The Market Research, Analysis & Brand Plan of a new drug TICATOP (ticagrelor)

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MICROLABS 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 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 11th in the Cardiovascular product division. Around 60% of the company's domestic revenue is from 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.

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.

MISSION

Micro labs want to create strong brands and offer value through high quality pharmaceutical goods throughout the therapeutic areas.

Organization Structure

Chairman and Business Director
(DILIP SURANA)

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Director
(ANAND SURANA)

↓

President & Chief Business officer
(TAVINDER SINGH JIT VASUDEVA)

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MICROLABS LTD. GURGAON OFFICE

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Business Markets

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- French West Africa (10 COUNTRIES)
- North Africa (MAROCCO & ALGERIA)
- VIETNAM
- CAR Countries (UNDER STUDY)
- ELTHOPIA

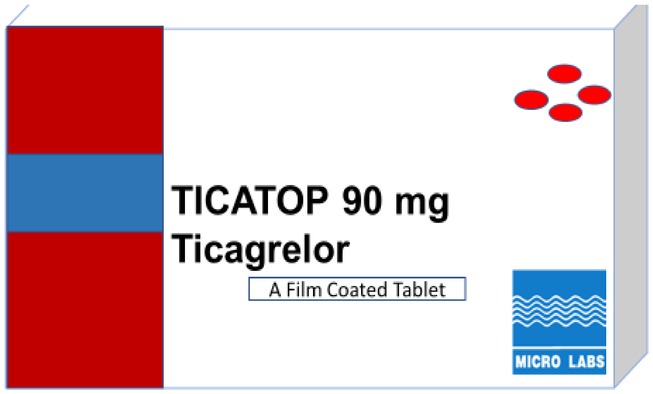
SWOT ANALYSIS

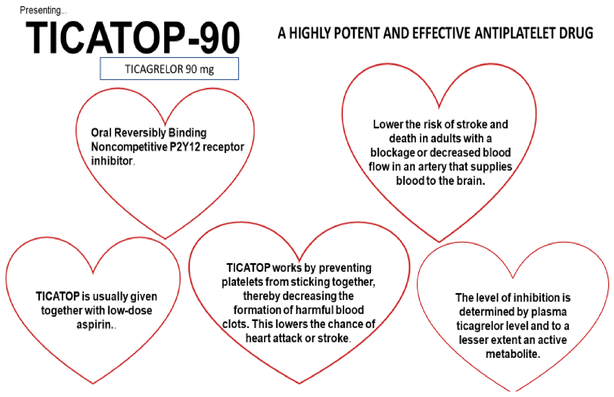
STRENGTHS	WEAKNESS
Highly effective for reducing risk of heart attack and stroke	High cost TICATOP
Shorter hospital stays post treatment	Short half life
Simple administration process	Frequent dosing requirements

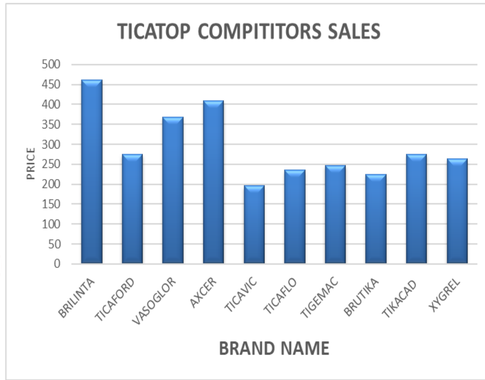
OPPORTUNITIES	THREATS
Growing demand for more effective treatments	Increased competition from generics
Expanding market reach through marketing and education	Potential pricing pressure from insurance providers
Increased collaboration with healthcare providers	Regulatory changes

Product Description

- TICATOP is an oral antiplatelet medication used to reduce the risk of heart attack and stroke in patients with acute coronary syndrome or a history of heart attack.
- It works by preventing blood clot formation by inhibiting platelet aggregation. TICATOP has a fast onset of action and offers continuous antiplatelet activity.
- It is often prescribed in combination with aspirin and is known for its efficacy and safety profile in the management of cardiovascular conditions.







PESTLE ANALYSIS

- **Political**: Government regulations and healthcare policies can impact Ticatop' market access and pricing.
- **Economic**: Economic factors like healthcare expenditure and insurance coverage influence the demand and affordability of Ticatop.
- **Social**: Sociocultural factors, such as patient preferences and awareness of cardiovascular health, influence the acceptance and usage of Ticatop.
- **Technological:** Advancements in medical technology and diagnostic tools can impact the diagnosis, treatment, and monitoring of cardiovascular diseases, potentially enhancing the effectiveness and adoption of Ticatop.
- **Legal:** Compliance with regulatory requirements, intellectual property rights, and legal frameworks related to drug safety and marketing practices shape the development and commercialization of Ticatop.
- **Environmental**: Considerations related to sustainability, waste management, and minimizing the carbon footprint in the production and distribution of Ticagrelor can enhance its environmental reputation and align with eco-friendly practices.

Marketing Program Details

Program detail	Goals of program	Target customer
Trust campaign	To gain the confidence of KOLs Samples will be provided for Evaluation	50 KOLs
Continuing medical education	Understanding of the TICATOP, which include lectures, webinars, and interactive workshops, offering opportunities for education and discussion	4 CME in 4 Zone in Qtr. II & III (total 16 CME in a Year) No of Drs would be 5- / CME Total Dr enrollment = 200
User evaluation booklet	Booklet based on Analytical data of 50 KOLS	All MSL

Challenges faced during internship

- 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 experience for me and to reach the office on time.

Usefulness of Internship

- As for me, I felt after working with micro labs 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.
- How various departments work in the organization., like marketing, finance, designing of products.

Promotional Products