

BRAND PLAN OF "ClindoxyBenz"

ABOUT COMAPANY

Galcare Pharmaceuticals Pvt. Ltd. is a Non-govt company, incorporated on 12 Sep 2008. It's a private unlisted company and is classified as 'company limited by shares'. Company's authorized capital stands at Rs 10.0 lakhs and has 12.0% paid-up capital which is Rs 1.2 lakhs.

VISION

"Our vision is to be celebrated as a premier and beloved leader in the Dermatology sector in India, igniting positive transformation and groundbreaking innovation for a brighter tomorrow

MISSION

Galcare strives to enhance people's health by offering quality therapeutic solutions. They achieve this through continuous innovation and excellence in their product

STRENGTHS

- Dual-action formula combining two proven ingredient
- High efficacy with reduced antibiotic resistance risk

WEAKNESSES:

- Requires prescription limiting over the counter availability

SWOT

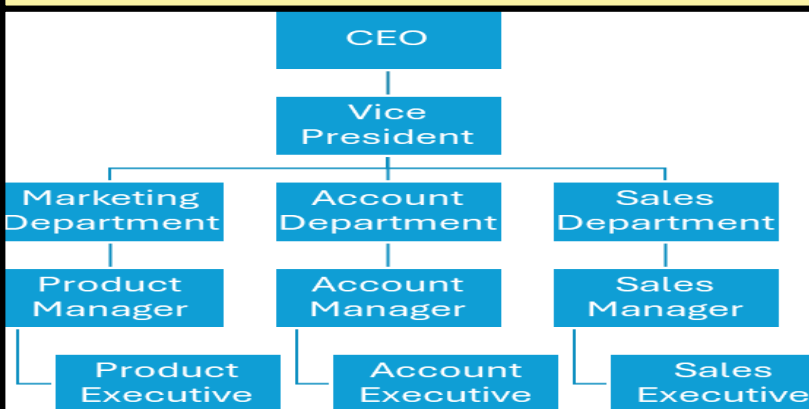
OPPORTUNITIES:

Growing market for acne treatment
Increasing awareness of acnes physiological impact

THREATS:

- Strong competition from established brands

ORGANIZATIONAL STRUCTURE



DIFFERENCE BETWEEN THEORETICAL AND PRACTICAL EXPOSURE

PRACTICAL EXPOSURE

Practical knowledge is gained doing fieldwork

THEORETICAL EXPOSURE

It is helpful to understand the fundamental concept.

USEFULNESS OF INTERNSHIP

Market insight: Acquired knowledge on brand positioning and sales trends by visiting chemists and conducting RCPA .

Design and marketing skills: Acquired proficiency in creating LBLs and understanding brand planning and execution.

SUGGESTION

Obtain feedback from prescribers and customers regarding the product.

Say Goodbye To Breakouts, Hello Glow.

Rx

ClindoxyBenz Gel
Clindamycin & Benzoyl Peroxide

Clindamycin: Antibiotic, reduces acne-causing bacteria, anti-inflammatory.

Benzoyl Peroxide: Unclogs pores, reduces oil, has antibacterial properties.

Combination Use: Treats multiple acne causes, typically in gel or lotion form.



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Innovation Skin Care

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REFERENCES

1. Ingram JR, Grindlay DJ, Williams HC. Management of acne vulgaris: an evidence-based update. Clin Exp Dermatol. 2010;35(4):351-354. [PubMed] [Google Scholar]
2. Del Rosso JQ. Combination topical therapy in the treatment of acne. Cutis. 2006;78(2 Suppl 1):5-12. [PubMed] [Google Scholar]
3. Webster GF, Jeyden JJ, McGinley KJ, McArthur WP. Suppression of polymorphonuclear leucocyte chemotactic factor production in Propionibacterium acnes by subminimal inhibitory concentrations of tetracycline, ampicillin, minocycline, and erythromycin.

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LEARNING DURING INTERNSHIP

1. Making LBL (Label): Learning how to create labels, possibly for pharmaceutical products.
2. Brand Communication: Understanding how to effectively communicate the brand's message to stakeholders. .
3. Communication with Doctors and Pharmacists: Developing skills in communicating with healthcare professionals.
4. Making Brand Plans: Gaining experience in strategizing and planning for brand promotion.

CHALLENGES DURING INTERNSHIP

1. Data Sharing Issues: Difficulty in accessing or obtaining data from sources.
2. Data Collection Problems: Issues encountered while collecting data.
3. Time Constraints: Difficulty in getting time from pharmacists due to busy schedules.