

"Strategic Analysis and Marketing Solutions for Rinosolvin Tablet To Enhancing Market Presence and Competitive Advantage."

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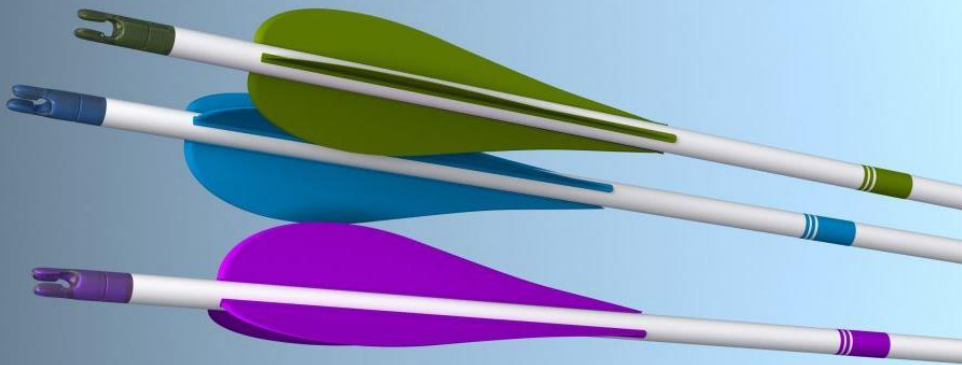
Introduction

- The pharmaceutical industry is characterized by intense competition and rapid advancements in technology. In this dynamic environment, IPCA laboratory, a leading global pharmaceutical company, has developed the RINOSOLVIN Tablet.
- This pharmaceutical product is designed to provide sustained-release relief for individuals suffering from respiratory conditions such as asthma and Allergies.
- Currently the market Size for RINOSOLVIN is 1,559.51 billion in 2023 to USD 2,363.25 billion by 2030, reflecting a compound annual growth rate (CAGR) of approximately 6.12%.
- The RINOSOLVIN Tablet 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 RINOSOLVIN Tablet 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

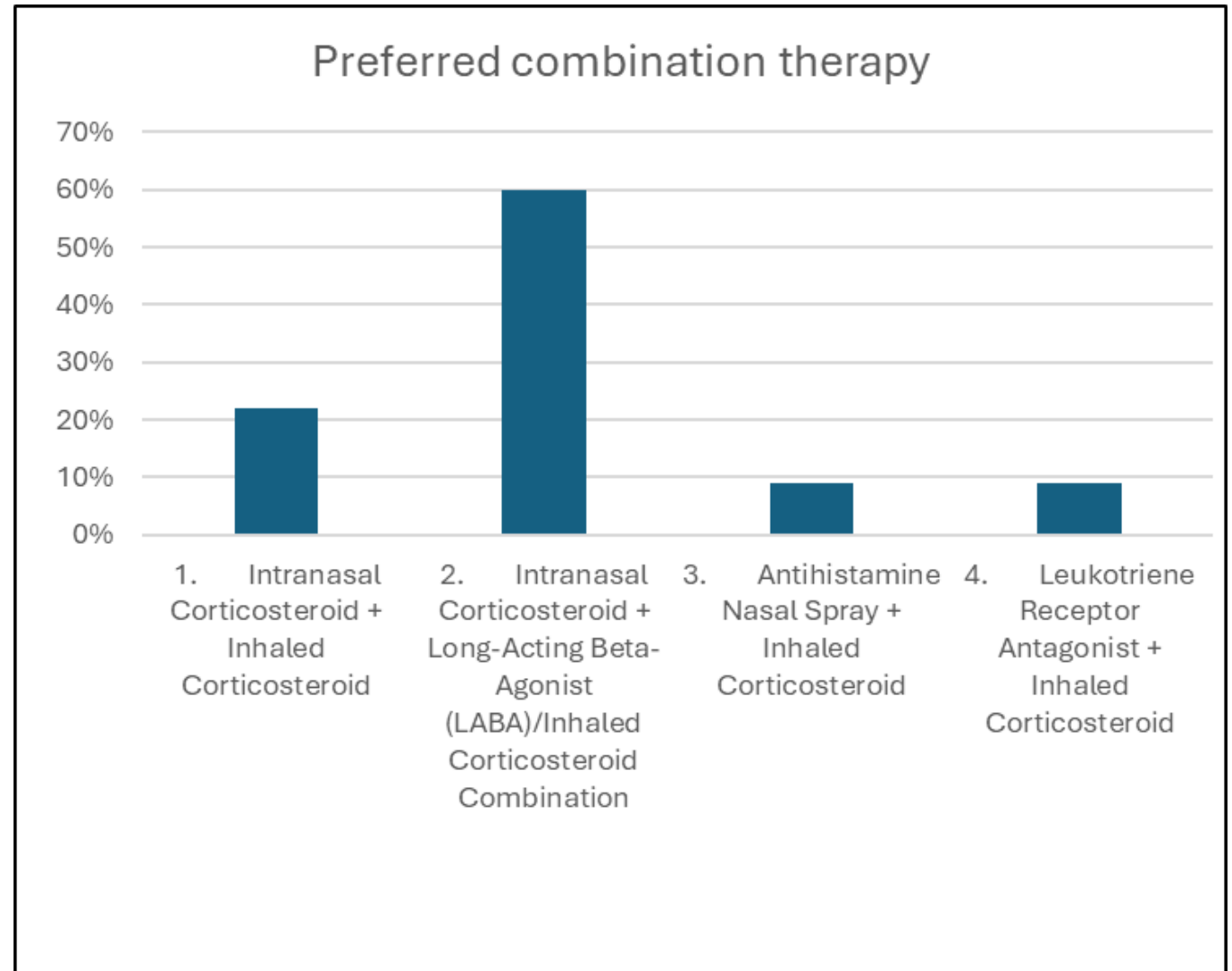
- Study type: Analytical
- Population: Sample size 50 (General Physician, Medical representatives)
- Sampling technique: Purposive
- Tools for data collection: Structured questionnaire



