

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 company 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% because of lower prescription-based sales due to COVID.

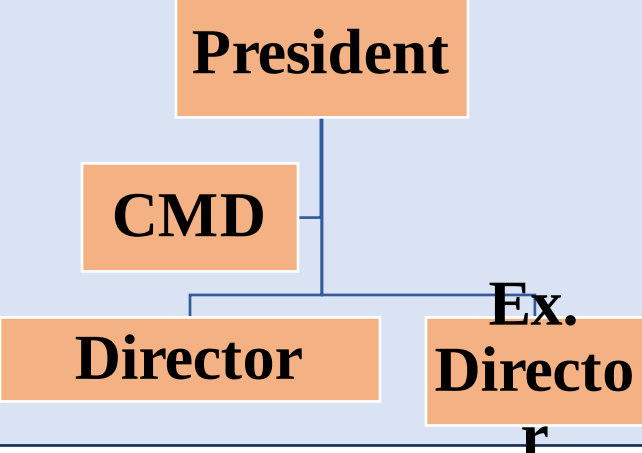
Mission

- 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.

Organisation structure



Product Profile

- Cefuroxime is an antibiotic used for various bacterial infections.
 - It inhibits bacterial cell wall synthesis.
 - Available in tablets, capsules, and injectable forms.
 - Effective against gram-positive and gram-negative bacteria.
 - Common side effects include diarrhea, nausea, and skin rash.
 - Use with caution in individuals with a history of hypersensitivity or allergies.
 - The elimination half-life of cefuroxime, after oral administration of cefuroxime axetil, is approximately 1.5 hours to 2 hours in adults.
 - Dose- Daily once a day.
- Common side effects of cefuroxime may include:
- Diarrhea
 - Nausea
 - Vomiting
 - Abdominal pain
 - Headache & Skin Rash

