

Vibegron Drug Launch In MicroLabs Limited

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MICRO LABS LIMITED

About organization

We are a technology-focused, multi-dimensional pharmaceutical company having state-of-the-art manufacturing capabilities in diverse therapeutic areas such as Cardiology, Diabetology, Pain Management, Dermatology, Ophthalmology, Neurology, and more. We strive towards unlocking the power of science to provide access to affordable and innovative medicines to improve health outcomes and make a difference in people's lives across the globe.

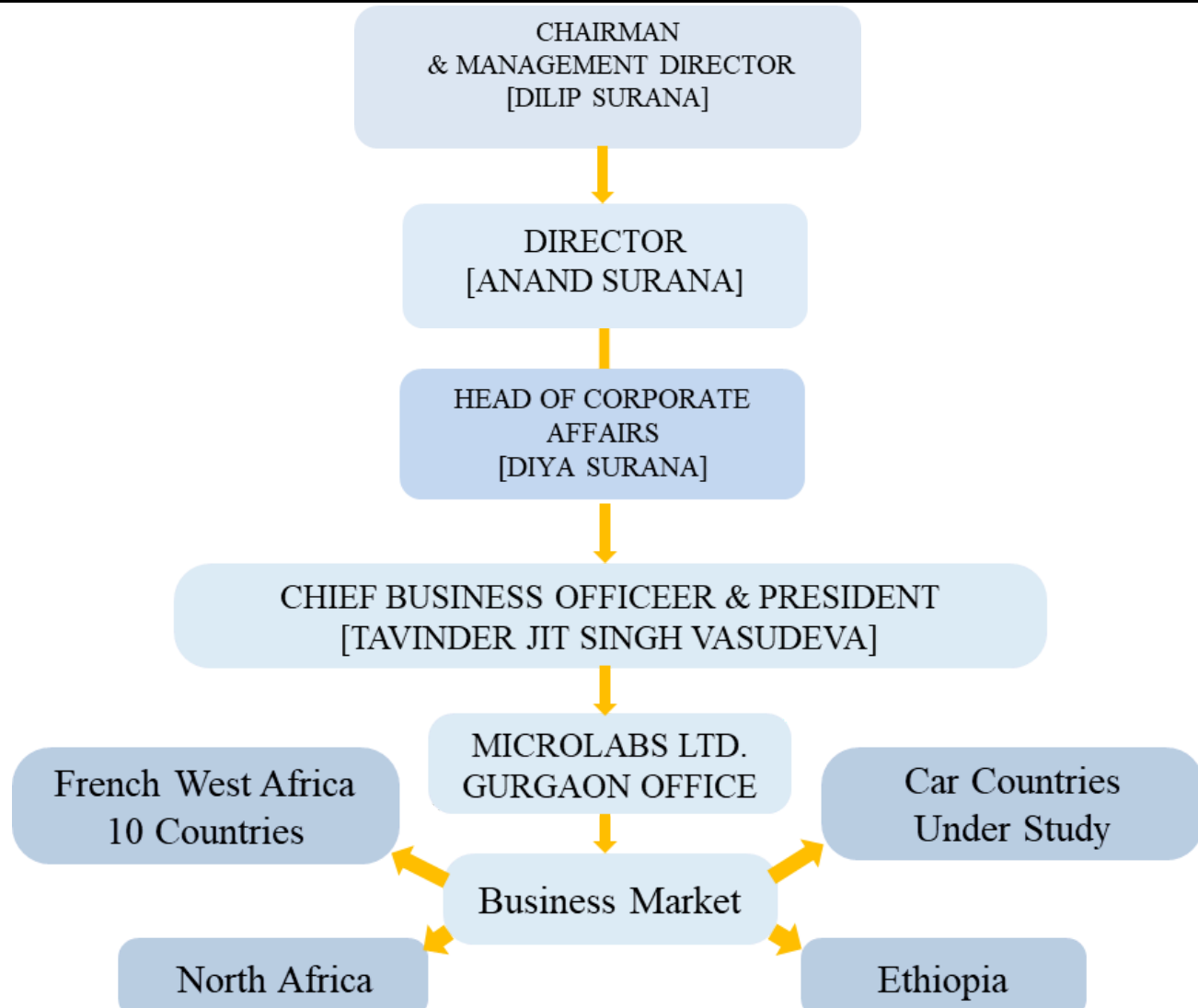
Mission

At Micro Labs, our mission is to revolutionize healthcare by providing affordable, accessible, and reliable high-quality wellness products to improve the well-being of all.

Vision

We envision a future where we can bring 'Good Health in Every Home' across India.