Result

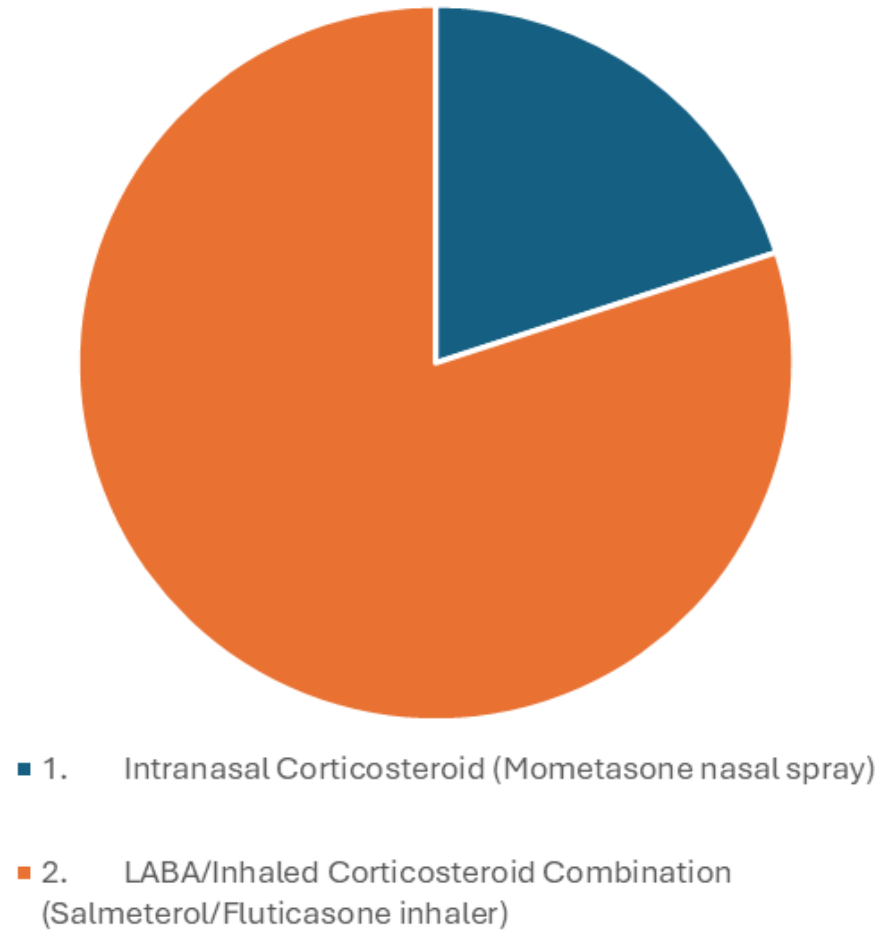


Q1. Which combination therapy do you prefer to prescribe for patients with allergic rhinitis and asthma?

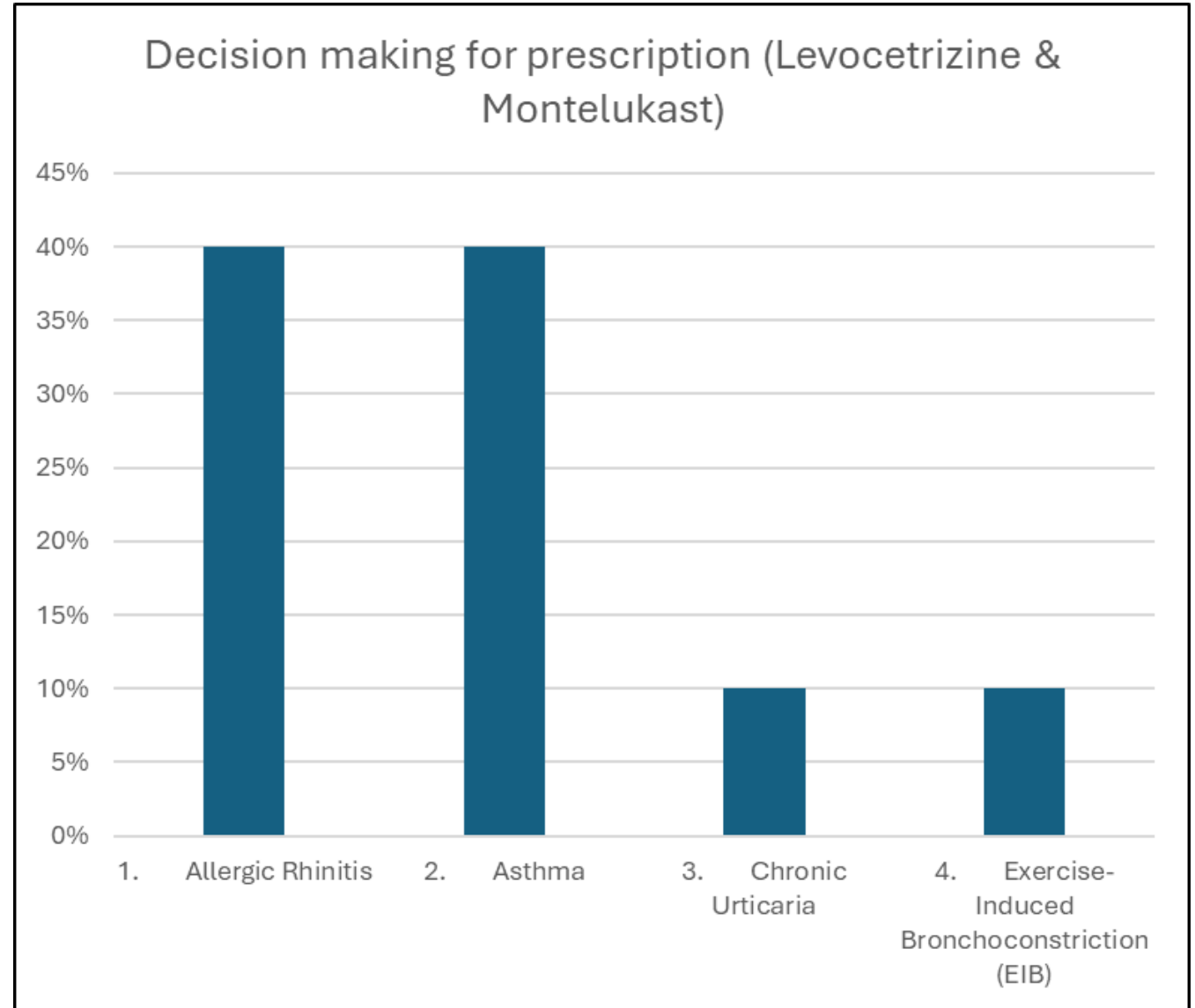


Q2. In your clinical experience, which drug combination has shown better efficacy in managing symptoms of allergic rhinitis and asthma?

