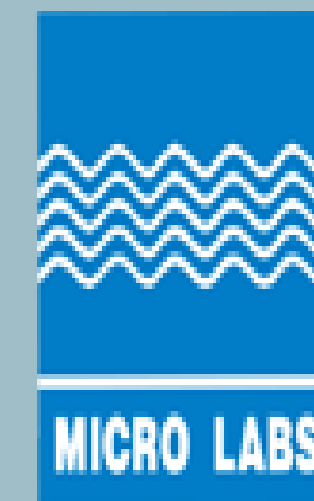


# Brand Launch Plan Of Pregabalin Combination Drug In Micro Labs Ltd

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MICRO LABS LIMITED

## OBJECTIVE

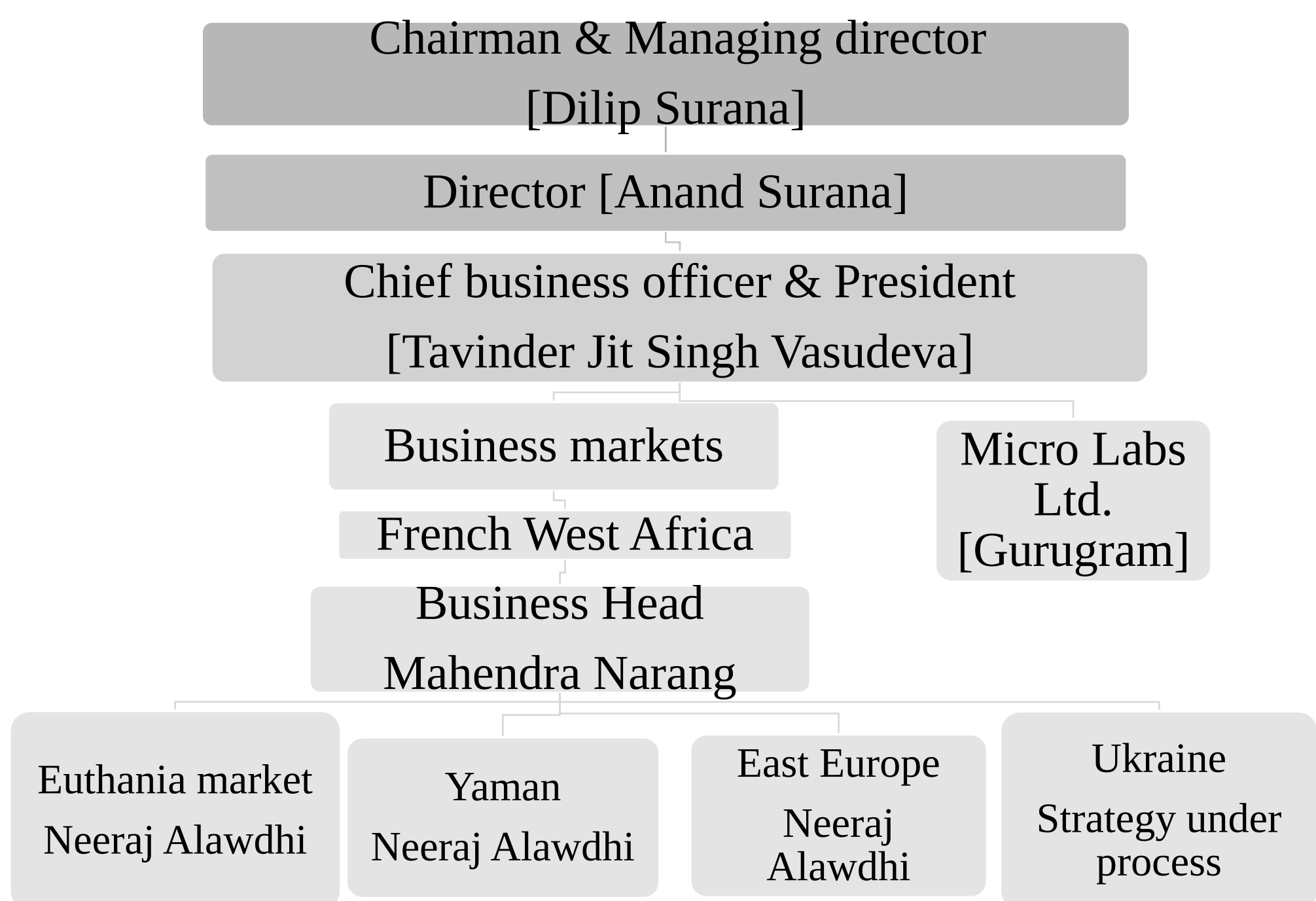
To launch the **brand NEUGABALIN-M 75 Cap SALT COMPOSITION** Alpha Lipoic Acid + Folic Acid + Methylcobalamin + Pregabalin + Vitamin B6 (Pyridoxine) in the market.