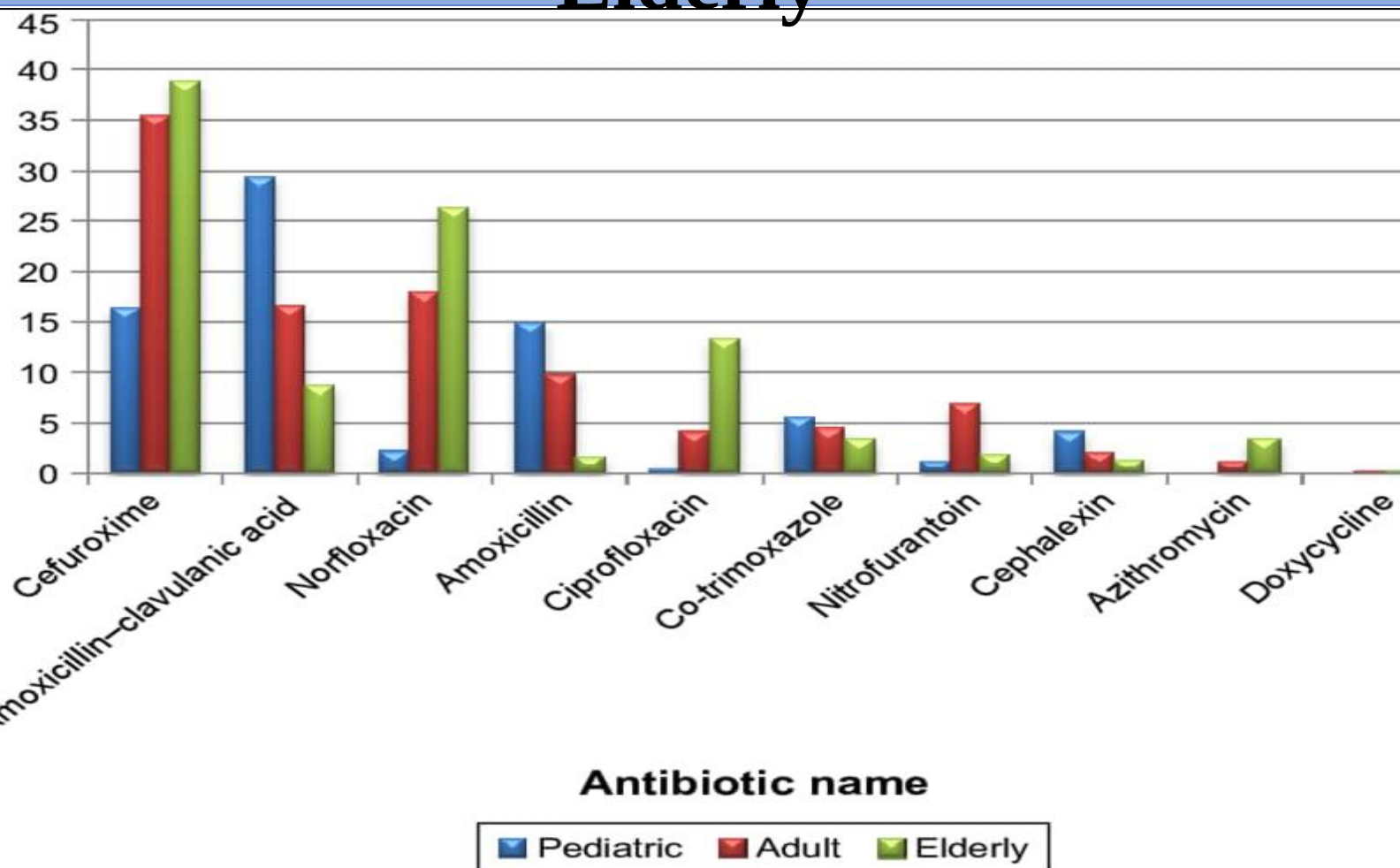
Market Trend

- Romania's total population was 20.06 million in January 2023
- Romania, who joined the EU in 2007, is among the top most affected countries with over 3% of its population using antibiotics daily.
- Health expenditure of Romania is 5.9 percent of GDP.

Business Implication

- Revenue generation for pharmaceutical companies through the production and sale of antibiotics.
- Increased demand for antibiotics supports the growth of the pharmaceutical industry in Romania.
- Antibiotics are essential for healthcare providers, creating business opportunities for hospitals, clinics, and pharmacies.
- Concerns about antibiotic resistance necessitate investment in research and development of new antibiotics or alternative treatment methods.

Consumption of Cefuroxime than other Antibiotics in: Pediatric, Adult, and Elderly



Brand Name

Brand Name: “Cefumic”

Salt Name: “Cefuroxime”

The rationale of proposed name: The proposed brand name, Cefumic, combines the shortened form of "Cefuroxime" with the word "Mic" which indicate Micro pharma brand. The name aims to convey the idea that it contains molecule Cefuroxime with brand Micro Pharma.

