



# Brand plan for Safixa (Apixaban)

**Name: Kaushik Singh (0393)**  
**Batch: MBA PM-14**

**Mentor: Dr. Ashok Peepliwal**  
**Industry Mentor: Mr. Tavinder Jit Singh Vasudeva**



## Micro Labs Limited

Micro Labs was incorporated on 7<sup>th</sup> 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 among 14<sup>th</sup> prescriptions by SMSRC and 19<sup>th</sup> in sales as per AWACS Mat. The company is well known for its brand "DOLO-650" while the portfolio includes some of the topmost brands in various specialties like cardiology, diabetology, anti-infective, ophthalmology, and pain etc.

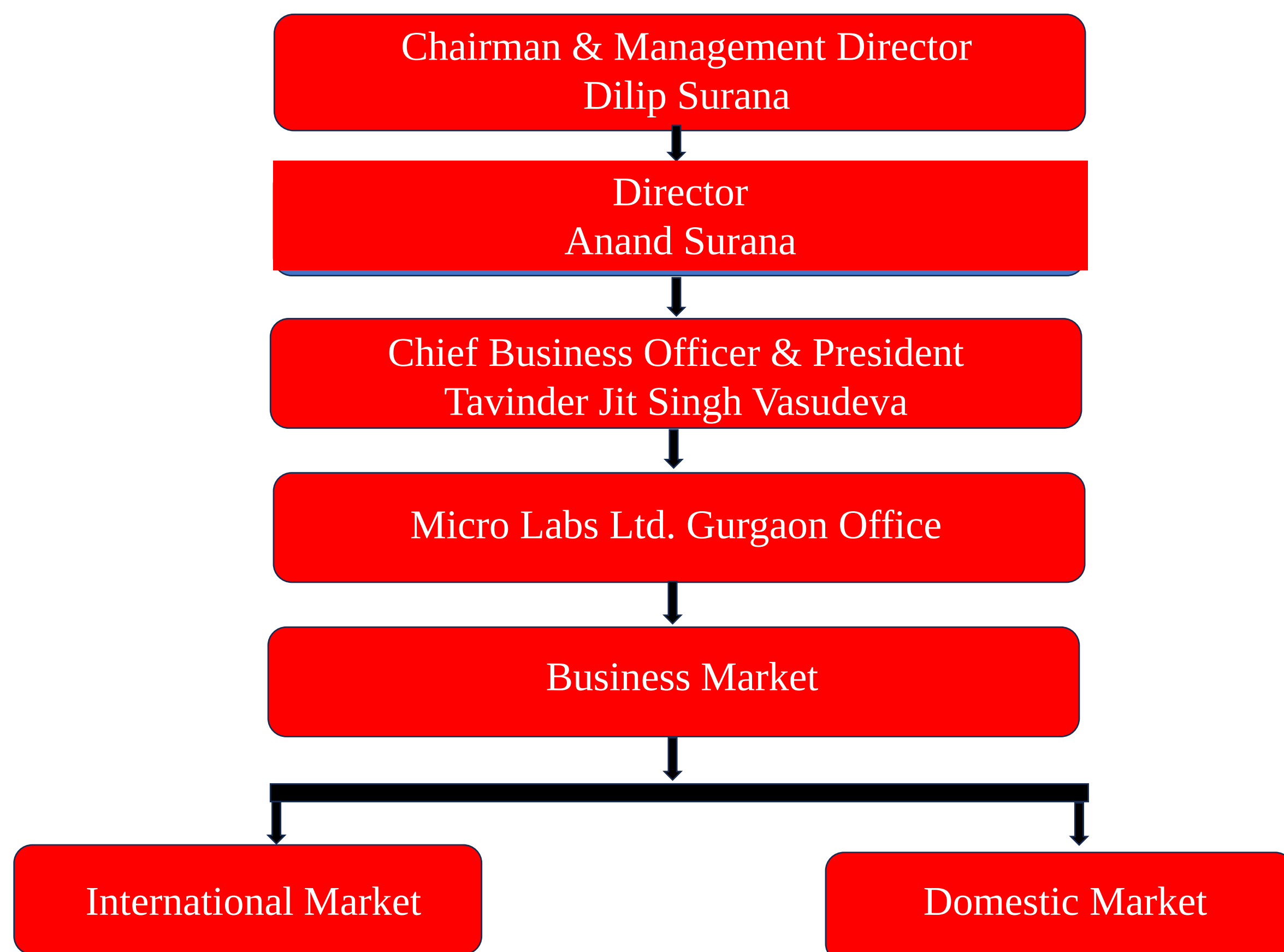
### VISION

Micro Labs desire not to be the best, but the leader in developing, manufacturing, and selling premium pharmaceutical products. Micro Labs wishes to manufacture medicine of the highest standard and market it at affordable prices globally.

