

"Strategic Analysis and Marketing Solutions for ABEVIA 100 CAPSULE To Enhancing Market Presence and Competitive Advantage."

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Introduction

- The pharmaceutical industry is characterized by intense competition and rapid advancements in technology. In this dynamic environment, Mankind Limited, a leading global pharmaceutical company, has developed the ABEVIA 100 Capsule.
- This pharmaceutical product is designed to provide sustained-release relief for individuals suffering from respiratory conditions such as asthma and chronic obstructive pulmonary disease (COPD).
- Currently the market Size for Acebrophylline is 1500 Cr in 2024 and it is expected to expand to 36.74 billion USD by 2031 at a significant CAGR of 9.39%
- The market size of Acebrophylline in 2013 was USD 19.6 billion.
- The ABEVIA 100 Capsule features innovative sustained-release technology, offering prolonged efficacy and convenient dosing, thereby enhancing patient compliance and quality of life. The problem being investigated in this study is the challenge faced by many pharmaceutical companies in maintaining or enhancing their market position amid evolving competitive pressures. Specifically, the study focuses on the strategic analysis and marketing solutions required for the ABEVIA 100 Capsule to enhance its market presence and competitive advantage.

Objective

- Assess the competitive Landscape
- Identify Unique Selling Propositions (USPs)
- Formulate Targeted Marketing Strategies
- Evaluate Marketing Effectiveness



