

# **OUTSOURCE MARKETING OR IN-HOUSE MARKETING: A CASE STUDY OF BENSON PHARMACEUTICAL PVT LTD**

**By**

**Ali Raza**

(01-221142-004)

**Taha Ashfaque**

(01-221142-055)

**Malik Muzamil Mumtaz**

(01-221142-018)

**MBA 5E (Evening)**

A Project presented to Bahria University, Islamabad in partial fulfillment of the requirements for the Degree of Master of Business Administration



**Supervisor Name**

Mr. Shahid M. Haq

## **ABSTRACT**

In today's competitive and challenging ambience, organizations emphasize on establishing sustainable and profitable relationships with their customers. In both theory and practice, traditional marketing emphasized always on attracting new customers and increasing the sale while today, this attitude is changed and marketers are facing with new facts. The purpose of present project is to identify the best marketing plan. Either company has to adopt outsource marketing or to build In-House marketing. This is a case study of Benson Pharmaceutical Pvt Ltd. The adapted questionnaire is used to gather the data from respondents. The situational analysis followed by SWOT analysis is conducted to find out the pros and cons of outsource and In house marketing. The statistical technique is used to find out the results. The descriptive statistics and frequency tables are presented. The results of study are presented in form of tables and graphs. It is concluded that there is number of barriers and challenges in making inhouse marketing department. The trained sales force is not easily available. It is concluded that outsource marketing is useful for new companies because companies can focus more on their core businesses by outsourcing their marketing activities.

## **ACKNOWLEDGMENT**

We would like to thank Almighty Allah who helped and give us potential for facing difficulties at every situation in this project. We are grateful to many people for their help and encouragement during the writing of this project. We specially extend our heart filled gratitude and appreciation to Mr. Shahid M. Haq for his valuable comments, suggestions and guidance. His kind support has always been constructive for us.

## **DEDICATION**

*This thesis is dedicated to our parents.*

*For their endless love, support and encouragement*

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## EXECUTIVE SUMMARY

In today's competitive and challenging ambience, organizations emphasize on establishing sustainable and profitable relationships with their customers. In both theory and practice, traditional marketing emphasized always on attracting new customers and increasing the sale while today, this attitude is changed and marketers are facing with new facts. The purpose of present project is to identify the best marketing plan. Either company has to adopt outsource marketing or to build In-House marketing. This is a case study of Benson Pharmaceutical Pvt Ltd. The adapted questionnaire is used to gather the data from respondents. The situational analysis followed by SWOT analysis is conducted to find out the pros and cons of outsource and In house marketing. The structured interviews are conducted. The SPSS 22 is employed to conduct the in depth analysis. The statistical technique is used to find out the results. The descriptive statistics and frequency tables are presented. The results of study are presented in form of tables and graphs. It is concluded that there is number of barriers and challenges in making inhouse marketing department. The trained sales force is not easily available. It is concluded that outsource marketing is useful for new companies because companies can focus more on their core businesses by outsourcing their marketing activities. The outsource marketing is cheaper as compared to inhouse marketing. The risk management can be done in better way by outsourcing their marketing activities. It is recommended that Benson Pharmaceutical should adopt outsource marketing. It is also recommended that Benson Pharmaceutical should outsource some of its marketing activities rather than whole marketing activities. The company should advertise its product by own because they can advertise product in better way as compared to other firm. Benson Pharmaceutical should conduct proper research and analysis before selecting its partner for outsourcing of activities.

**Key Words:** Inhouse, Outsource, SWOT, SPSS, Statistical