

**STRATEGIC ANALYSIS AND MARKETING SOLUTIONS FOR ABEVIA 100
CAPSULE FOR ENHANCING MARKET PRESENCE AND COMPETITIVE
ADVANTAGE**

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of

Master of Business Administration (MBA)

in

Pharmaceutical Management

By

Kaushik Baban Singh

Under the Supervision and Guidance of

Dr. Saurabh Kumar

2024

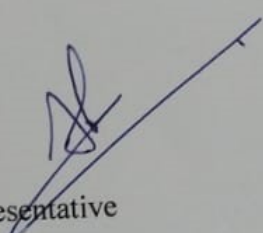
CERTIFICATE

This is to certify that Mr. Kaushik Singh in partial fulfillment of the requirements for the award of the degree of MBA Pharmaceutical Management from the IIHMR University, Jaipur has successfully completed his internship at IIHMR University during March 15, 2024, to June 15, 2024.

Place:

Date:

Jaipur
27/6/2024

A handwritten signature in blue ink, appearing to be 'N.S.', written over a diagonal line.

Representative

IIHMR University, Jaipur

Declaration by Student

I hereby declare that this dissertation titled titled **“Strategic Analysis and Marketing Solutions for ABEVIA 100 CAPSULE for Enhancing Market Presence and Competitive Advantage.”** is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.



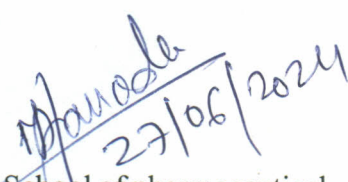
KAUSHIK SINGH

CERTIFICATE

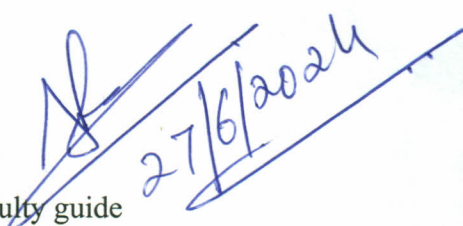
This is to certify that the dissertation titled **“Strategic Analysis and Marketing Solutions for ABEVIA 100 CAPSULE for Enhancing Market Presence and Competitive Advantage”** is a record of the research work undertaken by **Kaushik Singh** in partial fulfilment of the requirements for the award of the degree of MBA Pharmaceutical Management from the IIHMR University, Jaipur under my guidance and supervision and his approach to the research study has been sincere, scientific, and analytical.

Date: 27/06/2024

Place: Jaipur


Dean School of pharmaceutical
management

IIHMR University, Jaipur


Faculty guide

IIHMR University, Jaipur

Abstract

The pharmaceutical industry, characterized by intense competition and rapid technological advancements, necessitates strategic innovation and effective marketing to maintain a competitive edge. This study focuses on Mankind Limited's ABEVIA 100 Capsule, a sustained-release medication designed for respiratory conditions such as asthma and chronic obstructive pulmonary disease (COPD). Despite its innovative formulation, Mankind Limited faces challenges in maximizing market share and ensuring long-term success.

This research addresses the gap in strategic marketing for the ABEVIA 100 Capsule through comprehensive competitive analysis and targeted marketing strategies. By evaluating the competitive landscape, identifying unique selling propositions, and understanding the preferences and needs of key stakeholders, the study aims to enhance the product's market presence and competitive advantage.

The present research design is based on combining quantitative data collected in the survey of physicians with the findings of the semi-structured interviews. The study shows that although consumers appreciate the use of sustained-release technology in ABEVIA 100 Capsule, high costs, limited products' access, and availability together with limited product varieties are some of the challenges that limit the use of product. The study under consideration underscores the need to come up with better strategies on pricing to ensure that cost is not a barrier to health consumers; enhancing the distribution channels; and, innovating for differentiated products that can fit the various clients' needs.

The ethical aspect was highly observed thus protected the rights of the participants and kept their information secure. The research work ends with practical suggestions to increase the proportion of ABEVIA 100 Capsule in the market and give Mankind Limited a competitive edge by carrying out strategic marketing and innovation along with engaging the associated stakeholders. Such findings are not only relevant for Mankind Limited but also significant for the advancement of the scholarly work in the sphere of pharmaceutical marketing.

