



Brand plan for Clotshield (Apixaban)



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Micro Labs Limited

Micro Labs was incorporated on 7th September 1973. Micro Labs Limited's operating revenues range is Over INR 500 cr. It is a multifaceted healthcare organization with a proficient marketing team. Have manufacturing facilities and R & D centers that are with international standards. It is ranked among 14th prescriptions by SMSRC and 19th in sales as per AWACS Mat. The company is well known for its brand "DOLO-650" while the portfolio includes some of the topmost brands in various specialties like cardiology, diabetology, anti-infective, ophthalmology, and pain etc.

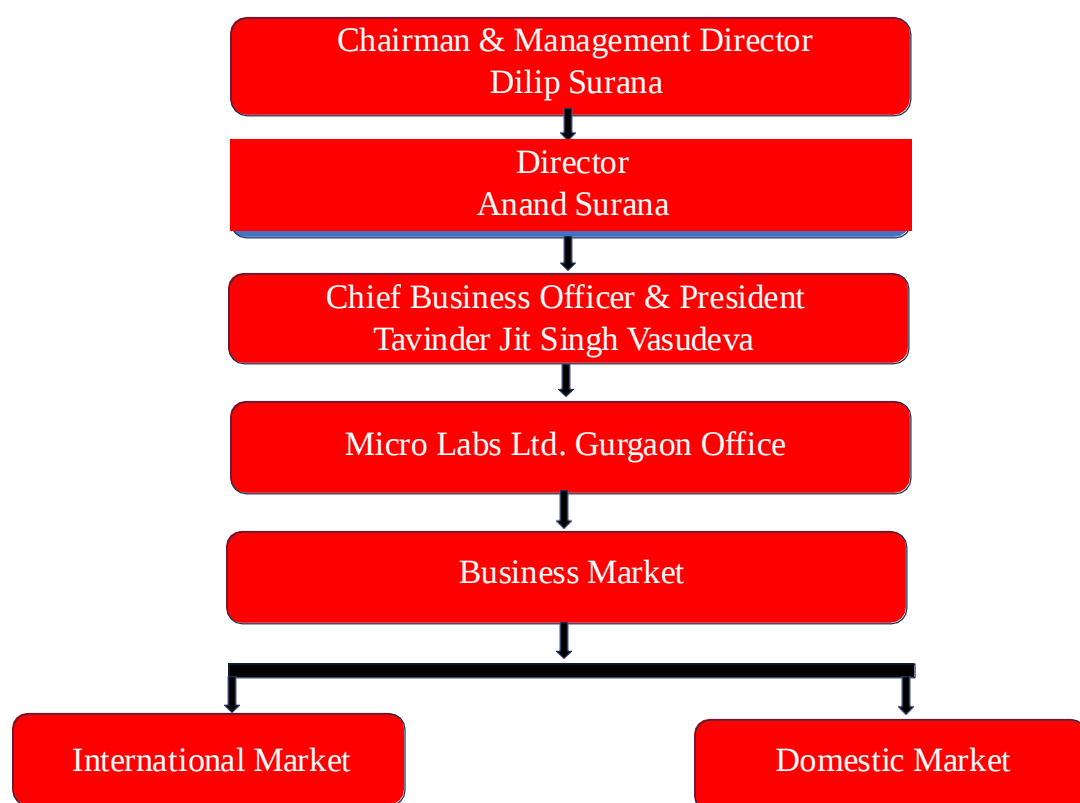
VISION

Micro Labs desire not to be the best, but the leader in developing, manufacturing, and selling premium pharmaceutical products. Micro Labs wishes to manufacture medicine of the highest standard and market it at affordable prices globally.

ASPIRATION

Micro Labs aspire to deliver value through high-quality pharmaceutical products and to build the brand across the therapeutical segments.

