

BRAND PLAN OF "Galixfus"

ABOUT COMPANY

Galcare Pharmaceuticals Pvt. Ltd. is a Non-govt company, registered 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

AIM:

Understand the Market: Know doctor prescriptions and pharmacy sales.

Identify Opportunities: Find where Galixfus can fit and grow.-

increase Sales: Boost Galixfus sales through doctor recommendations and pharmacy availability.-

Monitor Competition: Learn from successful competitors.

Improve Strategies: Use data to enhance marketing and sales efforts.

CHALLENGES DURING INTERSHIP

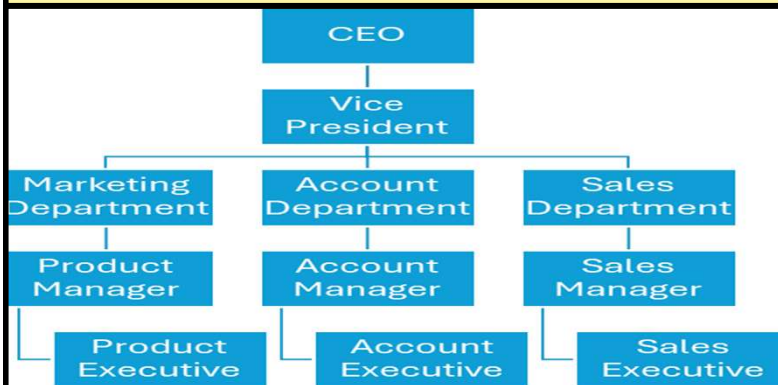
Data Collection: Gathering info on popular treatments and brands.

Competitive Analysis: Studying what other brands do well and how Galixfus can compete.

Field Visits: Observing product handling and display in pharmacies. **Communication:** Engaging doctors and pharmacists to recommend Galixfus.

Promotion: Developing effective marketing strategies for visibility.

ORGANIZATIONAL STRUCTURE



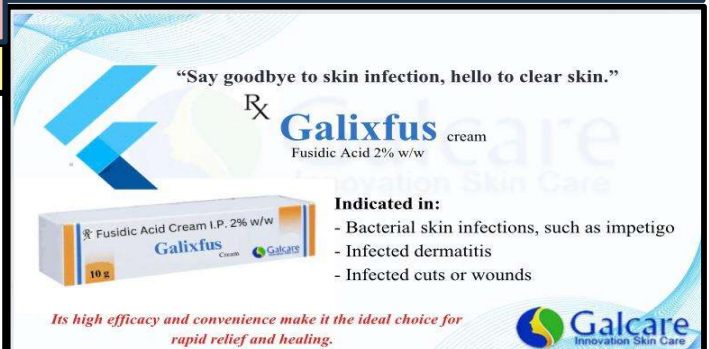
DIFFERENCE BETWEEN THEORETICAL AND PRACTICAL EXPOSURE

Practical Exposure:

Practical knowledge is acquired by engaging in real-world activities and tasks

Theoretical Exposure:

It aids in grasping the core principles and concepts.



LEARNING DURING INTERNSHIP

Market Understanding: I learned which skin infection treatments doctors prescribe most.

I found out which brands are popular in pharmacies.

Identifying Opportunities: I discovered gaps where Galixfus can be promoted to doctors and pharmacies

Watching Competitors: I observed what other fusidic acid brands are doing well and why. I learned strategies from competitors that we can use for Galixfus.

Field Visits: I visited pharmacies and clinics to see how products are sold and displayed. I learned firsthand what pharmacists and doctors think about different brands.

STRENGTHS

Strong Distribution: Have a solid network to get our product to most pharmacies in Maharashtra.

Competitive Pricing: Our product is affordable for many people, making it accessible..

WEAKNESSES:

New Market Entrant: New in this market, so not many people know about us.-

Brand Recognition: Our brand is not well-known yet compared to competitors.

SWOT

OPPORTUNITY:

Market Growth: The humid climate in Maharashtra leads to more skin infections, increasing demand for our product.

Cost-Effective Option: There's a gap in the market for affordable fusidic acid creams that we can fill

THREATS:

Regulatory Changes: Changes in pharmaceutical regulations could impact our business.

Economic Factors: Economic downturns could affect consumer purchasing power, impacting sales.

USEFULNESS OF INTERNSHIP

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

1.Presentation abilities: Improved presentation skills by delivering presentations during the internship.

2. Corporate exposure: Gained insights into company operations and decision-making by meeting with managers.

SUGGESTION

"To launch Galixfus effectively, focus on making the product well-known through ads and promotions. Engage doctors by providing samples and information so they recommend Galixfus. Ensure the cream is widely available in pharmacies and highlight its unique benefits. Collect feedback from doctors and pharmacists to refine your approach and improve the launch.