Acknowledgement

I want to express my sincere gratitude to the following individuals and institutions for helping me to complete this thesis:

The academic staff and professors at IIHMR University, Jaipur, for creating an environment that fosters learning and research. I am appreciative of the tools, resources, and chances they have given me to increase my knowledge and abilities.

Secondly, I would like to thank the president of IHMR University, Jaipur, Dr. Prahlad Rai Sodani, for motivating me to pursue my dissertation. Additionally, I would like to express my gratitude to Dr. Saurabh Kumar Banerjee, my faculty mentor who is the dean and associate professor of the School of Pharmaceutical Management, for his invaluable advice, enthusiastic support, and encouragement during the project's completion.

In addition, I would like to express my gratitude to my friends Anil, Shirish, Saahit for helping me during this dissertation period.

Table of content

Sr. no	Content	Page no.
1	Introduction	8
2	Review literature	9-10
3	Research objective	11
4	Significance of the Study	12-13
5	Research methodology	14-17
6	Research questions	18
7	Results	19-20
8	Conclusion	21-22
9	Reference	22

Introduction

The pharmaceutical industry is a very competitive industry in which changes happen very frequently due to the advances in technology. In this context, Mankind Limited a fast growing global pharmaceutical company has launched the ABEVIA 100 Capsule. This pharmaceutical product is intended to offer a long-lasting relief of symptoms in people with respiratory issues, including asthma and COPD. The ABEVIA 100 Capsule provides the utility of sustained release that relieves the patients for a long time, with easy and convenient dosage, which improves the quality of life of the patient.

The issue under research in this paper is the issue that most pharma majors report of losing or being unable to improve their market standings in the face of new competitive forces. Particularly, this paper is concerned with a strategic evaluation of the ABEVIA 100 Capsule and marketing recommendations necessary to manage a better position in the market. Nevertheless, Mankind Limited to fully realize the potential of ABEVIA 100 Capsule to boost the company's overall efficiency, must also adopt relevant strategies in the marketing of the product to ensure adequate market penetration and thus longer market runs.

Thus, the context for this study is grounded in the overall pharmaceutical market in which organizations are always on the lookout for the strategies that would help them stand out. This problem is significant because it implies that the pharmaceutical firms have to be innovative in regard to the market conditions, technology and competition all the time. This means that strategy development and marketing management are critical activities that must be carried out to ensure consistent and steady growth and increased market competitiveness.

Specifically, this research intends to meet the following objectives: To fill the strategic marketing knowledge gap on the ABEVIA 100 Capsule and thus come up with the right marketing strategies by conducting competitive analysis on the market. From the competitive analysis of key competitors, identification of unique selling points of its product, and stakeholder's requirements for the ABEVIA 100 Capsule product, Mankind Limited will derive useful data on how to establish a stronger challenge in the market.

Literature Review

Assets, as per the writings of Srivastava, Fahey and Christensen (2001), are the organisational properties which are useful for the other organisational purposes as well, with two primary types namely the relational and intellectual.

Introduction

The concepts of competitive advantage, which is a key driver to organizational survival, are well applied in both the marketing goods and the RBV viewpoint. Marketing and consumer behaviourists (Hunt, 2000), and those claiming the Resource-Based View (RBV) of the firm (Barney 1991) have analyzed what underlies and sustains competitive advantage. While competitive advantage is defined differently in these domains, there is a common emphasis in the creation and sustainability of value through resources, especially in regard to customers.

The Resource-Based View and Marketing

The RBV adopts an "inside-out" perspective, focusing on firm-specific resources that are valuable, rare, inimitable, and non-substitutable (Barney, 1991). These resources enable businesses to develop and sustain competitive advantages, which are crucial for superior performance (Grant, 1991; Wernerfelt, 1984). Despite its prominence in strategic management, marketing scholars have been slow to fully integrate RBV into marketing theory. Efforts to incorporate RBV concepts such as capabilities, market orientation, knowledge, and market-based assets have often overlooked the RBV framework (Srivastava, Fahey, & Christensen, 2001).

Market-Based Assets

Assets within an organization can be acquired, developed, nurtured, and leveraged for internal and external purposes (Barney, 1991; Hunt & Morgan, 1995; Mahoney & Pandian, 1992; Srivastava, Shervani, & Fahey, 1998). Market-based assets, which include relational and intellectual assets, are critical for generating value. Relational assets refer to relationships with customers, suppliers, and other stakeholders, while intellectual assets involve knowledge and information that the organization possesses (Srivastava, Fahey, & Christensen, 2001).

