



Brand plan for Apicoag (Apixaban)

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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. The company is well known for its brand “DOLO-650” which was ranked as No.1 brand in Paracetamol Solids as per IQVIA MAT March 2023 while the portfolio includes some of the topmost brands in various specialties like cardiology, diabetology, anti-infective, ophthalmology, and pain etc.

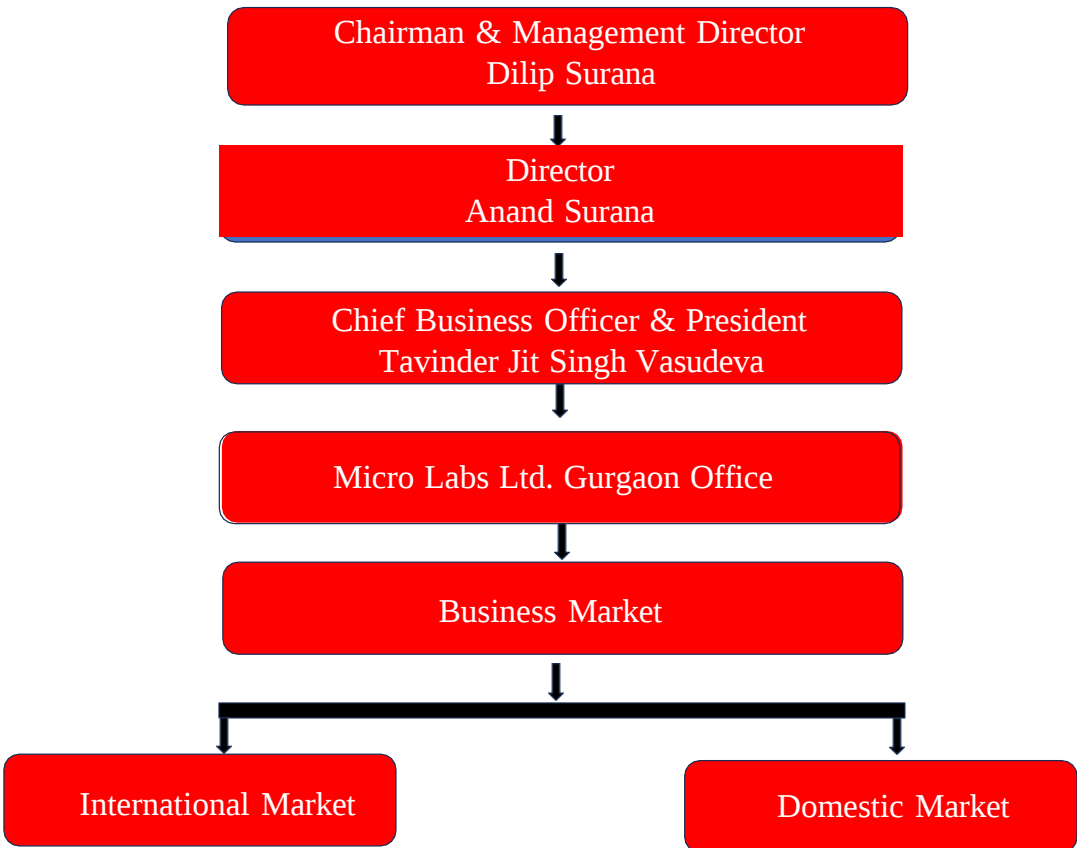
VISION

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.

VALUES

The main business objective of Micro Labs is to tap into infinite potential in developing new medicines and expanding the therapy portfolio in diverse therapeutic areas that are significant for mankind’s wellbeing.

