

Micro Labs Limited

Micro Labs was incorporated on 7th September 1973. Micro Labs Limited's operating revenues range is Over INR 500 cr. It is a multifaceted healthcare organization with a proficient marketing team. Have manufacturing facilities and R&D centers that are with international standards. It is ranked 14th among prescriptions by SMSRC and 19th in sales as per AWACS Mat. The company is well known for its brand “DOLO” while the portfolio includes some of the topmost brands in various specialties like Cardiology, Diabetology, Anti-infective, Ophthalmology, Pain, etc. The company’s domestic market share is around 2%, while it is among the top 5 players in liver therapy and Oral Anti-diabetic segments. The company is placed 11th in the Cardiovascular product division. Around 60% of the company’s domestic revenue is from the Chronic segment. This financial year company’s export sales grew by about 35% while the domestic sales were moderate at 5%.

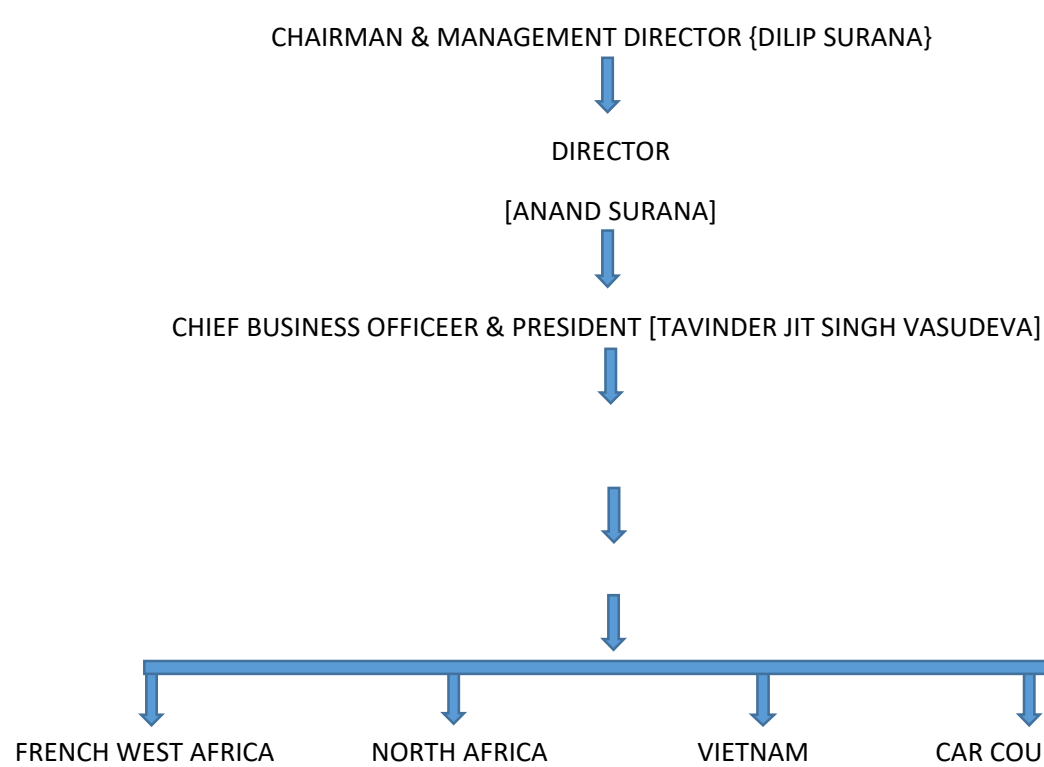
VISION

- Micro Labs Limited aims to improve global healthcare by providing affordable, high-quality medicines. They strive to be a leading player in the industry, focusing on R&D, manufacturing excellence, and partnerships. Sustainability and social responsibility are key, with a vision that includes healthcare access, education support, and philanthropy.

ASPIRATIONS:

- Micro labs aspire to deliver value through high-quality pharmaceutical products and to build brands across the therapeutic segments.

ORGANISATIONAL STRUCTURE



Product Profile

- Ebastine is an antihistamine medication. It is used to treat allergic conditions like allergic rhinitis, runny or stuffy nose, sneezing, red itchy, and watery eyes, chronic idiopathic urticaria, and pruritus.
- Ebastine works by blocking histamine H1 receptors.
- Formulation-tablets.
- Routes of administration-Oral.
- Elimination half-life-15 to 19 hours.
- Common side effects include drowsiness, headache, dry mouth, and gastrointestinal disturbances.
- It's important to consult the product's label and healthcare professional for specific dosage and safety information.
- Dose-01 tab/day

Brand Name:

- Salt name: Ebastine
- Brand Name: Ebacure
 - The rationale of the proposed name:
 - i. The brand name "Ebacure" maintains a clear connection to the core molecule "ebastine," emphasizing the active ingredient.
 - ii. The addition of "cure" suggests therapeutic benefits, indicating symptom relief for alleviation.
 - iii. "Ebacure" is a memorable and catchy name that is likely to resonate with consumers and aid in brand recall.
 - Indication:
 - i. Ebastine is a second-generation antihistamine used to relieve allergy symptoms such as hay fever. It works by blocking histamine receptors and needs to be metabolized into its active form, carebastine, to provide antihistamine effects.
 - ii.