Market-Based Processes and Capabilities

RBV proponents have acknowledged the need to better understand how resources are converted into customer value. This transformation occurs through business processes, which involve collections of interrelated work routines and tasks (Davenport, 1993). Market-based capabilities reflect how well a firm performs customer-connecting processes and manage subprocesses within customer relationship management (Srivastava, Shervani, & Fahey, 1999).

Generating and Sustaining Customer Value

Both RBV and marketing emphasize that customer value originates in the marketplace. To integrate these perspectives, it is essential to understand how marketplace opportunities and the necessary resources for generating customer value arise. Marketing contributes to this understanding by highlighting the importance of customer perception and experience in defining value. Effective management of market-based assets and capabilities can result in superior customer value, which in turn drives competitive advantage and financial performance (Srivastava, Fahey, & Christensen, 2001).

Linking Market-Based Assets to Financial Performance

The ultimate goal is to translate the value of resources into superior financial performance. A framework proposed by Srivastava, Shervani, and Fahey (1998) illustrates how market-based assets, nurtured through customer value creation, drive marketplace performance and shareholder value. This involves leveraging relational and intellectual assets to deliver value to customers, which enhances corporate performance and sustains competitive advantage (Srivastava, Fahey, & Christensen, 2001).

Research Directions

Future research should focus on further integrating RBV and marketing by examining the dynamic interplay between market-based assets, business processes, and customer value. Advancing both fields requires not only theory-driven practice management but also problem-driven theory development. This approach will enable a more comprehensive understanding of how to generate and sustain competitive advantage through effective resource management and marketing strategies (Srivastava, Fahey, & Christensen, 2001).

Research Objectives

Assess the Competitive Landscape: To evaluate the competitive landscape of the anti-respiratory market, focusing on key players, product features, pricing strategies, and distribution channels to understand where ABEVIA 100 Capsule stands in comparison to its competitors.

Identify Unique Selling Propositions (USPs): To determine the unique selling propositions and competitive advantages of ABEVIA 100 Capsule compared to other respiratory relief products, highlighting its innovative sustained-release technology and efficacy.

Analyze Stakeholder Preferences and Needs: To understand or scrutinize the needs and challenges in view of the target consumers or users of the ABEVIA 100 Capsule and actors that make it possible to meet the intended users' wants.

Formulate Targeted Marketing Strategies: To identify and analyze the marketing strategies of rivals, as well as the general market and customers' feedback, in order to create unique and effective strategies for the ABEVIA 100 Capsule in order to strengthen its market position.

Evaluate Marketing Effectiveness: In order to evaluate the ABEVIA 100 Capsule advertisement campaigns over the recent period and offer suggestions for enhancing its usage and market presence among the target customers, which are healthcare specialists and establishments.

Thus, the accomplishment of these objectives will serve the purpose of giving Mankind Limited specific recommendations to improve the market position of the ABEVIA 100 Capsule and increase the company's future revenue and profitability in the sphere of pharmaceutical business.

Significance of the Study

Enhanced Market Position: Consequently, this research will assist Mankind Limited to enhance the market position of ABEVIA 100 Capsule by having adequate knowledge of the rivals in the market. The evaluation of the competitors' strengths and weaknesses will allow Mankind to use the appropriate tactical message about ABEVIA 100 Capsule in order to influence the prescribers, and, thus, increase its market share. It is vital to understand these patterns in marketing communications and sales persuasion as a way of designing suitable campaigns to target the healthcare professionals and patients.

Informed Decision-Making: The study will provide Mankind Limited with relevant demographic information of physicians, retailers, stockists, and patients to sample from hence increase sales. The insights gathered from this data will help the company in running, decision making on which products to develop, how to market them, and where to sell them. Knowing what motivates the conclusions of these stakeholders will enable Mankind to strike the right chord when it comes to customer care and succession.

Strategic Marketing Initiatives: As this research will aim at providing a competitive analysis list that will be followed up by pro-active market research that will help Mankind Limited to determine the best messages and campaigns to be used in the marketing of ABEVIA 100 Capsule. These strategies shall be aimed at bringing focus to the product's slow release formula and its effectiveness in the delivery of the desired results to health professional and patient. Marketing thus becomes one noble strategy, which not only increases sales of the company products but also improves the image of Mankind Limited in the field of pharma_production.

Contribution to Pharmaceutical Marketing: The implicit contribution of this study is that it expands the marketer's knowledge about the marketing of pharma products, enabling him or her to draw conclusions that can be useful for similar products in a related setting. These strategies can be followed by other pharmaceutical companies so that they can improve on the marketing techniques that were adopted for ABEVIA 100 Capsule. Furthermore, the study will be significant to the existing and emerging academicians and industrial researchers with an understanding of the dynamics that exist in the anti-respiratory market which can in turn influence further research and innovation in this line.

Improved Patient Outcomes: By tailoring marketing strategies to effectively communicate the benefits of ABEVIA 100 Capsule, this research can indirectly contribute to better patient outcomes. As healthcare professionals become more aware of the product's sustained-release technology and efficacy, they are more likely to prescribe it to patients. Improved adherence to medication, facilitated by the convenience and prolonged action of the capsule, can lead to better management of respiratory conditions such as asthma and COPD, enhancing the quality of life for patients.

Optimized Resource Allocation: The insights gained from this research will allow Mankind Limited to allocate its marketing and sales resources more efficiently. By understanding which marketing channels and strategies are most effective, the company can focus its efforts on high-impact activities, reducing waste and maximizing return on investment. This optimization is crucial for maintaining profitability and ensuring that marketing budgets are used in the most effective manner possible.

Improved Patient Outcomes: Thus, by promoting marketing strategies that can properly convey the added value of ABEVIA 100 Capsule for patients, this research can also serve to promote

improved results in this aspect. Since the healthcare profession starts using the terms associated with the product's sustained-release technology and effectiveness, the managers understand that such prescription is likely to increase. Due to the ease of administering medication in the form of a capsule compared to conventional inhalers and the longer duration of action, patients experiencing respiratory ailments including asthma and COPD will benefit in term of Better quality of life arising from enhanced compliance to the prescribed medication.

Optimized Resource Allocation: The knowledge to be derived from this study will assist Mankind Limited in directing the right effort in marketing and sales. When the company knows the degrees of marketing communication influencers, it can maximize its efforts where it will have the most substantial impact, ensuring efficiency. This optimization is important for retaining the profit and reaching the possible maximum effect when using the marketing budgets.

Strengthened Stakeholder Relationships: Thus, the Mankind Limited having interacted with physicians, retailers, stockists, and patients in this research process can enhance its stakeholder relationships with them. Another way to regain the consumers' trust is by involving them and catering to their concerns hence, engaging the consumers. These arguments explain why better relations with prescribers and distributors create higher likelihood of recommendations and prescription, while patients' opinions, reflect the opportunities for the further product and service enhancement.

Future Product Development: Except the analysis of the results in terms of marketing strategies of ABEVIA 100 Capsule specifically, these findings would help the management of Mankind Limited in planning its subsequent product development strategies significantly. With a focus on these features, it can be seen that stakeholders have needs in the following benefits that the company can focus on while innovating new products. This conceptual approach may assist Mankind to permanently build new deliverables and remain sensitive to new tendencies in the pharmaceutical market, providing appropriate solutions to meet brand-new healthcare problems in the long-term perspective.

The significance and applications of this research will be as follows to Mankind Limited: Better market position and competition • Better patient quality • Efficient, effective use of resources. Moreover, it will enhance the theoretical knowledge of pharmaceutical marketing and can be the ground for the future projects' development to keep up with the growth and the effectiveness in the sphere of healthcare.

Methodology of the Study

The methodology of this study is divided into two distinct phases: the quantitative phase and the qualitative phase. Each phase is designed to collect and analyze data that will provide comprehensive insights into the competitive landscape and marketing strategies for ABEVIA 100 Capsule.

Quantitative Phase

The quantitative phase of the study focuses on gathering numerical data to identify patterns, preferences, and correlations that can inform strategic decisions. This phase involves collecting data through a structured questionnaire distributed to a sample of physicians.

Data Collection

Sample Selection: A sample size of 50-100 general physicians was chosen for the survey.

Quantitative Phase

The quantitative phase of the study focuses on gathering numerical data to identify patterns, preferences, and correlations that can inform strategic decisions. This phase involves collecting data through a structured questionnaire distributed to a sample of physicians.