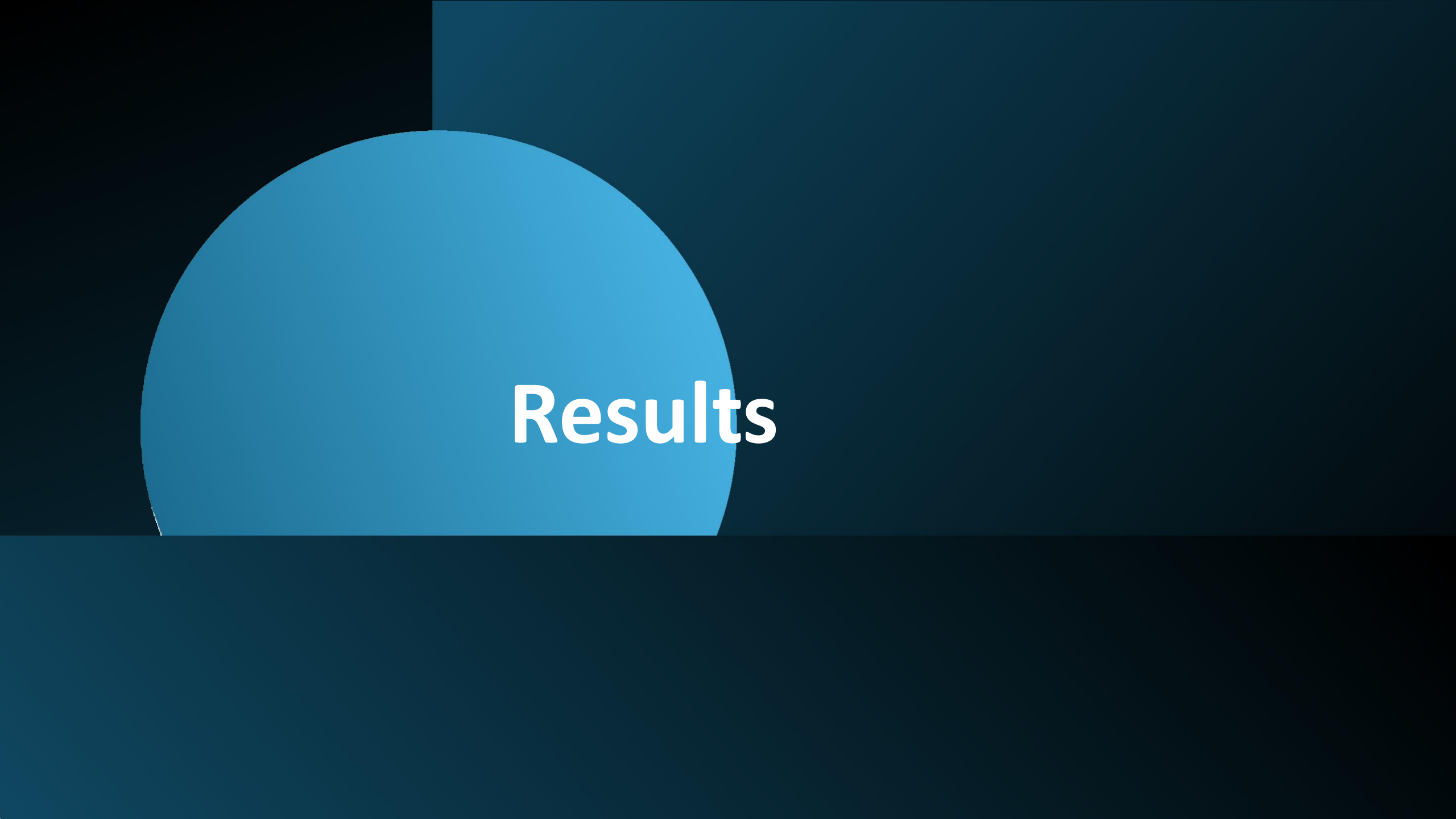
Research Methodology

Study type: Analytical

Population: Sample size 50 (GP's, Pulmonologists, Medical representatives)

