



The market research, Analysis & Brand Plan of a new drug Montedine (montelukast plus Fexofenadine)



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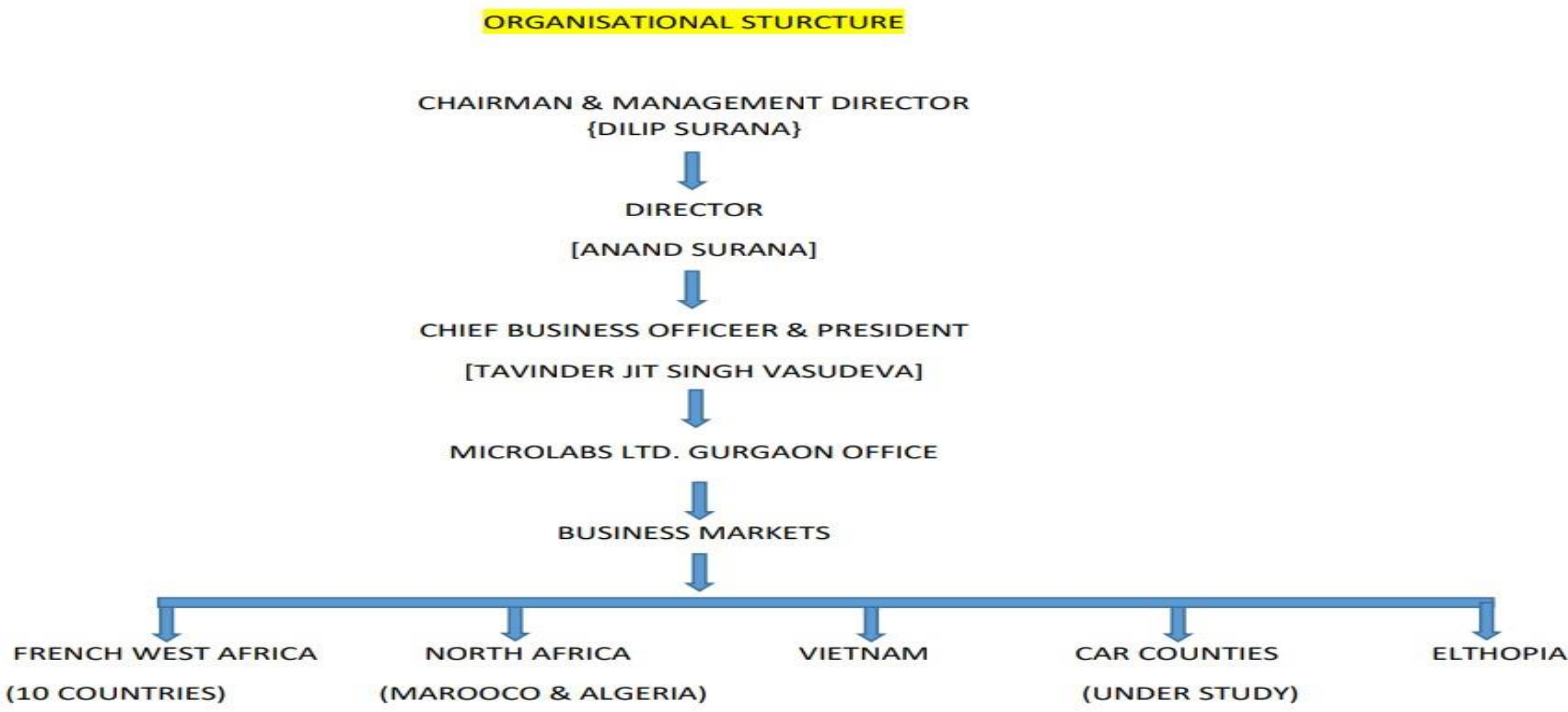
MICROLABS LTD

Micro labs was incorporated on 7 th 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 14 the among prescriptions by SMSRC and 19 the 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 top 5 players in liver - therapy and in Oral Anti - diabetic segment . The company is placed 11 the in the Cardiovascular product division

Vision
Micro Labs aspires to not only be the finest, but also a pioneer in the creation, production, and distribution of high-end pharmaceutical goods. Micro labs want to produce medicine of the greatest caliber and sell it for a reasonable price everywhere.

