“BRAND PLAN OF GALSMILE GOLD BRIGHTENING FACE SERUM”

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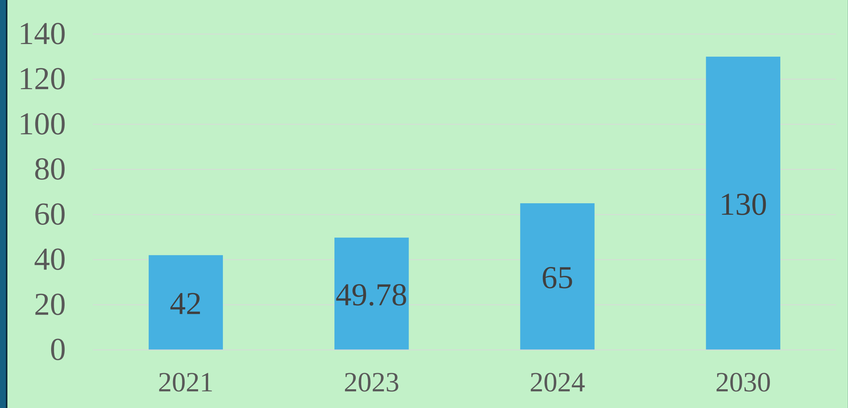
ORGANISATION NAME: GALCARE PHARMACEUTICAL PVT. LTD.

ABOUT

- Galcare Pharmaceuetical 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.
- We at Galcare strive hard to retain & build on the goodwill and trust of the medical fraternity earned by us . The basis of which is consistently exceeding customer expectations & keeping patients' interest on-top. Practitioners across varied medical specialties patronize our formulations & recognizing our status as a prominent prescription-oriented company. There are many “a first time in India” introductions to our credit. Our marketing innovation expertise is well recognized within the industry.

INDIAN PHARMACEUTICAL MARKET (US$ BILLION)



MARKET TREND

- **IPM Value MAT VAL MAY’24:** INR 2,00,266 crores.
- **IPM For Melasma and hyperpigmentation value MAT JAN’24:** INR 224 crores.

SWOT ANALYSIS

STRENGTHS

- **Unique and Potent Ingredients:** 4-N-Butylresorcinol, Pterowhite, 3-O-Ethyl Ascorbic Acid, Ferulic Acid, Ethylhexyl Methoxycinnamate, Caprylic/Capric Triglyceride, Dimethicone, and Pterocarpus Marsupium Bark Extract.
- **Superior Serum Formulation:** Unlike most competitors offering cream formulations, our serum products have many advantages likes Deep and fast, Lightweight, High active ingredients, Easy to apply.
- **Economical and Flexible Pricing:** 50ml priced at 849 INR & 30ml at 590 INR.

WEAKNESSES

- **Limited Brand Recognition and Awareness:** As a new entrant in the market, Galsmile Gold lacks the brand recognition and consumer trust that established competitors have earned over the years.
- **Potential Skin Sensitivity:** Despite its potent formulation, some users may experience skin irritation or irritation due to active ingredients such as ferulic acid and 3-O-ethyl ascorbic acid.

OPPORTUNITIES

- **Growing Demand for Dermatological Products in India:** The expanding Indian dermatology market offers tremendous growth potential for Galsmile Gold.
- **Increasing Awareness of Skin Health:** Consumers recognizing the importance of effective skincare solutions supports demand for targeted products such as Galsmile Gold.

THREATS

- **Competition from Established Brands:** Strong market presence of established brands presents a significant challenge, with their extensive distribution networks and loyal customers.
- **Regulatory Changes:** Potential changes in regulatory policy may affect availability, compliance requirements, or pricing, affecting market structure and profitability.