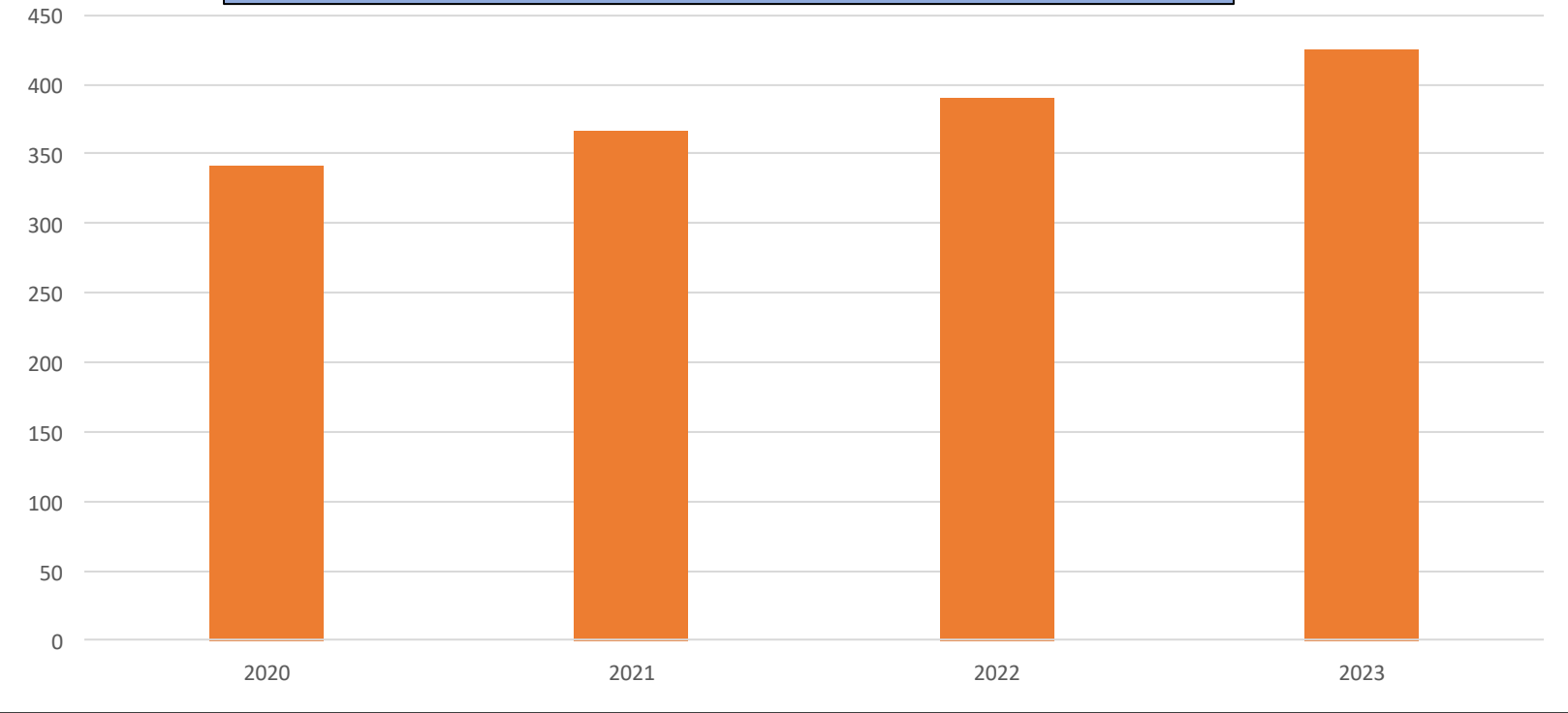
1.Indication: Respiratory tract infections such as bronchitis and pneumonia.

- Skin and soft tissue infections.
- Urinary tract infections.
- Ear and sinus infections.
- Gonorrhea (sexually transmitted infection).
- Lyme disease (early stage).

Regulatory Approval Process for Drug Registration in Romania:

- The regulatory framework for Cefumic (cefuroxime) in Romania is overseen by the National Agency for Medicines and Medical Devices (NAMMD).
- Filing requirements include submitting a comprehensive marketing authorization application (MAA) with detailed information on product quality, safety, efficacy, and manufacturing.
- Documentation required includes pharmaceutical, non-clinical, and clinical data.
- Compliance with EU regulations and use of the Common Technical Document (CTD) or electronic Common Technical Document (eCTD) formats is necessary.
- Evaluation and approval timeline by the NAMMD can take up to 210 days.
- Post-marketing obligations include pharmacovigilance activities and compliance with labeling, packaging, and advertising regulations.
- Close collaboration with the NAMMD and meeting all requirements is crucial for successful approval.

Revenue of Antibiotics in million Romanian lei



PESTLE analysis

Political Factors:

- Government regulations and policies regarding pharmaceuticals and healthcare.
- Pricing and reimbursement policies for antibiotics.

Economic Factor:

- Economic stability and GDP growth in Romania.
- Healthcare expenditure and budget allocation for antibiotics.
- Affordability and purchasing power of the target market.

Sociocultural Factors:

- Awareness and perception of antibiotics among healthcare professionals and the general public.
- Cultural attitudes towards healthcare and medication usage.

Technological Factor:

- Advancements in pharmaceutical research and development.
- Access to technology and digital platforms for marketing and distribution.

Legal Factors:

- Compliance with regulatory requirements and drug approval processes in Romania.
- Intellectual property rights and patent protection for the brand.

Environmental Factors:

- Environmental regulations and sustainability considerations in pharmaceutical manufacturing and packaging.
- Impact of antibiotic usage on the environment and antibiotic resistance concerns.