Market Trend

- Current population of Uganda is 45,741,007
- Current adult population (18-48) of Uganda is 22877840.
- Health expenditure of Uganda is 3.96% of GDP

Business implication

- Uganda's allergy-prone population creates a substantial market opportunity for Ebastine, positioning it as a reliable solution for hay fever and hives. Ebastine's success in Uganda requires awareness campaigns, widespread distribution, accessibility, and affordability strategies to reach a broader consumer base.
- Increase in healthcare expenditure will increase awareness.

REGULATORY REQUIREMENTS FOR LAUNCH OF “Ebastine” IN UGANDA

- The National Drug Authority (NDA) in Uganda is responsible for drug registration and oversight to ensure safety, efficacy, and quality of pharmaceutical products.
- Ebacure is a product containing ebastine, an antihistamine used to treat allergic conditions.
- Registering Ebacure in Uganda involves contacting the NDA, submitting documentation, and complying with quality control and safety requirements.
- The NDA reviews the application, conducts inspections, and evaluates the product's safety and efficacy.
- If approved, Ebacure receives marketing authorization, and post-approval obligations, including pharmacovigilance, must be followed.

PESTLE ANALYSIS

Political

- Government Regulations: Analyze the pharmaceutical regulations in Uganda, including registration requirements, pricing policies, and intellectual property protection.
- Political Stability: Assess the political stability of the country, as it can impact business operations and long-term investments.

Economic Factors

- Examine the stability of the local currency and its impact on pricing and profitability.

Social Factors:

- Understand the prevalent diseases and medical needs in Uganda, specifically those that Ebastine can address. Assess the quality and accessibility of healthcare facilities, including hospitals, clinics, and pharmacies, to ensure effective distribution and availability

Technological Factors:

- Evaluate the country's technological capabilities and infrastructure to ensure compliance with regulatory requirements for drug manufacturing, storage, and distribution.

Legal Factors:

- Intellectual Property Protection: Understand the level of intellectual property protection and enforcement in Uganda to safeguard the patent rights of Ebastine.

Environmental Factors:

- Consider any environmental regulations and sustainability requirements in the pharmaceutical industry, such as waste management and packaging guidelines.

Brand Positioning:

- Market Definition : Ebacure operates in the allergy relief medication market, specifically targeting consumers seeking effective solutions for symptoms related to hay fever and hives.
Customer Target: Reliable allergy relief for adults and adolescents seeking long-lasting results.
- Insights: Effective, evidence-based allergy relief with reassurance and clear active ingredient connection.
- Brand Essence: Dependable allergy relief, empowering consumers for improved well-being and control.
- Competitive Advantages: Transparent brand name links to active ingredients, establishing credibility and association.
- Supporting Evidence: Clinical studies and customer testimonials validate Ebacure's effectiveness and reliability.
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- Brand Positioning Summary Statement: Ebacure: Trusted brand targeting adults and adolescents, offering reliable relief from allergies with a clear connection to active ingredient and scientific backing.

SWOT ANALYSIS

Strengths:

- Ebastine is a highly effective antihistamine, providing relief from allergy symptoms.
- Market Demand: There is a growing demand for effective allergy medications, creating a favorable market opportunity.

Weaknesses:

- Competition: The antihistamine market is highly competitive, making it challenging to differentiate from existing brands.
- Limited Product Range: Having only Ebastine in the product portfolio may limit the ability to capture a broader market segment.

Opportunities:

- Growing Allergy Market: The increasing prevalence of allergies provides an opportunity for Ebacure to capture a larger market share.
- Expansion into International Markets: Exploring international markets where there is a demand for antihistamines can contribute to growth.
- Pharmacies can increase brand visibility and access to potential customers.

Threats:

- Regulatory Environment: Changes in regulations or stricter guidelines related to pharmaceutical products can impact the launch and marketing of Ebastine.
- Generic Competition: As the patent protection expires, generic versions of Ebastine may enter the market, leading to increased competition.

MARKET CAMPAIGN

- Increase awareness and promote the use of Ebastine for allergic conditions in Uganda.
- Conduct market research to understand the current knowledge and needs of healthcare professionals and consumers regarding allergy treatments.
- Develop an integrated marketing campaign utilizing various channels such as television, radio, print media, and online platforms.
- Target healthcare professionals through educational seminars, webinars, and workshops, providing scientific evidence and offering samples for evaluation.
- Engage consumers through social media, online forums, and patient education materials, encouraging them to consult healthcare professionals.
- Collaborate with key opinion leaders in the field of allergies to endorse Ebastine and monitor campaign effectiveness through metrics and feedback.

