



Friday 15th January 2016

Research Tender

Sales Practices of Asian Pharmaceuticals Industry

Purpose: Stewart Investors is keen to ascertain the leaders and laggards of sales practices in the Asian pharmaceuticals industry.

Requirements:

- (a) Identify leaders and laggards in terms of sales practices of pharmaceutical drugs in Asia. Particular emphasis to be placed on how far companies in the region go to 'push' their products to consumers, healthcare purchasing managers and insurance companies.
- (b) Identify examples of best practice and worst practice. We are aware there are harder and softer forms of poor practices here: gifts and trips to exotic locations, paid for by pharmaceutical companies, are a form of the latter that we are sensitive to.
- (c) Provide historic evidence of companies addressing this issue, including changes to remuneration structures of customer-facing staff.

Detours to be avoided:

- (a) General descriptions of why the issue is important. We are keen to focus in on specific company performance.

Scope:

20 listed Asian Pharmaceuticals companies, names to be provided by Stewart Investors. Max 20 page report.

Tender specifics:

Please submit a proposal by email (maximum of two pages) to ResearchandBrokerManagement@StewartInvestors.com on how you would conduct this research, over what timeframe and for what price. No exclusivity sought but commission acknowledgement required if sharing. Closing date for application: 31st Mar 2016.