Brand Plan Of Dumax

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About the company:

Galcare Pharmaceutical Pvt. Ltd. was incorporated in the year 2008 with an objective to provide quality innovative therapeutic solutions. The guiding principle at Galcare is pursuit of "Excellence through People & Innovation". This dictum forms the basis of all thinking & action at Galcare. Its Head office Is in Jaipur. Galcare pharma's products include Dermatology and Neuropsychiatric. Excellence - Pursue excellence through people and innovation. Trust- Build and retain trust among the medical fraternity. Customer- Centric Approach-Consistently exceeds customer expectations.

Vision:

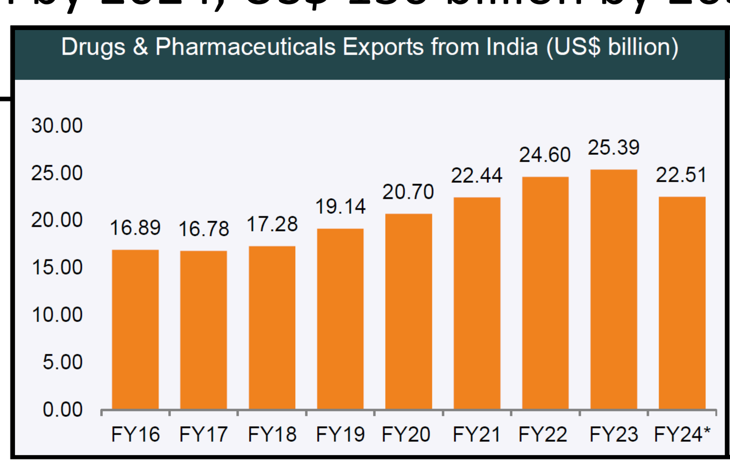
Our vision is to be celebrated as a premier and beloved leader in the dermatology sector in India, igniting positive transformation and ground breaking innovation for a brighter tomorrow.

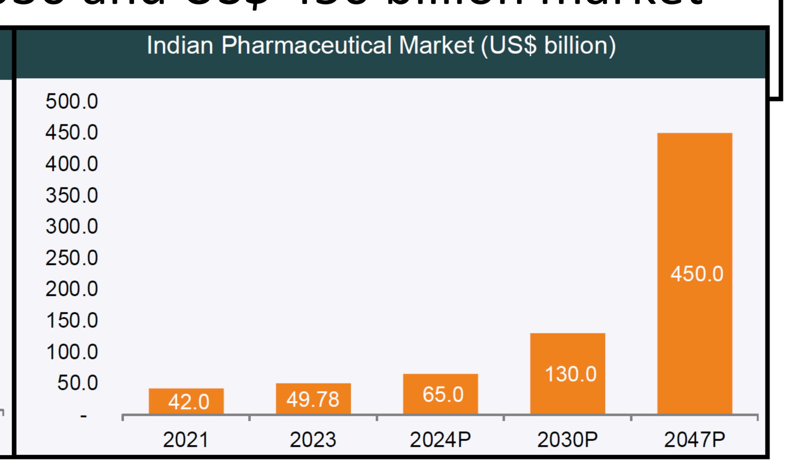
Mission:

Galcare strives to enhance people's health by offering quality therapeutic solutions. They achieve this through continuous innovation and excellence in their products.

Indian Pharmaceutical Industry:

Market size of India pharmaceuticals industry is expected to reach US$ 65 billion by 2024, US$ 130 billion by 2030 and US$ 450 billion market by 2047.





Difference between practical exposure and theoretical exposure:

During the summer internship at Galcare Pharmaceuticals Pvt. Ltd., practical exposure involved applying corporate etiquette in real-life professional settings, interacting with Pharmacists. Theoretical exposure included learning about RCPA ,Formation of LBL, brand planning concepts and strategies through workshops, mentorship, and understanding the theoretical aspects of the Dutasteride molecule. Both practical and theoretical exposure enhanced overall learning during the internship.

Learnings during internship:

- Communication and Interpersonal Skills.
- Understanding the competitor market.

Challenges Faced:

- Respondent engagement.
- Travelling Problems.
- Weather Condition.
- Reject to provide

Objective of the Project:

The objective of this (RCPA) Retail Chemist Prescription Audit which is a market research project is to gather insights from 30 doctors regarding which company's product they prescribe for dutasteride and to make your own brand of dutasteride, LBL and brand plan of DUMAX to launch it in West Bengal.
The survey was designed to collect information on the following key aspects:

- Competitor Knowledge
- Doctor's prescribing behavior

REGULATORY REQUIREMENTS FOR LAUNCH OF"Dumax" IN West Bengal:

- The State Drugs Standard Control Organization West Bengal is responsible for drug registration and oversight to ensure safety, efficacy, and quality of pharmaceutical products.
- Dumax is a product containing Dutasteride is used to treat Benign Prostatic Hyperplasia.
- Registering Dumax in West Bengal involves contacting the SDSCO, submitting documentation, and complying with quality control and safety requirements.
- The SDSCO reviews the application, conducts inspections, and evaluates the product's safety and efficacy.
- If approved, Dumax receives marketing authorization, and post approval obligations, including pharmacovigilance, must be followed.

Market Trend:

- IPM Value MAT VAL MAY'24: INR 2,00,266 Cr.
- Health expenditure of West Bengal is 4.7 % of Budget.
- Current population of West Bengal is 10.36Cr.

SWOT Analysis:

STRENGTH

- Detailed understsanding of prescription patterns.
- Understand which doctors are prescribing dutasteride and where.
- Build strong relation with chemists.

WEAKNESS

- Takes a lot of time to collect and analyze the data.
- Only covers the areas and chemists surveyed, not the entire market.
- The data might not represent the entire market if the sample is small.

OPPORTUNITY

- Find new areas to sell Dumax where demand is high.
- Improve Dumax based on feedback and data from the result.
- Crete markewting strategies based on who is prescribing Dumax.

THREAT

- New law could impact Dumax is sold and distributed.
- The market can change quickly, and competitors might adapt faster.

Indirect Competitors:

S. No.	Company	Brand	Pack Size	Price
1.	Erie Pharmaceuticals	Fintab (Finasteride 1mg)	10 TABLET	90 Rs
2.	Torrent Pharmaceuticals	Finast (Finasteride 1mg)	10 TABLET	98.5 Rs
3.	Intas Pharmaceuticals	Finalo (Finasteride 1mg)	10 TABLET	60 Rs

Direct Competitors:

S. No.	Company	Brand	Pack Size	Price
1.	Ethinext Pharma	D-Ride Tablet (Dutasteride 0.5mg)	10 TABLET	60 Rs
2.	Dr. Reddy's	Dutas (Dutasteride 0.5mg)	30 TABLET	1271.25 Rs
3.	DawaaDost	Dutacare (Dutasteride 0.5mg)	10 TABLET	90 Rs
4.	Vanqor Pharmaceuticals	Vanqor Pharmaceuticals (Dutasteride 0.5mg)	10 TABLET	NA

Usefulness of Internship:

- Knowledge expansion.
- Research skill development.
- Practical experience in a real work environment.
- Insights into career possibilities and personal growth.

Suggestions for organization:

- Establish a clear project plan.

Dutasteride Market size:

Market Size Value	USD **100.01 Billion** in 2023
Market Size Value	USD **140.72 Billion** by 2030
Growth Rate	**CAGR of 5.1%** from 2024 to 2030

LBL: