



The Market research analysis and brand plan of drug vibroson (vibegron)

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Roll no. - 0534

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Stream - MBA PM

Organization - Microlabs Limited

Microlabs Limited

Microlabs was incorporated on 7th september 1973.its operating revenue 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.

- The company is well known for brand DOLO while the portfolio includes some topmost brands of cardiology,diabetology etc
- the company is placed 11 in the cardiovascular product division

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 BUISNESS OFFICER & PRESIDENT
(TAVINDER JIT SINGH VASUDEVA)

MICROLABS LTD GURUGRAM OFFICE
BUSINESS MARKET

FRENCH WEST AFRICA

NORTH AFRICA

VIETNAM

CAR COUNTIES

ELTHOPIA

Basic Strengths and Values

Strengths

- Empathy
- Adaptability

Values

- Generosity
- Punctuality

Role of Etiquettes in Corporate

- Netiquettes
- Dinning table manners
- use of good gestures posture

How to be a Good Listener



Repeating the last few words



Reduce The Distractions



Avoid paraphrasing unnecessarily



Acknowledge your shortcomings



Offer Nonverbal Cues



Avoid Rehearsing Your Response



Mind the body language



Keep track of your emotional state

Branding VS Marketing

Branding is why	Marketing is how
Branding is long-term	Marketing is short-term
Branding builds loyalty	Marketing generates responses
Branding creates value	Marketing extracts value
Branding is the being	Marketing is the doing

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 Of The Molecule Vibegron (Beta 3 Adrenergic Agonist)

- Corporate company – **Oromedi Pharmaceuticals**.
- Rationale- in Spanish , ORO means gold and I wanted to give the name of company as per my surname that is Soni (goldsmith) that is why it is “Oromedi”.
- Company Tag line- “**Because your health is Golden for us**”.
- Its Headquarter will be in “Delhi” .
- Oromedi Pharma’s Product will include Beta 3 Adrenergic agonist, antibiotics , cardiovascular medication and gastrointestinal medications.



Mechanism Of Action

Activation of the beta-3 adrenergic receptor increases bladder capacity by relaxing the detrusor smooth muscle during bladder filling.



Competition Analysis

Brand	Molecule	Company	MRP
Gemtesa	Vibegron	Sumitomo pharma	500/ per botl
Myrbetriq	Mirabagron	Astellas pharma	882 / per pac
Vesicare	Solifenacin succinate	Astellas pharma	300 /per stri

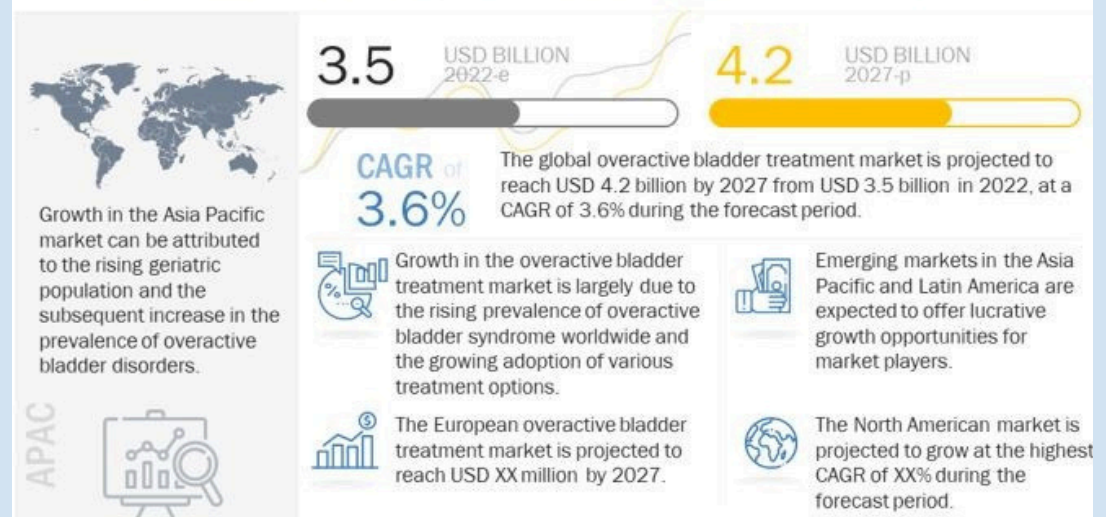
suggestions

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 .