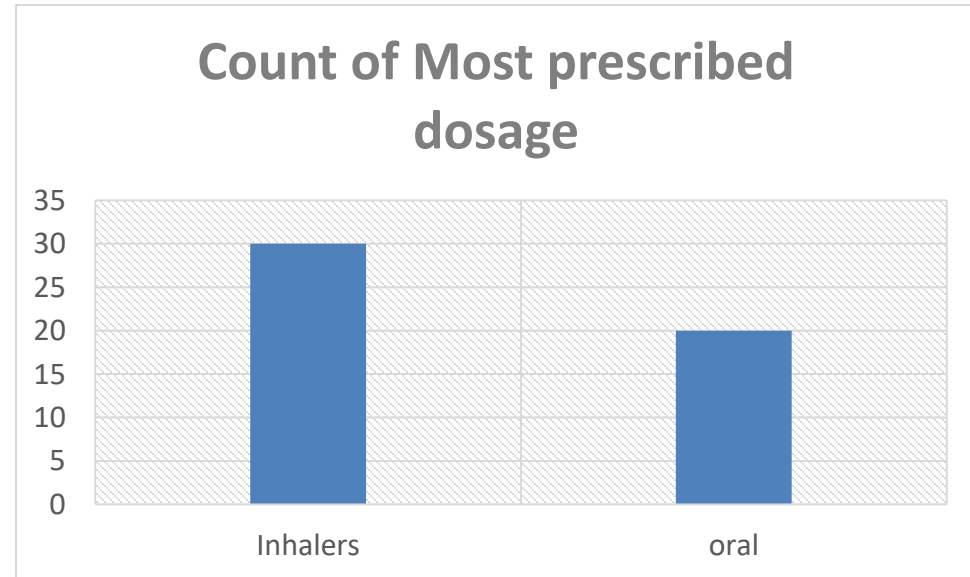
Sampling technique: Purposive

Tools for data collection: Structured questionnaire

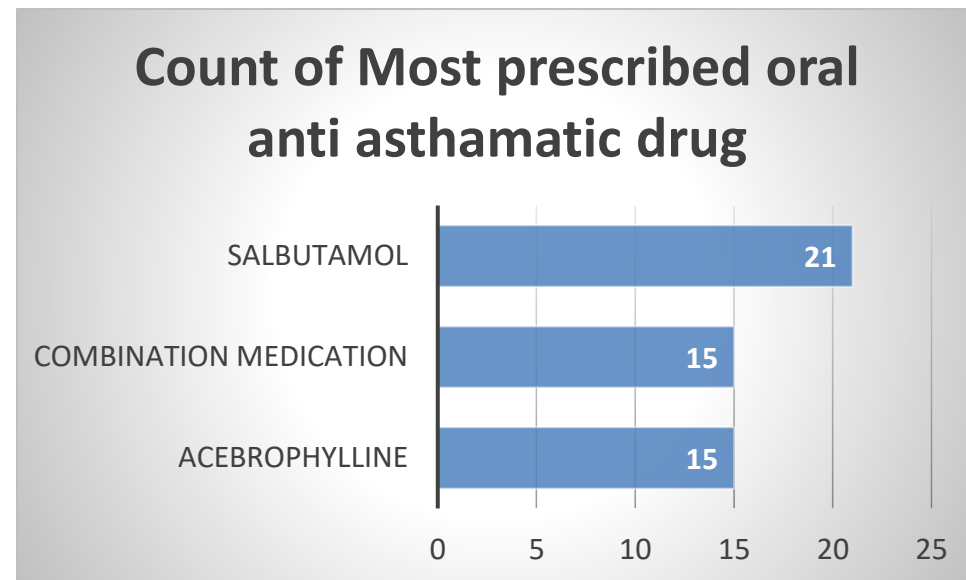
The image features a dark blue background. On the left side, there is a large, light blue semi-circle. The word "Results" is written in a white, sans-serif font, positioned to the right of the semi-circle's center.

Results

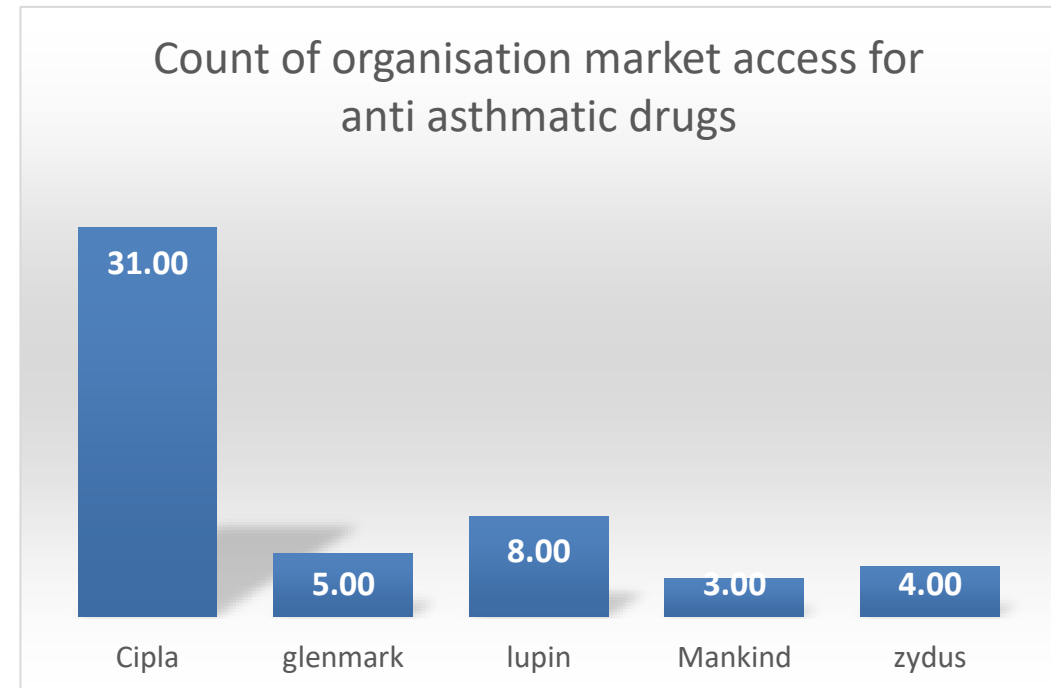
According to the prescriptions you receive, what type of anti asthmatic medications are administered to patients more frequently?



