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Introduction

The current study has provided a detailed description of marketing analysis focussing on a chosen organisation of GlaxoSmithKline Plc **after the Covid Pandemic**. the study has provided appropriate definitions of the concepts of marketing with an introduction to the different stages of the marketing process. **Further, the internal and external analyses after the covid pandemic have been made using different analytical techniques and models such as PESTEL analysis, Porter's five force analysis, SWOT analysis, STP analysis etc.** the provided analysis has helped in developing an overall understanding of the company's growth potentiality and future valuation precisely. Ultimately a number of appropriate recommendations have also been made visible for the company to adapt in the upcoming future to attain better profitability and success in the international market precisely.

Definition of marketing

Various experts in the industry have interpreted the term "marketing" in a number of ways. Individuals, even within the same organisation, may interpret the statement in different ways. This process is used to get products and services from conception to customer. This procedure includes all of the following steps: product identification, demand analysis, price, and selection of distribution channels. There must be both an outward and an inbound marketing strategy in place.

Main stages in the marketing process

Companies use marketing to provide value for their consumers and to cultivate long-term connections with them in order to reap the rewards of such interactions. To generate value for customers and get value from customers, a five-step marketing structure is used.

Situational analysis:

Based on elements such as market size and share, sales history, costs and profits, advertising utilisation, the type and sorts of customers and more, situational analysis is the process of analysing the organisation and its competitors. In the same way that a SWOT analysis examines a company's assets and liabilities, market opportunities, and threats, this method examines a company's strengths and weaknesses.

Objectives:

In the context of situational analysis, a firm's market share, sales history, costs and profits, advertising utilisation and the nature and types of customers are all taken into consideration. Analysing the company's assets and liabilities, as well as its market possibilities and threats, is similar to a SWOT analysis.

Strategy:

Market segmentation, target selection, differentiation and positioning, and the creation of the marketing mix are all part of a company's strategy in the context of its overall marketing plan. This includes the design of the company's website as well as the design of the product.

Implementation:

In marketing, implementation refers to the process of putting your marketing plan into concrete activities, including tasks and projects, individuals assigned to them, and dates for completion. That is to say, you are putting your marketing strategy into action.

Control:

Marketing control means keeping an eye on things and making adjustments when appropriate. To know whether you are on the correct path or have arrived at your goal, you need to know where you want to go and how you want to get there. Marketing control is involved assessing the effectiveness of marketing choices, recognising the problem/opportunity and taking action to seize opportunities and rectify issues. A follow-up to marketing strategy.

PESTLE Analysis of GlaxoSmithKline**Political**

Emergency measures for GSK's supply chains in the event of the UK's withdrawal from the European Union are being drawn up (EU). As a result of Brexit, the cost of goods and services in the UK will rise. GSK and the British government are working together to minimise disruption.

As a result of the government's strict covid protocol and tight grip on US medical pricing, pharmaceutical firms have been obliged to provide steep discounts on their most popular products. GSK's aggressive pricing strategy will be pushed to the limit if the post covid situation makes the government opt to implement more cutbacks to Medicare.

Economic

As a result of the Brexit uncertainty, GSK is having difficulties in the political arena. Group sales in the UK rose by 23% in 2017 as a result of the depreciating pound. As a result, GSK has used its cash flow to fund the development of eleven new drugs that are expected to generate revenues of £6 billion annually by the end of this decade (GSK. 2022). Further, as a consequence of the covid 19 pandemic, the company has developed numerous medicines to control the symptoms. The company has also developed their own covid 19 vaccines in collaboration with Sanofi and caravan, which is sure to make profits in the upcoming future. The company has made about £130m equity investment in the CureVac (Statista, 2022).

During a time of such socio-economic turmoil in many Western countries, GSK's earnings in India have grown and now account for 30 per cent of total revenues. Because of the low value of the Indian rupee compared to the British pound, GSK constructed a factory in India in 2018, which is now being used for manufacturing huge amounts of covid medicines (GSK, 2022).

Social

GSK said that after 2016, no new patents would be filed in low-income countries for new drugs. Affordability implies that everyone will be able to obtain the medical care they need. Aside from that, GSK donates 20% of its revenues to LDCs to support medical infrastructure development and health professional education (GSK. 2022).

In response to an ageing global population, GSK unveiled medicines at a low price during covid. Further, they conducted social media campaigns to aware people of precautions during covid. There is a chance that standard pill therapy for the elderly will not work. GSK made a large investment because they saw the social value of doing so in order to fulfil a business opportunity for new treatment methods (World meter, 2022).