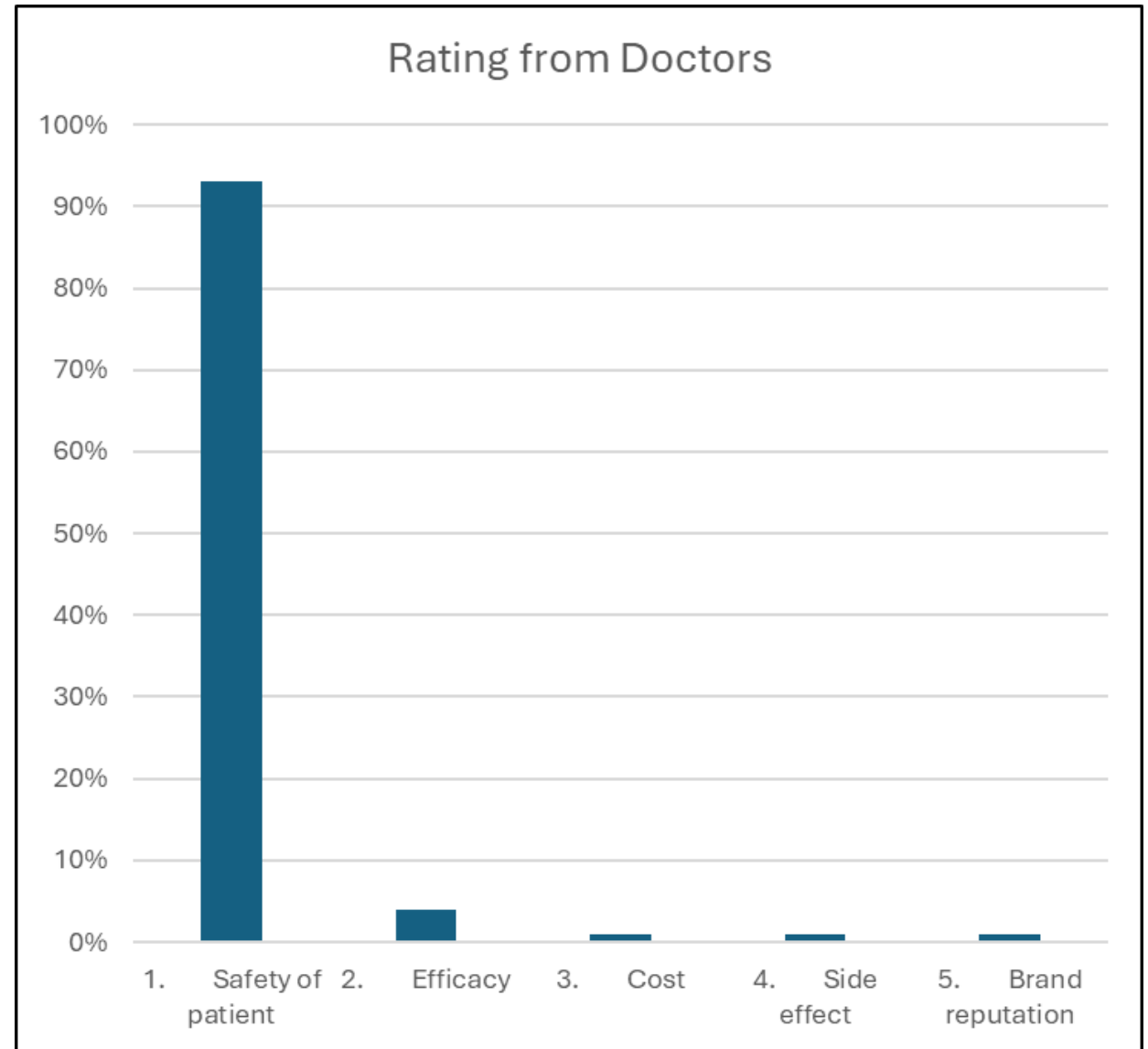
Combination efficacy for managing symptoms



