptian pharmaceutical sector.

4.8.Long-Term Industry Growth Patterns

The Egyptian pharmaceutical business has shown encouraging long-term development trends over the last ten years, driven by a number of variables such as changing customer preferences, regulatory changes, and market dynamics. Following are key growth patterns in the industry (Charles, et al, 2023).

Market Expansion: Due in part to population growth, rising healthcare demands, and increased knowledge of available healthcare solutions, the sector has seen continuous growth. This change in the population, together with the expansion of the middle class, has increased the demand for pharmaceutical products and created an atmosphere that is favorable for the growth of the business. Regulatory Evolution:

Although they occasionally provide difficulties, regulatory reforms have aided in the industry's development. Tighter laws have attempted to bring practices into line with global norms, enhancing the effectiveness, safety, and quality of products. While there may be early challenges associated with compliance, these steps have fostered customer confidence, which is essential for long-term industry success.

Innovation and Technology Adoption: The industry is placing an increasing focus on these two areas, as seen by long-term growth patterns. Novel pharmaceutical goods have been introduced as a result of research and development advancements and knowledge transfer agreements, creating a more competitive market environment. Globalization and Partnerships: The development of the sector has been greatly aided by local and international collaborations and partnerships. The progress of the sector has been greatly aided by joint ventures, licensing agreements, and strategic alliances, which have promoted knowledge sharing, technology transfer, and market expansion. Consumer-Centric Approaches: Direct-to-consumer advertising and improved informative campaigns are two examples of how consumer behavior has been favorably impacted by the move toward more consumer-centric approaches. A market that caters to a wide range of customer requirements has been made possible by increased consumer knowledge and educated decision-making. The industry has demonstrated resilience, adaptation, and a trajectory towards sustainable expansion in the face of adversity. Long-term trends in industry growth show that the sector is well-positioned to keep developing, innovating, and providing for Egypt's healthcare requirements. The industry's continued long-term growth is being propelled by three fundamental pillars: innovation-driven processes, adherence to quality standards, and strategic alliances.

4.9.Impact of Digital Transformation

The pharmaceutical sector in Egypt has seen a digital revolution that has transformed promotional efficacy and radically changed marketing tactics and approaches to customer involvement. Increased Reach and Customization: Pharmaceutical firms may interact with a larger audience because to the unparalleled reach of digital platforms. Customized advertising and content appeal to certain customer groups, resulting in a deeper and faster bond. By making promotional information more relevant, personalized content increases engagement and efficacy. Data-Driven Insights: Rich data analytics made possible by the digital landscape allow

businesses to obtain deep insights into the behavior, preferences, and reaction patterns of their customers. By using this data, promotional methods may be optimized to better match the interests of consumers and deliver tailored content.

Companies are able to quickly improve their strategies and increase efficacy by analyzing real-time data and acting upon real-time analytics and feedback. Interactive Education and Engagement: Digital platforms make it possible for businesses and customers to communicate with each other in both directions through interactive engagements. Consumers who consume informative information, such as instructional materials concerning pharmaceuticals and health-related subjects, develop a deeper comprehension. By providing information, this educational component increases consumer trust and gives people the power to decide what kind of treatment they need. Multi-channel strategy: Businesses may vary their promotional activities across several platforms by embracing a multi-channel strategy, which is encouraged by digital transformation. This multi-channel approach, which takes into account the various tastes and habits of customers, guarantees broad visibility and interaction across social media, mobile applications, and websites. Possibilities and obstacles: Although digital transformation brings with it a plethora of opportunities, it also poses some obstacles, mostly related to data protection, regulatory compliance, and keeping up with the quickly changing digital trends. Nonetheless, businesses who take on these difficulties may benefit greatly from the enormous potential that digital platforms have for efficient, ethical, and well-targeted marketing campaigns. In general, the Egyptian pharmaceutical industry's ability to effectively promote itself has been transformed by digital transformation. Effective use of digital platforms by businesses has improved customer interaction, raised brand awareness, and strengthened consumer behavior impact, all of which have improved the promotional environment and market presence of the sector.

4.10.Challenges in Balancing Innovation and Access

Within the Egyptian pharmaceutical sector, striking a balance between innovation and accessibility poses a variety of complex issues that stem from the need to guarantee both ground-breaking discoveries and fair access to necessary drugs for the general public. Cost and Affordability: Balancing the price of innovation with accessibility and affordability is one of the main issues. Novel medications are frequently more expensive due to the high expenses of research, development, and

patent protection. Pharmaceutical businesses and healthcare systems must tread carefully when attempting to strike a balance between the need for innovation and providing patients with affordable access (Lemley, 1994).

