

Antihypertensive Drug Launch Plan In Micro Labs Limited



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MICRO LABS LIMITED

Objective

To launch the brand H SAFE (Nebivolol) in the market.

Methodology

Research Design : Descriptive Study

Types of data : Secondary Data

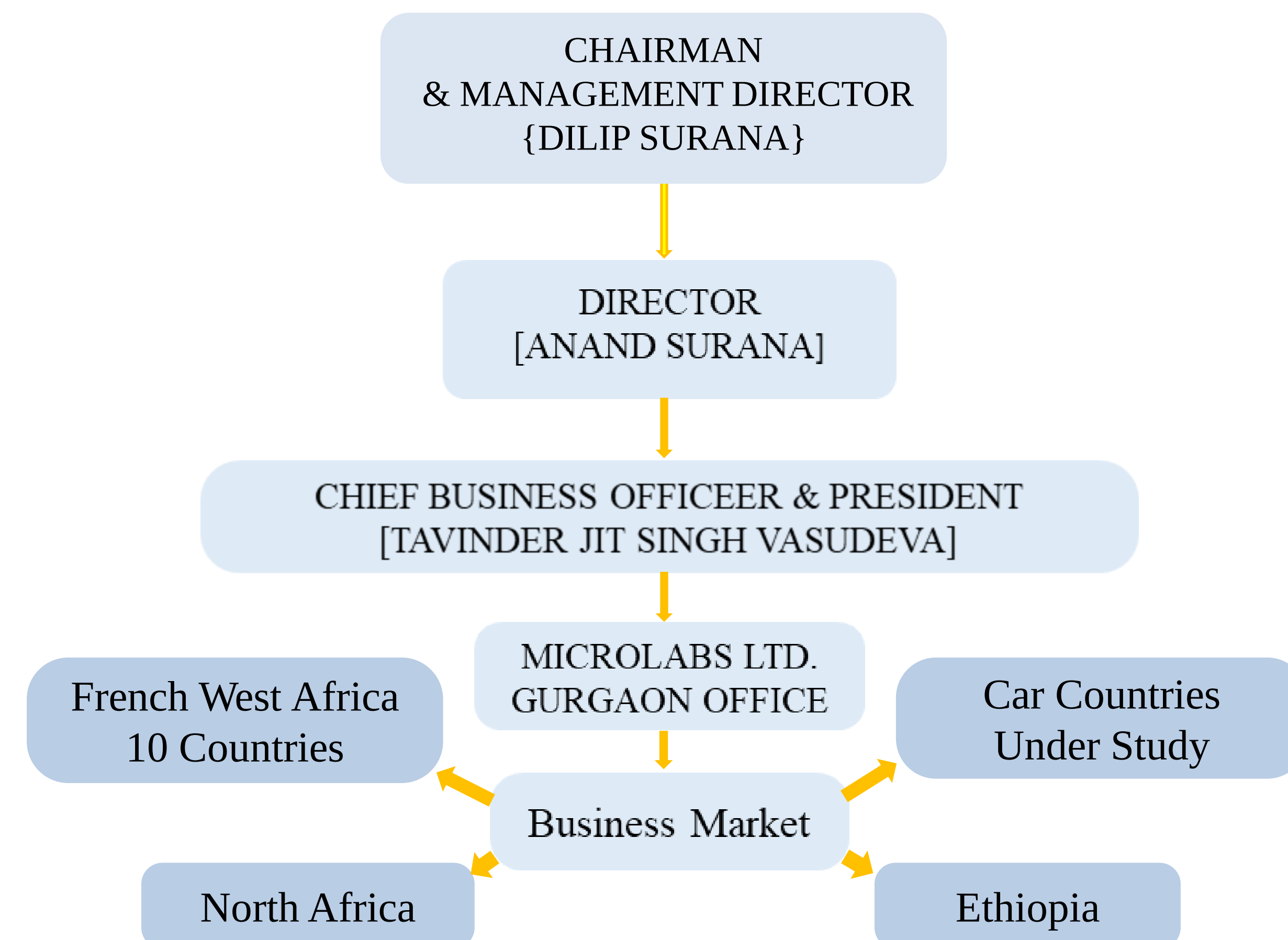
Duration : 8 weeks

Micro Labs Ltd

Vision : To built around a desire to not just be the best, but a leader in the development, manufacture, and sales of premium pharmaceutical products.

Business Beliefs : Quality, Ethics, Customers Focus, Respect For people

Organization Structure



SWOT Analysis

Strengths

- Robust Domestic Market
- Diverse Product line
- Strong Brand review and Brand awareness

Opportunities

- Opportunities in Adjacent Markets
- Changing Technology Landscape
- Increasing prevalence of cardiovascular disease

Weakness

- Customer Dissatisfaction
- Ineffective in essential tremor
- Side effects like headache, fatigue.