Data Collection

Sample Selection: A sample size of 50-100 general physicians was chosen for the survey. e physicians were selected using a multi-stage sampling approach, which included convenience sampling and purposive sampling. Convenience sampling ensured that the survey reached physicians who were readily available and willing to participate. Purposive sampling was employed to target physicians who had experience with or interest in ABEVIA 100 Capsule, ensuring that the responses were relevant and insightful.

Questionnaire Design: The questionnaire was carefully designed to capture detailed information about physicians' preferences and prescribing habits

- ☐ Physicians' preference for ABEVIA 100 Capsule compared to other respiratory medications.
- ☐ Factors influencing their choice of respiratory medications, such as efficacy, safety, patient compliance, and cost.
- ☐ Awareness and perceptions of the top-selling brands in the anti-respiratory market.
- ☐ Specific attributes of ABEVIA 100 Capsule that appeal to them, including its sustained-release technology.

Data Analysis

The data collected through the questionnaires were analyzed using statistical software such as SPSS. The analysis aimed to identify key patterns and trends, such as:

- ☐ The proportion of physicians preferring ABEVIA 100 Capsule over competitors.
- ☐ Common factors influencing medication choice among physicians.
- ☐ Correlations between physician demographics (e.g., years of experience, specialization) and their prescribing preferences.
- ☐ Comparative analysis of the perceived strengths and weaknesses of ABEVIA 100 Capsule relative to other products.
- ☐ The quantitative data provided a robust foundation for understanding the competitive positioning of ABEVIA 100 Capsule and identifying potential areas for strategic marketing interventions.

Qualitative Phase

The qualitative phase of the study complemented the quantitative findings by exploring in- depth insights through semi-structured interviews. This phase aimed to capture the nuanced attitudes, experiences, and suggestions of physicians regarding ABEVIA 100 Capsule and the broader anti-respiratory market.

Data Collection

Sample Selection: From the initial survey participants, a subset of approximately 30 physicians was selected for in-depth interviews. These physicians were chosen based on their survey responses, ensuring a mix of those who favored ABEVIA 100 Capsule and those who preferred other brands. This approach provided a balanced view of the market.

Interview Design: Semi-structured interviews were conducted to allow flexibility in probing deeper into specific areas of interest. The interview guide included open-ended questions such as:

1. Can you describe your overall experience with prescribing ABEVIA 100 Capsule?
2. What do you perceive as the main benefits and drawbacks of ABEVIA 100 Capsule compared to other medications?
3. How do your patients respond to ABEVIA 100 Capsule in terms of effectiveness and compliance?
4. What factors influence your decision to choose one respiratory medication over another?
5. What suggestions do you have for improving the marketing and distribution of ABEVIA 100 Capsule?

Data Analysis

The data gathered from open-ended interviews were also qualitative in nature, which underwent thematic analysis after the transcription process of the interviews. This process entailed seeking for patterns, reoccurring themes, and insights, which may be found to offer additional dimensions of understanding where other quantitative methods would fail. Key themes explored included:

- ☐ Detailed perceptions of ABEVIA 100 Capsule's sustained-release technology and its impact on patient compliance.
- ☐ Physicians' personal experiences and anecdotes about patient outcomes with ABEVIA 100 Capsule.
- ☐ Comparative insights on the marketing strategies of top-selling brands versus ABEVIA 100 Capsule.
- ☐ Practical recommendations from physicians on how Mankind Limited can enhance its marketing strategies to better meet the needs of healthcare professionals and patients.

The qualitative data complemented the quantitative results in so far as they added depth in terms of experience and prescription and unveiled distinct phenomena that may not be limned in surveys..

Integration of Quantitative and Qualitative Phases

The incorporation of both the qualitative as well as the quantitative method ensure the conduct

offered a holistic view of the market for ABEVIA 100 Capsule. whereas, the quantitative phase of the study provided statistical analysis of the prevalence of depression the qualitative phase complemented the results by providing an understanding of the phenomenon to avoid a surface level, general result that lacked the necessary details and context that would make the findings useful to the stakeholders. Thus, using both these methodological approaches, the research would be able to respond to the objectives set regarding the identification of the competitive environment, the manner in which USP can be leveraged, understanding the nature of the stakeholders' preferences, and the ability to derive and implement appropriate marketing strategies. This approach made sense since it provided a wide-angle snapshot of the subject in question while simultaneously conferred depth; the surveys incorporated numbers and qualitative feedbacks.