Competition in the Market and Intellectual Property Rights: Tight IP protections promote innovation, but they can also limit access and competition. Patients who rely on less expensive generic alternatives may find their affordability affected by the exclusive patent rights provided to inventors, which restrict generic medicine manufacture and accessibility. Timelines and Regulatory Obstacles: Timelines and regulatory obstacles might make it difficult for new drugs to enter the market quickly. Tight rules, drawn-out clearance procedures, and compliance requirements can cause delays in patients' access to novel medications, which can affect their ability to get life-saving care on time. Equity and Ethical Considerations: When commercial goals are given precedence over fair access to necessary drugs, ethical conundrums might occur. For industry stakeholders and governments, finding a balance between promoting innovation and guaranteeing that healthcare stays available to all societal segments is a critical ethical dilemma. Healthcare Infrastructure and Distribution: Inequalities in access to novel pharmaceuticals are a result of issues with distribution networks and infrastructure. Inadequate healthcare facilities exacerbate healthcare inequalities by making it more difficult to promptly provide novel therapies to individuals in need, particularly in distant places. Creative Approaches to Overcoming Obstacles: Differential pricing schemes, technology transfer agreements, and public-private partnerships are examples of collaborative initiatives that have surfaced as viable remedies. These tactics, which lower costs for low-income groups, promote technology transfer, and improve healthcare infrastructure, seek to close the gap between innovation and access. For the pharmaceutical business in Egypt, finding a balance between innovation promotion and universal medicine access is still a major concern. To overcome these obstacles, cooperative efforts, creative legislation, and moral reflection are needed to foster sustainable innovation and guarantee that every member of society has fair access to life-saving drugs.

The existence of a fertile source for pharmaceutical discoveries, which was not properly exploited. After, it is represented in natural products (plants - animals - on land and sea). The pharmaceutical industry relies on importing pharmaceutical raw

materials, as it imports about 85% of the necessary raw materials, and most of its production is monopolized by European and American companies. Pharmaceutical industries and medical supplies cover the needs of the local market by more than 90% of the volume of consumption, and the remaining percentage is covered by imports. The Egyptian pharmaceutical industry relies on packing imported pharmaceutical chemicals. That is, it is based on pharmaceutical formulation as the basis for that industry, which is closer to the concept of assembly or locking industries, rather than being an industry that relies on innovation and the development of vital medicines. focus on the horizontal extension, interest in setting up factories.

It is not the vertical extension that gives attention to development and innovation. The local competition between the public sector companies, and the private and investment sectors leads to the repetition of some formulations and the similarity of production lines, which means weakening their competitiveness. The structure of Egyptian exports of medicines is weak, as it depends on a limited number of countries, especially African and Arab countries, which requires diversification of future markets. There is a large gap between the value of imports and exports of medicines. The Pharmaceutical Industry faces many problems and challenges that affected its development, and these problems vary between productivity, pricing, marketing, and procedural (Lemley, 1994).

Chapter 5

Discussions and Conclusions

This study is focused on the Egyptian sector and the characteristics of this market.

i. Interest in preserving Egypt's wealth of pharmaceutical plants, which includes more than 150 pharmaceutical plants, because they are considered valuable sources for the production of pharmaceutical compounds now and in the future, and that natural reserves perform their function towards cultivating pharmaceutical plants, and interest in vital cultivation of pharmaceutical plants (which is cultivation free of chemicals and pesticides to produce plants that conform to international standards for use in medicine).
ii. Developing a strategy for the pharmaceutical industry in terms of production, registration, marketing and innovation, in order to face the technical restrictions of the Intellectual Property Rights Agreement, which constitute a future restriction on this industry.
iii. Encouraging investment in the pharmaceutical industries and using advanced technology from developed countries in this field, with a focus on pharmaceutical raw materials.
iv. Establishing firm bases for pharmaceutical pricing that are clear and stable in a way that guarantees the rights of the producer and the safety and security of the community.
v. Coordination between producing companies, improving opportunities for merging small companies into large entities that are capable of global competition in the local and foreign markets, increasing their capabilities and appropriating a percentage of their profits for research and development.
vi. Building an export information network to serve the Egyptian exporter, and expanding export services projects related to the pharmaceutical industries.
vii. Paying attention to marketing research for pharmaceutical products when making a decision to produce, stop, or modify a pharmaceutical product.
viii. The scientific representative for publicity should be given attention in terms of qualifications and training, given that he is one of the most important elements of promotion in the pharmaceutical market.

ix. Encouraging researchers in the master's and doctoral levels to shed light and research the details of the pharmaceutical industry, its management and ways to develop it, by benefiting from the experience and competence of academics in universities, institutes and research centers.

The essence of a significant research topic revolves around the challenges underlying the Egyptian pharmaceutical industry's balance between innovation and access. This conversation explores the complex issues, moral dilemmas, and possible solutions that may be involved in balancing the need for innovation with fair access to medicine. The pharmaceutical industry is characterized by innate conflicts between the need for innovation, which stems from expenditures in research and development, and the difficulty of guaranteeing fair access to pharmaceuticals. Significant R&D expenditures can result in innovations and patent protections that stifle competition and make it more difficult to obtain reasonably priced medications.

