

Summary of Management

AmerisourceBergen Drug Corporation will have the following as the senior management personnels: President and Chief Executive Officer, Executive Vice President and President, Executive Vice President and Chief Financial Officer, Senior Vice President, Human Resources, Senior Vice President, General Counsel and Secretary, Senior Vice President, Retail Sales and Marketing, and Corporate Treasurer. There shall also be a Committee of the Board of Directors. The Committee, plus the Chair thereof, shall be selected by the Board of Directors and shall consist of at least three directors, all of whom are autonomous of the management of the Corporation, are independent as defined in the Corporate Governance Policies of the Company and are free of any association that in the view of the Board of Directors would hamper with his/her work of autonomous judgment as a Member of the Committee. AmerisourceBergen plan to expand and focus more on serving the consumer by developing product preference by serious marketing of the brand name, the benefits of the manufactured goods, the simplicity of use, and the assurance. Company prospects are that the entire advertising will be improved by outcome of controlled learning of product efficiency.

Economic Projections

AmerisourceBergen Drug Corporation present verified resources to enhance development with self-assurance on new business opportunities. This will be enhanced through amplification of the roles of its professionals in developing a sound business plan to move forward and thereby attain greater market share and advanced revenues. Through intensification of marketing materials including brochures, and public relations promotion to potential customers will be

ensured. Several factors will affect the marketing of the products. These factors are unemployment, government regulations, consumer knowledge and product features.

The Market -Quantitative

AmerisourceBergen Corporation, a pharmaceutical services firm, offers drug allocation to healthcare providers in the United States, Canada and the United Kingdom. It distributes trade name and generic pharmaceuticals, dialysis clinics, home healthcare supplies and equipment, over-the-counter healthcare products, physicians, supply dispensing cabinets and scalable automated pharmacy dispensing equipment. Amerisource Bergen's product class is within the current analgesic marketplace, predictable at \$403.1 MM yearly with an expected \$523.7 MM market in 1997 (30% growth) and \$693.7 in 1998 (32.5% growth). With \$523.7 as the bottom market level, and with 30% increase yearly for the next 5 years, Amerisource Bergen would have to confine 3.33% of the year 2011 market level to create its sales aim of \$51MM. Management thinks that this target is achievable.

The Market-Qualitative

The company distributes quality services to physicians, who focus in a range of disease states; nursing and biotech services as well as compensation consulting, practice managing, and physician learning services. AmerisourceBergen serves clients through a system of distribution and service midpoint, and packaging amenities.

Trend Analysis

The firm has been rising at a notable rate ever since in 1999 when it acquired C.D. Smith Healthcare a wholesale pharmaceutical firm and signed an accord with Veterans Affairs to offer

support to its other than 500 pharmacies. It acquired Pharmacy Healthcare Solution in 2000 which was pharmacy consulting firm, and this made it become the principal supplier to hospice and aid structure in the United States. It has presently initiated programs such as American Health Packaging and Family Pharmacy among others. Losses were acquired in the start-up stage, where the idea was to get customers to try the manufactured goods. Profit margins have been steady, nonetheless. Management focus was aimed at getting experts and customers to try the produce in order to get subjective proof and testament of its efficiency. Not adequate focus was on management of asset, as confirmed by a small return on assets fraction. Now that the produce has gotten some appreciation, particularly in expert ring, the focus will move toward intense marketing.

Competition

McKesson Corp, and Cardinal Health Inc are the major competitors of Amerisource Bergen. Its profitability will depend on the competence of its operations and their capacity to maintain a steady course of business. Competition in the industry is extremely tough and some of the main players and competitors are continuously devising better tactical solutions in the firm's control or acquirement in bid to boost market share. (Gilpin and Kenneth 2001).

AmerisourceBergen has considerably inferior market evaluation than Cardinal Health and McKesson and also a greatly lower number of workers.

Opportunities and Problems

Opportunities

Growing demand, drugs usage, medicines and rising prices are some of the opportunities which will drive long-term income for the firm even in surplus of inflation. AmerisourceBergen has

reduced its organizational expenses over the years to a significant extent by finance in occupation and increasing more cheap operating methods, which could hold up the firm in the long run.

Problems

One of the shortfalls of AmerisourceBergen survival is connected to the regulatory legislation that limit the mail array drug industry. According to Frederick and James (2001), the present economic depression has affected even prescription drug sales. Thus, this is a severe threat for the firm.

Goals and objectives

The goals and the objectives of AmerisourceBergen are: to be a leading distributor of drugs and health care provisions; provide world class health consulting services at a global level; to put up investor value by conveying pharmaceutical and healthcare facilities, services and answer in pioneering and cost efficient ways. To realize this, locating the maximum standards in service, dependability, protection and cost control in the firm will highly be emphasized.

Action Program

As an action program, Amerisource Bergen system program will entail increase in market share by dropping market share of rivals. This strategy will take advantage of the market development present and confine a share of marketplace held by existing current rivals. This strategy need wide advertising in typical media, including infomercial 60 second commercial, cable TV, direct mail, educational inserts/newsletters and brochure development.

References

AmerisourceBergen Corporation Profile, Hoovers, accessed December 2007.

Frederick, James (2001), Revolutionizing an Industry. *Drug Store News*,.

Gilpin, & Kenneth N, (2001). Two Drug Wholesalers to Merge in a \$2.4 Billion Stock Deal. *New York Times*, March 20,