## METHODOLOGY

Research design: Descriptive study

Types of data: Secondary data

Duration: 6 Weeks



## SWOT ANALYSIS

### STRENGTHS

- Solid brand picture-presence in over 50 countries, strong circulation system of Micro labs
- Synergistic effect of combination
- No adverse effect on gut
- Consistent level of medicine for chronic pain
- The global pregabalin market (Neuropathic Pain) is projected to witness is poised to grow at CAGR of 5.4% by 2027.

### WEAKNESS

- Price adjustment
- Dizziness
- Sleepiness

### OPPORTUNITY

- High prevalence
- USP Controlled release formulation
- approximately 50 percent of patients with diabetes will eventually develop neuropathy

### THREATS

- Global economic crisis
- Competitor
- Patient awareness
- People adoption of AYUSH THERAPY
- New entrants

## MICRO LABS LTD

## VISION

Vision is to built around a desire to be best leader in development, manufacture & sales of affordable high standard pharmaceutical medicine products in India as well as abroad using scientifically supported segments, processes and strong implementation capabilities for building strong brands.

**BUSINESS BELIEFS** QUALITY,ETHICS,CUSTOMER FOCUS,RESPECT FOR PEOPLE

## INTRODUCTION

- **NEUGABALIN-M** brand contains Pregabalin(75mg)+ Alpha lipoic acid(200mg)+ Folic acid(1.5mg) + Methylcobalmin(1500 mcg) + Vitamin B6 pyridoxine hydrochloride(3 mg).
- Used in treatment of Neuropathic pain by controlling calcium channel activity.
- Neuropathic pain occur at various peripheral nerves, spinal cord, brain(CNS) in Diabetes, Shingles or injury, sleep problems.

## MARKETING MIX & PROMOTIONAL CAMPAIGNS

- In clinic promotion ,Detailing/ visual aids, Leave behind sample
- Seminar, medical camps, Public relation awareness campaigns drug coupons, Promotional mailing, Medical journals advertising
- REACH,ACT,CONVERT, ENGAGE

## VISUAL AID

Rejuvenates & makes nerve strong...

Freedom from crippling neuropathic pain...

NEUGABALIN-M 75 CAP

**NEUGABALIN-M 75 CAP**

Alpha Lipoic Acid (200mg) + Folic Acid (1.5mg) + Methylcobalamin (1500mcg) + Pregabalin (75mg) + Vitamin B6 (Pyridoxine) (3mg)

**INDICATIONS**

- ✓ Diabetic Neuropathy
- ✓ Peripheral Neuropathy
- ✓ Sleep problem
- ✓ Shingles

Right approach in treating neuropathic pain

## BRAND PLAN

Budgeting & Targeting  
Target audience  
Market data analysis

Product fact file  
Price analysis  
Competitor mapping

## MARKET OVERVIEW

- Pregabalin Market is poised to grow at CAGR of 3% by 2027
- Diabetic polyneuropathy (DPN) has a lifetime prevalence of nearly 50%

