

Strategic Brand Plan for HerpEase: Elevating Herpes Management

Brief history and description about organization

- Galcare Pharmaceuticals, established in 2008, focuses on providing innovative therapeutic solutions with a strong emphasis on skin and neuropsychiatric care. The company prides itself on quality, innovation, and maintaining the goodwill of the medical fraternity. Known for introducing many "firsts" in India, Galcare emphasizes exceeding customer expectations and patient care.
- Their product portfolio includes various dermatological and neuropsychiatric treatments. Galcare also highlights its marketing expertise and commitment to excellence through people and innovation.

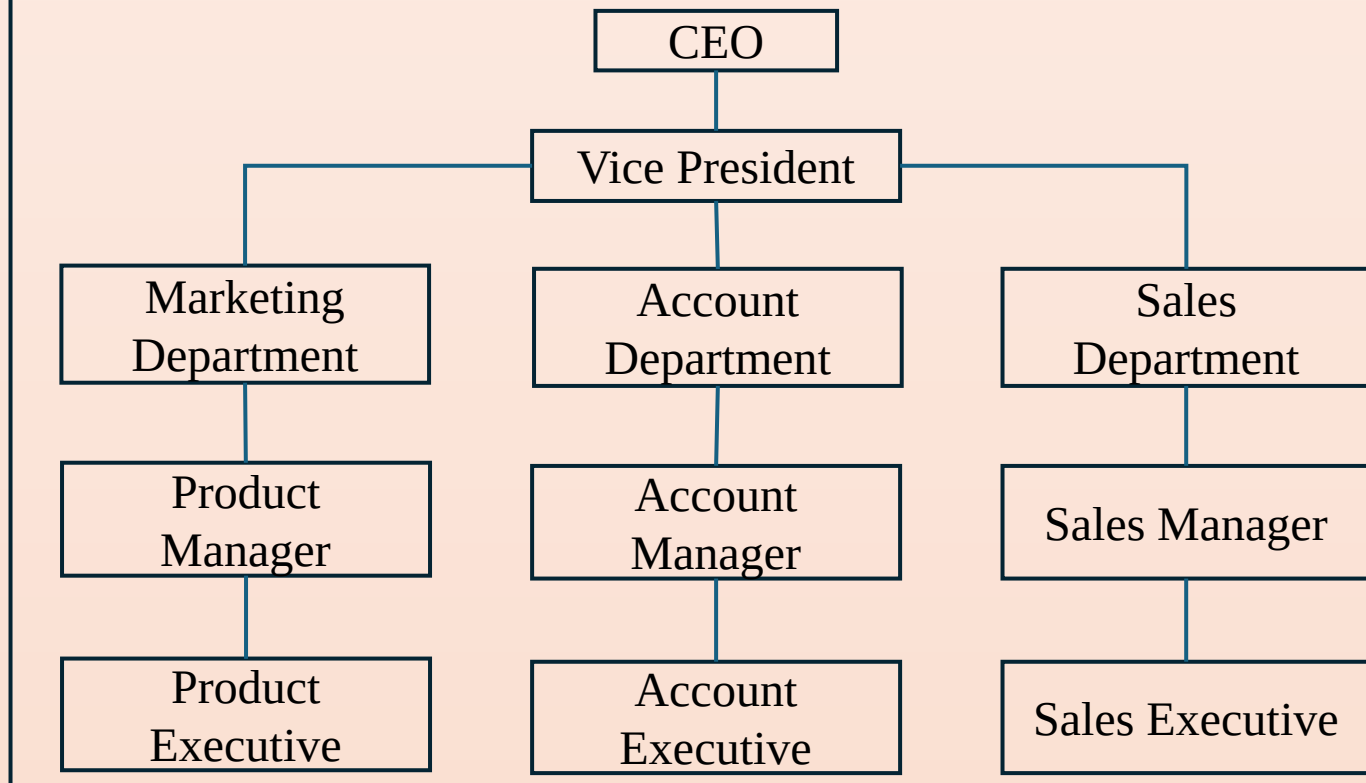
Mission

Galcare strives to enhance people's health by offering quality therapeutic solutions. They achieve this through continuous innovation and excellence in their products. Values 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, Ignition positive information and groundbreaking innovation for a brighter tomorrow.