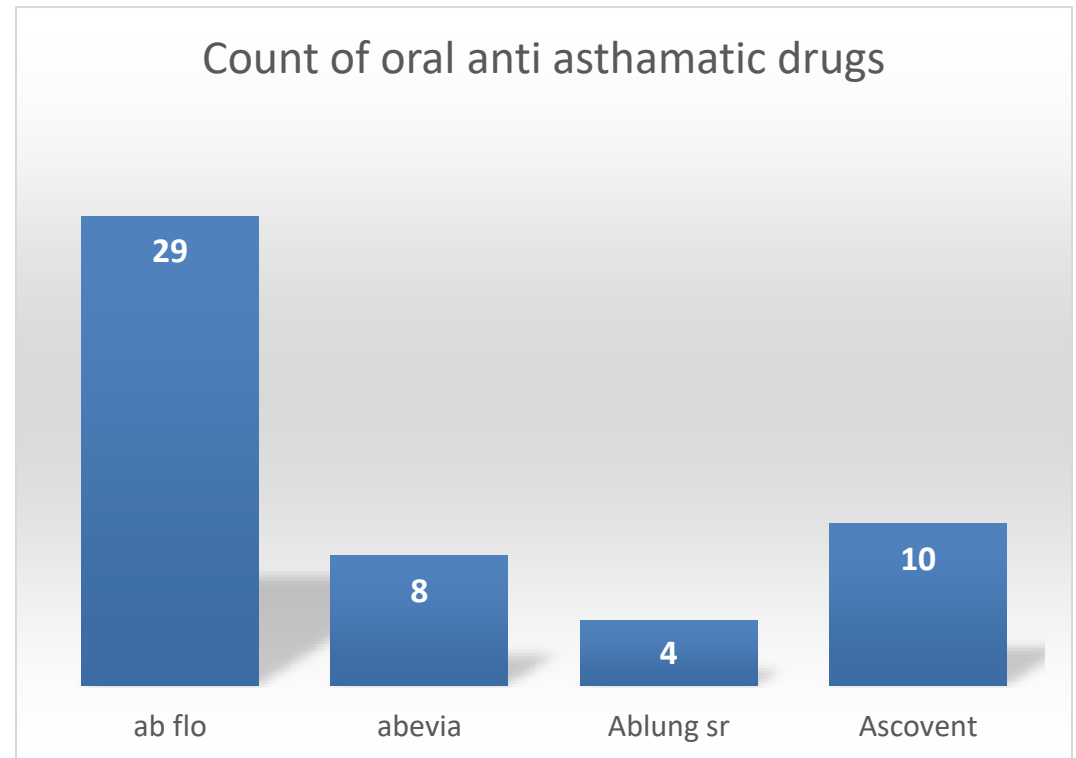
What is the most popular oral anti-asthamatic medication



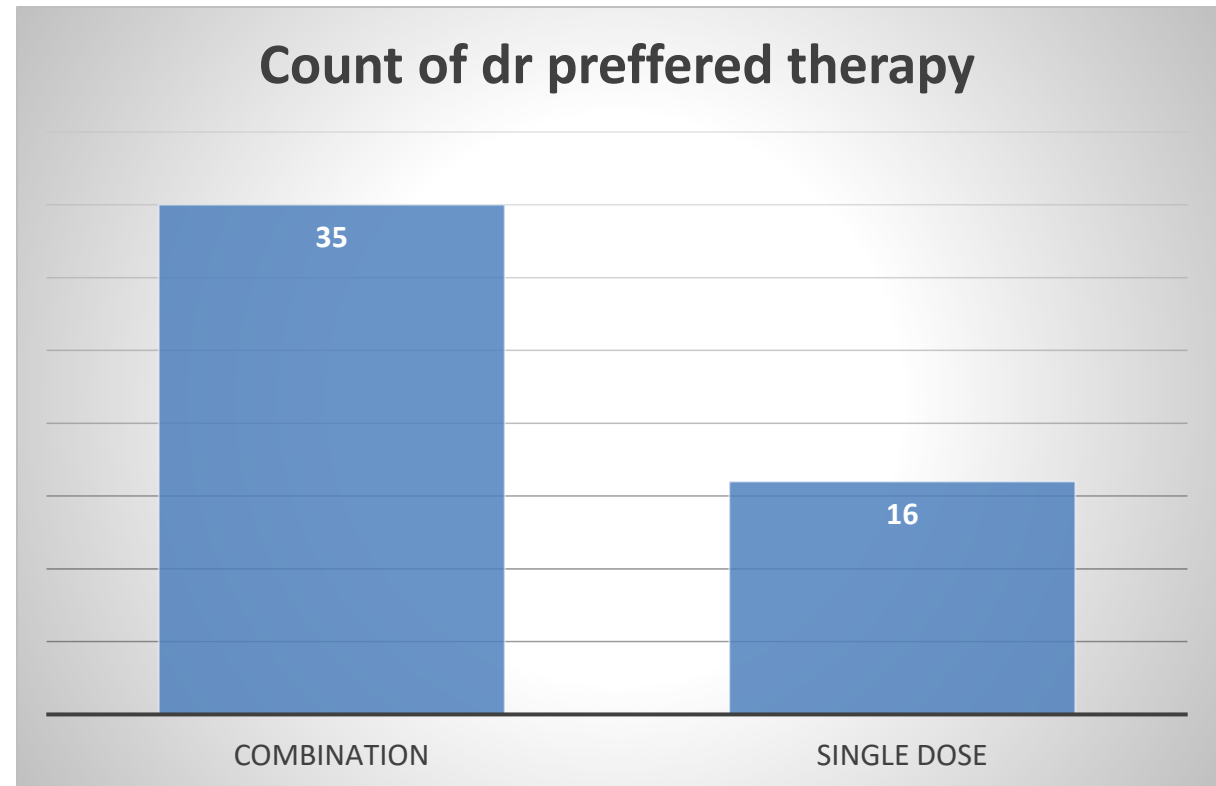
**Which company, in your opinion,
dominates the oral anti-asthamatic
market**