## CHALLENGES FACED

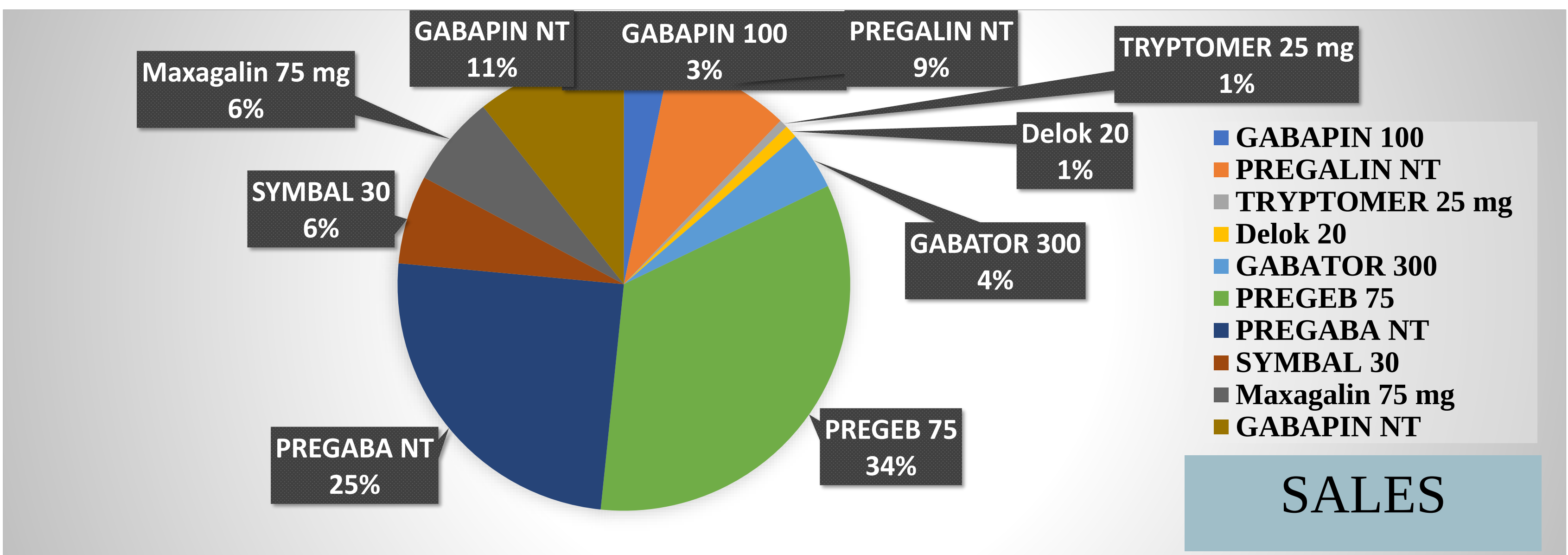
- In Market survey during data collection the reliability of data was limited.
- Data collection deviation could lead to wrong forecasting.

## RESULTS & FINDINGS

- Fastest Growing Market: Asia Pacific
- Largest Market: North America
- Slow Market: Middle east & Africa, South America

## PESTEL ANALYSIS

| POLITICAL                                                                                                                                                | ECONOMIC                                                                                                               | SOCIAL                                                                                                                                                                                        | TECHNOLOGICAL                                                                                                       | ENVIOIRENMENTAL                                                                                                        | LEGAL                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>▪ Country guideline</li><li>▪ Safety standards</li><li>▪ Control over price</li><li>▪ Subsidized product</li></ul> | <ul style="list-style-type: none"><li>▪ Household income</li><li>▪ Average healthcare spending is increasing</li></ul> | <ul style="list-style-type: none"><li>▪ Stagnant lifestyle</li><li>▪ Resulting into diabetes.</li><li>▪ Trends are shifting towards healthy lifestyle.</li><li>▪ Price Transparency</li></ul> | <ul style="list-style-type: none"><li>▪ Robust R &amp; D</li><li>▪ Quality product</li><li>▪ E-pharmacies</li></ul> | <ul style="list-style-type: none"><li>▪ Due to large carbon footprints country is coming up with regulations</li></ul> | <ul style="list-style-type: none"><li>▪ Legal proceeding for better firm profile</li></ul> |



## LEARNING & VALUE ADIDATION

- Learned about business forecasting of molecule from market survey through direct & indirect competitor analysis, Designing of brand campaigns, brand plan & strategies.
- Learnt about distribution & distribution channel and code of ethics regarding pharmaceutical marketing.
- Project management and consumer behaviour analysis.
- Learnt about regulatory guidelines for launching product in Burkino Faso in continent south African market.
- Keeping general ledgers and various business finance practices.
- Barricades to business and how to manage, Various leadership style being practised at firm, Acquire insights of practical aspects of business.

## DIFFERENCE BETWEEN PRACTICAL EXPOSURE &THEORITICAL WORK & SUGGESIONS

- Brand management & business development requires contingency management, non-verbal communication, critical & creative thinking. Suggestions would be to tap into fast growth market.