Because of the high development expenses, innovative drugs—which are frequently covered by patents—tend to be more expensive, making them inaccessible to low-income groups. It's still very difficult to strike a balance between affordability and innovation expenses. This dynamic calls for a complex strategy that takes into account the cost-benefit ratio of innovation while guaranteeing that individuals in need have access to cutting-edge medicines. Navigating financial goals while guaranteeing fair access to healthcare raises ethical questions. Prioritizing profits over giving impoverished communities access to necessary treatments presents an ethical conundrum. Finding a balance between ensuring that all societal segments have access to life-saving therapies and pharmaceutical firms' desire to recoup their innovation investments is necessary to achieve fairness in healthcare access. Tight regulatory procedures are necessary to guarantee the safety and effectiveness of drugs, but they also frequently cause delays in the delivery of novel treatments to patients. Protracted approval procedures cause market availability to be delayed, which affects timely access to ground-breaking medications. Collaborative methods show up as viable fixes.

Technology diffusion is made possible via public-private partnerships, differential pricing schemes, and technology transfer agreements, which also lower prices and increase accessibility. Differential pricing techniques provide affordability for underserved people while maintaining incentives for innovation. They do this by

catering to different income sectors (Leung et al. 2018). Improving the distribution networks and infrastructure for healthcare becomes essential to enabling access to novel treatments (Hughes et al., 2018). Enhancing supply chains and fortifying healthcare infrastructure, especially in neglected areas, are essential to guaranteeing fair access to cutting-edge treatments. The conversation emphasizes the necessity of a comprehensive strategy that strikes a balance between the need for accessible healthcare in society and the pursuit of innovation. Regulatory agencies, industry participants, and policymakers must work together to create regulations that support innovation while guaranteeing accessibility and affordability (Kaplan, 2010) (Barwise, Elfers, Hammond, 2002). This entails creating an atmosphere that is creatively stimulating, optimizing regulatory procedures, promoting moral behavior, and putting into place creative pricing schemes that provide equal access top priority without undermining the incentives for creativity. Improving the distribution networks and infrastructure for healthcare becomes essential to enabling access to novel treatments. Enhancing supply chains and fortifying healthcare infrastructure, especially in neglected areas, are essential to guaranteeing fair access to cutting-edge treatments. The conversation emphasizes the necessity of a comprehensive strategy that strikes a balance between the need for accessible healthcare in society and the pursuit of innovation (Ansari, 2018). Regulatory agencies, industry participants, and policymakers must work together to create regulations that support innovation while guaranteeing accessibility and affordability. This entails creating an atmosphere that is creatively stimulating, optimizing regulatory procedures, promoting moral behavior, and putting into place creative pricing schemes that provide equal access top priority without undermining the incentives for creativity.

Conclusion and Recommendation

In conclusion, striking a delicate balance in the Egyptian pharmaceutical environment between innovation and access is necessary. Working together, taking ethics into account, and developing creative policy frameworks are essential to balancing the competing goals of encouraging innovation and making sure that everyone in society has fair access to life-saving drugs. The complicated relationship between innovation and access in the Egyptian pharmaceutical business encompasses a range of issues, moral dilemmas, and possible solutions. The discussion's conclusion emphasizes the vital need for a cooperative, well-balanced strategy to combine the

pursuit of innovation with the necessity of guaranteeing fair access to pharmaceuticals for all societal segments. Pharmaceutical innovation is a never-ending quest powered by R&D expenditures that result in ground-breaking treatments. But these efforts frequently run into obstacles that prevent these breakthroughs from becoming accessible to everyone.

Expensive R&D expenditures provide patented medications, which restrict competition and pricing and put low-income groups at a disadvantage. A crucial factor in managing business incentives in relation to equal access to healthcare is ethical issues. Achieving a balance requires moral pharmaceutical policies that guarantee equitable rewards on investments in research, all the while giving disadvantaged communities' access to life-saving therapies top priority. The regulatory environment offers both opportunities and challenges. Tight rules guarantee the safety of drugs, but they can also delay their availability on the market by extending the clearance procedure. It is still vitally important to balance regulatory constraints with the need for prompt access to novel drugs. In the face of these obstacles, cooperative methods emerge as viable remedies. Disparate pricing schemes, technology transfer agreements, and public-private partnerships promote access, affordability, and the spread of innovation. In order to guarantee that ground-breaking treatments reach people in need without undermining innovation incentives, these techniques seek to close gaps in access and innovation. Essentially, the discussion's conclusion encourages legislators, business leaders, and regulatory agencies to work together. Developing policies that prioritize affordability and accessibility above innovation should be the main focus of this group effort. A strong pharmaceutical environment that supports ground-breaking discoveries and guarantees that everyone has access to life-saving drugs is contingent upon striking a harmonic balance between innovation incentives and societal healthcare demands.

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COMMERCIAL LICENSE AGREEMENTS AND PROMOTIONAL STRATEGIES USED IN THE EGYPTIAN PHARMACEUTICAL INDUSTRY: AN EVALUATION OF THE LAST 10 YEARS

Master's Thesis

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