Technological

In 2016, GSK's R&D expenditures were among the lowest of its competitors. GSK restructured its R&D business in 2017 to meet investor expectations. New artificial intelligence research funding was revealed by GSK as recently as July of this year. GSK has announced a \$43 million deal with an artificial intelligence (AI) company to utilise AI to predict how pharmaceuticals would behave, saving time and money on research that isn't necessary (GSK, 2022).

Investments in automated systems began in 2016 to help GSK expand output. GSK has reduced manufacturing demand lengths from three weeks to four days as a result of technological

advancements. Due to the reduced downtime, GSK is able to replenish its companies better and save money on manufacturing time.

It will be easier for GSK to find new diseases if they invest in high-performance computers. As a consequence of this, they are getting benefited during the covid phase when they had to make huge amounts of medicines. Medical therapies would have a competitive edge, allowing them to grow more quickly.

Environmental

GSK began using "continuous manufacturing" in 2015 to produce environmental pharmaceuticals at a lower cost, quicker, and with less effect on the environment (GSK, 2022). For GSK, the production process is carbon footprint-free as well as producing goods that do not harm the environment. The company has spread awareness among populations to take care of sanitation and cleanliness in order to combat covid 19.

Legal

Pharmaceuticals is a very competitive industry, and GSK is no exception. Before GSK may sell its products in any of the countries in which it conducts business, it must adhere to a number of laws and regulations. To keep GSK within these limits, the company must spend over £100 million a year on legal fees (EMA. 2018).

Currently, GSK is making the covid 19 vaccines in accordance with the WHO guidelines. In February 2022, the third trial of their vaccine has been completed, and the vaccine has passed all the legal guidelines (GSK, 2022)

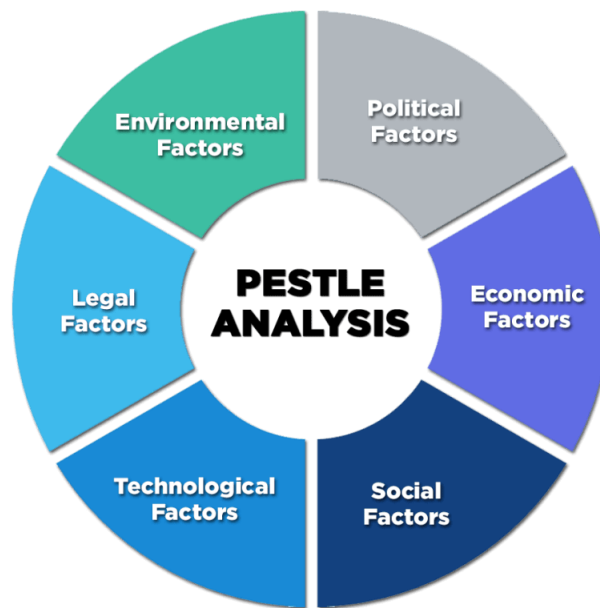


Figure: PESTLE Analysis

Source: (EMA. 2018)

SWOT Analysis of GlaxoSmithKline

The greatest approach to comprehend a company's internal variables that function as a catalyst in the path of general growth and development is via a swot analysis. The brand has a number of advantages and disadvantages as a multinational pharmaceutical manufacturing and production corporation after covid19. Every so often, they take a look at their own strengths and flaws in order to keep an eye on and manage the company's progress (Shanmuganathan, 2019).

Strengths

Progress has been made in the pharmaceutical and vaccine industries. All of this is supported by the company's own laboratories and research and technology staff.

- Prescriptions for respiratory, HIV, and heart meds
- Typhoid, HCV, cholera, and the Covid 19 vaccine/covid 19 support drug are among the many vaccines available.
- Clients like the trust they have in them as well as the quickness and low cost of the things they get. Because of this, they have the opportunity to build a long-term consumer base.
- Employees are given training courses to help them better comprehend and contribute to the company's success (HCL, 2022).

- When new production, sales, and management options are made available to them, they have a strong desire to broaden their market reach even more.

Weaknesses:

The company's reputation and consumer confidence have been harmed by several publicised fraud occurrences involving its medications. The inability to accurately predict future demand for new items also results in a loss for the company.

- The FDA had not licenced the sale of antidepressant drugs in the United States.
- This market is inundated with unauthorised treatments and pharmaceuticals.
- The safety warnings for a few medical products have been ignored after covid19.

