

SOLIFENACIN

A Brand Plan For Overactive Bladder Management

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Description

Micro Labs is a technology-focused, multi-dimensional pharmaceutical company having state-of-the-art manufacturing capabilities in diverse therapeutic areas such as Cardiology, Diabetology, Pain Management, Dermatology, Ophthalmology, Neurology and more. The company strive towards unlocking the power of science to provide access to affordable and innovative medicines to improve health outcomes and make a difference in people's lives across the globe .

History

Micro labs was incorporated on 7th September 1973 .
2023 (Dolo was ranked as No.1 brand in Paracetamol Solids as per IQVIA MAT March 2023) .
2021 (Conferred with the Frost and Sullivan Award for manufacturing excellence in the year 2021.)
2019 Our CMD, Mr. Dilip Surana, was awarded the 'Responsible Business Leader Award 2019' by Responsible Business Awards.

Vision & Mission

Vision- To be a global leader in healthcare by pioneering innovative solutions, ensuring patient well being, and making a lasting impact on human lives by following values like Quality , Ethics and respect for people .

Mission - The company's mission is to continue investing in discovering, developing, manufacturing, and commercializing innovative medicines. Meeting the growth and profitability goals through successful innovation in digital healthcare trends and commercial excellence .

Product profile

- ❑ **Molecule Name** – Solifenacin
- ❑ **Brand name** – Reliflow
- The Brand name "Reliflow" for Solifenacin combines two concept "Relief" and "Flow" .
- Pharmacodynamics - Solifenacin is a competitive muscarinic receptor antagonist. It acts by inhibiting acetylcholine to bind at M3 receptor prevents the binding of acetylcholine to the M3 receptor, resulting in relaxation of smooth muscle to retain large volume of urine .
- Indications - For overactive bladder with urge urinary incontinence urgency and urinary frequency.
- Composition - Each tablet contains 5 mg of solifenacin succinate.
- Dosage and Administration - 5 mg tablet taken once daily, and if well tolerated may be increased to 10 mg once daily. It can be administered with or without food.
- Contraindications_ Urinary retention. Gastric retention. Uncontrolled narrow-angle glaucoma. Hypersensitivity to this product or any of its components.

Segmentation-Targeting - Positioning

Segmentation -
(Based on Drug Type)-
5mg and 10mg

Targeting-
It is a prescription drug. Targets the urological market

Positioning-
Reliflow is positioned in the market for overactive bladder .

Pack Design



SWOT Analysis

STRENGTH

- 1) Solifenacin succinate has proven effective treatment in urinary incontinence.
- 2) Convenient dosing regimen and dosage form enhances patient adherence and compliance to therapy.
- 3) Increasing healthcare expenditure is significant driver in solifenacin market .
- 4) Increase in awareness and diagnosis rate amongst the patients.

WEAKNESS

- 1) High cost of medicine .
- 2) Growing side- effects of the drug .
- 3) Adaptation to the technological advancements .

OPPORTUNITY

- 1) High potential growth in market due to the prevalence of urinary incontinence .
- 2) Wide range of potential therapeutic uses .
- 3) Rising Focus on personalized medicine .
- 4) Investments in research and development to enhance technological advancements.

THREAT

- 1) Intense competition from existing and new market players.
- 2) Stringent regulatory requirements and approvals.
- 3) Challenges associated with marketing and distribution.
- 4) Price sensitivity and cost constraints.

Market Size



Organization structure



Conclusion -

Solifenacin presents a significant opportunity in the overactive bladder . A successful brand may be developed by the efficient resolution of unmet patient requirements, the use of solid clinical data, and the implementation of a focused marketing plan. In order to maintain market leadership, patient support initiatives and ongoing innovation are necessary.

Theoretical vs Practical

Theoretical Understanding – A Brand plan is a structured and systematic approach to building and managing a brand .It includes defining a brand's Vision and Mission , conducting competitor analysis , positioning the brand uniquely , developing comprehensive brand strategy , ensuring communication and continuously measuring and managing the brand's performance.

Practical Exposure –

- Making Connections with the professionals and gain mentorship .
- Involvement in creation of a Brand Plan .
- Enhanced communication , Presentation and creativity Skills .

Competitors

Direct Competitors – Urgiso (Micro Labs)
Soliten (Sun Pharmaceutical Industries Ltd)

Indirect Competitors – Oxypas (Cipla Ltd)
Tropan (Sun Pharmaceutical Ltd)
Lupin Mira (Solifenacin + Mirabegron)

Challenges Faced -

- Opportunities for spontaneous conversations and networking were reduced due to lack of face- to - face interaction , which increased the potential of miscommunication .
- Forming strong relationship with mentor and supervisors was difficult
- Less immediate access to mentors for guidance and support compared to an in-person setting.
- Due to lack of supervision maintaining daily productivity was challenging.

Suggestions-

- Offer more engaging tasks , opportunities and assignments .
- Schedule regular feedback sessions to discuss performance and areas for improvement.
- Provide field exposure opportunities to the Interns.