

Vision:

Be a global life science company transforming lives through path-breaking discoveries.

Mission:

To unlock new possibilities in life science through quality healthcare solutions that impact lives.

Aim:

Identify challenges in a brand-new vaccine and provide tactics for addressing those challenges.

SWOT of Zydus MMR vaccine

STRENGTHS

- Demonstrated efficacy in preventing MMR
- Proven safety profile
- Unique combination vaccine
- Compact packing
- Published in the Purple Book (IAP)
- No reported cases of aseptic meningitis

WEAKNESSES

- Lack of comprehensive 9-month study
- Limited brand visibility
- Existing players have a huge experience of 30 years
- Established and proven safety and immunogenicity profile of existing players

OPPORTUNITIES

- Increasing awareness and adoption of preventive healthcare
- Forge partnerships with healthcare providers
- Gathering positive feedback from customer
- Conduct studies to increase the user base
- One of the limited vaccinations that are under the Pediatrician's control
- Increasing awareness of vaccination
- Low per-vaccine cost increases the uptake of the MMR vaccine

THREATS

- Intense competition in the market
- Vaccine hesitancy and misinformation
- Dominant market position of competitors

Current market challenges

Study gap: Lack of available data for recommended age group

Sales team motivation: Deprioritization of brand for field force

STP

► Segmentation:

- Children aged 9 months and above.
- Travellers to Gulf country

► Targeting:

pediatricians who administer vaccinations and paramedic staff.

► Positioning:

Safeguarding the future generation - Our vaccine offers comprehensive protection for children aged 9 months and above, ensuring a healthier tomorrow.

Perspectives Provide

► Creating robust data for brand acceptance

- To achieve the aim of enhancing visibility and strengthening the image of healthcare professionals, the following four studies have been suggested.

Phase 3 extension study

Investigator-initiated study

Post-marketing surveillance

Real-world evidence

► Creating a share of voice in the market

- By leveraging a strong share of voice strategy, we can effectively reinforce brand recall among doctors, thereby reshaping their pen prescription habits to favor our product and increase its market adoption.
- Came up with some comprehensive and innovative ideas such as handing toys, 3D models, and Booklet/monographs.

► Building confidence in the customer segment

- Scientific education programs
- Evidence-based presentations
- Endorsements from KOLs
- Testimonial videos featuring doctors who have positive experiences with the vaccine.
- Visual aid



Challenges faced during the internship

- Short span for familiarity with vaccine business.
- It also took time to adapt to the office environment, but everything eventually aligned.

Learning during internship

- Sales and Marketing Function Roles and Responsibilities
- Available options to generate required scientific evidence
- Industry Trends and Developments

Usefulness of internship

- knowledge about brand strategy
- How to handle the challenges
- Execution of the plan at the organizational level
- Approval timeline may vary from one project to another
- Not every project is executed, so don't get demotivated
- Skills development
- Practical experience
- Resume enhancement
- Confidence building

Difference between practical exposure and theoretical understanding

- Theoretical knowledge simplifies concepts, detached from real-world complexities, to estimate product value with limited accuracy. Practical knowledge considers real-world factors like competition, market dynamics, and consumer behavior.
- Practical knowledge offers a deeper understanding of portfolio magnitude, while theoretical knowledge provides estimates.
- Theoretical knowledge evolves rapidly and can become obsolete within months, while practical knowledge endures, aiding informed decision-making indefinitely.
- In summary, theoretical knowledge provides estimations, while practical knowledge deals with real-world complexities, offering enduring value for informed decisions.

Suggestion

- Arrange interactions between the marketing team and doctors to gain confidence and improve conversations.
- Encourage ownership and autonomy, enabling the sales team to own their work and decisions.
- Foster a sense of pride and belonging via marketing efforts where the sales team feels strongly connected to the product.
- Establish strong communication channels to execute the plan in a timely manner.