

Micro Labs Limited

Micro Labs was incorporated on 7th September 1973. Micro Labs Limited's operating revenues range is Over INR 500 cr. It is a multifaceted healthcare organization with a proficient marketing team. Have manufacturing facilities and R&D centers that are with international standards. It is ranked 14th among prescriptions by SMSRC and 19th in sales as per AWACS Mat. The company is well known for its brand “DOLO” while the portfolio includes some of the topmost brands in various specialties like Cardiology, Diabetology, Anti-infective, Ophthalmology, Pain, etc. The company’s domestic market share is around 2%, while it is among the top 5 players in liver therapy and Oral Anti-diabetic segments. The company is placed 11th in the Cardiovascular product division. Around 60% of the company’s domestic revenue is from the Chronic segment. This financial year company’s export sales grew by about 35% while the domestic sales were moderate at 5%.

VISION

- Micro Labs Limited aims to improve global healthcare by providing affordable, high-quality medicines. They strive to be a leading player in the industry, focusing on R&D, manufacturing excellence, and partnerships. Sustainability and social responsibility are key, with a vision that includes healthcare access, education support, and philanthropy.

ASPIRATION:

- Micro labs aspire to deliver value through high-quality pharmaceutical products and to build brands across the therapeutic segments.

Product Profile

- Dapagliflozin is an oral medication used for the management of type 2 diabetes mellitus.
- It is used to lower blood glucose levels, inhibit kidney glucose reabsorption, and reduce excessive hepatic glucose production.
- Supports weight management by promoting mild weight loss in individuals with type 2 diabetes.
- Routes of administration-Oral.
- Tablets: 5 mg, 10 mg
- Common side effects include Urinary tract infections, Back pain, Increased urination.
- Consult healthcare professional or prescribing information for the most up-to-date and accurate indications.

Brand Name:

- **Salt name:** Dapagliflozin
- **Brand Name:** Gluva
- **The rationale of the proposed name:**
 - i. The proposed name "Gluva" seems to be derived from the word "glucose," which is a key component in the management of diabetes.
 - ii. The name "Gluva" incorporates the term "glu" from glucose, which is a fundamental component in diabetes management.
 - iii. "Gluva" is a short and concise name that is easy to remember. Brands often strive for simplicity and distinctiveness to create a lasting impression in the minds of consumers.
- **Indication:**
 - i. As the name "Gluva" is hypothetical and not associated with any specific medication or product, there are no specific indications for it.
 - ii. "Gluva" is indicated for the management of type 2 diabetes mellitus. It is prescribed to help improve glycemic control in adults with type 2 diabetes, in conjunction with a balanced diet and regular exercise.

Market Trend

- Current population of Vietnam is 98,858,950
- Current adult population of Vietnam is 72,026,047
- Health expenditure of Vietnam is 6.6% of GDP

Business implication

- Vietnam is considered an emerging market with a fast-growing economy.
- The rising middle class and increasing consumer spending power contribute to the attractiveness of the market.
- The Vietnamese government offers various incentives to attract foreign investment and support business development.

REGULATORY REQUIREMENTS FOR LAUNCH OF “Dapagliflozin” IN VIETNAM

- Obtain marketing authorization from Vietnam’s Ministry of Health (MoH) before commercialization.
- Provide comprehensive documentation, including product information, clinical data, manufacturing details, and labeling information.
- Conduct local clinical trials or submit evidence of safety and efficacy from recognized regulatory authorities.
- Comply with Good Manufacturing Practice (GMP) standards for manufacturing facilities.
- Labeling must be in Vietnamese, with clear instructions, warnings, and indications compliant with local regulations.
- Submit a Certificate of Pharmaceutical Product (COPP) to demonstrate compliance with relevant regulations.

ORGANISATIONAL STURCTURE

CHAIRMAN & MANAGEMENT DIRECTOR
(DILIP SURANA)

DIRECTOR
(ANAND SURANA)

CHIEF BUSINESS OFFICEER & PRESIDENT
(TAVINDER JIT SINGH VASUDEVA)

MICROLABS LTD. GURGAON OFFICE

BUSINESS MARKETS

FRENCH WEST AFRICA
(10 COUNTRIES)

NORTH AFRICA
(MAROOCO & ALGERIA)

VIETNAM

CAR COUNTIES
(UNDER STUDY)

ELTHOPIA

PESTLE ANALYSIS

Political

- Stable government, evolving healthcare policies, and regulations influence market access, pricing, and marketing strategies.