Aspiration
Micro Labs hopes to provide value through high-quality pharmaceutical goods and to create strong brands in all therapeutic categories.

Organization structure

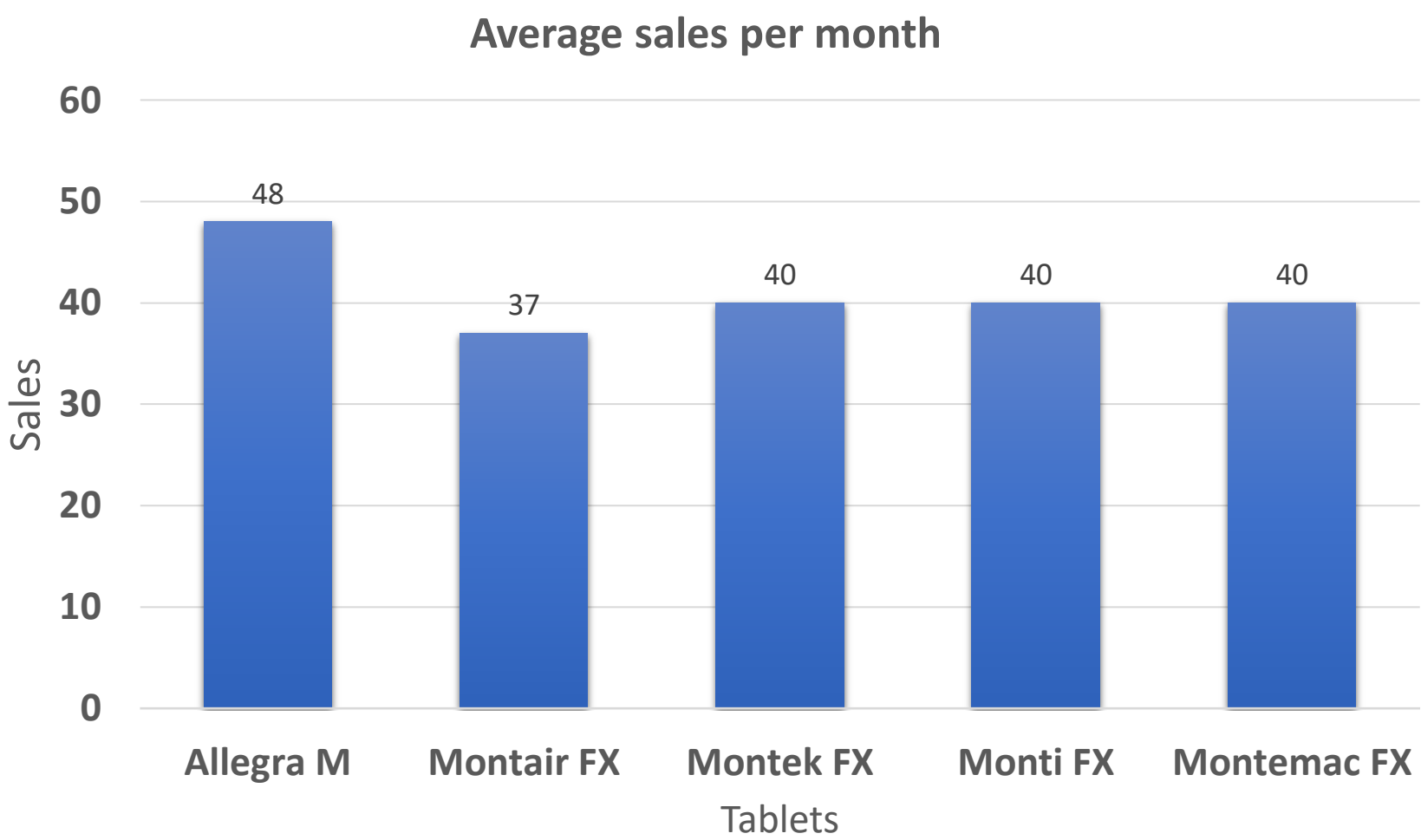


LEARNING AND VALUES ADDITION

Product profile

- The combination of montelukast and fexofenadine is scientifically significant in the treatment of allergies and asthma.
- Montelukast and fexofenadine are both medications used in the treatment of allergic conditions such as allergic rhinitis (hay fever) and asthma.
- Montelukast is a leukotriene receptor antagonist that reduces inflammation and prevents airway constriction.
- combination of montelukast and fexofenadine can have synergistic effects, resulting in improved lung function, better control of asthma symptoms, and relief from allergic rhinitis
- It is used in runny nose
- It is used in watery eye
- It is used in congestion
- It is used in stuffy nose

Market survey



Allegra M	190 Rs
Montair FX	110 Rs
Montek FX	80 Rs
Monti FX	80 Rs
Montemac FX	120 Rs

Campaign

For patient

- Literature
- Webinar
- Customized inputs
- Brand campaign

For doctor

- Customized diary
- Customize pens
- Customized

Pestel analysis

Political factor

- This includes government regulations, policies, and political stability.
- It may involve aspects such as drug approvals, pricing regulations, intellectual property laws, and healthcare policies that affect the pharmaceutical industry.

Economical factor

- These encompass economic indicators, market conditions, and trends that impact the pharmaceutical industry.
- Considerations may include healthcare spending, reimbursement systems, pricing pressures, economic growth, and the availability of funding for research and development.

Sociocultural factor

- These involve social and cultural influences on the pharmaceutical industry.
- It includes aspects such as patient attitudes towards medication, health trends, demographic shifts, patient preferences, and ethical considerations related to pharmaceutical products.

Technological factor

- This includes advancements in technology that affect the pharmaceutical industry.
- It may encompass areas like drug discovery, manufacturing processes, data analysis, digital health, telemedicine, and other technological innovations that influence research, development, and patient care.

