

Micro labs ltd

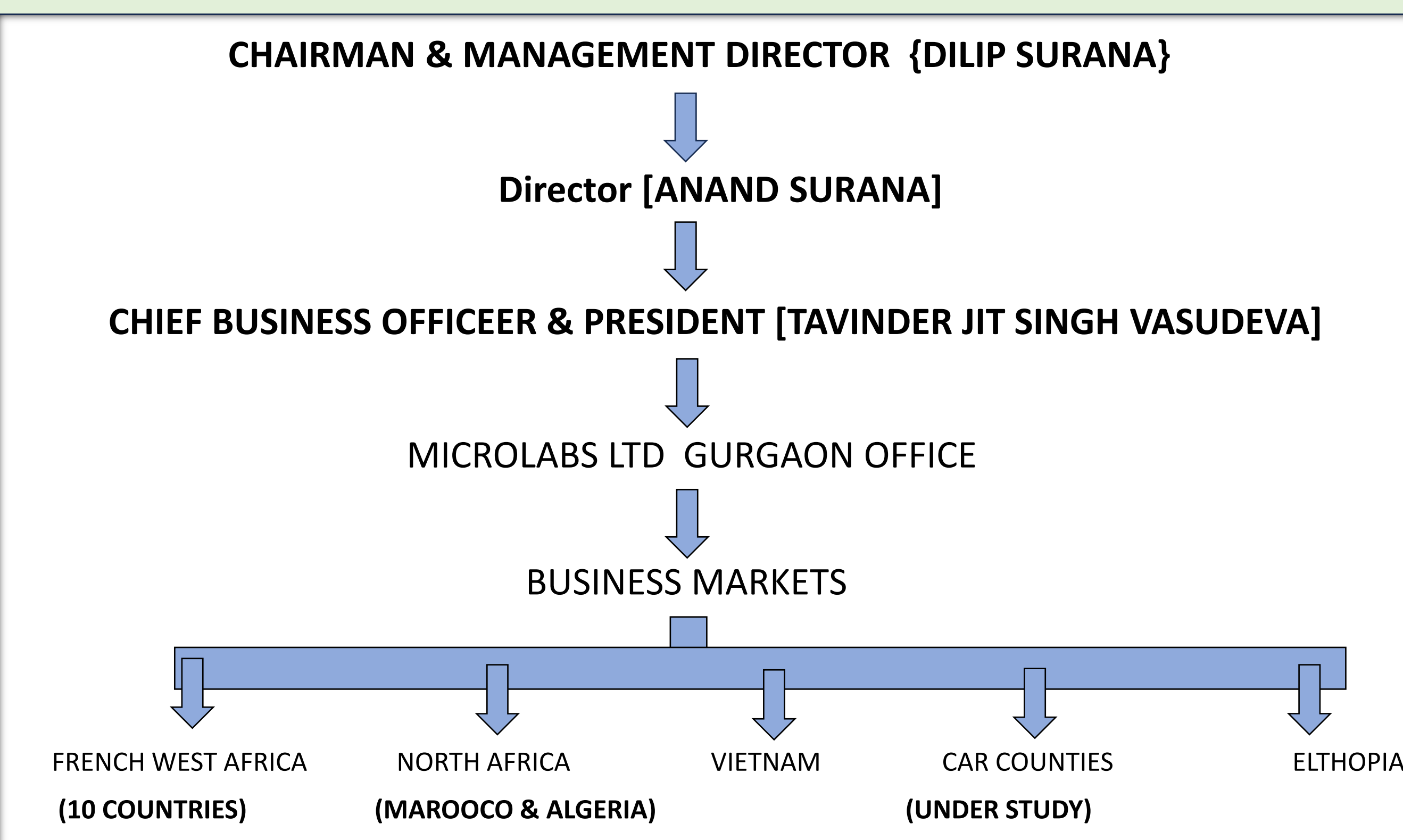
Micro Labs Limited is an Indian pharmaceutical company that specializes in the development, manufacturing, and marketing of generic and branded pharmaceutical products. The company was founded in 1973 by Mr. G. C. Surana and is headquartered in Bangalore, India. Micro Labs operates in various therapeutic areas, including cardiology, dermatology, neurology, gastroenterology, diabetology, and ophthalmology, among others. They offer a wide range of pharmaceutical formulations, including tablets, capsules, injectables, liquids, ointments, and creams.