Organizational Structure



Pack design



Disease Prevalence

- Atrial Fibrillation (AF)
- Venous Thromboembolism (VTE)
- Prevention of Stroke in Nonvalvular Atrial Fibrillation
- Treatment and Prevention of DVT and PE

Brand Name

- ❖ Name: **Clot Shield**
- ❖ Contain: Apixaban 5 mg
- ❖ Indication: Prevention of Stroke and Systemic Embolism in Nonvalvular Atrial Fibrillation
- ❖ Treatment and Prevention of Deep Vein Thrombosis (DVT) and Pulmonary Embolism (PE)

Here's the reasoning behind the name:

- **Clotshield**-the name is derived from its function as an anticoagulant, where "Clot" refers to blood clots that the medication helps prevent, and "Shield" signifies protection, highlighting the drug's role in safeguarding against clot-related conditions. The name encapsulates its purpose of providing a protective barrier against blood clots

Drug Profile/ Pharmacology of drug

- It works by inhibiting a specific clotting factor in the blood called Factor Xa, which plays a crucial role in the formation of blood clots.
- Apixaban is an anticoagulant medication that belongs to the class of direct oral anticoagulants (DOACs)
- Apixaban selectively and reversibly binds to both free and clot-bound Factor Xa. By inhibiting Factor Xa, apixaban interferes with the conversion of prothrombin to thrombin, which ultimately prevents the formation of fibrin and the subsequent development of blood clots

SWOT Analysis

Strength	Weakness
▪ Provide Wide range of therapy that cures blood clots stroke and vein thrombosis. ▪ Reducing the need for frequent monitoring.	• Availability of market. • Less market shares
Opportunity	Threats
• The market is increasing day by day • Opportunities to expand the approved indications	• As the drug is not patented their many other players. • Competitor reducing the market share

Marketing Strategy

For Physicians

- Webinars
- Discussion with KOLs
- Customised products like pens, diaries, calendars, paperweights, etc.

For patients

- Health Checkup
- Disease Awareness
- Patient support program

Regulatory guidelines of Kenya for Product registration

The authority governing the registration of medicines: Pharmacy and Poisons Board, Republic of Kenya

website: <https://web.pharmacyboardkenya.org/>

The registration of drugs depends on the acceptance of the deposit at the level of the board and the level of compliance of the file and requires 12 months to 24 months.

The **Procedure for registration** is listed below.

Learnings during Internship

- **Business finance** - Debit & credit note, General ledger, Cash Flow Statement.
- Business communication, Etiquettes.
- Use of fonts and colors in **Branding and Marketing**.
- **Importance of Business Development and Marketing**.
- Situational Leadership.
- Distribution channel in Pharmaceutical And Vaccine.

- Sales and marketing Exposure.

Market Trend

- The market for anticoagulant drugs has been expanding due to an aging population, increased prevalence of atrial fibrillation, and a rising awareness of the importance of stroke prevention

PESTLE Analysis

Political

- It is approved in more than 100 countries and achieved more than \$16 billion in worldwide sales in 2021.

Economical

- The Government promotes health care which leads to people's expenditure increasing on pharmaceutical products.

Social

- In line with the recent guidelines recommendation for the use of Apixaban we have reviewed the safety and tolerability profile of apixaban as Anticoagulant and blood thinner.

Technological

- E-pharmacy made the drug purchasing power of customers.
- Digitalization made marketing easy.

Legal

- The sales of Apixaban is legally approved.

Environmental

- The Apixaban is USFDA approved product which is used to treat blood clots and reduce the risk of strokes and heart attacks and it does not harm the environment.

Challenges Faced

- The greatest challenge that I face was the collection of the data from the source was very difficult.
- Dealing with the time management was one of the biggest challenge I faced during my intemship with Micro Labs.

Suggestion

- Did not got the corporate exposure because of their work from home environment. So company should provide corporate exposure to intems.

Marketing campaigns

- Campaign is an organized and active effort to achieve a particular goal. By extension, a marketing campaign is aimed at promoting a particular product or range of products through various channels such as television, radio, prints and online platforms.
- It typically involves a series of tactics and strategies that are executed across multiple channels, such as social media, email, advertising, events, and public relations, among others.