Pack design:



Market campaign for Cefumic (Cefuroxime)

- Clear Brand Messaging: Develop a compelling brand message highlighting the effectiveness, reliability, and safety of Cefumic in treating various bacterial infections.
- Targeted Healthcare Professional Outreach: Conduct educational programs and engage with healthcare professionals through conferences, workshops, and online platforms to increase awareness and promote appropriate prescribing of Cefumic.
- patient Education: Create informative materials and campaigns to educate patients about the benefits, proper usage, and potential side effects of Cefumic, emphasizing the importance of completing the full course of treatment.
- Online Presence: Establish a strong online presence through a dedicated website and social media channels to provide accessible information about Cefumic, share success stories, and engage with the target audience.
- Key Opinion Leader Endorsements: Collaborate with influential healthcare professionals and key opinion leaders to endorse Cefumic, increase brand credibility, and reach a wider audience.
- Collaboration with Pharmacies: Partner with pharmacies to ensure availability and proper dispensing of Cefumic, providing information to pharmacists to enable them to educate patients on its appropriate use.

Brand Positioning

- Target healthcare professionals as the primary audience, including doctors, pharmacists, and hospitals.
- Emphasize Cefumic's efficacy, safety, and reliability as a trusted antibiotic brand.
- Highlight its broad spectrum of activity against various bacterial infections.
- Communicate the unique selling points such as convenient dosing options and proven clinical efficacy.
- Position Cefumic as a high-quality antibiotic that meets regulatory standards for patient safety.
- Emphasize cost-effectiveness and value proposition compared to other antibiotics.
- Utilize a mix of traditional and digital marketing channels to reach healthcare professionals and create awareness.

SWOT analysis

Strengths:

Broad spectrum of activity against various bacteria. Established efficacy and safety in treating different types of infections. Brand recognition potential with the distinctive name Cefumic.

Weaknesses:

Potential side effects, including gastrointestinal disturbances and allergic reactions. Concerns about antibiotic resistance development.

SWOT

Opportunities:

Growing demand for effective antibiotics globally. Possibility to expand into new geographic markets.

Threats:

Antibiotic resistance as a significant threat to effectiveness. Competition from other antibiotic brands in the market.

Difference Between practical and theoretical exposure

Practical Exposure (Brand Plan for Cefuroxime at Microlabs Limited):

- Applied theoretical knowledge to develop a brand plan for cefuroxime.
- Gained hands-on experience through market research, strategy formulation, and collaboration with industry professionals.

Theoretical Exposure:

- Acquired foundational understanding of marketing and branding principles.
- Developed research and analytical skills within an academic framework.

Challenges Faced

- As I worked at Micro Labs, time management was another challenge. I had to complete all my work with in limited timeframes, which was another learning experience for me.
- Understanding the Romanian pharmaceutical business and the regulatory requirements for the launch of my brand was the most difficult task.
- One of the challenging aspects of my presentation was gathering statistics on the intake of cefuroxime in comparison to other antibiotics.

Usefulness of internship

- Practical Application: Internships provide an opportunity to apply theoretical knowledge in real-world settings, bridging the gap between academia and industry.
- Skill Development: Internships help develop valuable skills such as communication, teamwork, problem-solving, and time management.
- Industry Insights: Internships offer firsthand exposure to industry practices, work environments, and corporate culture, providing valuable insights into specific fields or sectors.
- Networking: Internships allow for networking opportunities, enabling students to build professional connections and establish relationships with industry professionals.
- Resume Building: Internship experience enhances a student's resume, demonstrating practical experience, skills, and a commitment to professional growth.
- Career Exploration: Internships provide an opportunity to explore potential career paths, gain clarity about interests and preferences, and make informed decisions about future career choices.

Learning outcomes & recommendation

- Learning Outcomes:** The internship provided practical application of knowledge, skill development, industry exposure, professional growth, networking opportunities, and self-reflection.
- Recommendation:** Leverage the experience by building a portfolio, expanding your network, continuing learning, seeking mentorship, and applying the skills gained from the internship to further your career in the pharmaceutical industry.