Mission & Vision

Mission: To create strong brands and offer value through high quality pharmaceutical goods throughout the therapeutic areas.

Vision: Micro labs desires to not just be the best, but a leader in the development, manufacturing and sales of premium pharmaceutical products. Micro labs wish to manufacture medicine of the highest standards and market it at affordable price across the globe.

Organogram of Micro Labs Limited



SWOT ANALYSIS

Strengths

- Proven effectiveness and safety in treating allergic symptoms.
- Non-drowsy antihistamine
- Trusted Brand (Micro Labs)

Weakness

- Low market Penetration not as extensive as compared to Sun Pharma and Cipla.
- Lower brand recognition
- May face challenges in maintaining competitive pricing

SWOT Analysis

Opportunities

- Product Diversification: Potential to introduce new formulations or combination products to enhance the product line.
- Market Expansion
- Consumer Education

Threats

- Intense Competition: Strong competition from established brands like Fexotrol and Fexodin.
- Regulatory Changes: Potential changes in regulations that could affect market dynamics.
- Price Sensitivity

Fexicalm

Fexicalm Tablet is an antihistamine that is used to relieve the symptoms of allergic rhinitis (sneezing, itchy nose, nasal secretion, nasal congestion, and red streaming eyes) and other forms of allergic conditions. It can also be used to treat itchy skin rashes (wheals or urticaria). Each fexicalm Tablet contains 120 mg of fexofenadine and each strip contains 10 Tablets.



PESTEL ANALYSIS

- **Political:** Fexicalm comply with FDA regulations in the US, EMA guidelines in Europe, and local regulatory requirements in other regions.
- **Economic:** The global antihistamine market is expected to grow due to increasing allergy prevalence.
- **Social:** Growing awareness about allergies and their management increases demand for antihistamines.
- **Technological:** Innovations in drug delivery systems and formulations can enhance the effectiveness and convenience of antihistamines.
- **Environmental:** Increasing emphasis on environmental sustainability requires pharmaceutical companies to adopt eco-friendly manufacturing and packaging practices.
- **Legal:** Patents and trademarks protect the formulation and branding of Fexicalm.

Challenges faced during internship

- Staying engaged in virtual meetings and discussions, it is more challenging compared to in-person interactions.
- Time management was another challenge because working from home come with many distractions that affect focus and productivity

Usefulness of Internship

- Hands-on experience in a professional setting, allowing me to apply theoretical knowledge to practical tasks.
- Receiving guidance and mentorship from experienced professionals, which help me to navigate my career paths.

Brand Positioning



Elements	Details
Brand	Fexicalm
Market Definition	Anti-histamine
Customer target	People suffering from allergic rhinitis and chronic urticaria
Insight	Provides Relief from allergic Rhinitis and chronic urticaria
Metabolism	Predominantly metabolized by cytochrome P450 enzymes, particularly CYP3A4 and CYP2J2.
Duration Of Action	More than 26 Hrs
Excretion	Approximately 95% is excreted unaltered in either the feces (66.5%) or urine (28.3%)

Theory Vs Practical

Theoretical Understanding	Practical Exposure
Theoretical understanding emphasizes conceptual learning	Practical exposure emphasizes applying knowledge in real-world scenarios.
It develops analytical and critical thinking skills	It hones practical, interpersonal, and adaptive skills
It is assessed through exams and assignments	These are evaluated based on performance and outcomes in real tasks

Learnings during internship

- Emphasized the importance of core values in professional life
- Created a comprehensive brand plan.
- Applying theoretical knowledge to solve real-world problems

Suggestions to organization

- To develop a detailed onboarding process to familiarize interns with company culture, policies, and procedures.
- To offer a variety of projects that allow interns to gain exposure to different aspects of the business.