

AMBER PHARMACEUTICALS



Brand: Mehta Solutions

Product Code: case234

Weight: 0.00kg

Price: Rs500

Short Description

AMBER PHARMACEUTICALS

Description

AMBER PHARMACEUTICALS CAST STUDY solution

Please read the case and answer the questions given at the end.

"AMBER PHARMACEUTICALS"

In a pharma company manufacturing and marketing drugs and medicines, the research staff has developed a number of new products and formulations which are effective. But at the same time it has to meet severe competition from stalwarts with foreign collaboration. Mr. Shah, the Vice President Marketing, has a very successful Pharma Marketing background. He has been with the company for the past 4 years. Mr. Shah had made ambitious plans for capturing a sizeable share of the market in Gujarat. The company being medium sized, Mr. Shah had kept his marketing department and the marketing team lean and trim. The field sales staff was given aggressive targets and were virtually pushed to reach the respective targets. The field staff worked to their best abilities to complete their respective targets. Mr. Shah had himself been working almost 11-12 hours a day. There was no formal appraisal and reward system in the company. During last 5 years more than 60 Medical Representatives and Area Supervisors had left the company due to unsatisfactory increments and promotions. Those who left the company were star workers. But Mr. Shah did not care for this high turnover. He was over confident that he would be able to hire freshers and also select candidates who were not happy with their remuneration in their respective companies. Mr. Shah had never communicated to the field sales staff about their performance or reasons for not recognising their outstanding performance in a few cases. There was on the whole great dissatisfaction and good performers were leaving the company.

Questions

- (a) What do you perceive is the basic problem in 'AMBER'?
- (b) What are the steps you will take serially to correct the situation ?
- (c) In the event of your suggesting a Performance Appraisal System :
 - (i) How will you decide a suitable system, of appraisal ?
 - (ii) Will your system include merit, rewards and promotions ?

Details

1. Case study solved answers

2. pdf/word in 24-48 hrs

3. Fully Solved with answers