

Micro labs ltd

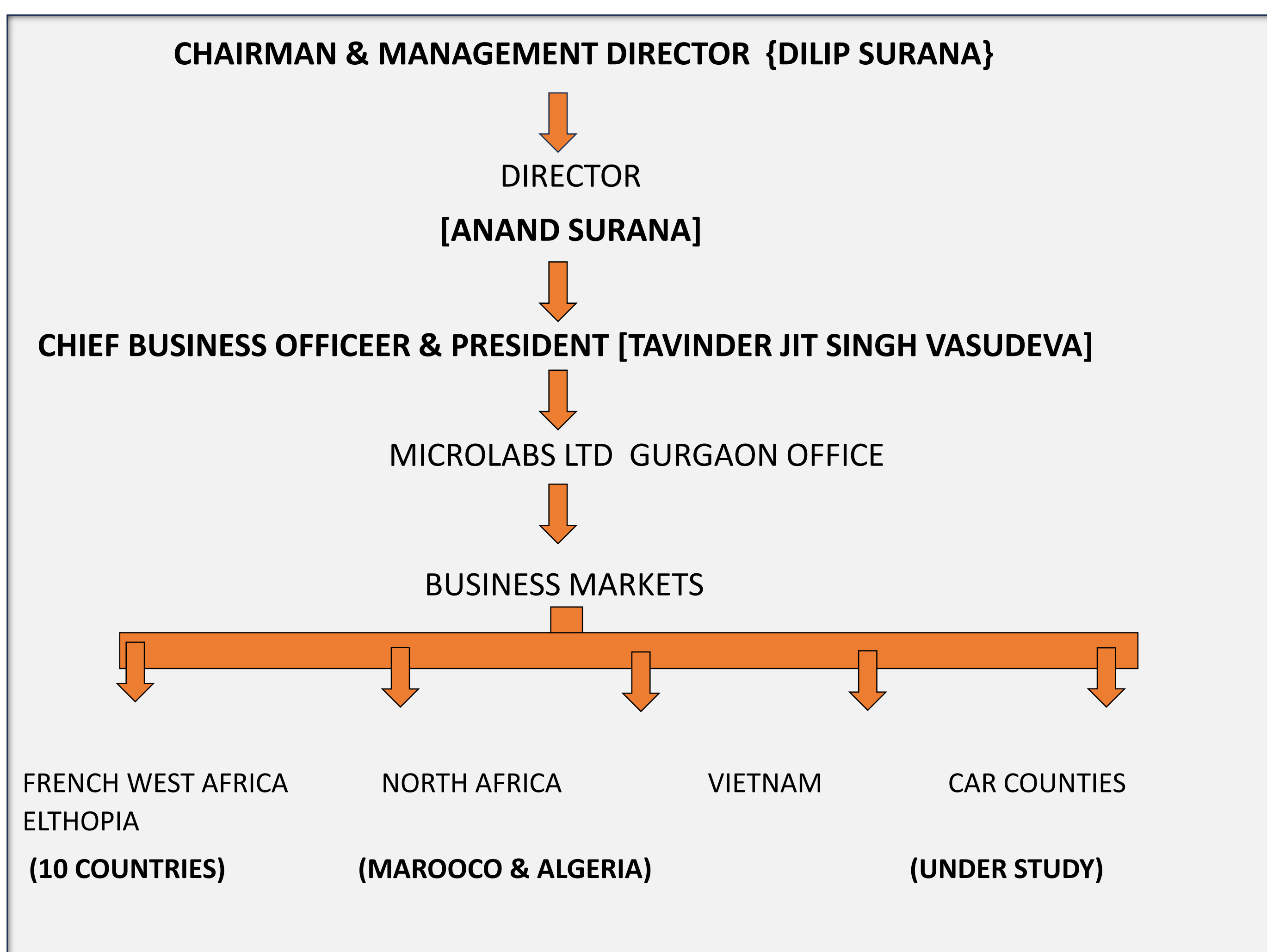
Micro Labs Limited is an Indian pharmaceutical company that specializes in the development, manufacturing, and marketing of generic and branded pharmaceutical products. The company was founded in 1973 by Mr. G. C. Surana and is headquartered in Bangalore, India. Micro Labs operates in various therapeutic 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

- Dual action: Acid suppression & Prokinetic effect
- Convenience: Two API in one pill

Opportunities

- Market Expansion
- Product Line Extension

Weakness

- Side Effects: QT prolongation & potential nutrient absorption issues
- Cost

Threats

- Competitive Landscape
- Regulatory Scrutiny
- Generic availability

Product Profile



ProtonEase 40mg Tablet is a combination of two medicines: Domperidone and Esomeprazole. Domperidone is a prokinetic which works on the upper digestive tract to increase the movement of the stomach and intestines, allowing the food to move more easily through the stomach

Brand Positioning

Elements	Details
Brand Name	ProtonEase
Market Definition	Gastrointestinal disorders
Customer target	Suffering from GERD, functional dyspepsia, and other related gastrointestinal disorders
Insight	Patients seek effective, convenient, and well-tolerated treatments for persistent and uncomfortable gastrointestinal symptoms
Metabolism	Esomeprazole: Metabolized by the cytochrome P450 enzyme system, especially CYP2C19 and CYP3A4 Domperidone: Metabolized through CYP3A4.
Duration Of Action	24Hrs
Excretion	Excreted primarily in the urine (approximately 80%) and feces (approximately 20%)

PESTEL ANALYSIS

- Political:** The pharmaceutical industry is heavily regulated, and the combination of Esomeprazole and Domperidone may face stringent regulatory scrutiny due to concerns over side effects, particularly those related to Domperidone's potential cardiac risks.
- Economic:** Healthcare Expenditure increasing healthcare spending in many countries boosts the demand for effective gastrointestinal treatments
- Social:** Rising awareness and diagnosis of gastrointestinal disorders like GERD increase demand for combination therapies like ProtonEase.
- Technological:** Innovations in drug delivery methods can influence patient compliance and preferences for ProtonEase.
- Environmental:** ProtonEase must adhere to pharmaceutical regulations and quality standards to ensure its safety, efficacy, and legal compliance.
- Legal:** Patent Laws, Compliance Requirements and Liability Risks

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

Challenges faced during internship

- My most challenging task was completing market research since respondents didn't want to share their data, their prices and didn't have the time to get the data out. This, was for me my most important learning; how one needs to approach.
- As I worked at Micro Labs, time management was another challenge. I had to complete all my work with in limited time frames, which was another learning experience for me.

Usefulness of Internship

- As for me, I felt after working with micro labs that it made me realize how important theoretical exposure and learning are.
- Additionally, this training made me more aware of the dynamics of the real corporate world and how flexibility, planning, and consistency are crucial to success.

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.