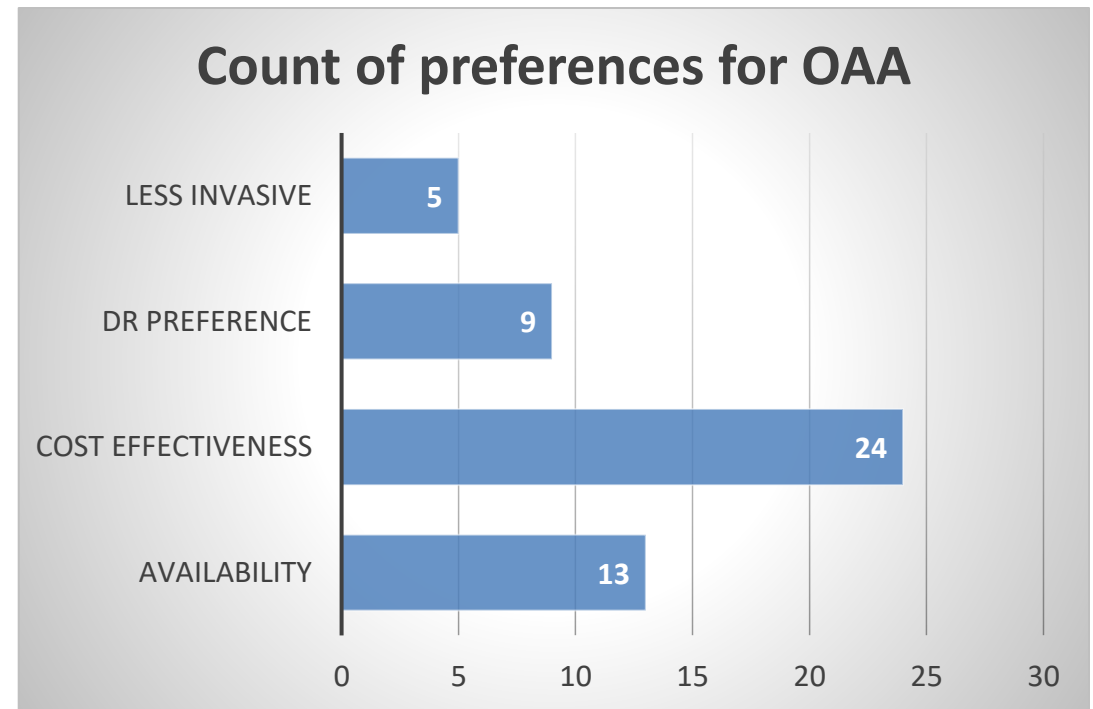
1) Which injectable anti-asthamatic medication is most frequently prescribed?