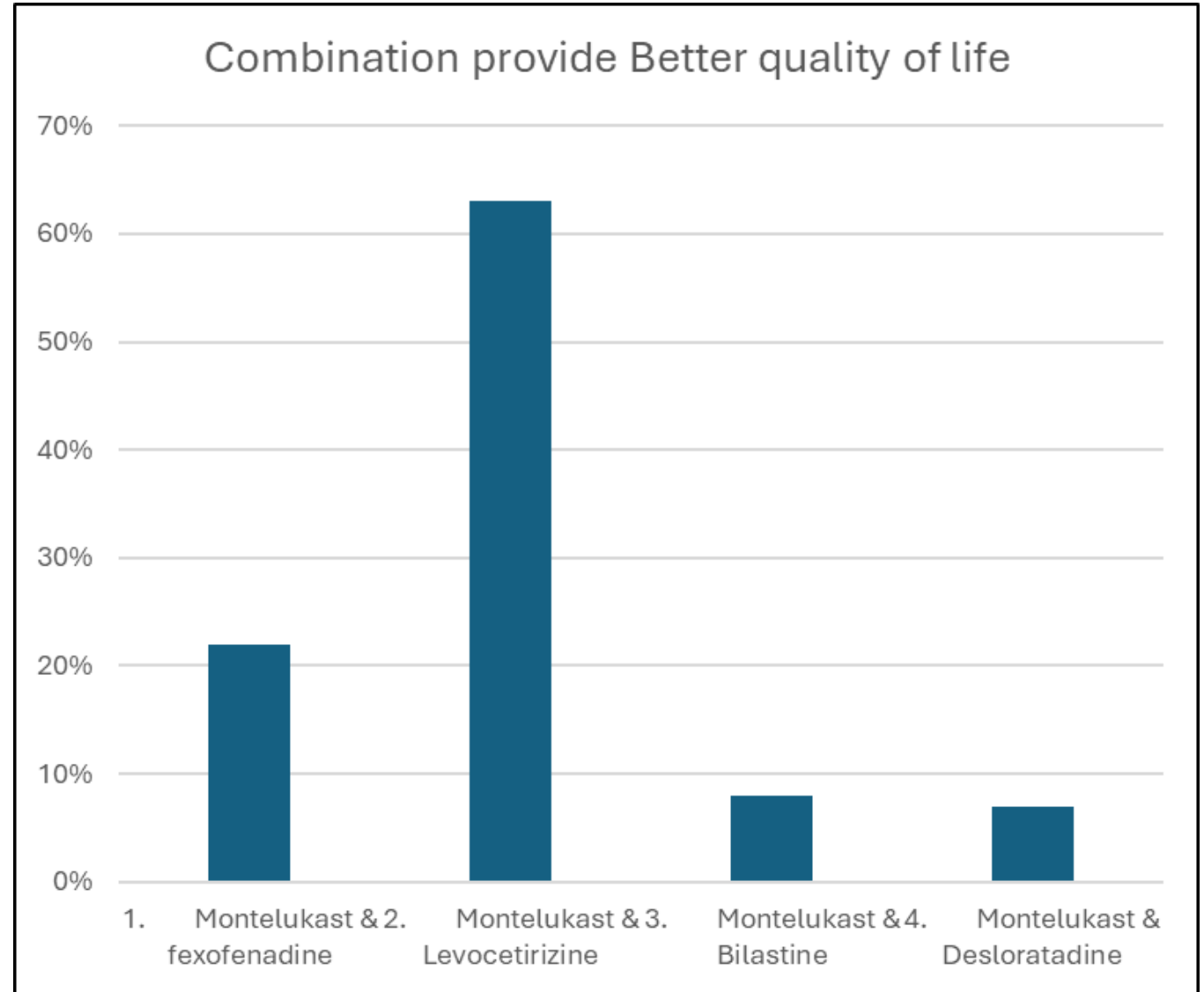
Q3. In which indication do you prefer to prescribe levocetirizine and montelukast?



