

Microlabs Ltd.

Micro Labs Limited is an Indian pharmaceutical company that specializes in the development, manufacturing, and marketing of generic and branded pharmaceutical products. The company was founded in 1973 by Mr. G. C. Surana and is headquartered in Bangalore, India. Micro Labs operates in various therapeutic areas, including cardiology, dermatology, neurology, gastroenterology, diabetology, and ophthalmology, among others. They offer a wide range of pharmaceutical formulations, including tablets, capsules, injectables, liquids, ointments, and creams.

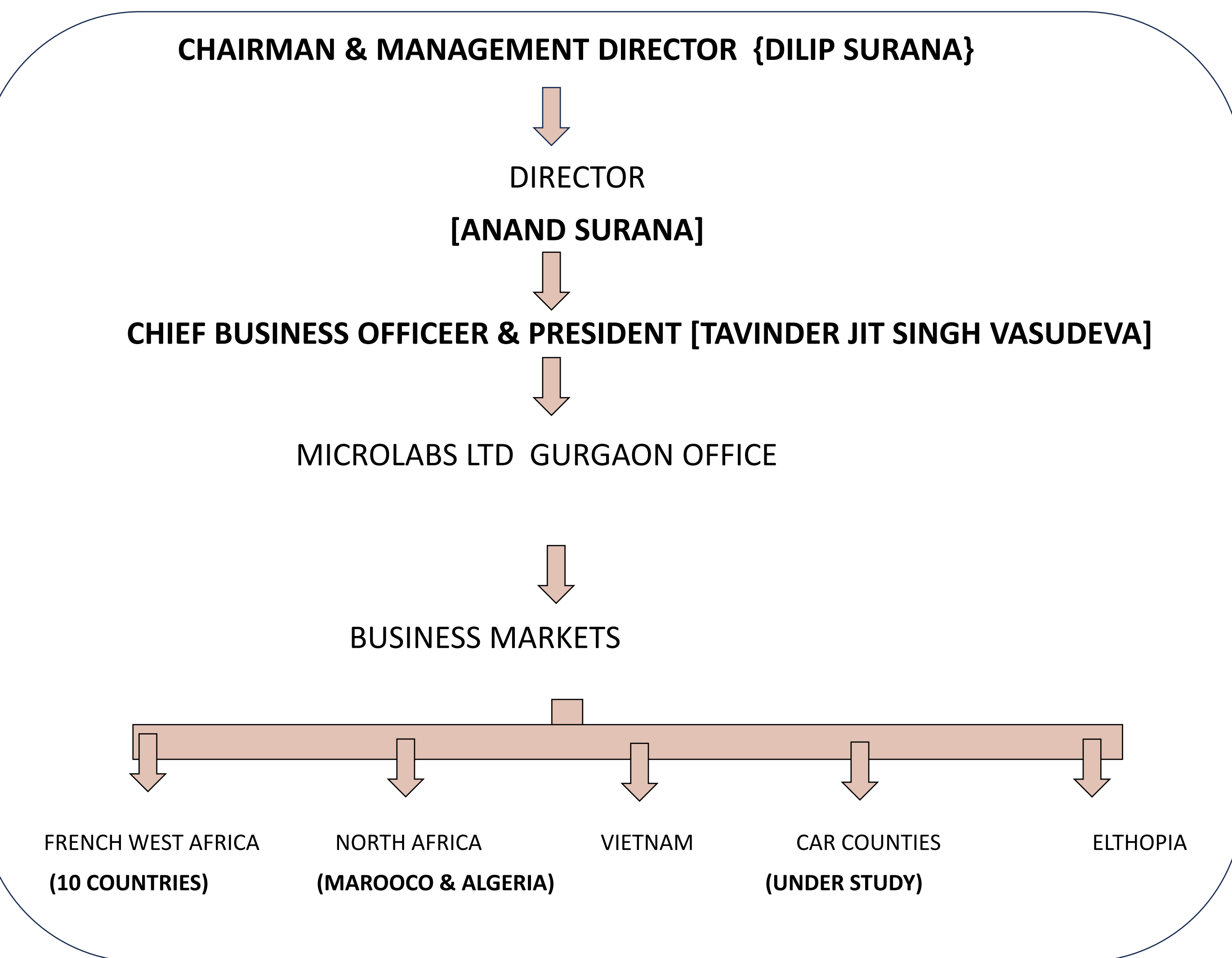
Mission

To create strong brands and offer value through high quality pharmaceutical goods throughout the therapeutic areas.

Vision