Organization Structure



Product Profile

- Prodrug:** Valacyclovir is a prodrug of acyclovir. This means it is converted into acyclovir in the body, which then exerts its antiviral effects.
- Mechanism of Action:** It works by inhibiting viral DNA replication, reducing the severity and duration of outbreaks, and helping sores heal faster.
- Antiviral Medication:** Valacyclovir is an antiviral drug used to treat infections caused by herpes viruses, including genital herpes, cold sores, and shingles.
- Dosage Forms:** It is available in oral tablet form, commonly in 500 mg and 1000 mg strengths, and is taken as prescribed by a healthcare provider.
- Side Effects:** Common side effects include headache, nausea, abdominal pain, and dizziness. Rare but serious side effects can include kidney problems and severe allergic reactions.
- Usage in Special Populations:** Valacyclovir is often used with caution in patients with kidney issues, and dosage adjustments may be necessary. It is also used in pregnant women when the benefits outweigh the risks.

Brand Name

Molecule	Valacyclovir
Brand Name	HerpEase

Rational for Proposed Name

- "**Herp**": The prefix clearly indicates the drug's primary use against herpes viruses
- "**Ease**": This suffix suggests relief and alleviation of symptoms, conveying the drug's effectiveness in reducing the severity, duration, and pain associated with herpes outbreaks.
- The name "HerpEase" is short, easy to remember, and easy to pronounce, which can help with brand recall and patient compliance.
- The term "ease" implies not just symptom relief but also suggests the medication is easy to take and manage, enhancing patient acceptance.

Indications

- Genital Herpes
- Cold Sores (Herpes Labialis)
- Shingles (Herpes Zoster)
- Chickenpox (Varicella)

Market Trend

- Current population of Telangana is 38.32 million
- Current adult population(18-48) of Telangana is 31.1 million
- Health expenditure of Telangana is 8.6% of GDP

Business Implications

- Increasing Awareness and Diagnosis:** There is a growing awareness and diagnosis of herpes infections, providing an opportunity for HerpEase to capture a larger market share .
- Expanding Healthcare Infrastructure:** The expansion of healthcare infrastructure in India, particularly in Telangana, supports the increased availability and distribution of HerpEase.
- Rising Demand for Antiviral Medications:** There is a rising demand for effective antiviral medications, which HerpEase can fulfill .
- Affordable Pricing:** HerpEase is priced competitively at 210 per strip, making it more affordable compared to some competitors.

REGULATORY REQUIREMENTS FOR LAUNCH OF "HerpEase" IN TELANGANA

- Registration:** Obtain approval from the Telangana State Drug Control Administration (TSDCA) by submitting clinical data of my product.
- Sales and Distribution License:** Secure a sales and distribution license for the marketing and distribution of the product in Telangana.
- Labeling and Packaging:** Ensure compliance with TSDCA guidelines for labeling and packaging, including accurate product information, clear instructions for use, and explicit identification of the manufacturer and distributor.
- Pharmacovigilance:** Establish a pharmacovigilance system to monitor and report any adverse events associated with Valacyclovir use in Telangana, in compliance with TSDCA regulations.

Procedure of Launch

Phase	Activities
Pre-Launch	Conduct market research, Establish branding, Create marketing plan, Train sales team, Set up distribution channels, Ensure regulatory compliance
Launch	Organize launch event, Optimize website for e-commerce, Activate sales channels, Set up customer support
Post-Launch	Track performance metrics (KPIs), Collect customer feedback, Improve product and marketing strategies, Follow up with customers

PESTLE Analysis

Political

Manufacturing License: Obtain a manufacturing license from the Telangana State Drug Control Administration (TSDCA) if you plan to manufacture HerpEase within the state.
Sales and Distribution License: Secure a sales and distribution license for the marketing and distribution of the product in Telangana.