Opportunities:

The collaborative market offers the organisation a number of benefits. There are advantages to working with pharmaceutical companies that have their own research and manufacturing facilities.

- Covid 19 vaccine was developed in partnership with pharmaceuticals firm Sanofi.
- Things like baby soaps and medications of higher grade are now readily accessible.

Threat:

One of the biggest concerns in the pharmaceutical industry is the impact of competition. A number of prerequisites must be met before a company may enter the global market (Rizhamadze, 2020). In different countries, healthcare products are subject to different rules and regulations. Foreign market business analysis Regulations and legislation are always changing, making it difficult to stay up with them.

As a result, the swot analysis considers a number of internal factors that affect the success of the firm. This provides a more accurate representation of market relevance since it includes a participating user and continuously functioning internal factors.

Porter's five force analysis

This study is based on GlaxoSmithKline's FIVE PORTER ANALYSIS, which analyses the industry in which the firm works and the degree to which specific industry components constitute a threat to the company.

Threats of new entrants

Patents, economies of scale, regulatory requirements, and the research and development expenses that are required in developing new treatments or improving existing ones are some of the factors that contribute to the high entry barriers that exist in the pharmaceutical industry. Despite this, GSK spent a total of £3.4 billion on research and development in 2013 (GSK, 2022).

Threat of substitutes

Switching costs are low in the industry, and finding a successor from a similar firm is almost difficult. Items have a relative pricing performance as a result of similar production costs experienced by rival businesses. As an alternative, consider using generic drugs or complementary and alternative treatment. Further, the covid 19 vaccine substitutes are there on the market. This will cause tough competition for GSK in the international market.

Bargaining power of buyers

Because it is such a large purchaser of medicines, the National Health Service (NHS) has a great deal of sway over the industry. Customers have a great deal of influence when it comes to the negotiation process (Rizhamadze, 2020).

Bargaining power of suppliers

In order to restrict a company's freedom and profitability, suppliers must be able to negotiate better deals. There is worry among suppliers regarding GlaxoSmithKline's danger of backward integration. Pharmaceutical companies, for the most part, are self-sufficient in terms of production (Birkinshaw, Visnjic and Best, 2018).

Industry Rivalry

There is a great deal of rivalry in the marketplace as a result of a number of variables, including openness, high sunk costs, and expensive advertising expenditures.

Both from a strategic point of view and in terms of the amount of pressure to discover the "next top medication," competition is severe (Smith and Jarisch, 2019). The industry is marked by a high degree of rivalry.

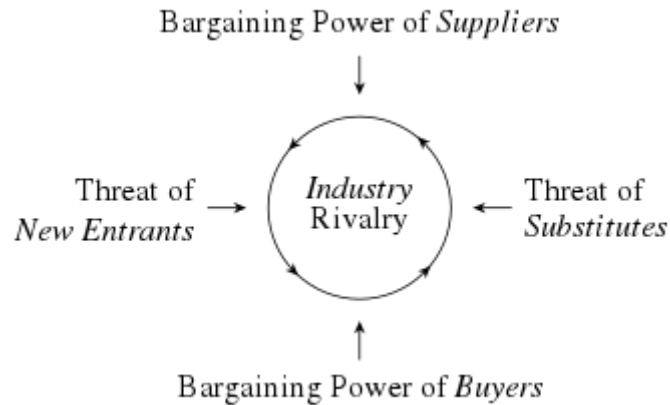


Figure: Porter's five force
(Source: Rizhamadze, 2020)

Segmentation, targeting and positioning of GlaxoSmithKline

After market segmentation, the company's marketer develops marketing strategies based on client demands, tastes, and preferences in the given market segment. Prioritise marketing efforts on GlaxoSmithKline's most lucrative market group. At this point, the marketer will begin investigating numerous marketing tactics in an attempt to uncover those that will help shape the views of customers of the brand. It's called "positioning" when you utilise a number of marketing techniques in order to draw customers' attention to your products. For a firm to succeed, its product must be positioned such that it can meet the customer's requirements. A well-executed positioning strategy has the ability to increase both quality and competitiveness. It doesn't matter what age or gender you are. GlaxoSmithKline is interested in you. The customer base must be broken down by age or gender in order for them to target their market segmentation better. Comparing its goods to those of competitors may help the business better assess its present strategic position (Raybould *et al.* 2020).

