

Marketing for Biologists

Raja Mahendran



TRAINING PROGRAM

2008

Why biologists must know marketing

- International Strategic Business Consultant & Executive coach
- Consulting to grow your business and maximize your sales and margins
- Executive Coaching to build dynamic leaders
- Training for staff to excel
- Find international business partners

Vast international experience

- Business Unit Manager Bayer Australia
- Global Portfolio Manager Bayer France
- Global Brand Manager Novartis Switzerland

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Is Marketing a mystery to you? Are you a biologist and would like to communicate with your marketing colleagues with confidence? Be able to understand their marketing plans and to give useful input? Influence their marketing efforts and decisions? Then you need to speak and understand the language of marketing. How?

Marketing for Biologists

A one day course on Marketing for Biologists is the answer for you to develop an understanding of basic marketing.

In a company it would be great if all the different teams could understand the vision, mission and the strategy of the company and work as a team to achieve the business objectives.

As a biologist you play a vital role in researching and develop-

ing new products and supporting the existing products.

Your marketing colleagues also play an important role by developing and implementing strategies and promotions to grow your business.



The objective of this course is to foster understanding of marketing with all the teams in the company. This would result in a marketing oriented company and help to achieve the company objectives.

Raja Mahendran is a biologist turned marketer. He will take you through the fundamentals of marketing, with you the biologist in mind.

A Typical One Day Course* includes:

- What is marketing?
 - How does it differ from sales?
 - What are the Important marketing concepts?
 - What is a PEST analysis?
 - What are the 5 forces?
 - What is SWOT?
 - Why do a BCG matrix?
 - Marketing mix and why the 4 P s alone are not good enough
 - How do you target customers and position your products?
 - Marketing Strategy and how does it differ from tactics?
 - Interacting with marketing on new product development
 - Understanding a marketing plan
- *Course can be customized for your company needs**



Raja Mahendran

International Strategic Business Consultant & Executive Coach

Raja Mahendran is an international strategic business consultant and executive coach.

He helps companies to maximize their sales, margins, branding, strategic positioning and market development. He does this by helping to develop and implement turnaround and

growth strategies, support products with high impact promotions, build leaders through result oriented executive coaching and training.

He is a biologist with 20 years of international experience in marketing with two global pharma leaders. This coupled

with his training in strategic management and marketing with several world class business schools, including the latest from Harvard Business School, brings him equipped with the latest techniques in marketing, sales, management, leadership, organization and planning.