Legal factor

- These encompass laws and regulations that impact the pharmaceutical industry.
- Considerations may include intellectual property protection, patent laws, drug safety regulations, clinical trial requirements, and compliance with healthcare and pharmaceutical standards.

Environmental factor

- These involve environmental considerations and sustainability within the pharmaceutical industry.
- It includes factors such as waste management, environmental regulations, sustainable practices, and the impact of pharmaceutical products on the environment.

The value of an internship

- As for me, I believed that using micro laboratories made me more aware of the significance of conceptual experience and knowledge.
- The training programme increased my awareness of the realities of the corporate world and the importance of adaptability and planning for achievement.

Suggestion

- Did not get field exposure company should try to give field exposure.

Swot analysis

Strength

- easily available as oral tablet forms, making them handy for patients to take and simple to administer.

Weakness

- The cost of treatment could be higher if two drugs were used instead of one

Opportunity

- may allow healthcare providers to target a broader range of patients with various allergic conditions, providing them with an alternative treatment

Threat

- There are numerous additional drugs that can be used to treat allergies and asthma.
- Regulatory authorities may impose certain restrictions.

Disease prevalence

- Approximately 10% to 30% of the population is affected.
- Approximately 300 million people worldwide have asthma.
- Western countries, allergic rhinitis affects about 10% to 30% of adults and up to 40% of children

Challenges faced

- 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 Micro Labs, time management was another challenge . I had to complete all my work within limited timeframes, which was another learning

Positioning

Element	Details
Brand name	Montedine100mg/10mg
Market definition	Anti allergic
Customer target	allergic rhinitis (hay fever) and asthma.
Insights	Treat the allergic problem or asthmatic problem
Metabolism	in the liver primarily via cytochrome P450 (CYP) enzymes
Duration of action	3 to 6 hrs.