Economic Factors

- Growing economy, rising disposable income, and favorable market conditions present opportunities for market penetration and growth.

Social Factors:

- Increasing awareness of healthcare, changing demographics, and cultural preferences impact product acceptance and marketing approaches.

Technological Factors:

- Advancements in healthcare technology and digital infrastructure support product development, distribution, and marketing innovation.

Legal Factors:

- Compliance with local regulations, intellectual property protection, and legal framework for pharmaceutical products are critical for market entry.

Environmental Factors:

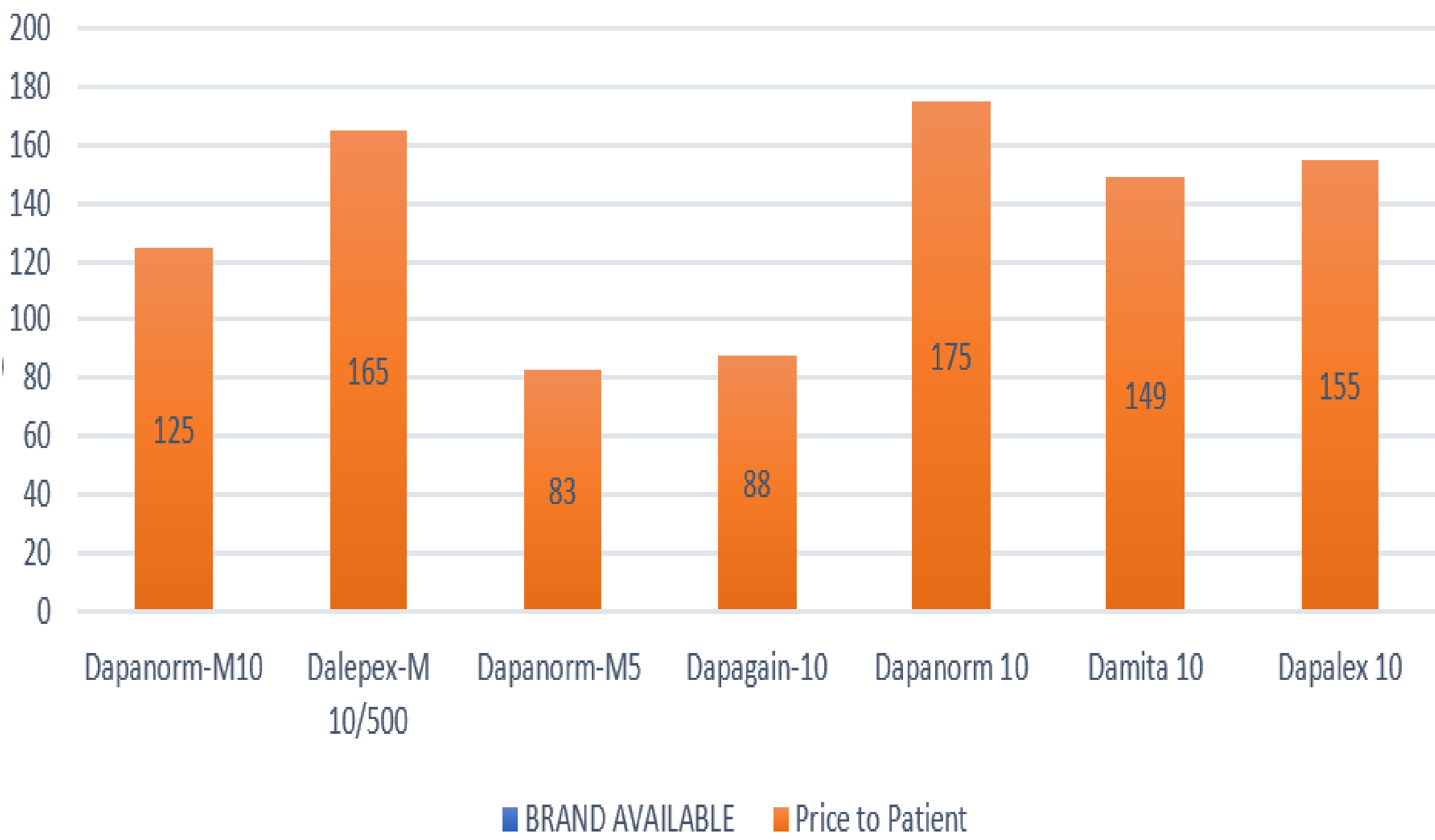
- Environmental considerations in packaging, waste management, and sustainable practices align with the growing focus on eco-consciousness.

