



RCPA OF DERMA PRODUCTS

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BIOS LAB PVT LTD.

BIOS LAB was established in 2008 with the aim to serve the society with best in class products for the human healthcare. BIOS LAB started the odyssey with 2 products and now the organization has more than 100 world class products. Our prime focus is on research and development.

VISION

To manufacture the products which are economically viable to all the segments in India.
To bring out the innovative pharmaceutical products for the most

MISSION

To create a benchmark in the pharma fraternity and extend the horizons through out the globe. To emerge as a market entity defining our

Haircare Industry

The global hair care pharmaceutical industry, which includes medicated shampoos, treatments for conditions like dandruff, hair loss (alopecia), and scalp disorders, products like Minoxidil, Finastidine, procapil and biotin are the major products with effective results

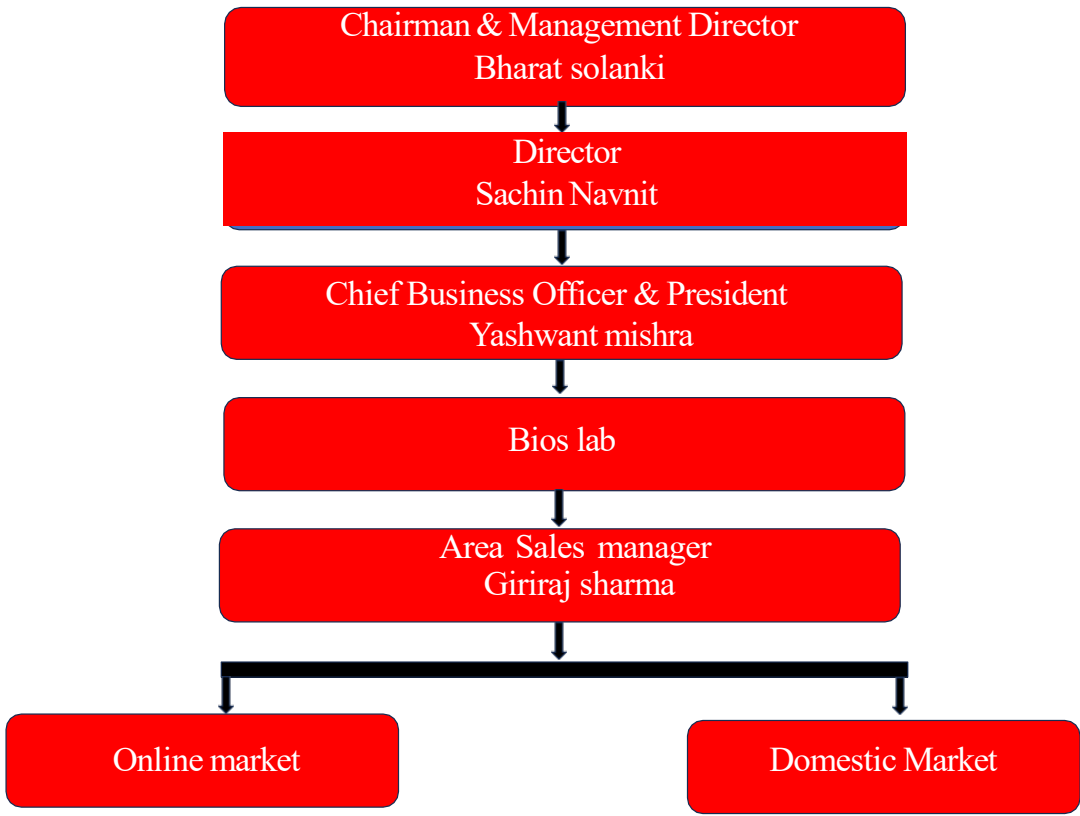
The market is expected to grow steadily, particularly with the rise in demand for effective hair loss treatments and scalp health products.

