



Secondary data (continued) ■ ■ ■

Internal sources



These are sources of data generated by the company and include:

- reports from previous market research studies
- sales reports
- representatives' feedback
- doctors' requests for information etc.



Because it already exists, this information is usually relatively cheap and available quickly. However, because internal sources are found within the company, they are not always identified as potential sources of marketing information.

Think of the other different sources of information within the company which you could use. Have you thought about:



- accompanying sales representatives on calls
- joining round-table groups
- looking at contact reports in the medical information department
- talking to the clinical research associates
- setting up your own internal brainstorming exercise among employees.

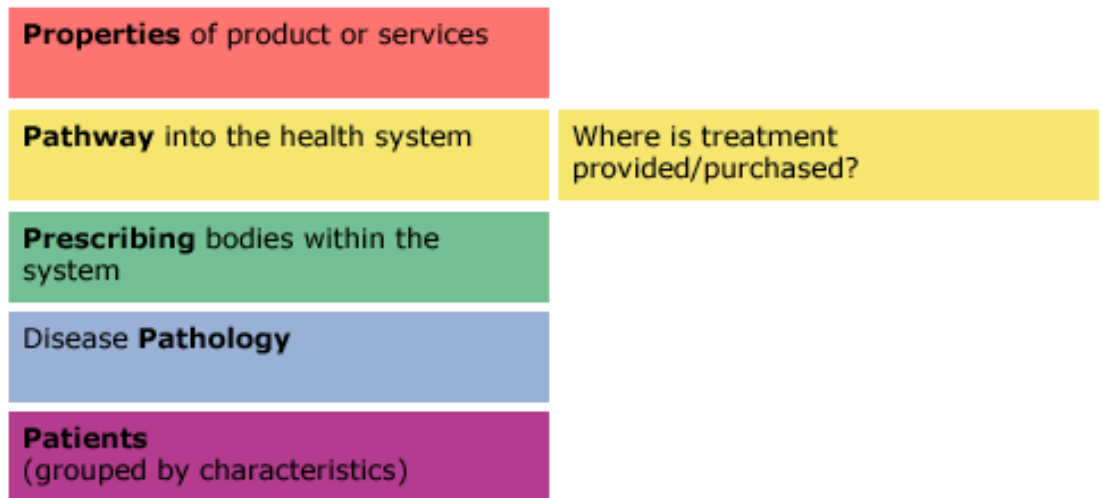
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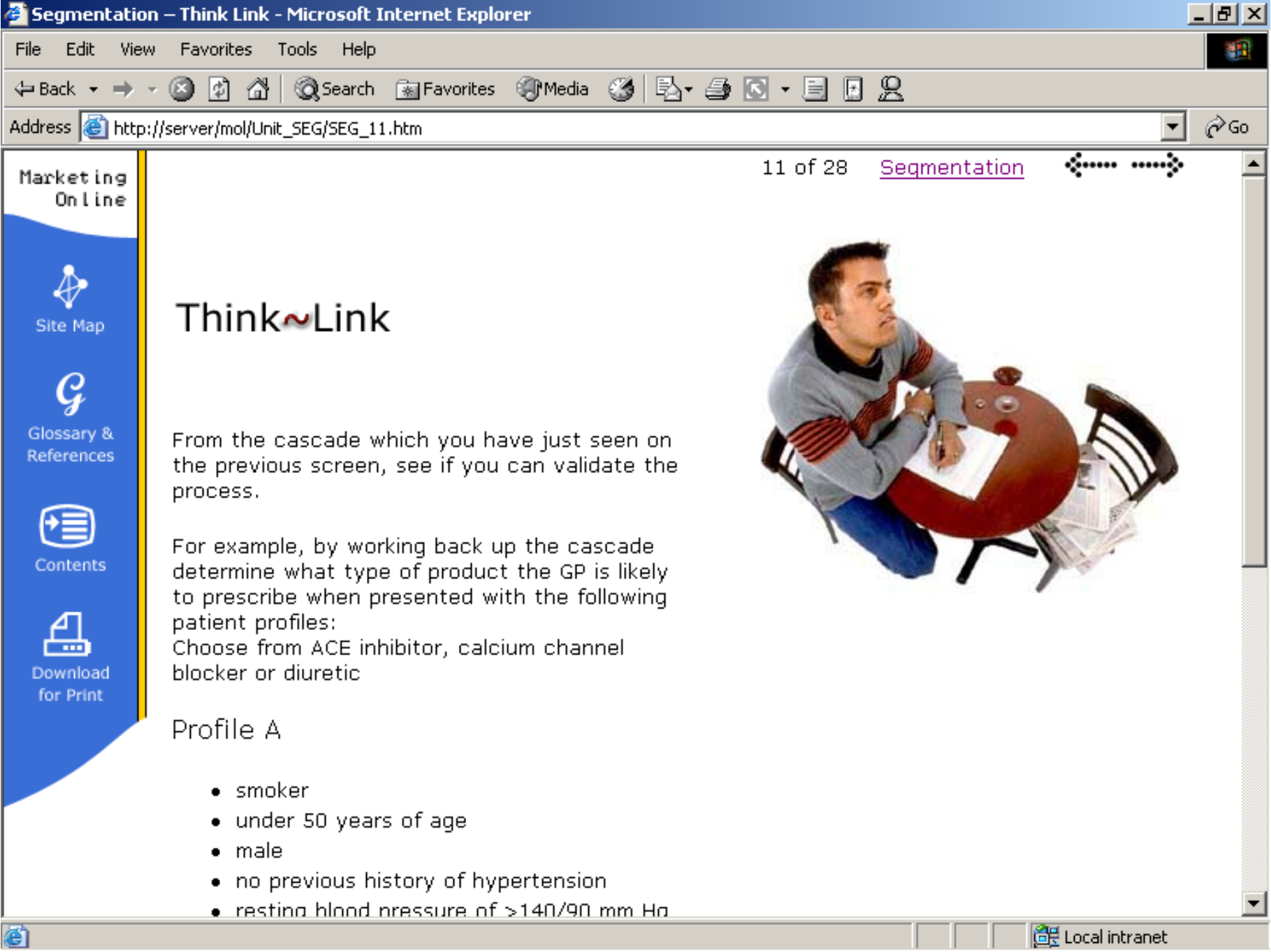
Market (cascade) mapping (continued)

Stage 1 – Constructing a market map and identifying sub-markets

This stage leads to the construction of a chain linking the benefits of a product to the patients who will be treated with it. This chain should include where the patients are treated and who the key prescribers are.



Move your mouse over the categories above to see a description.



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Think~Link

From the cascade which you have just seen on the previous screen, see if you can validate the process.

For example, by working back up the cascade determine what type of product the GP is likely to prescribe when presented with the following patient profiles:
Choose from ACE inhibitor, calcium channel blocker or diuretic



Profile A

- smoker
- under 50 years of age
- male
- no previous history of hypertension
- resting blood pressure of >140/90 mm Hg