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Roll number - 0543
Stream - MBA PM

The Market Research Analysis and Brand Plan of Drug Braxofin (Fexofinadine)

Organization and it’s Structure

Microlabs was incorporated on 7th september 1973.its operating reveneu range is INR 500 cr.have manufacturing facilities and R&D centers that are with international standard.it is ranked 14th among prescription by SMSRC and 19th in sales.
Vision - Micro labs aspires to not only be the finest, but also pioneer in the creation,production and distribution of high end pharmaceutical goods.micro labs wants to produce medicine of greatest caliber and sell it at reasonable price.
Aspiration - Micro Labs helps to provide value through high quality pharmaceutical drugs and to create strong brands in all therapeutic categories.

Organization Structure

CHAIRMAN & MANAGEMENT DIRECTOR
(DILIP SURANA)

DIRECTOR
(ANAND SURANA)

CHIEF BUISENSS OFFICER & PRESIDENT
(TAVINDER JIT SINGH VASUDEVA)

MICROLABS LTD GURUGRAM OFFICE
BUSINESS MARKET

FRENCH WEST AFRICA NORTH AFRICA VIETNAM CAR COUNTIES ELTHOPIA

How to build yourself as a BRAND?

Self discovery ► Online presence ►Target audience►Networking ► Consistency ► Personal development & visibility
Monitor ► Adopt ► Work ,Work , Work,

Brand Plan

- Executive summary-
- This report deal with the launch of brand plan for Braxofin.
 - The target customer for this product will be General physician, Consultant physician and Retail Pharmacy Store.
 - The promotional inputs consists of Visual aid , brand sample and visual videos.

Molecule and Brand Name
Molecule name= fexofenadine
Brand name = Braxofin
Tag lines = Breathe Easy Live Freely.
Class= Antihistamine Drug



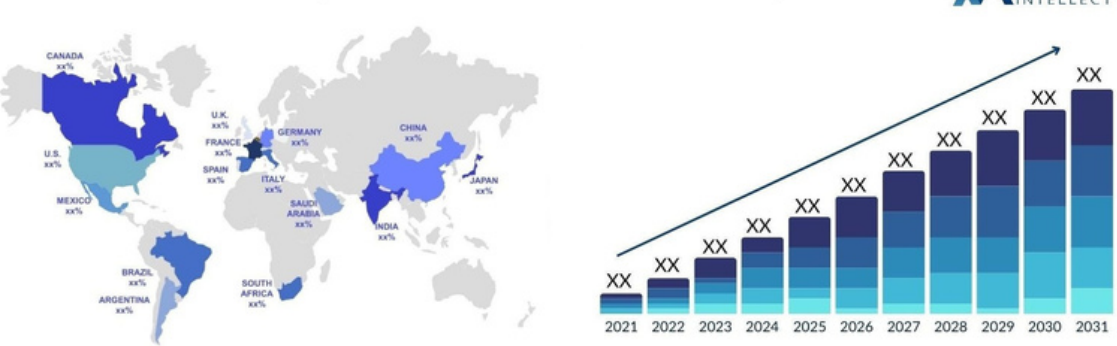
Competitor Analysis

BRAND NAME	MOLECULE	COMPANY	MRP
Claritin	Loratidine	Bayers	41
Zyrtec	Cetirizine	Exsmed	27
Xyzal	Levocetirizine	Dr Reddy	198
Allegra	Fexofenadine	Sanofi	216.63
Benadryl	Diphenhydramine	J&J	29.22

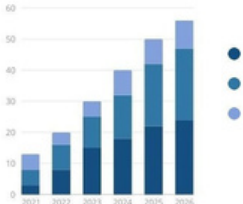
SWOT Analysis

STRENGTHS: - Common, personal, portable, low-cost and connected devices - Improved embedded sensors for data collection - Real-time support at the point of care (CDSS) - Readily available scientific knowledge - Some apps already available	WEAKNESSES: - Few validated apps and studies to assess effect on outcomes - Reliable, standardized information on app features is lacking - Systematic assessment of app data quality is not available - Several apps with published data are not publicly available - No apps available for diagnostic personalization
OPPORTUNITIES: - Increasing need of CDSS due to the amount of scientific information, physician time pressure and increasing complexity of diagnostic personalization - Diagnostic personalization improvement by the inclusion of data from other sources (e.g. pollen, pollution, sensors) - Apps for the many allergic diseases still not addressed	THREATS: - Evolving nomenclature in allergic diseases - Evolving and diverging allergic disease guidelines - Distinct "traditional" disease classifications - No uniform phenotype classification - Evolving concepts (e.g., treatable traits)