By utilizing the systematic approach and integration method of this study, Mankind Limited could obtain a clearer focus for improving ABEVIA 100 Capsule's market placement and fashionable competitiveness. Collecting and dissecting extensive data would make the study results credible, pertinent, and usable in the strategic planning of competing pharmacy enterprises.

Data Analysis

Another essential step where most of the work is usually done is the data analysis stage where collected data is processed in order to provide meaningful information. Quantitative analysis along with the qualitative information were used to arrive at statistically valid conclusion and to suggest the implementation plans that were feasible and practical..

Quantitative Data Analysis

The data collected in the questionnaires were analysed and tabulated by MS excel, a statistical programme effective in processing big data. The following steps were taken to ensure thorough analysis: Data Cleaning and Preparation: There were raw data and they had to be cleaned by clearing out any error, inconsistency or mistakes. This step required the identification of cases where figures or input were missing, where records were repeated, and making sure that all records were entered statistically correctly.

Descriptive Statistics: Simple statistical measurements like arithmetic mean, mode, median and standard deviation were computed to provide basic data about the variables. These summary statistics described the variable's over values or averages within a dataset as well as its spread.

Comparative Analysis: Which brand of ABEVIA 100 Capsule do physicians prefer? Chi-square tests: cross-tab and pivot table were used to compare the characteristics of physician respondents and their preferences of ABEVIA 100 Capsule with other brands. Comparative analysis proved beneficial to identify major trends and patterns of occurrences for comparison between the two.

Visualizations: In the graphical representation of the data, simple visualization tools like bar charts, pie charts, and histograms were used. Graphic displays ensured understanding in data assimilation and enabled the analyst to capture the summary of features and trends at a glance.

Qualitative Data Analysis

Hence, the data elicited from the semi-structured interviews were analyzed to identify themes and patterns for improved understanding of the medical students. The process included the following steps: The process included the following steps:

Transcription: All the performed interviews were audio recorded and then transcribed in detail to capture the flow of the conversations and debates.

Thematic Analysis: The coded data were then analyzed to identify patterns/indexes and synthesize findings. With regard to themes, themes relating to expectations of the sustained-release technology of ABEVIA 100 Capsule, patient benefits, as well as suggested approaches to the marketing of the product were discovered.

Integration with Quantitative Data: These qualitative data were merged with the quantitative data to come up with a broader view per analysis. Such integration assisted in the cross-checking and diversification of results hence providing a holistic analysis. **Ethical Considerations**

Safeguarding the ethical concern was very important throughout the study. Several measures were implemented to protect the rights and well-being of participants: Several measures were implemented to protect the rights and well-being of participants:

Informed Consent: It is worthy of note that all the participants gave their informed consent to partake in the study with clear understanding of the aim and process of the study as well as the possible risk associated with the study. It is worth to note that before the survey or the interviews, the participants were given informed consent to participate. This study ensured participants were informed of their right and freedom to participate in the study, or not, without any pressure and that they could quit at anytime if they wished to.

Confidentiality and Anonymity: Participants' identity and information received were kept confidential and anonymity was observed. It is also noteworthy that personal identifiers were masked; responses were also coded to ensure that nobody could identify anyone in the sample. Data were archived to ensure they are protected from undue access by unauthorized persons.

Ethical Approval: The study design was also confirmed with an ethics committee so as to meet the ethical and standard practices in research. While conducting this review there was a guarantee that the study adhered to all ethic necessities and the participants were safeguarded.

Respect and Sensitivity: While data were being collected from the study participants, issues of concern to do with respect and sensitivity were also given due attention. Avoidance of any feeling of discomfort was observed in the formulation of questions, and the interviews were carried out in a professional and time-conscious manner with respect to the participants' opinions. The interests of the researcher were declared and the overall method used to conduct the study was ethical.