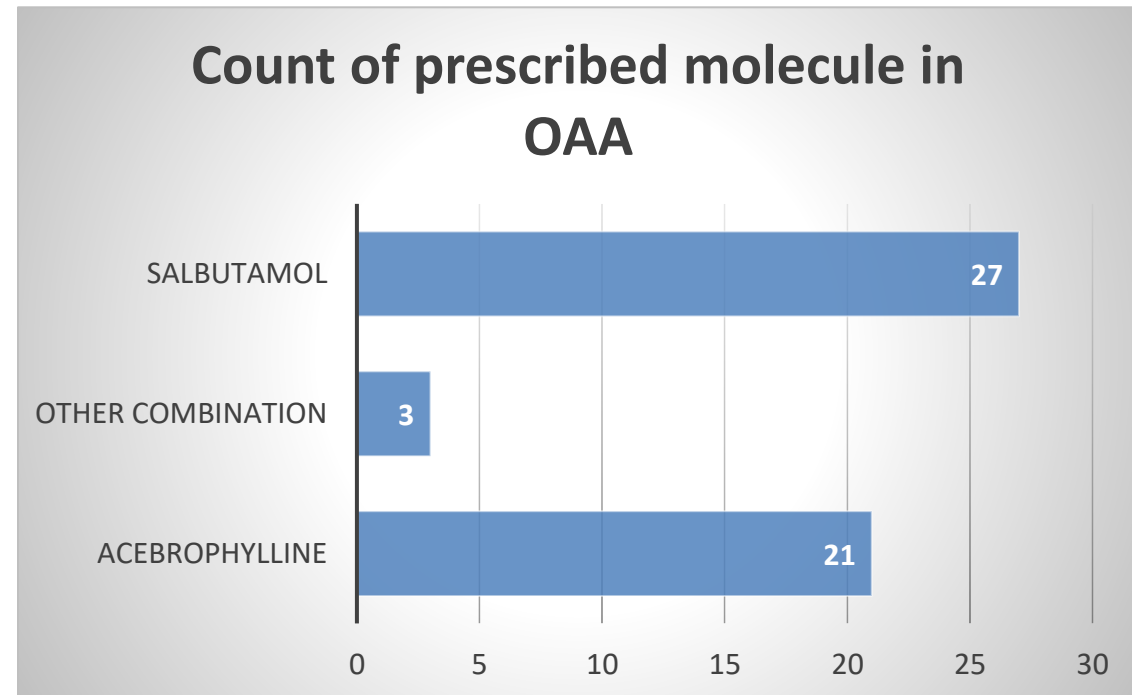
Which treatment do you believe doctors like most?



1) What could be the rationale for favoring oral anti-asthmatic medications?

