

Synopsis for Dissertation Submitted



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By

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

Introduction:

Mankinds ABEVIA 100 CAPSULE is a pharmaceutical product designed to provide sustained-release relief for individuals suffering from a range of respiratory conditions such as asthma and chronic obstructive pulmonary disease (COPD). Formulated by Mankind Limited, a leading global pharmaceutical company, ABEVIA 100CAPSULE contains active ingredients that work synergistically to alleviate symptoms and improve respiratory function over an extended period. With its innovative sustained-release technology, this Capsulelet offers convenient dosing and prolonged efficacy, enhancing patient compliance and quality of life

Background of the Problem –

Many companies fail to redesign their position and find appropriate competitive strategies to retain their position or keep their strategies in line with their competitive environment (Govindarajan & Euchner, 2012; Koveos, 2013; Porter, 1980). As corporations continue to expand into the global market, the efficiency of strategies becomes the core factor in increasing their overall competitiveness (Lee, Madanoglu, & Ko, 2013). The developing global business environment, rapid technology, and competitive pressures have forced organization leaders to adopt strategies to maximize market share (Bereznoy, 2015). According to Porter (1980, 1985), leaders need to develop effective strategies to maintain or regain a competitive position among competitors.

Research Question:

How can Mankind Ltd conduct a comprehensive competitive analysis and formulate targeted marketing strategies to enhance the market presence and competitive advantage of the ABEVIA 100CAPSULE in comparison to competitors?

Objectives:

1. To assess the competitive landscape of the Anti-respiratory market, focusing on key players, product features, pricing strategies, and distribution channels.
2. To identify the unique selling propositions (USPs) and competitive advantages of the ABEVIA 100CAPSULE compared to other Capsule.
3. To analyze the preferences, needs, and pain points of physicians, retailers, stockiest and patients.
4. To formulate targeted marketing strategies for ABEVIA 100CAPSULE Capsule let based on competitive insights, market trends, and consumer feedback.

Hypothesis: Mankind Ltd can achieve a competitive edge in the Anti-respiratory market by highlighting the superior features, efficacy, and safety profile of ABEVIA 100CAPSULE and by implementing strategic marketing initiatives tailored to the needs of healthcare professionals and facilities.

Material and Methods:

Study Design: Comparative analysis and strategic marketing study.

Study Population:

- Inclusion criteria: prescribers, healthcare professionals, retailers, stockiest, field professionals and patients.

Exclusion criteria: Non-relevant stakeholders or entities.

Study Tools: Market surveys, interviews with physicians, analysis of secondary data, and patients feedback.

Duration of Study: 3 months (from April 2024 to June 2024).

Sample Size: 50-100 General Physicians who are currently prescribing and involved in decision-making processes.

Sampling Technique: Multi-stage sampling approach, including convenience sampling and purposive sampling. Purposive sampling will be used to select General Physicians who have experience with or have shown interest in ABEVIA 100CAPSULE. This technique ensures that participants have relevant experience and insights into the adoption and utilization of bilast.

Data Collection Procedure: Data collection through surveys, interviews, questionnaires, focus groups, and review of industry reports.

- 1. Quantitative Data: An online survey will be distributed to General Physician, capturing information on their preferences, the factors influencing their brand selection, and their perceptions towards bilast.
- 2. Qualitative Data: Semi-structured interviews will be conducted with a subset of the survey participants (around 30 prescribers) to explore in-depth insights into their attitudes, experiences, and suggestions for effective sales and marketing strategies.

Data Analysis Plan:

Quantitative data will be analysed using statistical software (e.g., SPSS) to identify patterns, preferences, and correlations. Qualitative data from interviews will be transcribed and analyzed thematically to extract common themes and insights related to sales and marketing strategies.

Ethical Considerations:

- Obtain informed consent from all participants, ensuring they are aware of the study's purpose and their right to withdraw at any time.
- Ensure confidentiality and anonymity of the participants by assigning codes to their responses instead of using identifiable information.
- The study will be reviewed and approved by an ethics committee to ensure adherence to ethical standards in research.

Implications of Research:

This research will provide Mankind Ltd with valuable insights into the needs and preferences of General Physician , facilitating the development of more effective sales and marketing strategies for bilast. By understanding the factors that influence prescribers decisions, torrent can tailor its approach to better meet their needs, potentially increasing the adoption rate of bilast. Moreover, this study will contribute to the broader field of pharmaceutical marketing, offering evidence-based strategies that can be applied to similar contexts, enhancing the efficiency and effectiveness of marketing efforts in the healthcare sector