Organization Structure



SWOT Analysis

- Established and known for quality products.
- The wide range across various therapeutic areas.
- Strong research and development leading to innovation.
- Operations in multiple countries.

- High revenue dependence on a few key markets.
- Risks in production and distribution.
- Increasing costs of raw materials and regulatory compliance.
- Impact on brand image and trust.

- Potential for collaborations to expand offerings.
- Investment in new revenue streams.
- Leveraging technology for patient engagement and data analytics.
- Increased demand for chronic disease medications.

- Impact of stringent regulations on approvals and market access.
- From both multinational and local companies.
- Pressure on profit margins from generics.
- Risks related to patent expirations and IP rights.

Challenges

- Limited access to necessary data, tools, or resources required to complete tasks efficiently.
- Did not get corporate exposure because of their Work-from-home environment.

Project Overview

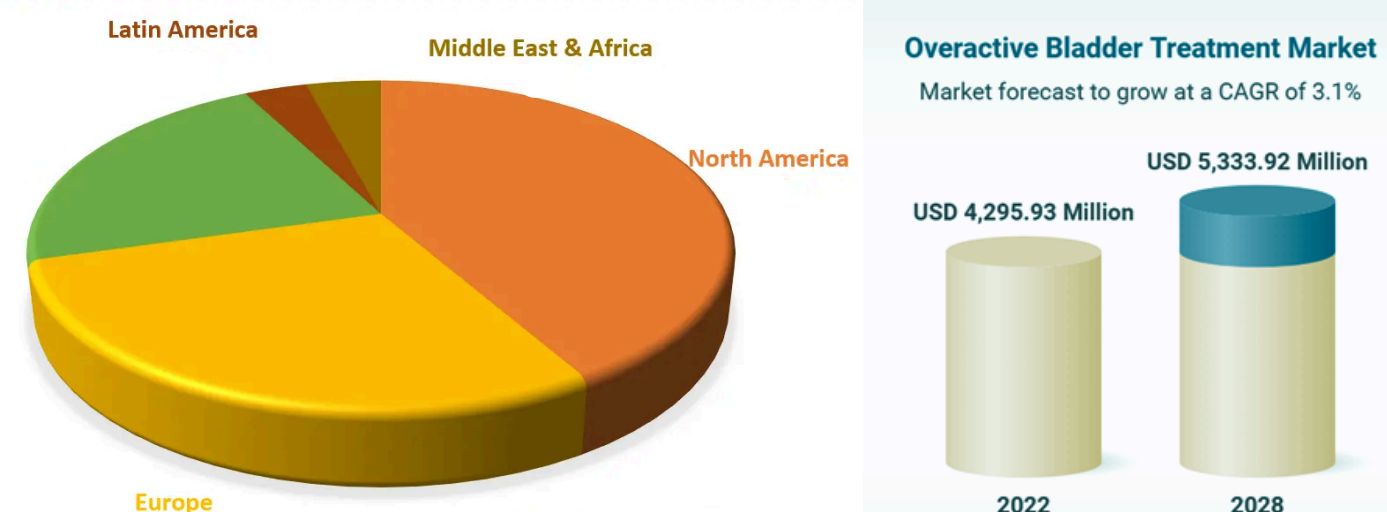
- Objective: Launch the brand Vibronix 75 (Vibegron) in the market.
- Methodology : Research Design: Descriptive Study
- Indication: Vibronix is indicated for the treatment of overactive bladder (OAB) in adults with symptoms of urge urinary incontinence, urgency, and urinary frequency.
- MOA: It is a "beta-3 agonist," which is designed to help relax your bladder muscle so it can hold more urine

Pack and colour Design



Market Overview

- The global overactive bladder treatment market is expected to grow from US\$ 4,295.93 million in 2021 to US\$ 5,333.92 million by 2028. It is estimated to grow at a CAGR of 3.1% from 2022 to 2028.
- Target Audience:
Urologists, Geriatricians, Primary Care Physicians



Theoretical knowledge and practical exposure

- Focuses on understanding concepts, principles, and theories through studying.
- Theoretical knowledge provides a foundation for understanding.
- Involves hands-on experience and direct engagement with real-world scenarios.

Learning and outcomes

- I have assimilated corporate etiquette in me.
- Learned about designing a brand plan, marketing strategies, and marketing campaigns.
- From a market survey, I learned about competitor analysis.
- Learned about the code of ethics, pharmaceutical trademark and their significance, and the need for a code of ethics and pharmaceutical trademarks.

Usefulness

- Skill development and practical experience.
- Industry insights and exposure.
- Networking for future opportunities.
- Enhanced resume and career prospects.

Suggestion

- Ensure interns have access to all necessary tools, resources, and data for their projects.
- Company should provide corporate exposure to interns.