Anti-Acne Industry

The global anti-acne industry, which includes products like isotretinoin (Isotroin) and hydroquinone, is a significant market. As of recent estimates, the anti-acne market is valued at approximately \$10 billion to \$15 billion.

This market encompasses a wide range of products, including topical treatments, oral medications, over-the-counter (OTC) products, and prescription medications.

Organizational Structure



Strength

- Diverse Product Portfolio: A wide range of products, including hair care, anti-acne, and skin lightening.
- Innovation: Focus on R&D for developing new and effective products.

Weakness

- Limited Market Penetration
- Distribution Network
- Resource Constraints: Possibly fewer resources for R&D and marketing compared to larger competitors like Dr. Reddy's and Cipla.

Opportunity

- Market Expansion: Opportunities to expand into new geographic markets domestically and internationally.
- E-commerce Growth
- Rising Demand: Growing consumer awareness and demand for skincare and personal care products.

Threats

- Intense Competition: Strong competition from well-established brands like Dr. Reddy's, Cipla, Lee Ford, and Intas.
- Market Saturation
- Technological Changes

Marketing Strategy

Positioning -

- Define unique selling proposition
- Understand the target market

Promotion -

- Online marketing (website, SEO, social media)
- Industry conferences and networking events
- Collaborative publications and white papers

Sales Strategy-

- Direct sales force targeting pharmaceutical and biotech companies
- Partnerships with distributors

Challenges Faced

- The greatest challenge that I face was the collection of the data from the chemist shops for RCPA.
- Lack of proper interaction with Chemist and Doctors, was one of the biggest challenge I faced during my internship with Bios lab

Suggestion

- Management should be more focused and organized.
- Organization should add new sales force to effectively place its product.

Learnings during Internship

- Data collection and reporting
- Business communication, Etiquettes.
- RCPA techniques
- Product knowledge
- Sales techniques
- Importance of Business Development and Marketing.
- Sales and marketing Exposure.

COMPETITOR ANALYSIS

• HAIRCARE COMPITITORS

- 1.MINTOP (Dr reddy's):
 - Products: Minoxidil
 - Strengths: Strong brand recognition, extensive distribution network.
 - Weaknesses: Higher price point compared to generic alternatives.
- 2. TUGAIN (CIPLA)
 - Products: Minoxidil, Finasteride.
 - Strengths: Direct-to-consumer model, strong online presence
 - Weaknesses: Limited physical retail presence.

• ANTIACNE COMPETITORS

- 1. Isotret 10 (CIPLA):
 - Products: Isotretinoin
 - Strengths: Well-known brand, celebrity endorsements.
 - Weaknesses: Higher cost, mixed reviews on effectiveness for severe acne.
- 2. Acnica plus (NICA):
 - Products: Isotretinoin (retinoid) gel.
 - Strengths: Effective over-the-counter treatment, strong dermatological backing, widely available in stores.
 - Weaknesses: Limited product range compared to Proactiv.

Market Trend

- Hair Care : Natural Ingredients: Growing demand for products with natural and organic ingredients.
- Scalp Care: Increased focus on products promoting scalp health.
- Antiacne : personalization and multifunctional Products that combine acne treatment with other benefits like anti-aging or hydration.

Working and Reporting

- Complete orientation by PMT team about training, job profile, job expectation, outcomes, Company orientation.
- Review of product detailing and video meeting with PMT team research project to interact with them and learn how to gather data regarding product
- Carried out RCPA of Capillus, Anti-acne and Sunscreen, meet and discuss with doctor for our product promotion.
- Review previous week work by Area Sales Manager, meeting with the PMT and the organizational mentor for discussion on further training



SULFATE & PARABEN-FREE FORMULATION MAKE
CAPILLUS SHAMPOO SUITABLE FOR SENSITIVE SCALP SKIN TYPE

THE *perfect* FORMULATION FOR HAIR LOSS

* International Journal of Trichology, 2012 Jul-Sep; 4(3): 185-186