COMPITITORS

Direct Competitors Of Galsmile Face Serum

S.NO	COMPANY	BRAND	PACK SIZE	PRICE
1.	Canixa Life science	Tyrodin Face Serum	30 ml	Rs. 750
2.	Regaliz India Ltd	Brilante Intense Brightening Serum	50 ml	Rs. 739

Indirect Competitors Of Galsmile Face Serum

1.	Micro Labs Ltd	Kojivit Gel	15gm	Rs. 376
2.	Wallace Pharmaceuticals Pvt Ltd	Brite Lite Cream	20 gm	Rs. 409
3.	Alkem Laboratories Ltd	Kojiglo -Gold Skin Lightening Cream	20gm	Rs. 540

CHALLENGES FACED

- Long waiting time at Doctors clinics and Medical stores.
- Some chemists were non-cooperative for sharing information.

MISSION AND VISION

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

VISION: “Our vision to be celebrated as a premier ad beloved leader in the Dermatology sector in India, igniting positive transformation and groundbreaking innovation for a brighter tomorrow”.

GALSMILE GOLD BRIGHTENING FACE SERUM

Galsmile Gold is an anti-aging serum that is used to treat melasma and hyperpigmentation, effectively manage skin pigmentation, soften fine lines, reduce wrinkles, refine skin texture, and enhance skin radiance.

Ingredients: Kojic Acid Dipalmitate, 3-0 Ethyl Ascorbic Acid, Tranexamic Acid, Alpha Arbutin, Tocopheryl Acetate, 4 N Butylresorcinol, Caprylic/Capric Triglyceride, Butylated Hydroxytoluene, Ethylhexylglycerin, Phenoxyethanol, Sodium Polyacrylate, Dimethicone, Cyclopentasiloxane, Trideceth-6, PEG/PPG-18/18 Dimethicone, Sodium Metabisulphite & Licorice Extract 40%, Niacinamide, Glycolic Acid, Ferulic Acid, Ethylhexyl Methoxycinnamate, Plerocarpus Marsupium Bark Extract & Purified Water.

PRODUCT PROFILE

- **BRAND NAME:** Galsmile Gold Brightening Face Serum
- **STRENGTH:** 50ml and 30ml.
- **TREAT**: Effective management of Melasma, hyperpigmentation, fine lines, wrinkles, and improved skin texture.
- **PRICE:** 849 INR for 50ml and 590 INR for 30ml.
- **TARGET SPECIALITY:** Dermatologist & Physician.

LEARNING & VALUE ADDITION

PRACTICAL EXPOSURE

- I learned how the RCPA of my product is done.
- Field visit at Clinics and Chemists.
- Understanding of the working pattern of MRs.

THEORETICAL WORK

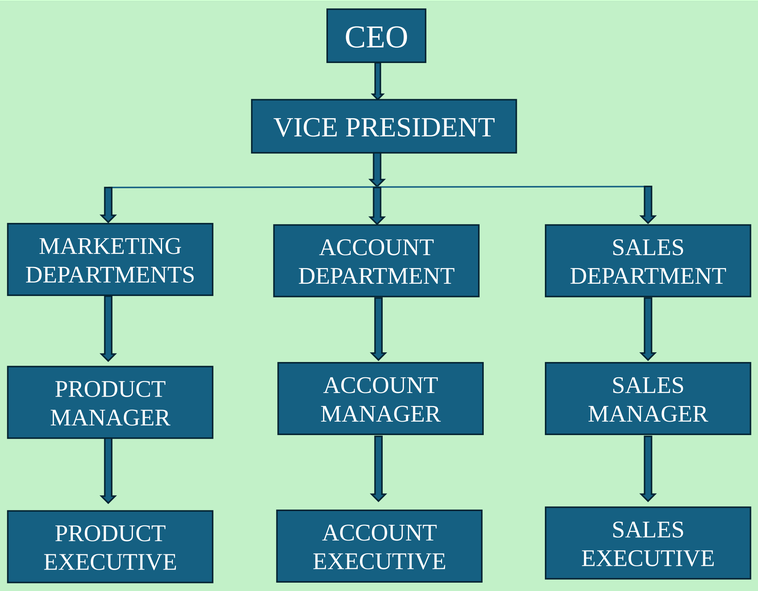
- I learned how to read IQVIA reports and IPM data.
- I created an RCPA analysis report, developed brand communication, brand LBL, market campaign, set product pricing for my product.
- I learned how to develop a brand plan for the product.