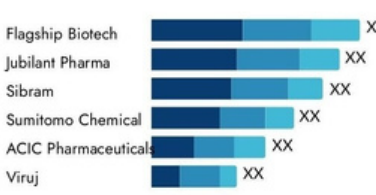
Global Fexofenadine Hydrochloride Market Size and Scope



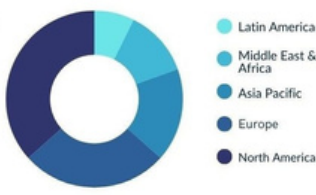
Market Segmentation



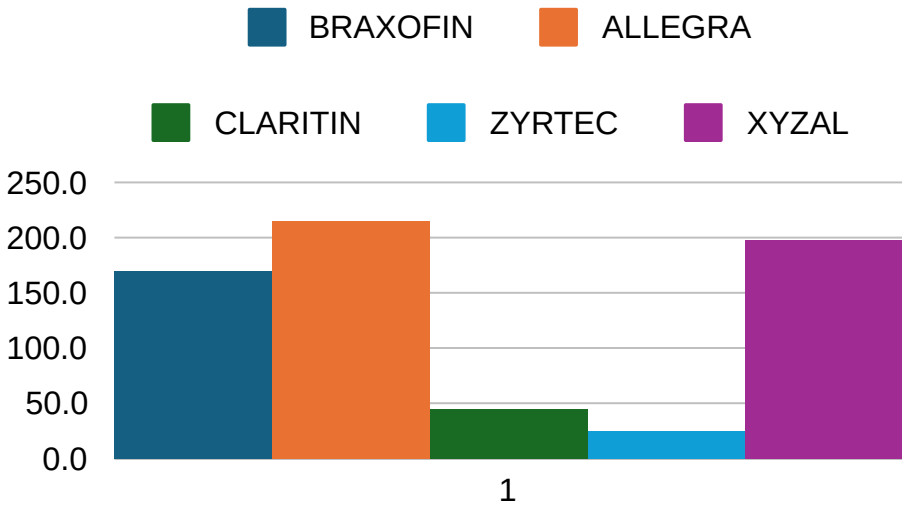
Top Key Players



Regional Analysis



MRP Comparison



Pricing Strategy



Market Share



7 Cs of Marketing

By Philip Kotler

- 1.Customer needs & wants
2. Cost of ownership
3. Convenience
4. Communication
5. Customer service
6. Credibility
7. Competition

suggestions

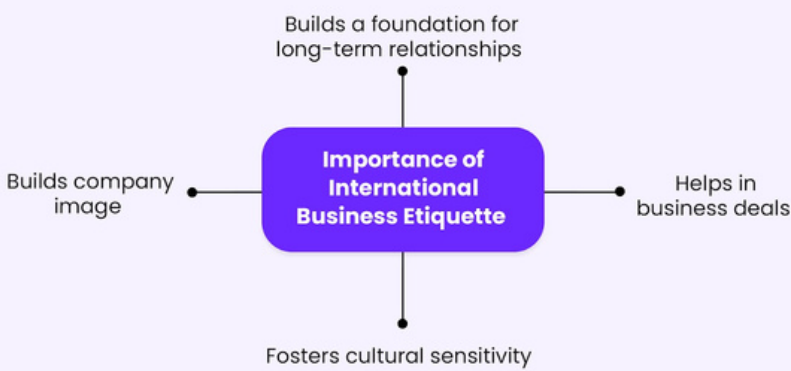
As the internship was online although we learned a lot but didn’t got exposure of field work so i would like to suggest to please give atleast 2 week exposure to next interns .

Learnings during internship

- The best thing i have learned from micro labs about self care ,strengths ,values and how much physical health is important for us.
- i have learned how to make impactful brand plan.

Challenges

As it was online internship the main challenge i have faced to lack of continuous guidance although our mentors helped us a lot



Usefulness of internship

- As i am always eager to going to the marketing,sales,branding etc..i am sure that whatever i have learned from this 2 months will helps me in my future endeavors.
- Under the guidance of tavinder sir we learned the value of life and how we can make it more successful.

Thank you note

At last I would like to thanks my Mentor Saurabh sir for always supporting me. A big thank to Mr tavinder sir for guidance at last would also like to thanks my mentors,family members and my dear friends to always helps me.