Threats

- Threats of New Entrants because of Reducing Costs and Increasing Efficiencies
- Government Regulations and Bureaucracy
- New entrant with combining therapy

PESTEL Analysis

1. Political factors: Government changing policies
2. Economic factors: Growth in individual income
3. Social Factors: Increasing prevalence of cardiovascular diseases
4. Technological Factors: Online pharmacies,, Digital marketing
5. Environmental Factor: Carbon footprint
6. Legal factors : Intellectual property right, Strong legislation

Introduction

- Nebivolol is used to treat high blood pressure.
- Lowering high blood pressure helps prevent strokes, heart attacks, and kidney problems.
- This medication belongs to a class of drugs known as beta blockers.
- It works by slowing down the heart rate and makes the heart more efficient at pumping blood around the body.

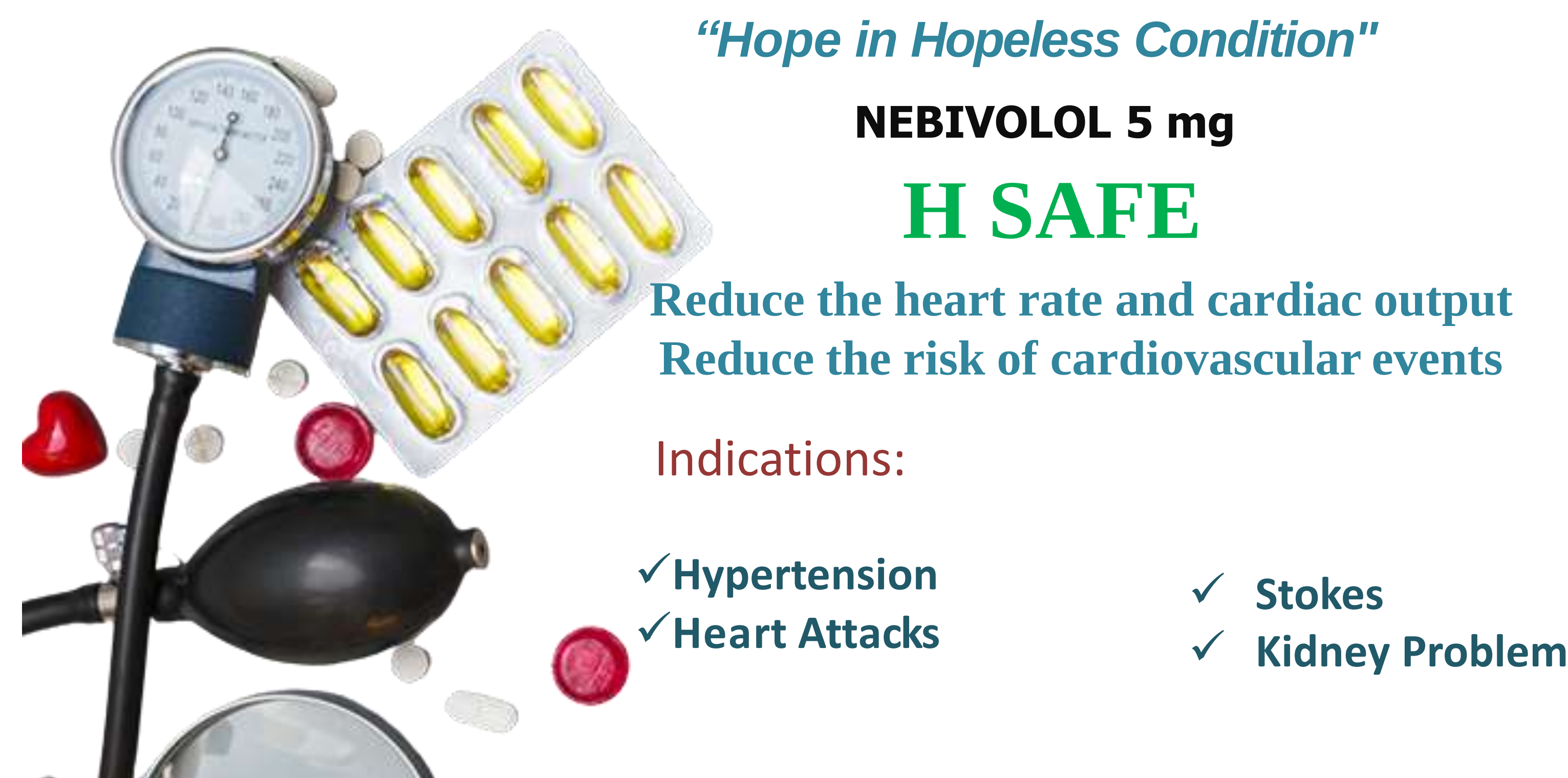
Brand Essence :

- Product Feature: Available in 2.5 and 5 mg tablet form
- Rational Benefits : Reduce the risk of cardiovascular events
- Emotional benefit : Patient can live worry free life
- Value Proposition: Lower the blood pressure Faster
- Single minded proposition: The trusted expert in reducing CV events
- Target specialty: Cardiologist, Physician

Market Overview

- Global cardiovascular market : CAGR 2.22% from 2022-2027
- Market Drivers : Covid, Increase in number of cardiovascular disease, Restrains
- Cardiovascular therapeutic market by region : North America, Europe, Asia Pacific, Latin America, Middle East & Africa
- Beta Blocker market growing at 4.30% CAGR
- Beta blocker market is segmented into high blood pressure, angina pectoris, heart failure, and other

Visual Aid Designing



Learnings and Value Addition

- I have assimilated corporate etiquettes in me.
- Learned about designing brand plan, marketing strategies and marketing campaign.
- From a market survey, I learned about competitor analysis.
- Learned about code of ethics, pharmaceutical trademarks and its significance, need of a code of ethics and pharmaceutical trademarks.
- For UGANDA, regulatory guidelines and drug registration were explored.

