



Marketing about Xylentra at Issar pharma Pvt ltd, Hyderabad

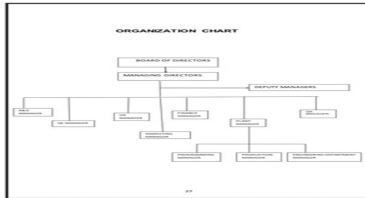
Vision:

"Peptide Molecules for Healthcare Products

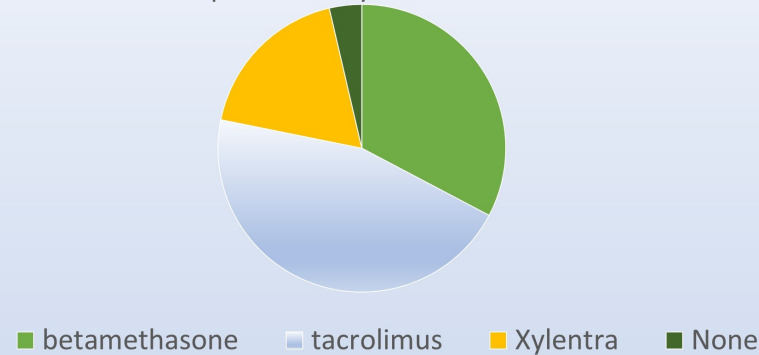
Mission

"provide unparalleled wound care solutions with Xylentra, ensuring faster healing and improved quality of life for our customers through innovative, effective, and trusted products." "

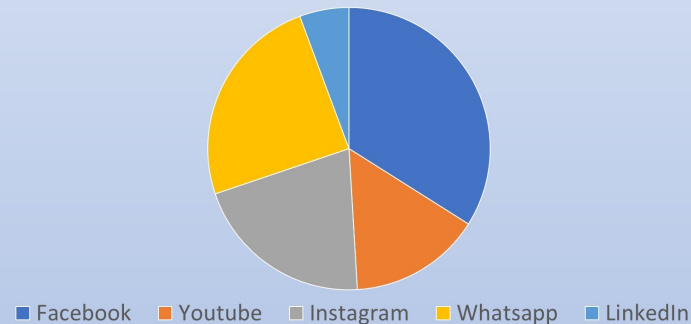
Organization Structure



Comparison of Xylentra and Tacrolimus



Comparison of Social media channel preferred



Learning and value Additions done during internship:

- Conducted detailed market research and SWOT analysis, providing insights for strategic planning.
- Implemented SEO strategies and created engaging content, boosting Xylentra's online visibility.
- Engaged with influencers and developed targeted email campaigns, enhancing brand credibility and customer relationships.

Usefulness of internship:

- During this period of the internship, I have interacted with dermatologists & learned about dAMP peptide
- I have learnt about market in Hyderabad, which molecules are the dermatologists are preferring
- Social media channel preferred by the doctors to create awareness

Challenges faced during internship:

- Understanding and interpreting market research data or analytics can be challenging
- Marketing trends and strategies evolve quickly

Brief History:

- "ISSAR Pharma began as a small pharmaceutical company focused on developing innovative and effective treatments for various medical conditions. Over the years, it has grown into a recognized name in the pharmaceutical industry, known for its commitment to research and development, high-quality products, and dedication to improving patient outcomes. ISSAR Pharma has expanded its product portfolio to include a wide range of medications, including its flagship wound care product, Xylentra. With a strong emphasis on innovation and customer satisfaction, ISSAR Pharma continues to advance in the field, maintaining a reputation for excellence and reliability.
- SSAR Pharma ventured into the wound care market in the early 2010s, identifying a need for advanced and effective wound healing solutions. Leveraging its strong foundation in pharmaceutical research and development, ISSAR Pharma focused on creating innovative wound care products. The company's dedication to quality and efficacy led to the development of Xylentra, a cutting-edge wound care product known for its superior healing properties.

Methodology

Project Objectives:

1. Market Segmentation
2. SWOT Analysis
3. Competitor Research
4. Digital Marketing Plan
5. SEO Strategies
6. Email Marketing

Expected Outcomes

1. Increased Brand Awareness
2. Market Share Growth
3. Enhanced Customer Engagement
4. Improved Online Presence
5. Positive Brand Perception

Strengths

Product Portfolio
Low-Cost Drugs for Cancer Patients
Strong Brand Portfolio
Good Training Programmes

Weakness

Rivalry
Dependent on the Indian Market

Opportunities

Expansion
Develop in Emerging Countries
Merging and acquisitions

Threats

Regulations
Intense Competition
Exchange rate fluctuations
Competition from Generic Medicines

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Organization Name: Issar pharmaceuticals Pvt Ltd, Hyderabad