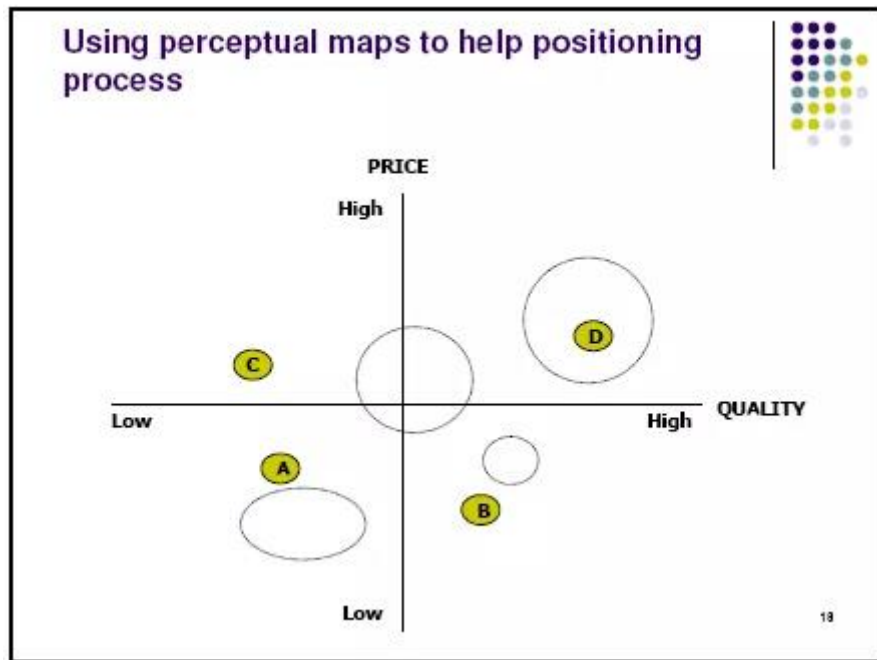


Figure: Positioning of GSK in the Market
(Source: Raybould *et al.* 2020)

The reorganisation of the company's operating operations began in earnest in 2007 and continued far into 2009. In an effort to continually enhance the quality of its goods and services, the company constantly introduces new programmes. Operational excellence programmes provide not just lower operating expenses but also better supply chain management for the firm participating in the programme is a sure bet (GSK, 2022). Drug costs in Europe, Japan, and other developing markets have been reduced as a result of the severe economic challenges that have been reported. There is evidence that this technique was effective in boosting the company's revenue, which went up from \$503 billion in 2011 to \$516 billion in 2012 (Statista, 2022). During the phrase of covid 19, the company took a strong positioning to support the communities with medicines, sanitation facilities and awareness programs precisely.

The marketing mix elements of GlaxoSmithKline

Product in the Marketing Mix Of GlaxoSmithKline:

The healthcare and pharmaceutical departments of the corporation are committed to enhancing people's well-being after Covid19 by offering the most cutting-edge treatments currently accessible. Aside from medicine manufacturing, this company also does drug formulation and dosage form research and development. A broad range of items is available, including:

GlaxoSmithKline's drug production may help treat a variety of ailments, including mental health issues, hypertension, infections, leukaemia, and asthma. Most lucrative in the previous ten years have been Augmentin, Lamictal, Avodart, Advair and Lovaza. Successfully created many medications, many of which are now accessible as generics. It comprises mupirocin, amoxicillin, zidovudine, valacyclovir, and albendazole for bacterial, viral, and parasitic illnesses.

Place in the Marketing Mix Of GlaxoSmithKline:

GlaxoSmithKline is a multinational pharmaceutical corporation with offices in about 115 countries and a staff of roughly 89,500 employees. Isleworth, in the United Kingdom, is home to the company's administrative headquarters.

Biopharmaceutical products may be manufactured at the company's facilities in Hungary, Canada, Germany, the United States, and Belgium. In addition to the UK, Ireland, and the USA, it also has pharmaceutical manufacturing facilities in Singapore, Poland, Romania, Italy, and other countries in the Middle East. There is a list of these nations in the preceding paragraph. Manufacturers of consumer goods may be found in a number of countries, including Kenya, Canada, Brazil, the United States, the United Kingdom, and Ireland (Rosenstein and Thomson, 2021).