Economic

Stable Growth: Telangana's economic growth trajectory is steady, with rising disposable incomes and rising healthcare costs.
Spending on Healthcare: A growing trend in which both public and private sectors invest more money on healthcare

Social

Growing Awareness: There is a growing understanding of STDs and the significance of therapy.
A gradual change in perspectives on sexual health and the management of associated disorders.

Technological

Improvements in Pharmaceuticals: Continuous enhancements in the production procedures of pharmaceuticals.
Digital Marketing: Growth of digital marketing platforms providing new venue for reaching healthcare professionals and patients.

Legal

Ongoing compliance with changing regulations is essential for the continued sale of valacyclovir.
The expiration of patents for branded valacyclovir allows to produce generics, increasing market competition.

Environmental

Increasing emphasis on environmental sustainability in pharmaceutical manufacturing may impact production processes and costs.
Pandemics or other health crises can shift healthcare priorities and funding, affecting the focus on herpes treatment.

IPM MAT Progress (Value '000 Cr)

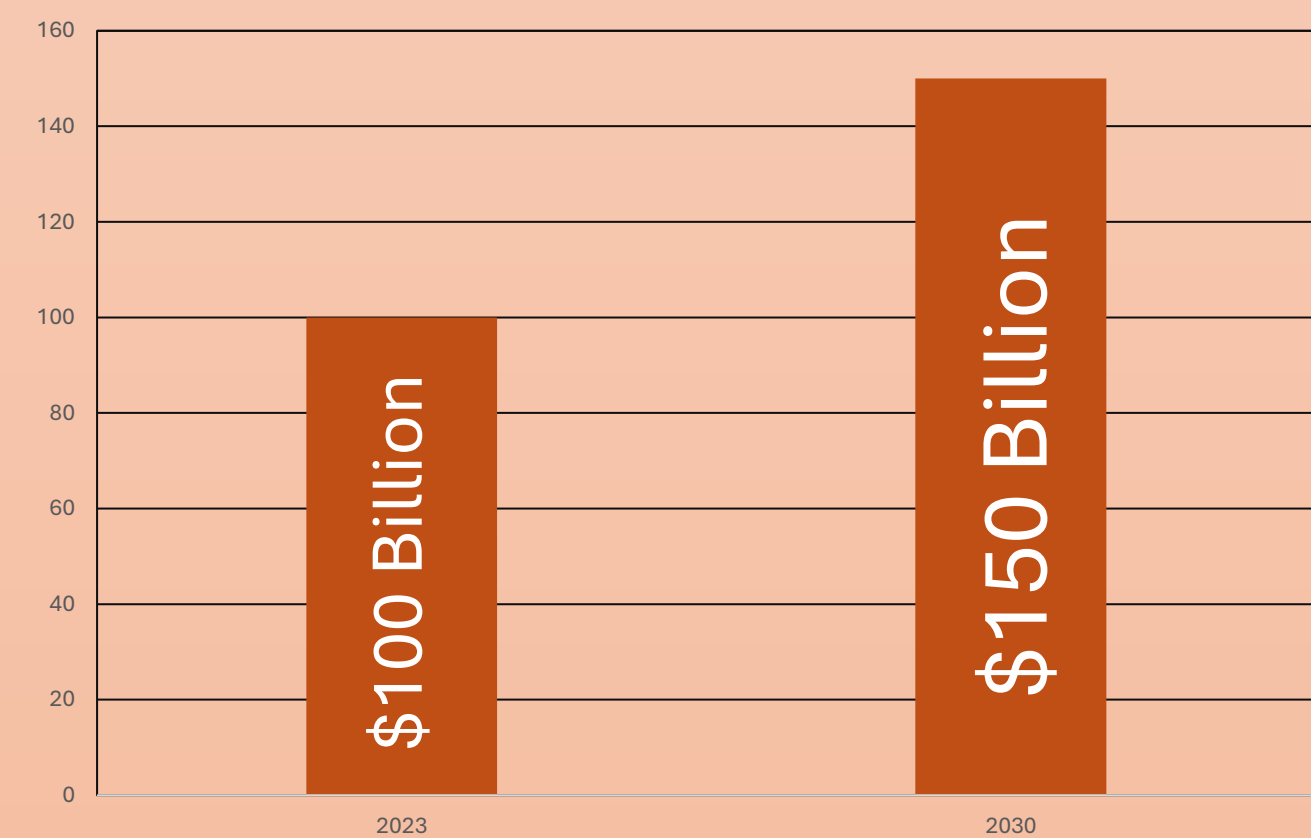


Overall IPM
market size:
₹216092 Cr.

