

Synopsis for Dissertation Submitted



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By

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Title: Strategic Analysis and Marketing Solutions for Mirabig Tablet ER To Enhancing Market Presence and Competitive Advantage.

Introduction:

Mirabig Tablet is indeed a medication used in the treatment of Overactive bladder (OAB). Symptoms that include increased or frequent urination, urgent need to urinate and inability to control urination. It helps to relax the muscle surrounding the bladder and increase its ability to store urine.

Here's a brief overview of Mirabig (Mirabegron) for the treatment of Overactive bladder (OAB):

Brand Name: Mirabig Tablet ER

Generic Name: Mirabegron

Manufacturer: MSN Laboratories

Indication: In Treatment of Overactive bladder (OAB) symptoms Mirabig Tablet ER helps to treat uncontrollable contractions (spasms) of the bladder muscles that cause frequent urination, urgent need to urinate, and inability to control the passing of urine. It also relieves painful, or frequent urination and reduces the urgency to urinate that may occur with some infections of the urinary tract. This way it helps manage the overactive bladder symptoms efficiently.

Mechanism of Action: Mirabegron is a potent and selective agonist of beta-3 adrenergic receptors. The activation of beta-3 receptors relaxes detrusor smooth muscle during the storage phase of the urinary bladder fill-void cycle, which increases the bladder's storage capacity thereby alleviating feelings of urgency and frequency.

Dosage: The dosage of Mirabig Tablet may vary depending on individual patient factors and the severity of Overactive bladder (OAB). It is typically taken orally once a daily, with 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 Mirabig Tablet may include headache, constipation, high blood pressure, Nasal inflammation, Urinary tract infection, and joint pain.

Precautions: Mirabig Tablet should be used with caution in patients with a history of certain medical conditions such as liver disease or kidney disease.

Contraindications: Mirabig Tablet can slow down the removal of other medications from your body, which may affect how they work. Examples of affected drugs include flecainide, propafenone, thioridazine, among others.

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 MSN Laboratories conduct a comprehensive competitive analysis and formulate targeted marketing strategies to enhance the market presence and competitive advantage of the Mirabig Tablet in comparison to competitors?

Objectives:

- To assess the competitive landscape of the Overactive bladder (OAB) market, focusing on key players, product features, pricing strategies, and distribution channels.
- To identify the unique selling propositions (USPs) and competitive advantages of the Mirabig compared to competitors.
- To perform the Gap analysis of the Mirabig compared to competitors.
- To analyze the preferences, needs, and pain points of physicians, retailers, stockiest and patients.
- To formulate targeted marketing strategies for Mirabig tablet based on competitive insights, market trends, and consumer feedback.

Hypothesis: MSN Laboratories can achieve a competitive edge in the Overactive bladder (OAB) market by highlighting the superior features, efficacy, and safety profile of Mirabig 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's feedback.

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

Sample Size: 50-100 Urologist 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 Urologist who have experience with or have shown interest in Mirabig tablet. This technique ensures that participants have relevant experience and insights into the adoption and utilization of Mirabig.

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 Urologist, capturing information on their preferences, the factors influencing their brand selection, and their perceptions towards Mirabig.
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 MSN Laboratories with valuable insights into the needs and preferences of neurologists, facilitating the development of more effective sales and marketing strategies for Mirabig. By understanding the factors that influence prescribers' decisions, MSN Laboratories can tailor its approach to better meet their needs, potentially increasing the adoption rate of Mirabig. 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.