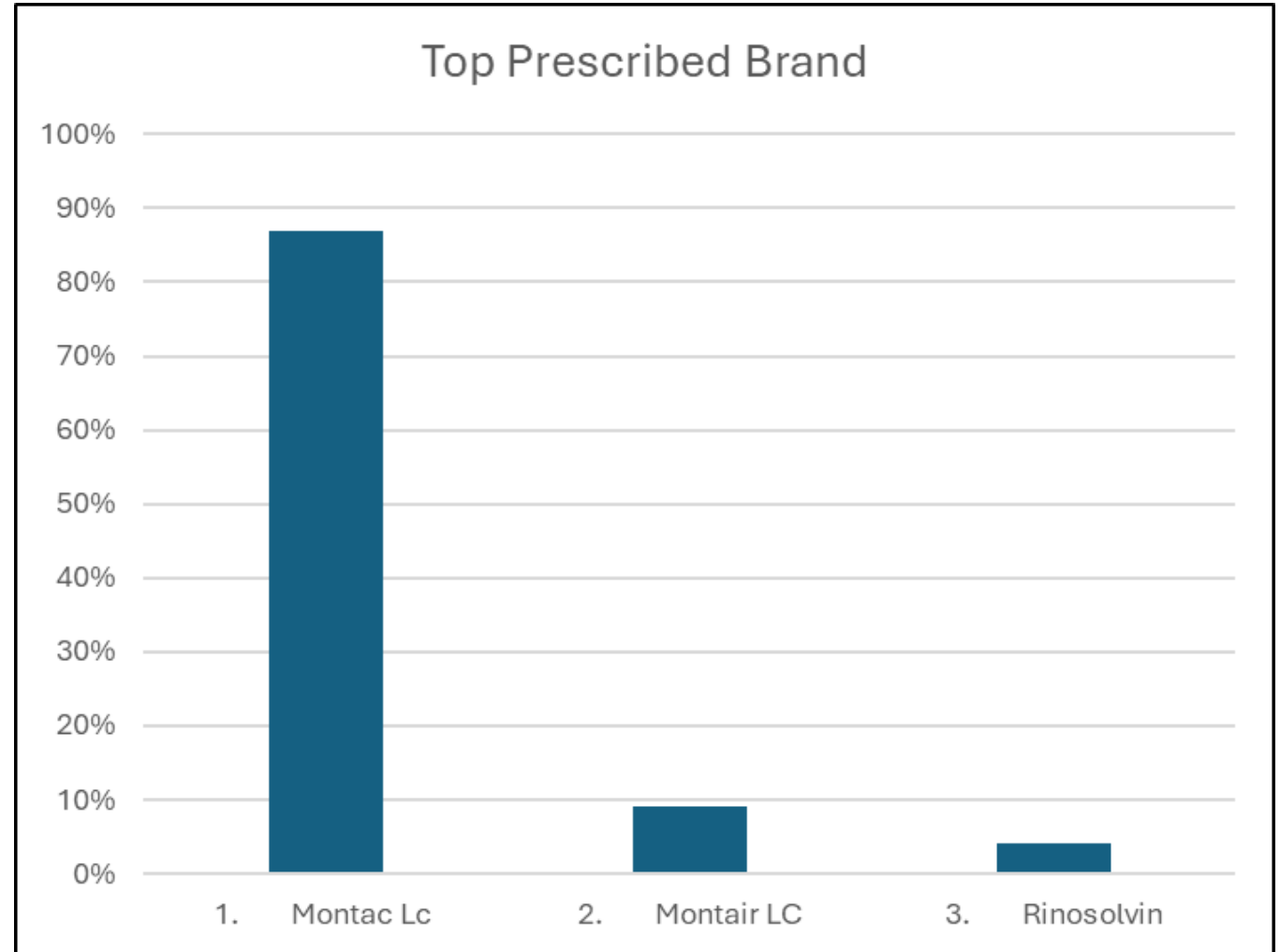
Q4. On a scale of 1 to 5
rate below factors on
how much they influence
your decision while
prescribing levocetirizine
& Montelukast?