PACK IMAGE



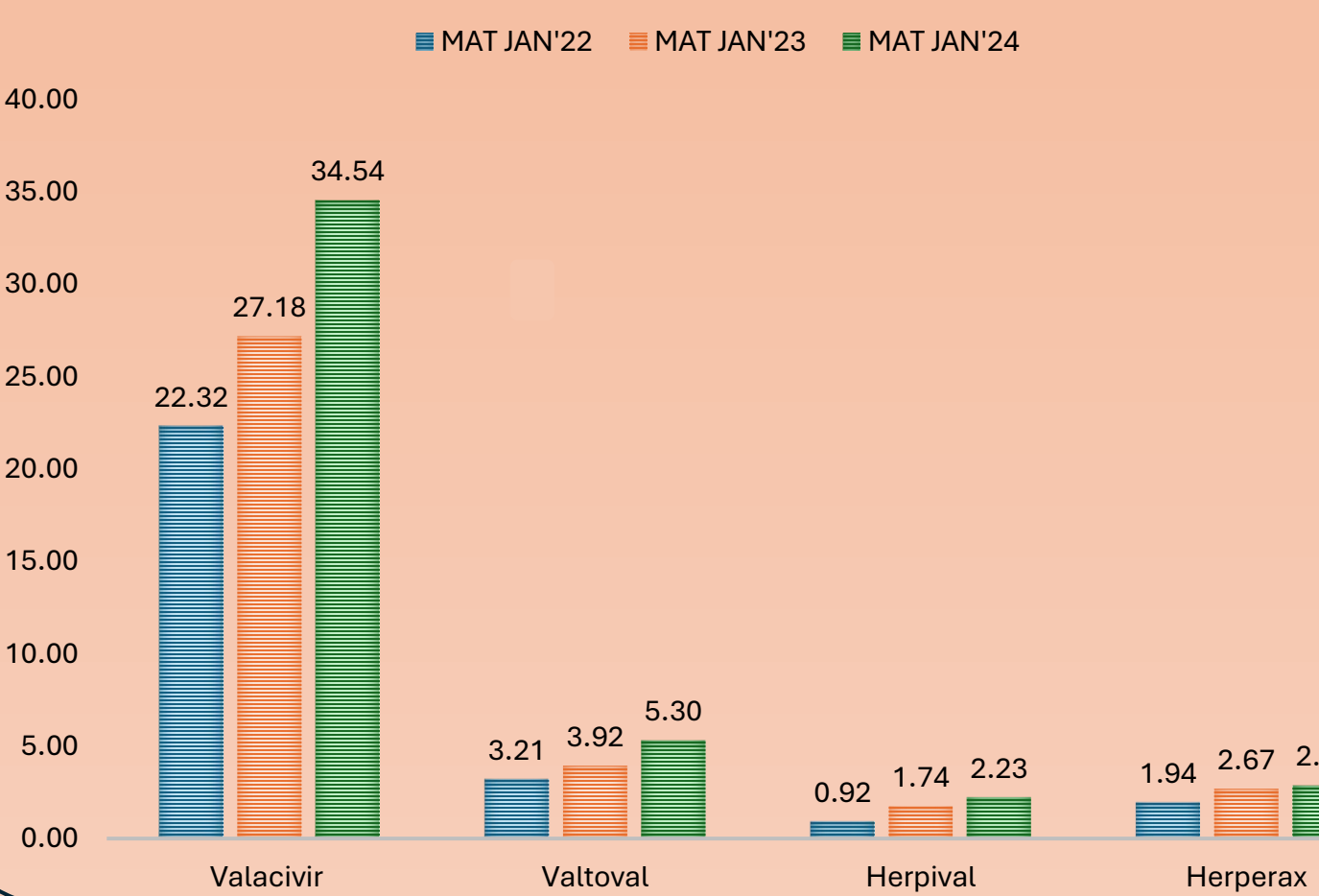
Forecast of Valacyclovir Molecule (in USD Billion)



