

Micro Labs Limited

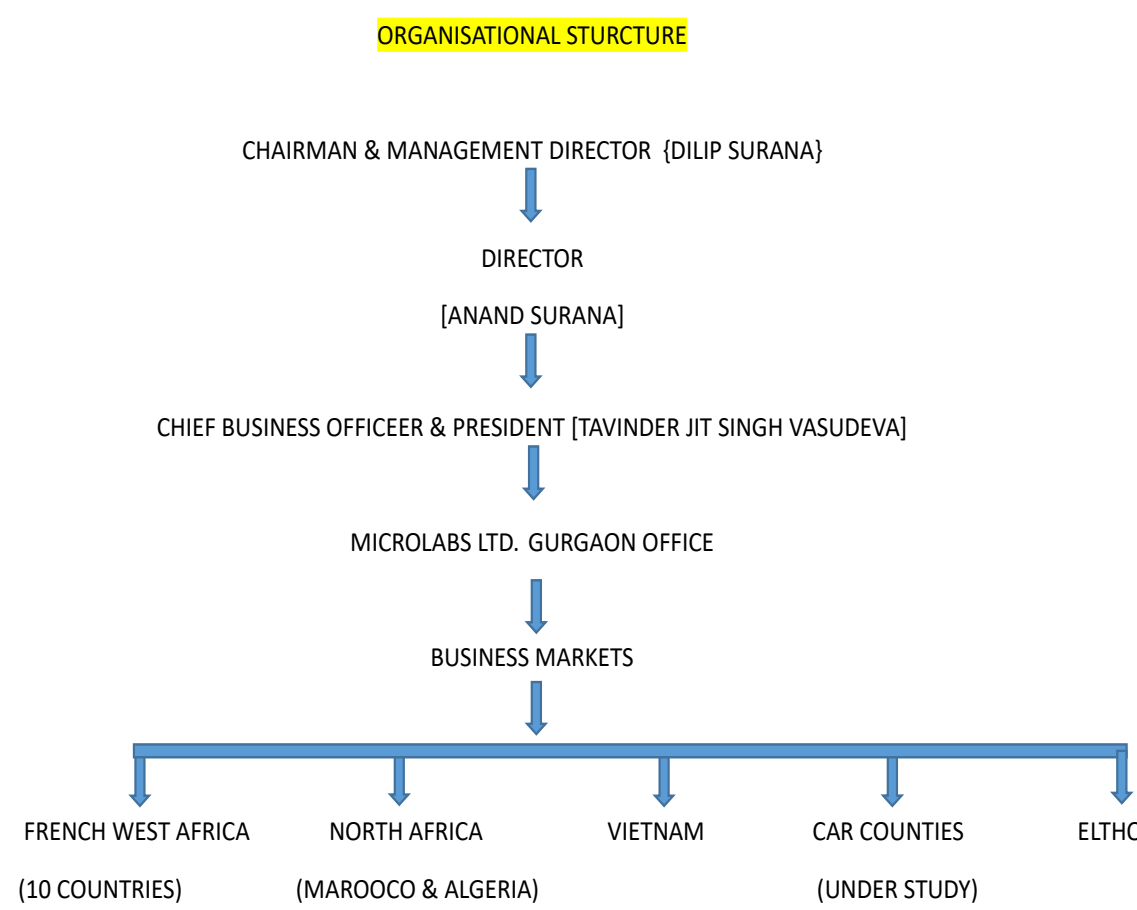
Micro Labs was incorporated on 7th September 1973. Micro Labs Limited's operating revenues range is Over INR 500 cr. It is a multifaceted healthcare organization with a proficient marketing team. Have manufacturing facilities and R&D centers that are with international standards. It is ranked 14th among prescriptions by SMSRC and 19th in sales as per AWACS Mat. The company's 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%.

VISION

- 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.