Thus, the ethical principles were followed in the study to respect and protect the rights of the participants and the responsibility of the data collected. Through this ethical approach the participants were protected and the research results was made more credible and reliable. Since the present work aimed to establish the foundations of the new approach in studying mass events and their social implications, the adherence to the specified methodology – comprehensive, critical data analysis and strict ethical standards – offered a suitable ground for obtaining accurate and useful findings. These perceptions shall help in focusing and strengthening the marketing of Mankind Limited's ABEVIA 100 Capsule in parity with the competitor to the advantage of the company and the stakeholders

Research questions

Q1. According to the prescriptions you receive, what type of anti asthmatic medications are administered to patients more frequently?

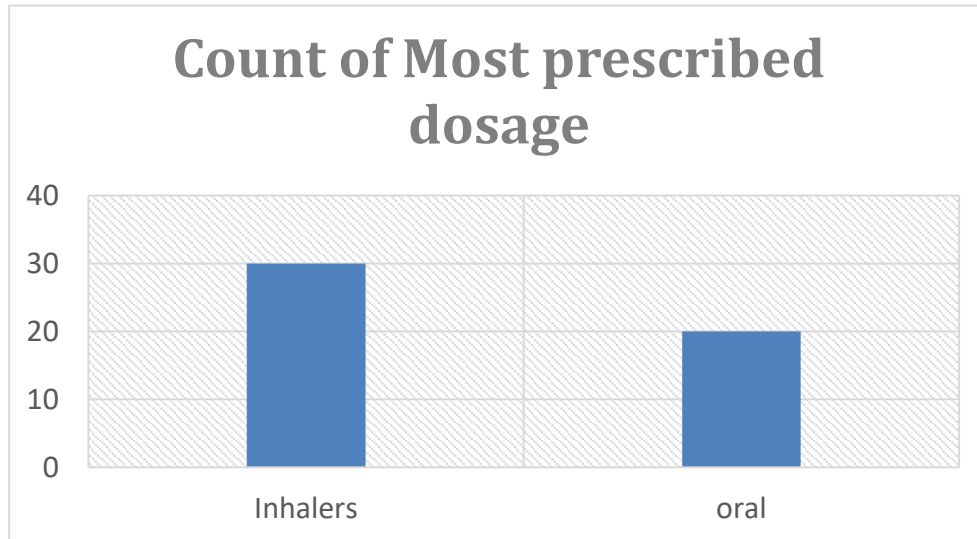
Q2. What is the most popular oral anti-asthamatic medication

Q3. Which company, in your opinion, dominates the oral anti-asthamatic market

Q4. Which anti-asthamatic medication is most frequently prescribed?

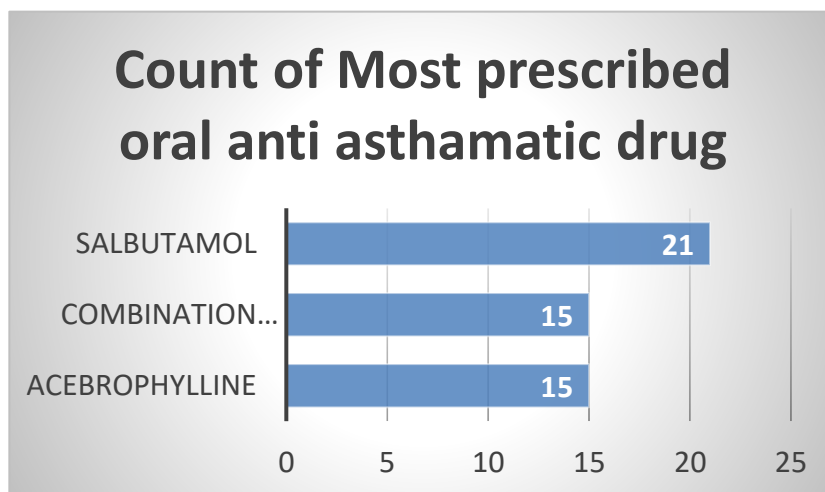
Results

1. According to the prescriptions you receive, what type of anti asthmatic medications are administered to patients more frequently?