Competitor Analysis

Sr. No.	Brand Name	Company Name	Brand Value (Cr)	Growth Rate	Market Share (in Cr)	Pack Size	Price (₹)
1	Valcivir	Cipla	34.54	21%	27.30	3	329
2	Valtoval	Sun	5.30	23%	3.80	3	312
3	Herpival	KLM	2.23	40%	1.90	3	240
4	Herperax	Microlabs	2.86	3%	2.50	10	344

COMPARISON OF MAT (JAN 22, JAN 23, JAN 24)



SWOT Analysis

Strength	Weakness
Affordable price (₹210) compared to competitors (conduct competitor price research in Telangana). - Strong Supply Chain Management Team.	Lack of brand awareness for HerpEase compared to competitors already present. - The product is confined to area.
Opportunity	Threat
Increasing demand for herpes treatment in urban areas than rural area in Telangana. Increasing Market of Antiviral Supergroup in India.	- Intense rivalry between existing products and our emerging product - Threat from Generic brand. Evolving governmental regulation and policy.

Practical Exposure Vs Theoretical exposure

PRACTICAL EXPOSURE 765777	THEORETICAL UNDERSTANDING
Hands-On Experience: Direct engagement in tasks like RCPA, business communications, and marketing campaigns.	Knowledge Base: Learning foundational concepts, principles, and frameworks in brand communication and marketing strategies through mentorship and research.
Real-Time Problem Solving: Activities like data collection, LBL preparation, and market analysis.	Conceptual Frameworks: Understanding analysis methods like SWOT, PEST, and STP for strategic planning and decision-making.
Skill Application: Analyzing graphs and reports to apply theoretical knowledge in market trends and strategies.	Analytical Skills: Developing the ability to interpret data and make informed decisions, forming the basis for practical tasks like business communication and marketing campaigns.

Market Campaign

- Raise Awareness:** Inform healthcare providers about HerpEase and its benefits for managing herpes effectively.
- Highlight Affordability:** Showcase HerpEase as a cost-effective treatment option priced competitively at ₹210.
- Promote Efficacy:** Demonstrate HerpEase's proven effectiveness and quick action in managing and alleviating herpes symptoms.
- Distribute Educational Materials:** Provide comprehensive product information and free samples to healthcare providers for trial.
- Engage at Events:** Utilize conferences and promotional activities to directly interact with and educate healthcare professionals.

Challenges faced during internship

- The most challenging task was to perform RCPA in field and then analyze the market data to get the complete information.
- I faced difficulties while creating a brand plan and conducting several analysis such as SWOT, PESTLE, 5C analysis.
- I had to complete all of my assignments within the allocated time, which made time management another challenge.

Usefulness of Internship

- Exposure to the procedures and products of the pharmaceutical industry.
- Opportunities for networking with professionals in this field.
- Improve my resume with relevant work experience.
- Improve my skills in area like creating brand plan, conducting market campaigns, preparing brand communication, etc.
- I gained extensive information regarding, field activities such as performing an RCPA and pitching our product to healthcare professionals.

Learnings during Internship

- Developed proficiency in corporate etiquette through professional interactions and adhering to company standards and protocols.
- Enhanced professional communication skills through practice and experience in diverse workplace interaction.
- Gained analysis of RCPA data and understanding of brand planning concepts and strategies for the Valacyclovir molecule.

Suggestions / Recommendations

- I want managers of company to provide me with opportunities to gain practical experience in applying brand planning knowledge to real world projects.
- Encourage interns to regularly improve their skills through networking, mentorship, and staying informed about industry trends in brand planning.