Product Profile

- Gabapentin is a pharmaceutical molecule primarily used as an antiepileptic drug and for neuropathic pain management.
- It is a gamma-aminobutyric acid (GABA) analogue that acts as a calcium channel modulator.
- The primary metabolic pathway for Gabapentin is through renal excretion, making dose adjustments necessary for individuals with impaired renal function.
- Gabapentin is not extensively metabolized in the liver, reducing the risk of drug-drug interactions.
- The most common adverse effects of Gabapentin include dizziness, somnolence, peripheral edema, and ataxia.
- Gabapentin is also prescribed off-label for various conditions such as anxiety disorders, bipolar disorder, and restless leg syndrome.
- Treating dependence and reducing alcohol withdrawal symptoms.

Market Trend

- Current population of Rwanda is 12.9 million
- Current adult population(18-48) of Rwanda is 9.7 million
- Health expenditure of Rwanda is 8.6% of GDP

Business implication

- Market Demand: Gabapentin can tap into the growing demand for neurological medications in Rwanda.
- Healthcare Partnerships: Collaborating with healthcare providers and institutions can help promote the appropriate use of gabapentin.
- Regulatory Compliance: Adhering to local drug regulations and obtaining necessary approvals are essential for marketing and distribution.
- Education and Awareness: Investing in educational initiatives can increase understanding of gabapentin's benefits and encourage its appropriate usage.
- Competitive Landscape: Analyzing the market competition and differentiating gabapentin based on its unique advantages can drive market penetration.

Brand Name:

- Salt name:** Gabapentin
- Brand Name:** Neurocalm

The rationale of the proposed name:

- Neuro: The prefix "neuro" refers to the nervous system, which aligns with gabapentin's primary therapeutic applications for neurological conditions such as epilepsy and neuropathic pain.
- Calm: The word "calm" evokes a sense of tranquility and relaxation, which relates to gabapentin's role in managing symptoms associated with neurological disorders, including reducing seizures and alleviating neuropathic pain.
- Reflects the Desired Outcome: The brand name suggests that the medication aims to bring a sense of calmness and relief to individuals experiencing neurological symptoms, reinforcing its potential benefits.
- Memorable and Catchy: "Neuro Calm" is a concise and memorable name that effectively communicates the purpose of the medication, making it more likely to resonate with healthcare providers and patients.

Indication:

- Epilepsy: Used as an adjunctive treatment for partial seizures in adults and children.
- Neuropathic Pain: Effective for managing postherpetic neuralgia and diabetic neuropathy.

REGULATORY REQUIREMENTS FOR LAUNCH OF “Gabapentin” IN RWANDA

- Registration: Obtain approval from the Rwanda Food and Drug Authority (RFDA) by submitting a detailed dossier containing safety, efficacy, and quality data of the product.
- Labeling and Packaging: Ensure compliance with RFDA guidelines for labeling and packaging, including proper product information, instructions for use, and clear identification of the manufacturer and distributor.
- Pharmacovigilance: Implement a pharmacovigilance system to monitor and report any adverse events associated with the use of Neuro Calm in Rwanda, in accordance with RFDA regulations.
- Good Manufacturing Practices (GMP): Ensure that the manufacturing facility where Neuro Calm is produced meets GMP standards to guarantee the quality and safety of the product.
- Marketing Authorization Holder (MAH): Appoint a local representative or distributor as the MAH, responsible for complying with all RFDA regulations and maintaining a valid license for the product's marketing and distribution in Rwanda.

PESTLE ANALYSIS

Political

- Political Factors:** Stable political environment, government regulations on pharmaceutical products, and adherence to drug registration and licensing requirements.

Economic Factors

- Economic Factors:** Affordability and accessibility of healthcare, purchasing power of the population, and potential reimbursement policies or insurance coverage for the product.

Social Factors:

- Sociocultural Factors:** Prevalence of neurological disorders, cultural beliefs and attitudes towards medication, and acceptance of pharmaceutical interventions for mental health conditions.

Technological Factors:

- Technological Factors:** Availability of advanced healthcare infrastructure, telemedicine capabilities, and digital platforms for education and awareness about the product.

Legal Factors:

- Legal and Regulatory Factors:** Compliance with local drug regulations, intellectual property protection, labeling and packaging requirements, and pharmacovigilance obligations for reporting adverse events.