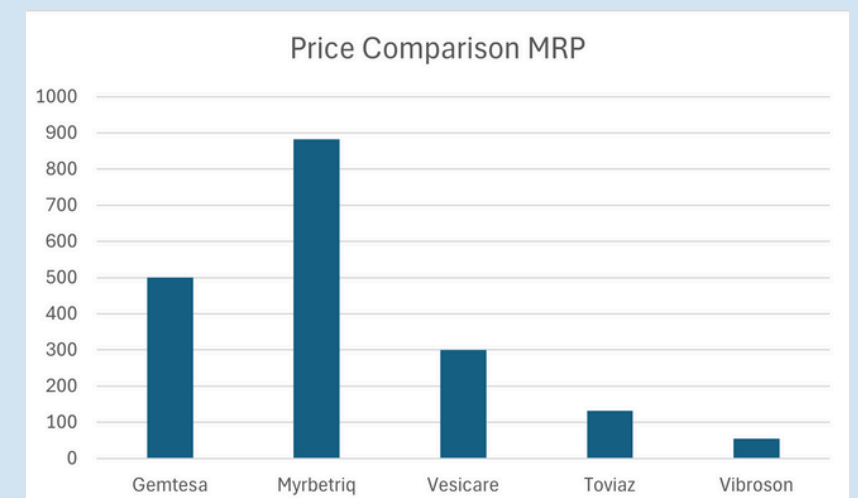
Connecting Dot's

In marketing, "connecting the dots" refers to identifying and understanding the relationships between various elements to create a cohesive and effective strategy.

Attractive Opportunities in the Overactive Bladder Treatment Market



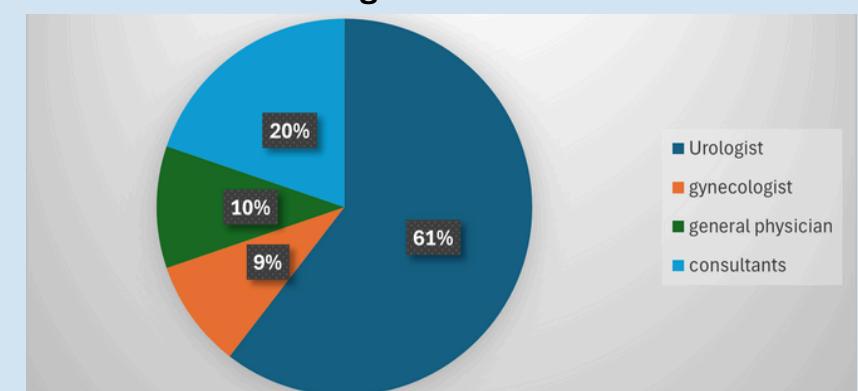
MRP Comparison



SWOT Analysis

Strength	Weakness
Vibroson do not cause adverse effects like <u>UTI</u> so it is convenient for the women suffering from UTI problem.	May have lower brand recognition as <u>compare</u> to medicines like gemtesa.
Opportunity	Threats
Increasing prevalence of overactive bladder, especially in aging populations.	New safety concerns or adverse events could impact its market position.

Target Customers-



Market Segmentation- Metro cities ,class one cities ,class two cities

Pack Insert- •Component of pack insert -Vibegron

•Chemical Name: (3R)-3-[[2-[(2R)-2-[4-[(2S)-2-hydroxy-3-(4-hydroxyphenyl)propyl]phenoxy]propyl]amino]-2-oxoethyl]phenyl propanoate.

• Dosage Form: Oral tablets.- 75 mg vibroson per tablet.

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.