OBJECTIVE OF THE PROJECT

- **Field Experience:** Interacted with physicians, pharmacists, and Medical Representatives (MRs) to obtain field experience. Seeing MRs promoting businesses to doctors with visual aids
- **Market Exposure:** Learned about many brands that use the same chemical to gain market exposure.
- **Communication and Cooperation:** The project's goals were effectively communicated through effective communication and cooperation with MRs, clinicians and chemists.
- **Data collection and analysis:** Learned how to collect data from the field and analyze it.

Leave Behind Literature (LBL)

ORGANIZATION STRUCTURE



PESTEL ANALYSIS

1. POLITICAL:

- The current chief minister is Bhupendra bhai Patel of the BJP.
- The Food and Drug Administration (FDCA) of Gujarat has issued at least 1,640 new licenses to allopathic medicine manufacturers in the last three years
- According to industry leaders Investment in at least Rs 10,000 crore in the Gujarat pharmaceutical sector.
- Pharma companies can grow by focusing on infrastructure such as roads, energy and water supply. The government intends to set up six drug centers at a cost of about $27 million. It plans to set up large bulk pharmacies to reduce reliance on imports.

2. ECONOMIC:

- The country has a strong infrastructure, with 156,177 km of roads.
- Gujarat’s pharmaceutical market saw a 19% increase in monthly sales in two years. The six-drug therapy market grew 20% in two years.
- The market size of the pharmaceutical industry has increased due to the Government of India’s health insurance policy.
- Increased production of indigenous APIs in Gujarat will bring down the cost of pharmaceuticals.

3. SOCIAL:

- Gujarat covers 6% of India’s territory and 5% of its population, with 43% of the population living in urban areas.
- Gujarat accounts for 8% of India’s total GDP.

4. TECHNOLOGICAL:

- To encourage companies to set up their headquarters in Gujarat.
- The pharmaceutical industry in Gujarat is enjoying a conducive environment for R&D due to government policies, regulations and incentives.
- Online platforms like Amazone, Flipkart, etc. could increase accessibility and reach for Galsmile Gold Brightening Face Serum.

5. ENVIRONMENTAL:

- South Gujarat is dry, central Gujarat is moderately cool, the coastal region of Saurashtra is cool and hot, and parts of central Saurashtra are dry and semi-dry.
- Summer temperatures range from 15°C to 35°C, while peak summer temperatures range from 25°C to 45°C.
- The western part of Kutch receives 300 mm of rainfall annually, whereas Valsad and Dangs districts in the south receive 2100 mm.

6. LEGAL:

- The pharmaceutical industry is heavily regulated, governing almost all aspects of a drug’s life cycle, including manufacturing, licensing, marketing approval, and commercial use.
- The National Pharmaceutical Pricing Authority (NPPA), a government agency, determines the price at which drugs in the National Essential Medicines (NLEM) list can be sold.

CONCLUSIONS

For efficient promotion, it is essential to comprehend the prescription and dispensing processes for Galsmile Gold Brightening Face Serum. When prescribing, doctors give priority to information supported by evidence, and pharmacists are more responsive to plans and precise dispensing instructions. As a result, pharmaceutical firms want to concentrate on:

- **Teaching medical professionals:** Make use of digital technologies, conferences, and scientific publications to communicate with doctors based on data.
- **Programs for patient access:** Implement programs that enhance drug adherence and patient affordability.

SUGGESTIONS

- It is essential to maintain online website to ensure accessibility to comprehensive information about company and products.
- During my recent RCPA visits in the area, I observed lower awareness of Galcare products, which could be attributed to limited time allocated to dermatologists and general physicians.