Environmental Factors:

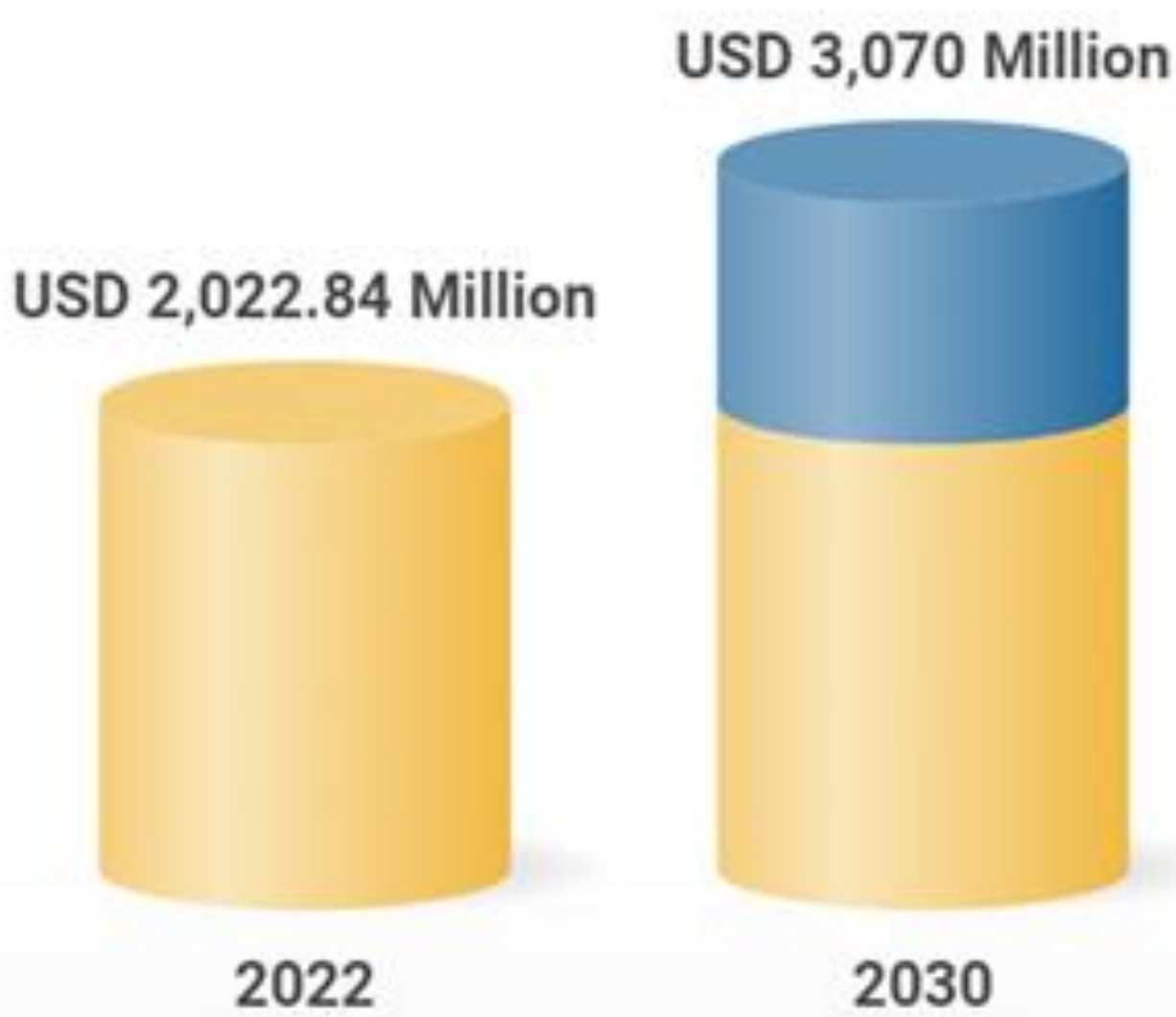
- Consider any environmental regulations and sustainability requirements in the pharmaceutical industry, such as waste management and packaging guidelines.**

PACK DESIGN



Global Gabapentin Market

Market forecast to grow at a CAGR of 5.4%



<https://www.researchandmarkets.com/reports/5767828>

RESEARCH AND MARKETS
THE WORLD'S LARGEST MARKET RESEARCH STORE

Learning Outcomes: & recommendation

- Learning Outcomes:** Developed proficiency in corporate etiquette and professional communication skills. Acquired knowledge of brand planning concepts and strategies for the Gabapentin molecule.
- Recommendations:** Seek opportunities for practical application of brand planning knowledge through real-world projects or case studies. Continuously enhance skills through networking, mentorship, and staying updated with industry trends in brand planning.