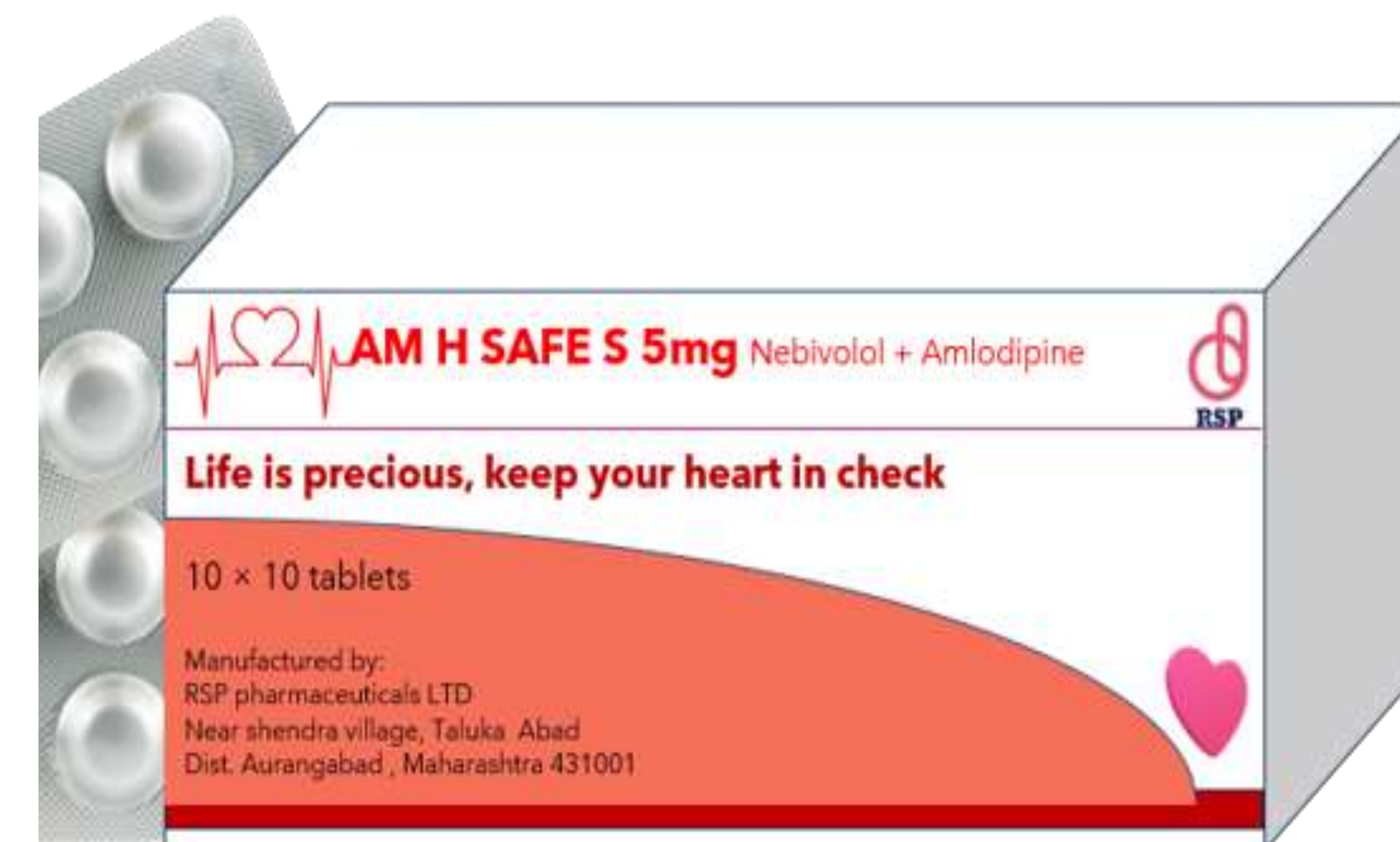
Difference Between Practical Exposure And Theoretical Work

While designing the marketing campaign and strategies you should use critical thinking and creativity. There might be some language barriers in implementing the campaigns.

Marketing Strategies and Campaigns

- Digital marketing strategy, Printed or digital Magazines
- Social media post, blogs etc.
- International conferences, Domestic conferences
- Public Relation Campaign: Create patient awareness through different channels like print media.
- Arrange different camp on the specific occasion like Yoga Day, World Heart day etc.

Brands



Result and Findings

- Cardiac segment : 8.1% growth
- Up to 2027, the cardiovascular medicine market is expected to rise at a CAGR of roughly 2.22 percent
- Dominant Market : North America.
- Smallest market: Africa region

Challenges Faced During Internship

In market survey, there is a limitation while collecting data