

Social Marketing Programme on Contraceptives



Get to know:

- Market and Competitors
- Suitable business model
- Suitable and capable suppliers



Watch out for:

- Government Regulations
- External influencing factors such as competition, modern trade decisions
- Behavioral changes in customers



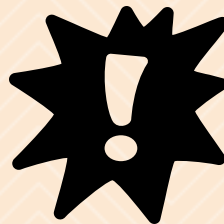
Challenges:

- Religious beliefs and resistance
- Legal barriers
- Cultural and social barriers towards the use of contraceptives
- Import taxes and currency fluctuations



Recommended to:

- Adopt modern distribution methods
- Carry out new product development processes
- Conduct research and development on NP and market



Highlights

Social Marketing Programme of the Family Planning Association of Sri Lanka

- Main source of income: Sale of contraceptives
- Market leader in contraceptives in Sri Lanka
- Owns around 70% of market share
- Covers 80% of the organization's expenditure

Good to have:

Suitable suppliers and vendors for each product, understanding about the legal environment

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*Click on each topic to view more details.