Brand Positioning:

Customer Target: "Neuro Calm" targets patients diagnosed with neurological disorders, healthcare professionals specializing in neurology, and individuals seeking safe and reliable solutions for managing neurological symptoms.

Insights:

- Neurological conditions can significantly impact daily life, causing physical and emotional distress.
- Patients and healthcare professionals seek medication that provides effective relief with minimal side effects.
- There is a growing demand for trustworthy and accessible treatment options for neurological disorders in Rwanda.

Brand Essence: Tranquility and Relief. "Neuro Calm" represents a brand essence that aims to provide a sense of calmness, peace, and relief to individuals suffering from neurological conditions.

Competitive Advantages:

- Proven efficacy in managing neurological disorders with a focus on patient well-being.
- Minimal side effects and improved tolerability compared to alternative medications.
- Trusted formulation supported by clinical evidence and positive patient experiences.

Supporting Evidence:

- Clinical trials demonstrating the efficacy and safety of "Neuro Calm" in treating epilepsy and neuropathic pain.
- Testimonials and positive feedback from patients who have experienced relief and improved quality of life with "Neuro Calm."
- Comparative studies showcasing the favorable side effect profile of "Neuro Calm" compared to other antiepileptic drugs.

SWOT ANALYSIS

Strengths	Weaknesses
- Effective in treating epilepsy and neuropathic pain. - Widely prescribed and used medication. - Has been approved for use since 1993, indicating its long-standing safety and efficacy. - Belongs to the class of anticonvulsant medications, which have a proven track record in managing seizures.	- Common side effects include dizziness, drowsiness, fatigue, nausea, and weight gain. - May interact with other medications, particularly opioids, leading to increased sedation and respiratory depression. - Requires caution in patients with impaired kidney function.
Opportunities	Threats
- Continued research and development may lead to further understanding of gabapentin's mechanism of action and potential new indications. - The growing prevalence of epilepsy and neuropathic pain presents an opportunity for increased use of gabapentin.	- Increasing concerns about the potential for abuse and misuse of gabapentin. - The risk of suicidal thoughts and behavior associated with gabapentin use. - The possibility of new regulations or restrictions on the prescribing and use of gabapentin due to its potential for abuse.

MARKET CAMPAIGN

- Increase awareness and promote the use of Gabapentin for neurological disorders in Rwanda
- Conduct market research to understand the current knowledge and needs of healthcare professionals and consumers regarding neurological disorders.
- Develop an integrated marketing campaign utilizing various channels such as, print media, and Healthcare professionals.
- Target healthcare professionals through educational seminars, webinars, and workshops, providing scientific evidence and offering samples for evaluation.
- Engage consumers through social media, online forums, and patient education materials, encouraging them to consult healthcare professionals.
- Collaborate with key opinion leaders in the field of neurological disorders to endorse Gabapentin and monitor campaign effectiveness through metrics and feedback.

Difference between practical and theoretical exposure

- During the summer internship at Micro Labs Limited, practical exposure involved applying corporate etiquette in real-life professional settings, interacting with colleagues, and gaining hands-on experience in the pharmaceutical industry.
- Theoretical exposure included learning about brand planning concepts and strategies through workshops, mentorship, and understanding the theoretical aspects of the Gabapentin molecule. Both practical and theoretical exposure enhanced overall learning during the internship.

