

Synopsis for Dissertation Submitted



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of
Master of Business Administration (MBA)
in
Pharmaceutical Management

By

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Metformin and its new usage with Focus in Alzheimer

1. **TITLE:** Metformin and its new usage with Focus in Alzheimer
2. **INTRODUCTION:** Alzheimer's disease (AD) poses a significant challenge to global healthcare systems, with an increasing prevalence among aging populations. Metformin, a medication commonly used to treat type 2 diabetes, has shown promise in its potential to modify disease progression in AD. This synopsis outlines a business plan to explore the integration of metformin in Alzheimer's disease management from a commercial perspective.
3. **RESEARCH QUESTION:** What are the market opportunities and challenges in incorporating metformin as a therapeutic option for Alzheimer's disease management?
4. **OBJECTIVES:**
 - To assess the market potential for metformin in Alzheimer's disease management.
 - To identify key stakeholders and potential partners for collaboration.
 - To develop a sustainable business model for the distribution and marketing of metformin in the context of Alzheimer's disease.
5. **HYPOTHESIS:** The integration of metformin into Alzheimer's disease management protocols will present significant market opportunities, but also pose challenges related to regulatory approval, market acceptance, and competition.

6. MATERIAL AND METHODS:

STUDY DESIGN: Market analysis and business planning.

SETTING: Pharmaceutical and healthcare industry landscape.

STUDY POPULATION

- **Inclusion criteria:** Market segments include patients, caregivers, healthcare professionals, and pharmaceutical companies.

□ **Exclusion criteria:** Non-healthcare-related industries or sectors not directly involved in Alzheimer's disease management patients with contraindications to metformin or significant comorbidities affecting cognitive function. **Study tools:** Surveys, interviews, literature reviews, and financial modeling software.

□ **DURATION OF STUDY:** Three months from initiation to completion.

SAMPLE SIZE: Approximately 300 respondents will be targeted to ensure robust data representation and statistical significance.

SAMPLING TECHNIQUE: Stratified random sampling will be employed to ensure diverse representation across demographics, professional roles, and industry affiliations. Purposive sampling will complement this approach to include key informants and experts.

DATA COLLECTION PROCEDURE: Surveys, interviews, document analysis, and Collection of market data through secondary research methods. Stakeholder engagement through interviews and focus groups.

OPERATIONAL DEFINITIONS: Market potential is assessed based on factors such as disease prevalence, current treatment landscape, and unmet needs. Business model components include pricing strategy, distribution channels, and marketing tactics.

7. **DATA ANALYSIS PLAN:** Data analysis will involve synthesizing market research findings to identify trends, opportunities, and challenges. SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis will be conducted to inform business strategy development.
8. **ETHICAL CONSIDERATIONS:** Ethical considerations primarily involve ensuring the integrity and confidentiality of market research data. Adherence to industry regulations and standards will also be prioritized.
9. **IMPLICATIONS OF RESEARCH:** the business plan developed through this research will provide insights into the commercial viability of integrating metformin

into Alzheimer's disease management. It may inform decision-making processes for pharmaceutical companies, healthcare providers, and policymakers seeking to address the unmet needs of AD patients.

10. REFERENCES: References related to market research methodologies and pharmaceutical industry trends will be cited according to the Vancouver Style, managed using referencing software like Mendeley or Zotero.