

Synopsis for Dissertation Submitted



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By

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Title: Strategic Analysis and Marketing Solutions for Rinosolvin abet To Enhancing Market Presence and Competitive Advantage.

Introduction:

Rinosolvin Tablet is indeed a medication used in the treatment of respiratory disease. It contains the active ingredient Rasagiline, which belongs to a class of drugs known as monoamine oxidase inhibitors (MAOIs). Rasagiline works by increasing the levels of certain chemicals in the brain that are responsible for regulating movement and coordination.

Here's a brief overview of Rinosolvin Tablet (Rasagiline) for respiratory disease:

Brand Name: Rinosolvin Tablet

Generic Name: singulair

Manufacturer: Ipca

Indication: Rinosolvin Tablet is indicated for the treatment of respiratory disease. It is used to improve symptoms such as tremors, stiffness, and slowness of movement.

Mechanism of Action: Rasagiline works by inhibiting the activity of monoamine oxidase-B (MAO-B), an enzyme that breaks down dopamine in the brain. By inhibiting MAO-B, rasagiline increases dopamine levels, which helps to improve motor function in respiratory disease patients.

Dosage: The dosage of Rinosolvin Tablet may vary depending on individual patient factors and the severity of respiratory disease. It is typically taken orally once daily, either with or without food. The dosage should be carefully titrated by a healthcare professional based on the patient's response and tolerance to the medication.

Side Effects: Common side effects of Rinosolvin Tablet may include headache, dizziness, nausea, insomnia, constipation, and joint pain. In some cases, it may also increase the risk of developing a potentially serious condition known as serotonin syndrome when taken with certain other medications.

Precautions: Rinosolvin Tablet should be used with caution in patients with a history of certain medical conditions such as liver disease or hypertension. It should also be used cautiously in combination with other medications, particularly antidepressants and other MAOIs, to avoid interactions. Patients should be advised to avoid consuming foods and beverages high in tyramine while taking Rinosolvin Tablet to prevent a hypertensive crisis.

Contraindications: Rinosolvin Tablet is contraindicated in patients with hypersensitivity to rasagiline or any other ingredients in the formulation. It should not be used concurrently with other MAOIs or within 14 days of discontinuing treatment with selective serotonin reuptake inhibitors.

(SSRIs) or serotonin-norepinephrine reuptake inhibitors (SNRIs).

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 (Berezhnoy, 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 Ipca Pharmaceuticals conduct a comprehensive competitive analysis and formulate targeted marketing strategies to enhance the market presence and competitive advantage of the Rinosolvin Tablet in comparison to competitors?

Objectives:

1. To assess the competitive landscape of the 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 Rinosolvin compared to other tablets.
3. To perform the Gap analysis of the Rinosolvin compared to other tablets.
4. To analyze the preferences, needs, and pain points of physicians, retailers, stockiest and patients.
5. To formulate targeted marketing strategies for Rinosolvin tablet based on competitive insights, market trends, and consumer feedback.

Hypothesis: Ipca pharmaceuticals can achieve a competitive edge in the Respiratory market by highlighting the superior features, efficacy, and safety profile of Rinosolvin tablet 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 patient feedback.

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

Sample Size: 50-100 General physician, pulmonologist and MBBS doctors who is 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 pulmonologists who have experience with or have shown interest in Rinosolvin tablets. This technique ensures that participants have relevant experience and insights into the adoption and utilization of Rinosolvin.

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 neurologists, capturing information on their preferences, the factors influencing their brand selection, and their perceptions towards Rinosolvin.
- 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 analyzed 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 Ipca pharmaceuticals with valuable insights into the needs and preferences of neurologists, facilitating the development of more effective sales and marketing strategies for Rinosolvin. By understanding the factors that influence prescriber's decisions, Ipca can tailor its approach to better meet their needs, potentially increasing the adoption rate of Rinosolvin. 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.