### ASPIRATION

Micro Labs aspire to deliver value through high-quality pharmaceutical products and to build the brand across the therapeutical segments.

## Organizational Structure



## Pack design



## Disease Prevalence

- Atrial Fibrillation (AF)
- Venous Thromboembolism (VTE)
- Prevention of Stroke in Nonvalvular Atrial Fibrillation
- Treatment and Prevention of DVT and PE

## Drug Profile/ Pharmacology of drug

- It works by inhibiting a specific clotting factor in the blood called Factor Xa, which plays a crucial role in the formation of blood clots.
- Apixaban is an anticoagulant medication that belongs to the class of direct oral anticoagulants (DOACs)
- Apixaban selectively and reversibly binds to both free and clot-bound Factor Xa. By inhibiting Factor Xa, apixaban interferes with the conversion of prothrombin to thrombin, which ultimately prevents the formation of fibrin and the subsequent development of blood clots

## Brand Name

- ❖Name: **Safixa tab**
- ❖Contain: Apixaban 5 mg
- ❖Indication: Prevention of Stroke and Systemic Embolism in Nonvalvular Atrial Fibrillation
- ❖ Treatment and Prevention of Deep Vein Thrombosis (DVT) and Pulmonary Embolism (PE)

Here's the reasoning behind the name:

- **Safixa:** The name incorporates the word safety, which is a key consideration when it comes to anticoagulant medications like apixaban. It suggests that the product provides a safe option for patients who need to prevent or treat blood clots.
- It is a combination of word "SAF" which means **safety** and "IXA" meaning the molecule **Apixaban**.

## SWOT Analysis

| Strength                                                                                                                                                                              | Weakness                                                                                                                                               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>▪Provide Wide range of therapy that cures blood clots stroke and vein thrombosis.</li><li>▪Reducing the need for frequent monitoring.</li></ul> | <ul style="list-style-type: none"><li>•Availability of market.</li><li>•Less market shares</li></ul>                                                   |
| Opportunity                                                                                                                                                                           | Threats                                                                                                                                                |
| <ul style="list-style-type: none"><li>•The market is increasing day by day</li><li>•Opportunities to expand the approved indications</li></ul>                                        | <ul style="list-style-type: none"><li>• As the drug is not patented their many other players.</li><li>• Competitor reducing the market share</li></ul> |

## Marketing Strategy

### For Physicians

- Webinars
- Discussion with KOLs
- Customised products like pens, diaries, calendars, paperweights, etc.

### For patients

- Health Checkup
- Disease Awareness
- Patient support program

## Regulatory guidelines of Kenya for Product registration

The authority governing the registration of medicines: Pharmacy and Poisons Board, Republic of Kenya

**website:** <https://web.pharmacyboardkenya.org/>

The registration of drugs depends on the acceptance of the deposit at the level of the board and the level of compliance of the file and requires 12 months to 24 months.

The **Procedure for registration** is listed below.

## Learnings during Internship

- **Business finance** - Debit & credit note, General ledger, Cash Flow Statement.
- Business communication, Etiquettes.
- Use of fonts and colors in **Branding and Marketing**.
- **Importance of Business Development and Marketing**.
- Situational Leadership.
- Distribution channel in Pharmaceutical And Vaccine.

- Sales and marketing Exposure.

## Market Trend

- The market for anticoagulant drugs has been expanding due to an aging population, increased prevalence of atrial fibrillation, and a rising awareness of the importance of stroke prevention

## PESTLE Analysis

### Political

- It is approved in more than 100 countries and achieved more than \$16 billion in worldwide sales in 2021.

### Economical

- The Government promotes health care which leads to people's expenditure increasing on pharmaceutical products.

### Social

- In line with the recent guidelines recommendation for the use of Apixaban we have reviewed the safety and tolerability profile of apixaban as Anticoagulant and blood thinner.

### Technological

- E-pharmacy made the drug purchasing power of customers.
- Digitalization made marketing easy.

### Legal

- The sales of Apixaban is legally approved.

### Environmental

- The Apixaban is USFDA approved product which is used to treat blood clots and reduce the risk of strokes and heart attacks and it does not harm the environment.

## Challenges Faced

- The greatest challenge that I face was the collection of the data from the source was very difficult.
- Dealing with the time management was one of the biggest challenge I faced during my internship with Micro Labs.

## Suggestion

- Did not got the corporate exposure because of their work from home environment. So company should provide corporate exposure to interns.

## Marketing campaigns

- Campaign is an organized and active effort to achieve a particular goal. By extension, a marketing campaign is aimed at promoting a particular product or range of products through various channels such as television, radio, prints and online platforms.
- It typically involves a series of tactics and strategies that are executed across multiple channels, such as social media, email, advertising, events, and public relations, among others.