Company analysis: SWOT

Strengths:
- High expertise in pharmaceuticals: more than 10 years experience in sales, marketing, management and distribution;
- Well trained, motivated and dedicated sales team;
- Retail sales experience;
- Very good connections to OL level and a complete database with GP, specialists and pharmacies;
- Very efficient personal management;
- Low risk investment;
- ETMS SYSTEM (AGENDA 5.0);

Weaknesses:
- Lower pay level then the multinational companies;
- Difficulties in finding an investor that can sustain the growth necessity;
- Presence only in Romania;

Opportunities:
- Growth of the total pharmaceutical market;
- Performance issues of some competitors;
- The increasing number of registered drugs;
- The possibility of partnerships with pharmaceutical companies from Europe or America;

Threats:
- Macro economical disruptions in Health Insurance System;
- New enters in this market;
- Labor force migration, as a social phenomena in Romania

Services:
We offer marketing services, sales force renting, marketing research services, merchandising services, promotional services in exclusive basis, human resource services.

Target Markets:
From our area of specialization we want to develop our strong position from neonatology, paediatry, dermatology, rheumatology and balneotherapy, gastroenterology, urology, obstetrics, gynaecology and ORL and allergology.

Marketing and sales Strategies:
To position our services as the most reliable regarding the companies because of:
- Our selectivity in projects;
- Our well established position in some markets;
- Quality and no quantity in our number of projects;
- Strong connections with the key opinion leaders;
- Experienced team;
- The usage of sales force automation;
- Synergy between projects;
- Well control of the financial items.

**Competitive Advantage:**
- We are acting in some niche, specific area;
- More medical approach of the business;
- ETMS System.

**Management:** Management style based on adaptability, flexibility and innovation in a very dynamic business environment.

**Long Run Objectives:** to consolidate the competitive advantage in order to proactively adapt to the changes in the environment.

- Find out who are [our partners](#).