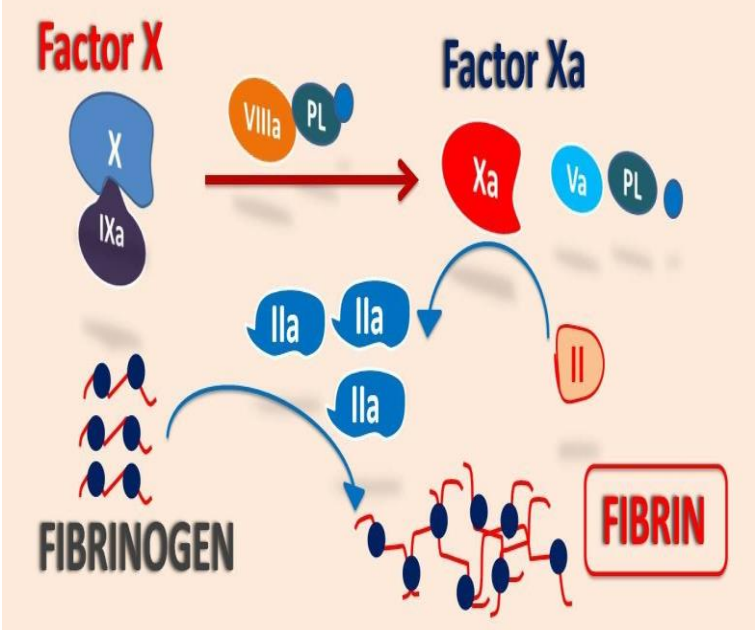
Organizational Structure



Pack design



APIXABAN



Drug Profile/ Pharmacology of drug

- It works by inhibiting a specific clotting factor in the blood called Factor Xa, which plays a crucial role in the formation of blood clots.
- Apixaban is an anticoagulant medication that belongs to the class of direct oral anticoagulants (DOACs)
- Apixaban selectively and reversibly binds to both free and clot-bound Factor Xa. By inhibiting Factor Xa, apixaban interferes with the conversion of prothrombin to thrombin, which ultimately prevents the formation of fibrin and the subsequent development of blood clots.

Brand Name

- ❖ Name: **Apicoag tab**
- ❖ Contain: Apixaban 2.5 mg

Here's the reasoning behind the name:

- **Apicoag:** The name is short and easy to remember as the first three letters are of the molecule name Apixaban and the presence of "coag" might make it easier for patients already familiar with Apixaban (or anticoagulants) to recognize its function.

Challenges Faced

- Dealing with the time management was one of the biggest challenge we faced during the internship with Micro Labs.
- Staying engaged in virtual meetings and discussions; it is more challenging compared to in-person interactions.

Suggestion

- Did not got the corporate exposure because of the work from home environment. So company should provide corporate exposure to interns.
- Field work should be given to get practical idea about how to approach doctors and pharmacies.

SWOT Analysis

Strength	Weakness
▪ Provide Wide range of therapy that cures blood clots stroke and vein thrombosis. ▪ Reducing the need for frequent monitoring.	• Lower Brand recognition in compared to well-known brands like Eliquis (Pfizer). • Less market shares.
Opportunity	Threats
• The market is increasing day by day. • Opportunities to expand the approved indications.	• Competitor reducing the market share. • Market competitors are coming with advanced technology.

Indications

- Atrial Fibrillation (AF)
- Venous Thromboembolism (VTE)
- Prevention of Stroke in Nonvalvular Atrial Fibrillation
- Treatment and Prevention of DVT and PE

PESTLE Analysis

Political

- Stable government, evolving healthcare policies, and regulations influence market access, pricing, and marketing strategies.

Economical

- Growing economy, rising disposable income, and favorable market conditions present opportunities for market penetration and growth

Social

- Increasing awareness of healthcare, changing demographics, and cultural preferences impact product acceptance and marketing approaches.

Technological

- E-pharmacy made the drug purchasing power of customers.
- Digitalization made marketing easy.

Legal

- The sales of Apixaban is legally approved.

- The industry is highly regulated which makes it more important to be extra careful in every aspect of the drug.

Environmental

- The Apixaban is USFDA approved product which is used to treat blood clots and reduce the risk of strokes and heart attacks and it does not harm the environment.

Learnings during Internship

- Business communication, Etiquettes.
- Dining Table manners in corporate.
- Code of ethics in business
- Importance of Neuromarketing.
- 7’Cs of marketing
- Primary and secondary research
- Customer Value Proposition
- Distribution channel in Pharmaceuticals.

Marketing campaigns

- Campaign is an organized and active effort to achieve a particular goal. By extension, a marketing campaign is aimed at promoting a particular product or range of products through various channels such as television, radio, prints and online platforms.
- It typically involves a series of tactics and strategies that are executed across multiple channels, such as social media, email, advertising, events, and public relations, among others.

Theory Vs Practical

Theoretical Understanding

Theoretical understanding emphasizes conceptual learning.

It develops analytical and critical thinking skills.

It is assessed through exams and assignments.

Practical Exposure

Practical exposure emphasizes applying knowledge in real-world scenarios.

It hones practical, interpersonal, and adaptive skills.

These are evaluated based on performance and outcomes in real tasks.

For Physicians

- Webinars
- Discussion with KOLs
- Customised products like pens, diaries, calendars, paperweights, etc.

For patients

- Health Checkup
- Disease Awareness
- Patient support program