Difference between practical and theoretical exposure

- During the summer internship at Micro Labs Limited, practical exposure involved applying corporate etiquette in real-life professional settings, interacting with colleagues, and gaining hands-on experience in the pharmaceutical industry.
- Theoretical exposure included learning about brand planning concepts and strategies through workshops, mentorship, and understanding the theoretical aspects of the ebastine molecule. Both practical and theoretical exposure enhanced overall learning during the internship.

Challenges Faced

- My most challenging task was completing competitor research & to find out the prevalence of allergic condition in Uganda.
- As I worked at Micro Labs, time management was another challenge. I had to complete all my work within limited timeframes, which was another learning experience for me.

Usefulness of Internship

- Practical experience in a real work environment
- Exposure to the pharmaceutical industry and its practices
- Networking opportunities with industry professionals
- Skill development in areas such as corporate etiquette and brand planning
- Resume enhancement with relevant industry experience
- Insights into career possibilities and personal growth.

Learning Outcomes: & recommendation

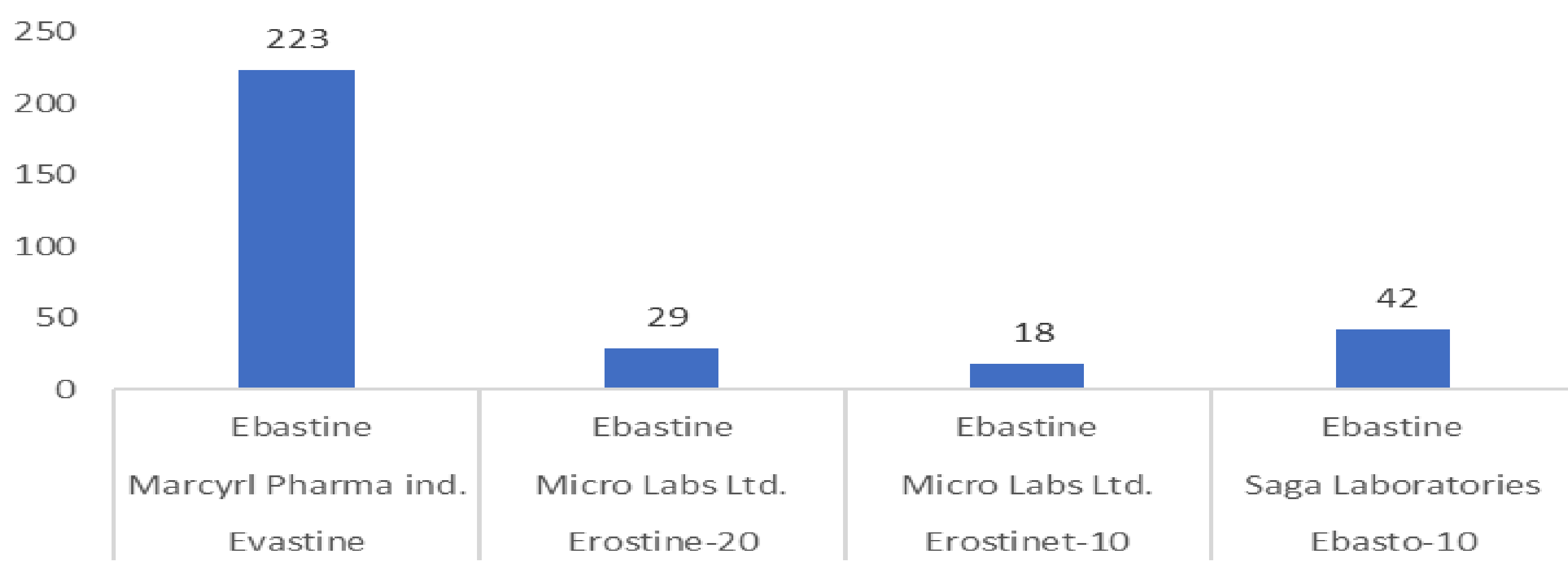
- **Learning Outcomes:** Developed proficiency in corporate etiquette and professional communication skills. Acquired knowledge of brand planning concepts and strategies for the ebastine molecule.
- **Recommendations:** Seek opportunities for practical application of brand planning knowledge through real-world projects or case studies. Continuously enhance skills through networking, mentorship, and staying updated with industry trends in brand planning.

PACK DESIGN



Competitor analysis of Ebastine molecule in Uganda

Competitor Analysis MOLECULE NAME - EBASTINE Price to Patient - (inr)



Pharmacy survey report: of Jaipur:

No. of competitors of ebastine, their price to retailer , price to patient, and approx sales/months/pharmacy, Jaipur



ALLERGIC CONDITION FORECAST IN UGANDA ON THE BASIS OF CURRENT DATA

Source: <https://www.healthdata.org/uganda>

■ Population ■ Allergic condition