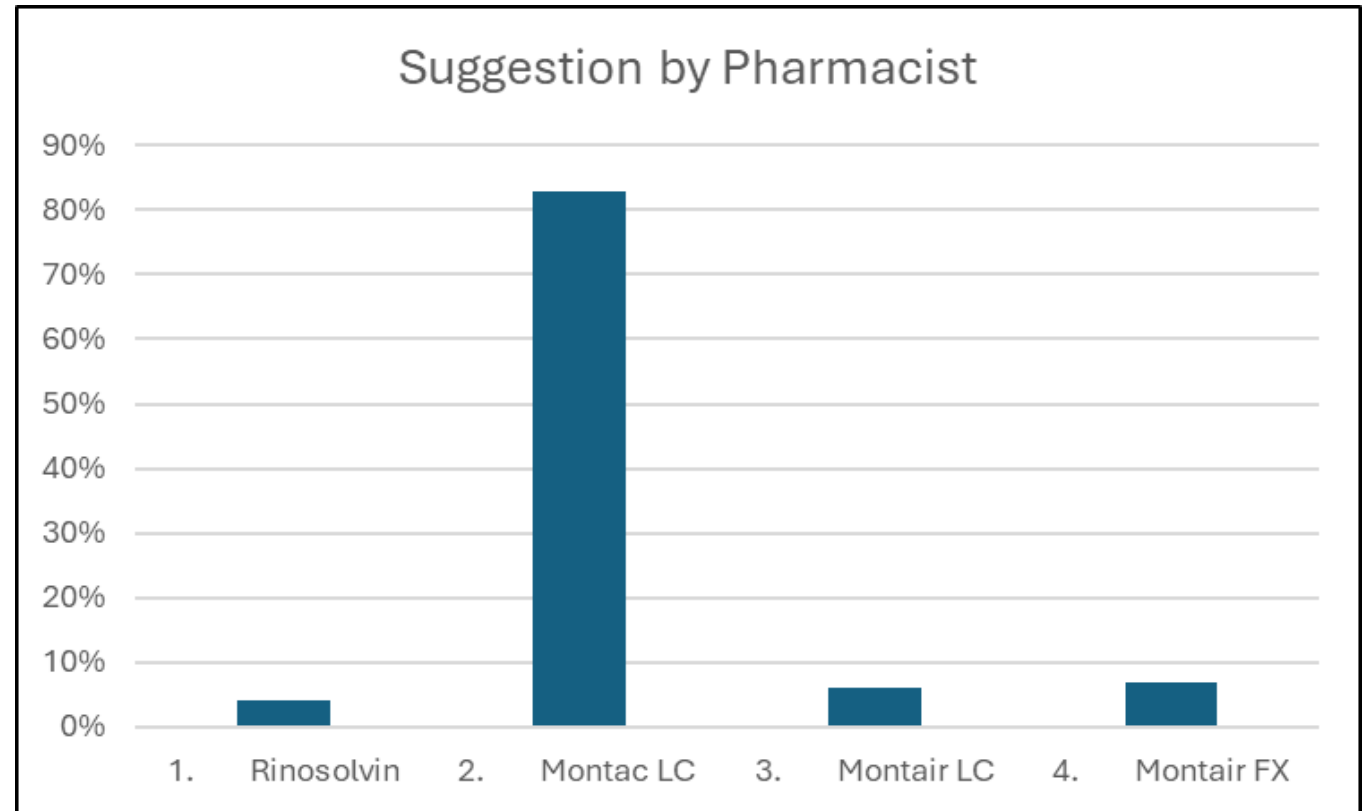
Q5. Which combination provides a better quality of life for your patients with allergic rhinitis and asthma?



Q1. Which is the top prescribed brand of levocetirizine & Montelukast?



Q2. As a pharmacist
which brand will
you suggest
regarding
levocetirizine &
Montelukast?



Conclusion

- Many physicians for treating allergic rhinitis and asthma, the combination of levocetirizine and montelukast remains a highly valuable and frequently prescribed option.
- Given its strong safety profile and effectiveness, Rinosolvin, which combines these two medications, has the potential to capture a significant market share.
- Emphasizing its comprehensive symptom management and reliability can position Rinosolvin as a strong competitor in this therapeutic area.