Challenges Faced

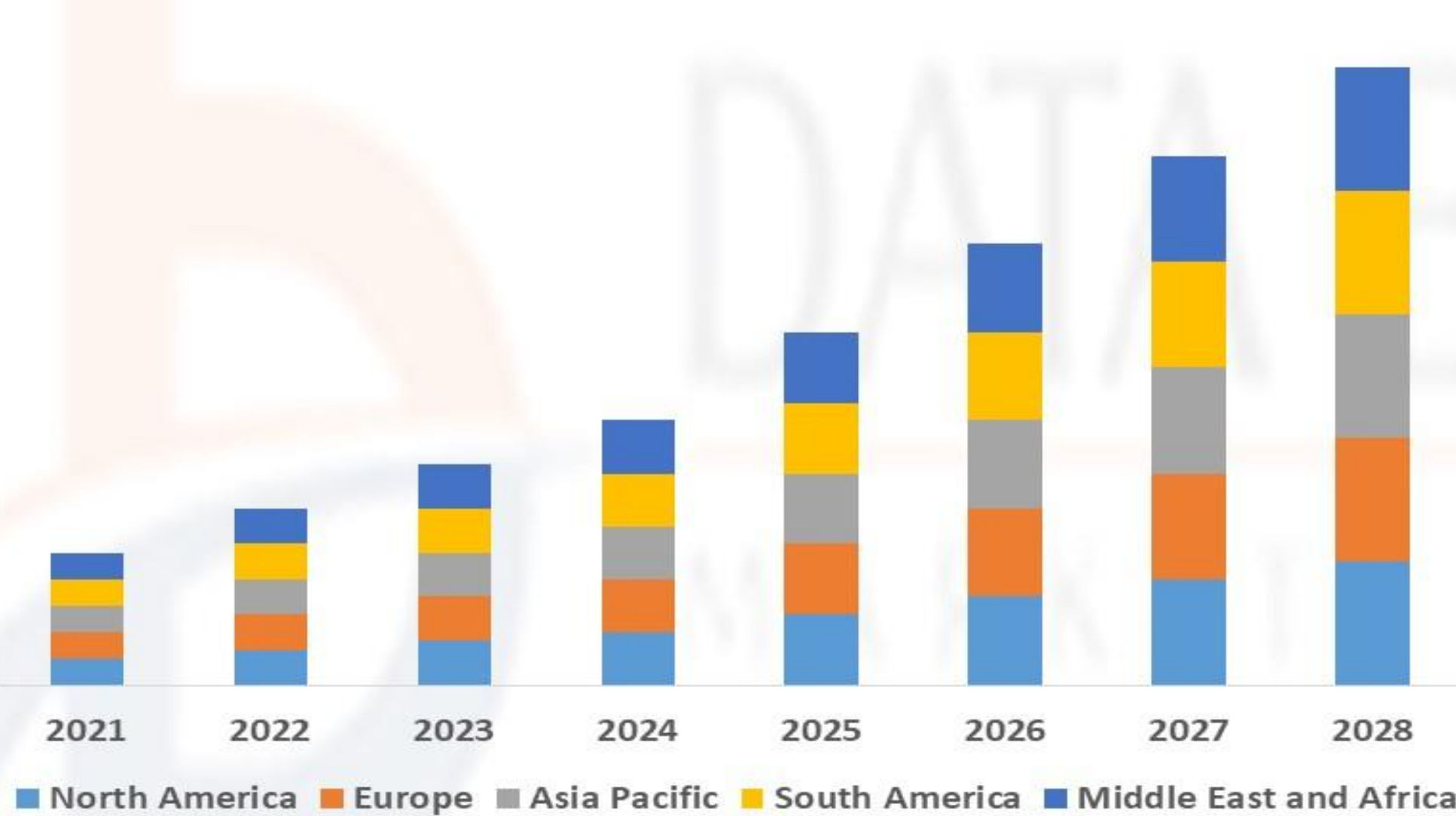
- My most challenging task was completing competitor research & to find out the prevalence of epilepsy condition in Rwanda
- As I worked at Micro Labs, time management was another challenge. I had to complete all my work within limited timeframes, which was another learning experience for me.

Usefulness of Internship

- Practical experience in a real work environment
- Exposure to the pharmaceutical industry and its practices
- Networking opportunities with industry professionals
- Skill development in areas such as corporate etiquette and brand planning
- Resume enhancement with relevant industry experience
- Insights into career possibilities and personal growth.

Global Gabapentin Market is Expected to Account for USD XX Million by 2028

Global Gabapentin Market, By Regions, 2021 to 2028



2021
2028

DATA BRIDGE MARKET RESEARCH

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