Micro labs desires to not just be the best, but a leader in the development, manufacturing and sales of premium pharmaceutical products. Micro labs wish to manufacture medicine of the highest standards and market it at affordable price across the globe.

Organizational Structure



SWOT ANALYSIS

Strengths

- Relieftine is an effective second-generation antihistamine
- Minimal sedative effects
- Relatively rapid onset of action

Weakness

- Limited Clinical Data
- Availability
- The cost of Relieftine may be higher compared to some older antihistamines

Opportunities

- Market Growth
- Combination Therapies
- Expansion into New Markets

Threats

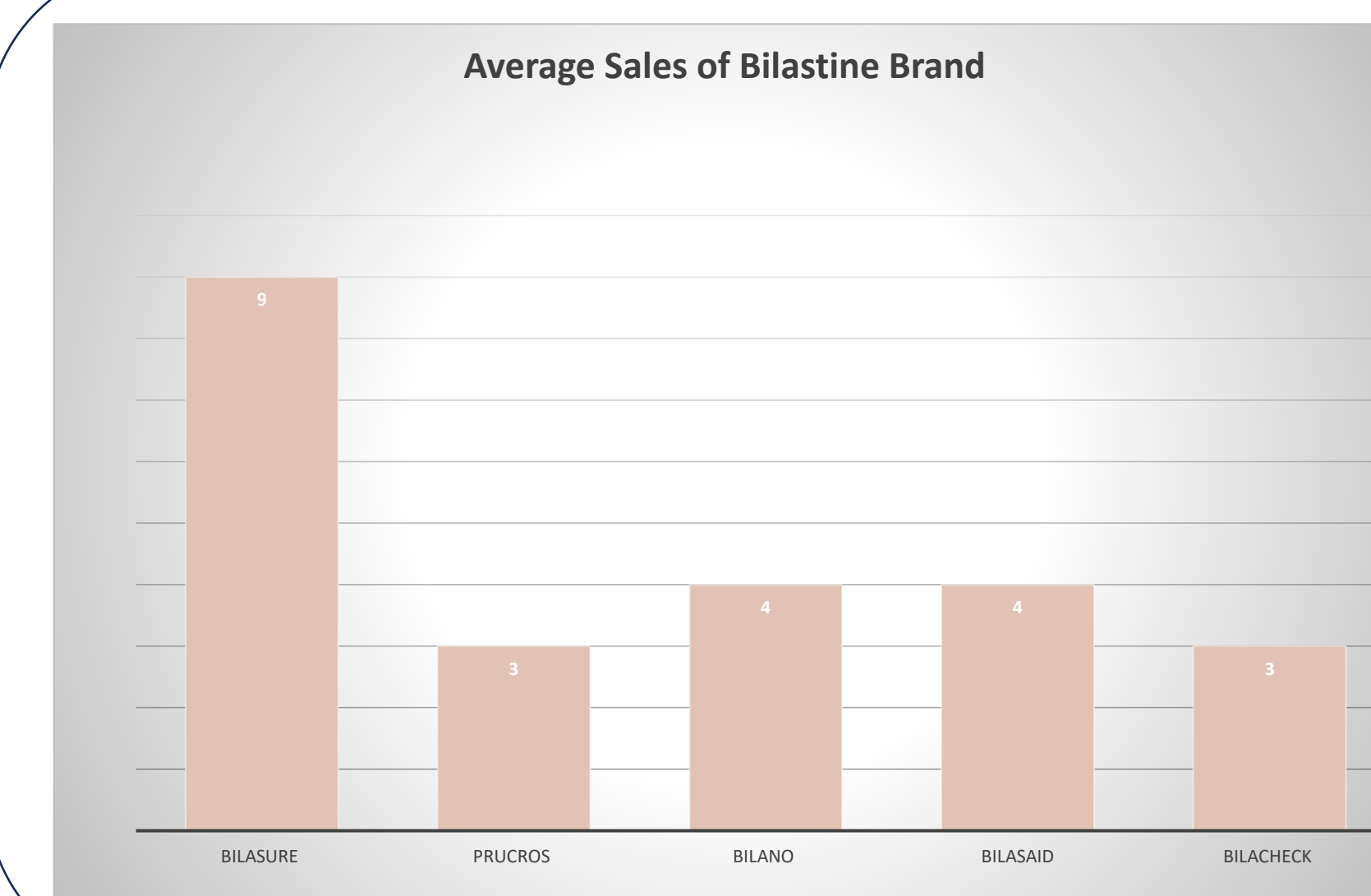
- Competitive Landscape
- Regulatory Challenges
- Adverse Events