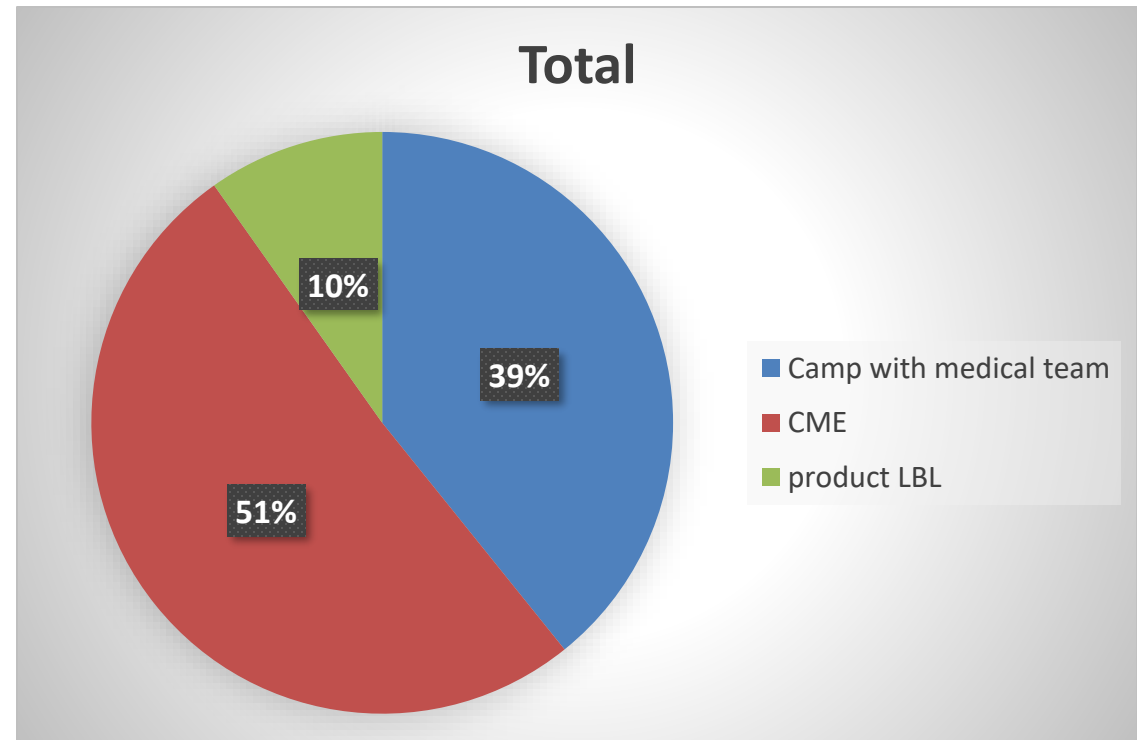


Which oral anti-asthmatic medication is most frequently prescribed



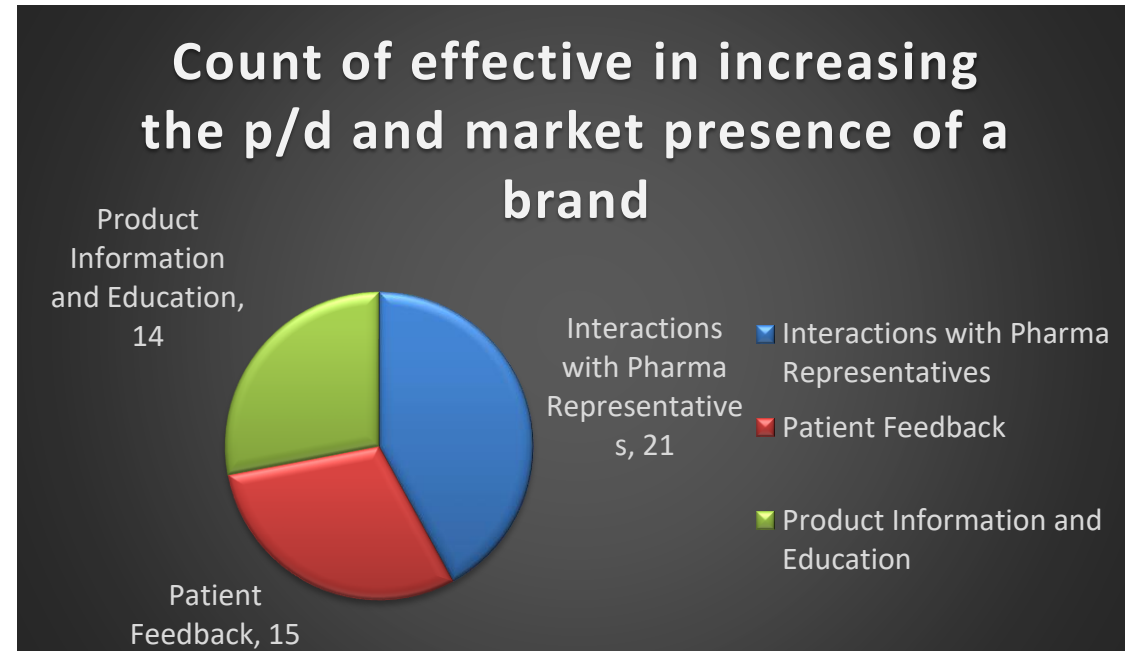
Interaction with MR's

Which strategy according to you is most effective in increasing the market presence of a brand?



Interaction with HCP's

Which strategy according to you is most effective in increasing the p/d and market presence of a brand?



Conclusion

1. To gain the market presence abevia should focus on cost effectiveness as other medication has higher price range when compared to Abevia 100 capsule.
2. 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.
3. Acebrophylline combination with acetylcysteine is a better treatment of chronic as well as acute asthma and COPD.

Thank you