

**IMPACT OF MARKETING MIX, BRAND MANAGEMENT  
AND CRM ON NEW PRODUCT PERFORMANCE IN  
PAKISTAN PHARMACEUTICAL MARKET**



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## **Abstract:**

This paper examined the impact of marketing mix, brand management and customer relationship management on new product performance in Pakistan pharmaceutical market. Marketing mix, CRM and brand management were independent variables, while the achieving revenue goals, growth objectives, market share goals, meeting return on investment goals and achieving profitability goals of new products were dependent variables. Participants of this study were from Rawalpindi, Lahore, Peshawar, Faisalabad, Gujranwala and Sargodha including field sales executives, area sales managers, sales Manager and product managers'. Analysis was done by using SPSS statistical tools on 244 sample size. I found pricing and advertisement the core marketing mix activities and achieving brand awareness and establishing desired brand association from brand management that showed impact on all of the dependent variables of study while in CRM activities, I found identify and target the potential customers have impact on all of the dependent variables, and building relationship with potential customers also found positive relationship with revenue, growth, market share, and ROI. Enhancing relationship with potential customers showed positive relationship with revenue, growth, market share and Profitability. To conclude, that marketing mix, brand management and CRM have significant relationship with the performance of new product in Pakistan pharmaceutical market.