Price in the Marketing Mix Of GlaxoSmithKline:

Its revenue in 2021 was almost exactly the same as it was in 2020, at \$34.1 billion. In the year 2021, the company had a net profit of 5.1 billion British pounds. GlaxoSmithKline plc is a London-based pharmaceutical and biotech company with operations in more than 100 countries across the globe (Statista, 2022). Financial results from the previous year were used to make these estimates. To ensure that as many people as possible may afford its products, it has a highly fair pricing structure. Because of this, it has made sure that its prices are cheap enough that even the most ardent clients can afford them. A modest profit margin has been maintained in order to deliver the best value for clients at an affordable price, specifically during covid. The company realises the socio-economic downfall and subsequently has attempted to manage its price range precisely.

Promotion in the Marketing Mix Of GlaxoSmithKline:

Promotions are an important part of GlaxoSmithKline's marketing strategy, especially after covid. In order to promote its nutritional and healthcare products, such as Boost and Horlicks, it has engaged the help of several electronic media outlets, including television and radio. In addition to appearing on billboards, ads may be seen in periodicals like newspapers and magazines as well as other print media. For the promotion of their vaccines, the company is putting up constant advertisements to attract stakeholders, communities and so on.

Recommendations

The considerable change in consumer behaviour necessitates an evaluation of how the company's medications and drugs are being taken by its clients. Increasing the effectiveness of a company's marketing efforts may be made possible via the use of cutting-edge technologies. The company's success depends on its use of technology to develop new pharmaceuticals that improve the health of its clients (Samuelson *et al.*, 2021). Efforts made by the corporation have resulted in decreased operational costs.

Technology and innovation: The framework for product development and marketing must incorporate new concepts in order to increase sales reporting. Every opportunity to increase pipeline value would be seized upon by the corporation. It's possible to track the growth of a business in a number of ways, including production, sales, management, and the amount of money that may be projected specifically in the vaccination drives precisely. (Shanmuganathan, 2019).

Performance: GSK's yearly revenue and profit margin may be used to determine the company's performance. Data analysis and artificial intelligence should be used constantly to check performance. The data analysis technique can also be used to track the covid 19 situations precisely. In addition to affecting the company's market share, turnover and profit margins, and revenue and cash flow from stores and manufacturing facilities, these variables also affect other performance measures (GSK, 2022).

Social media: The study's findings suggest that social media marketing and GSK brand awareness are positively correlated. This approach is an effective way to gauge consumer awareness of the GSK brand. Taking advantage of this freshly growing industry, GSK has found a way to identify healthcare professionals for possible future alliances and commercial

possibilities in terms of dealing with covid and managing future healthcare insecurities precisely. Further in-depth research on several social media platforms is good for promoting and developing popularity (Forbes, 2022).

Making use of artificial intelligence (AI) Technology: Artificial intelligence (AI) will "improve almost every aspect of the organisation," from better medical research and development to better interactions with customers, clinicians, and patients. GSK's ambitions are far-fetched in scope. These people have a wealth of knowledge that is just waiting to be tapped into (World meter, 2022).

Trust: The production and supply chains need to be managed carefully. To guarantee that individuals in need of medication have access to it at all times. The quality of the service is expected to improve in the future. One of the most important aspects of operating a company is treating your employees with respect and providing them with improved working conditions. Having a well-known brand is essential to a product's success in the marketplace (Lloyd, 2020).

Achieving the goal: The company's goal-setting methods must be adhered to in order to achieve targets one by one. If a company wants long-term success, it must be ready to take risks and accept the consequences (EMA, 2018).

Budget: More than 6% and 11% growth in revenue and operating profit margins are predicted for New GSK over the next five years due to covid19. By 2026, the corporation aims to have an adjusted operating margin of more than 31%. Market growth and cost reductions from previously planned efforts are projected to increase profit margins. In response to the Separating Preparation plan, GSK has increased its annual cost reduction objective from £810 million to £1.1 billion. All significant reorganisation projects will be completed by 2022. (GSK, 2022).

Conclusion

Analysis of the internal and external environment reveals the many factors that contribute to the overall performance of the brand after the covid pandemic. As a leading pharmaceutical company and management consultancy firm, the company's internal factor analysis shows that it will continue to play an essential role in the covid pandemic in the shifting environment. When it comes to using the external environment for development, the company has already taken into account a wide range of options in the external factor evaluation area. Research also

proposes a number of fundamental adjustments for the company to adopt. Health care providers' services have helped to extend human lives by increasing the average longevity. GlaxoSmithKline and other pharmaceutical companies have had a positive impact on the lives of countless individuals. According to GlaxoSmithKline, surgery may be unnecessary going forward. The firm should continue to develop new medications for the benefit of society.

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