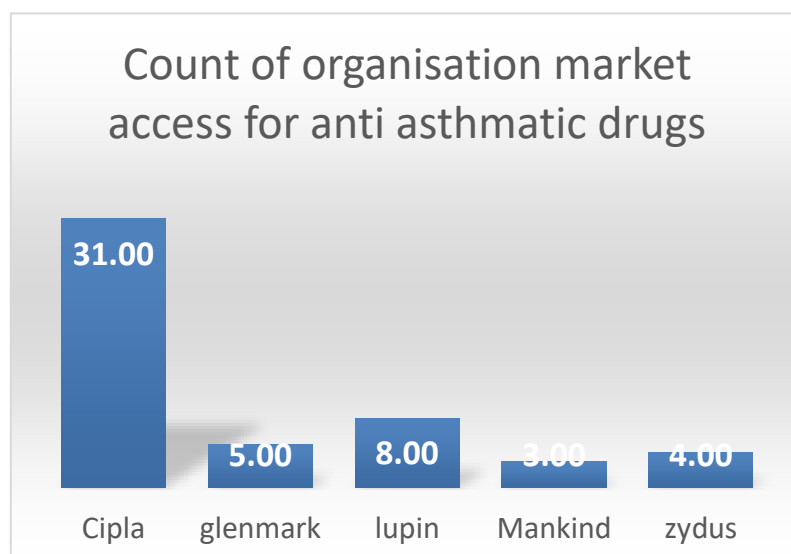
Interpretation: The sort of anti-asthmatic medication that is typically prescribed is shown in the graph above. According to a survey, 75% of Inhalers and 25% of oral anti-asthmatic medications are prescribed.

2. What is the most popular oral anti-asthmatic medication?



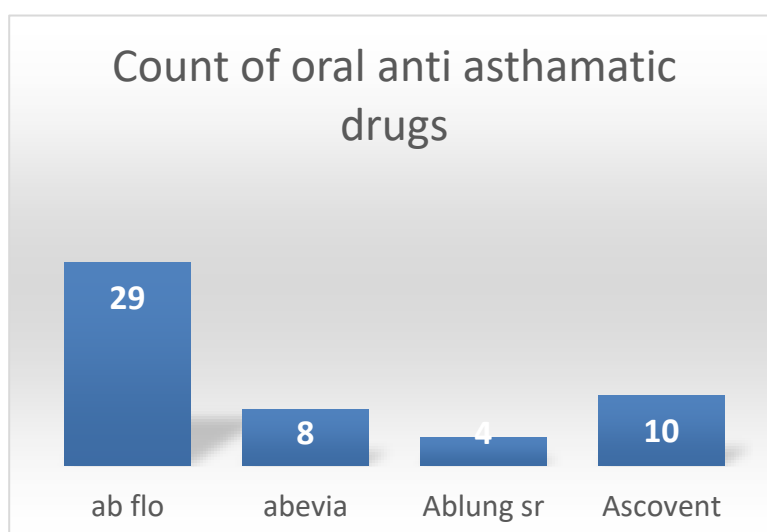
Interpretation: Salbutamol is the most prescribed anti-asthmatic drug after that acebrophylline and other combination is prescribed.

3. Which company, in your opinion, dominates the oral anti-asthmatic market?



Interpretation: The market leader in the oral antiasthmatic market is shown in this graphical study. Cipla (70%) holds the top spot in the market for oral antiasthmatics while the second Lupin is in second place (15%). Other players include Mankind zydus and glenmark.

4. Which anti-asthmatic medication is most frequently prescribed?



Interpretation: Ab flo of lupin is the highest prescribed medication for asthma after Abevia of Mankind and Ascovent of macloids.

Conclusion

- To gain the market presence abevia should focus on cost effectiveness as other medication has higher price range when compared to Abevia 100 capsule.
 - Abevia should be prescribed as a better alternative to salbutamol which is long acting beta adrenergic (LABA) and has more side effects as compared to bronchodilators.
 - Acebrophylline combination with acetylcysteine is a better treatment of chronic as well as acute asthma and COPD.
-

Reference

- Srivastava, R. K., Fahey, L., & Christensen, H. K. (2001). The resource-based view and marketing: The role of market-based assets in gaining competitive advantage. *Journal of Management*, 27(6), 777-802.
- Barney, J. B. (1991). Firm resources and sustained competitive advantage. *Journal of Management*, 17(1), 99-120.
- Hunt, S. D. (2000). A general theory of competition: Resources, competences, productivity, economic growth. Sage Publications.
- Grant, R. M. (1991). The resource-based theory of competitive advantage: Implications for strategy formulation. *California Management Review*, 33(3), 114-135.
- Wernerfelt, B. (1984). A resource-based view of the firm. *Strategic Management Journal*, 5(2), 171-180.