Relieftine

Relieftine Tablet is an antihistamine that is used to relieve the symptoms of allergic rhinitis (sneezing, itchy nose, nasal secretion, nasal congestion, and red streaming eyes) and other forms of allergic conditions. It can also be used to treat itchy skin rashes (wheals or urticaria). Each Relieftine Tablet contains contain 10 mg of Bilastine and each strip contains 10 Tablets.



Avg sales of Bilastine Brands



PESTEL ANALYSIS

- Political:** Relieftine is subject to government regulations and approvals in different countries. Changes in regulations can affect its availability and market potential.
- Economic:** The economic condition of a country can influence healthcare spending, including the affordability and demand for pharmaceutical products like Relieftine.
- Social:** Sociocultural trends and preferences for natural remedies, alternative therapies, or other types of medications can affect the market acceptance of Relieftine.
- Technological:** Innovations in drug delivery methods can influence patient compliance and preferences for Relieftine.
- Environmental:** Relieftine must adhere to pharmaceutical regulations and quality standards to ensure its safety, efficacy, and legal compliance.
- Legal:** Advertising and labelling regulations, Intellectual property

Brand Positioning

Elements	Details
Brand Name	Relfietine
Market Definition	Anti-histamine
Customer target	Suffering from allergic rhinitis and chronic urticaria
Insight	Provides Relief from allergic Rhinitis and chronic urticaria
Metabolism	Predominantly metabolized by cytochrome P450 enzymes, particularly CYP3A4 and CYP2J2.
Duration Of Action	More tha 26Hrs
Excretion	Approximately 95% is excreted unaltered in either the feces (66.5%) or urine (28.3%)

Challenges faced during internship

Challenges

- My most challenging task was completing market research since respondents didn't want to share their data, their prices and didn't have the time to get the data out. This, was for me my most important learning; how one needs to approach.
- As I worked at MicroLabs, time management was another challenge. I had to complete all my work with in limited time frames, which was another learning experience for me.

Usefulness of Internship

Usefulness

- As for me, I felt after working with microlabs that it made me realize how important theoretical exposure and learning are.
- Additionally, this training made me more aware of the dynamics of the real corporate world and how flexibility, planning, and consistency are crucial to success.

Learnings

- Several value enhancements were developed during the internship,
- I've learned how to build a brand plan and perform brand research.
 - I also learned how to complete tasks within a certain timeframe.
 - I've learned about professional etiquette and netiquette, as well as how to function in a group environment.
 - I learned about brand research and the most important aspects of brand strategy.