PACK DESIGN



Competitive Analysis

Competitive Analyse



Learning Outcomes: & recommendation

- **Learning Outcomes:** Developed proficiency in corporate etiquette and professional communication skills.
- Acquired knowledge of brand planning concepts and strategies for the molecule.
- **Recommendations:** Seek opportunities for practical application of brand planning knowledge through real-world projects or case studies.
- Continuously enhance skills through networking, mentorship, and staying updated with industry trends in brand planning.

Brand Positioning:

- **Market Definition:** The market for Gluva includes individuals with type 2 diabetes, prediabetes, or those at risk of developing diabetes. The seeking products and services to manage their blood sugar levels, maintain a healthy lifestyle, and reduce the risk of complications associated with diabetes.
- **Customer Target:** Gluva primarily targets individuals living with type 2 diabetes mellitus, including both newly diagnosed and established patients
- **Insights:** A healthier and more fulfilling life by effectively managing their blood glucose levels.
- **Brand Essence:** "Empowerment through Innovation and Support"
- **Competitive Advantages:** Efficacy and Clinical Evidence, Safety and Side Effect Profile, Brand Reputation and Trust.
- **Supporting Evidence:** Clinical studies and customer testimonials validate Gluva effectiveness and reliability.
- **Brand Positioning Summary Statement:** "Gluva is a trusted and innovative brand dedicated to empowering individuals with type 2 diabetes to take control of their health and live a fulfilling life.

SWOT ANALYSIS

Strengths:

- Dapagliflozin has shown effectiveness in lowering blood glucose levels in patients with type 2 diabetes mellitus.
- Dapagliflozin has been associated with potential benefits beyond glycemic control, including weight loss and blood pressure reduction..

Weaknesses:

- Dapagliflozin may have potential side effects,
- Including increased risk of urinary tract infections, genital mycotic infections, and the possibility of volume depletion.
- Dapagliflozin may be relatively expensive compared to other diabetes medications, which could impact accessibility for some patients.

Opportunities:

- Growing Diabetes Epidemic: The increasing prevalence of type 2 diabetes worldwide presents an opportunity for dapagliflozin.
- Market Expansion: Dapagliflozin has the potential to penetrate new markets and expand its reach to patients who may benefit from SGLT2 inhibitors as part of their diabetes management.

Threats:

- Regulatory Changes: Changes in regulations or guidelines regarding the use of dapagliflozin or SGLT2 inhibitors may pose threats to the drug's market access and usage..
- Adverse events associated with dapagliflozin or the class of SGLT2 inhibitors may lead to safety concerns.

MARKET CAMPAIGN

- Highlight benefits: Showcase the advantages of Dapagliflozin + Metformin for effective diabetes management
- Testimonials: Use success stories to demonstrate the product’s efficacy and positive outcomes.
- Educational seminars: Collaborate with healthcare professionals for informative sessions on diabetes management and product benefits.
- Online presence: Utilize social media, targeted ads, and engaging content to raise awareness and reach the target audience.
- Accessibility: Ensure product availability through partnerships with local pharmacies and healthcare facilities.
- Advocacy partnerships: Collaborate with influential diabetes advocacy groups in Vietnam to expand the product’s reach and message.

Difference between practical and theoretical exposure

- During the summer internship at Micro Labs Limited, practical exposure involved applying corporate etiquette in real-life professional settings, interacting with colleagues, and gaining hands-on experience in the pharmaceutical industry.
- Theoretical exposure included learning about brand planning concepts and strategies through workshops, mentorship, and understanding the theoretical aspects of the dapagliflozin molecule. Both practical and theoretical exposure enhanced overall learning during the internship.

Challenges Faced

- My most challenging task was completing competitor research & to find out the prevalence of allergic condition in Vietnam.
- As I worked at Micro Labs, time management was another challenge. I had to complete all my work within limited timeframes, which was another learning experience for me.

Usefulness of Internship

- Practical experience in a real work environment
- Exposure to the pharmaceutical industry and its practices
- Networking opportunities with industry professionals
- Skill development in areas such as corporate etiquette and brand planning
- Resume enhancement with relevant industry experience
- Insights into career possibilities and personal growth.