TOPIC FOR THE PROJECT

Brand plan for the launch of Saxagliptin, a DPP-4 enzyme inhibitor”

FLOW OF PRESENTATION

- Introduction of Brand plan
- Executive Summary
- Objective
- Why Saxagliptin
- Segmentation
- Targeting
- Positioning
- SWOT analysis
- Expected sales
- Conclusion

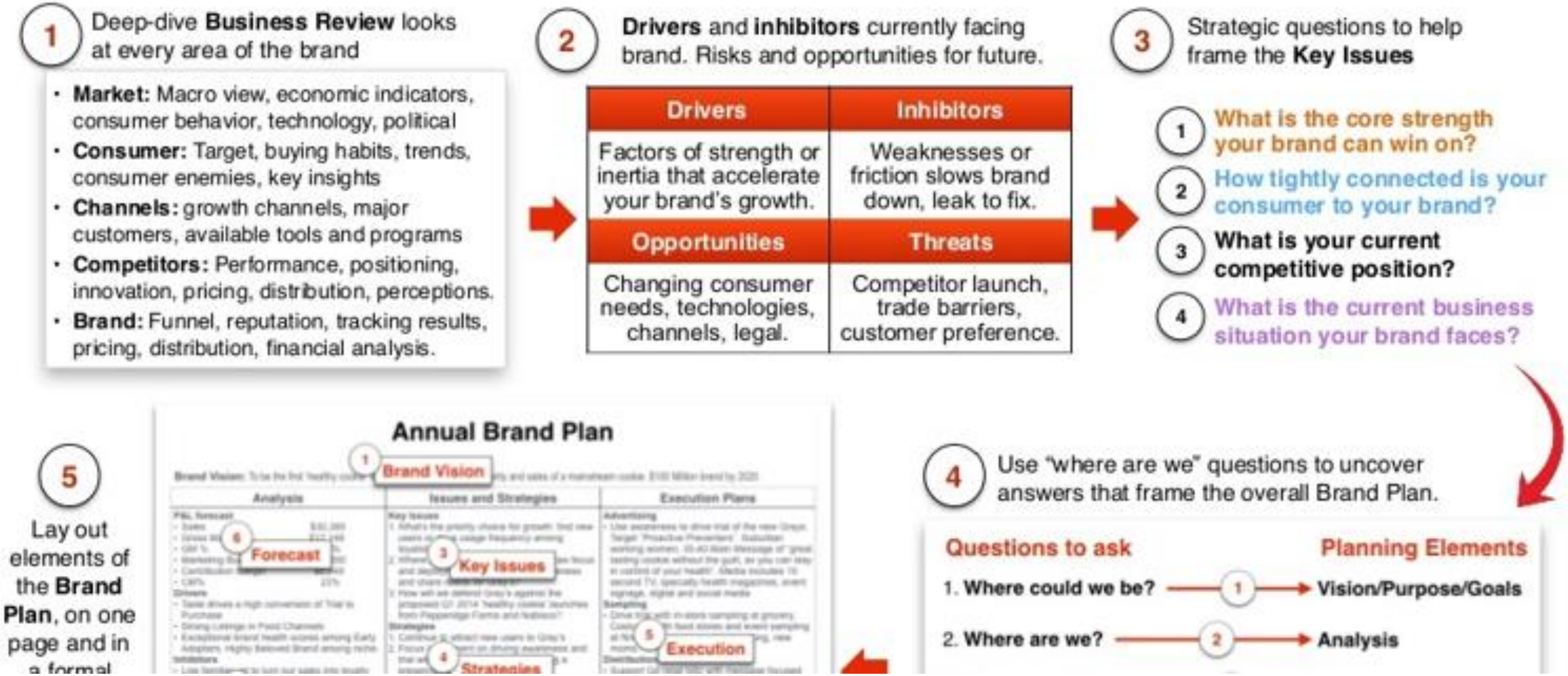
How to build a brand plan

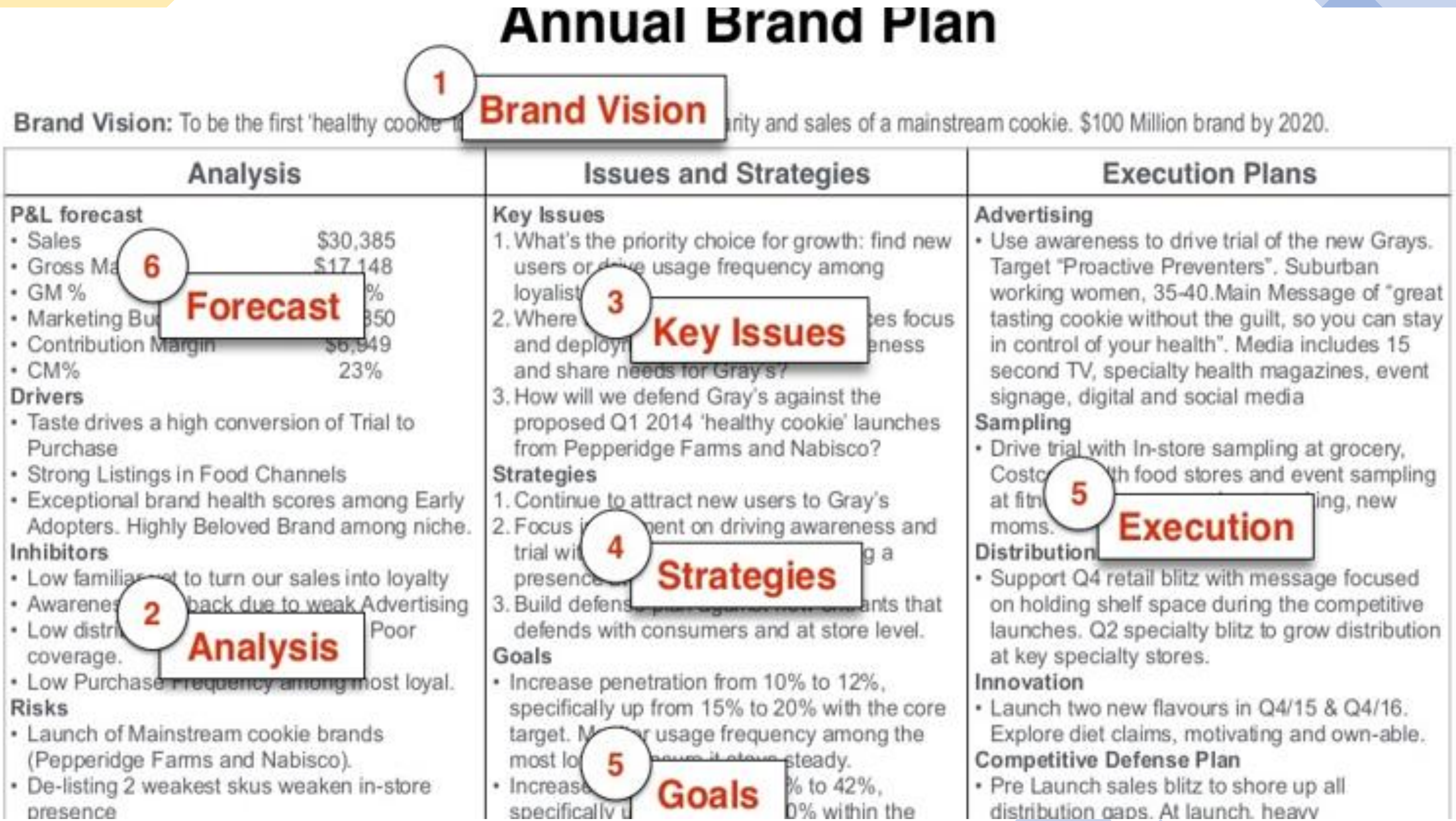
Brand plan includes the vision, purpose, goals, analysis, key issues, strategies, execution plans and measurements

Before you start your Brand Plan, map out your strategic thinking with 5 simple strategic questions

Questions to ask		Planning Elements
1. Where could we be?	1	Vision/Purpose/Goals
2. Where are we?	2	Analysis
3. Why are we here?	3	Key Issues
4. How can we get there?	4	Strategies
5. What do we need to do?	5 6	Execution & Measures

Build a brand plan to help you make smart focused decisions, so you can organize, steer, and inspire your team towards higher growth





Annual Brand Plan

Brand Vision: To be the first 'healthy cookie' t[...]rity and sales of a mainstream cookie. $100 Million brand by 2020.

Analysis

P&L forecast

- Sales $30,385
- Gross Ma[...] $17,148
- GM % [...]%
- Marketing Bu[...] [...]350
- Contribution Margin $6,949
- CM% 23%

Drivers

- Taste drives a high conversion of Trial to Purchase
- Strong Listings in Food Channels
- Exceptional brand health scores among Early Adopters. Highly Beloved Brand among niche.

Inhibitors

- Low familia[...]t to turn our sales into loyalty
- Awarene[...]back due to weak Advertising
- Low distri[...] Poor coverage.
- Low Purchase Frequency among most loyal.

Risks

- Launch of Mainstream cookie brands (Pepperidge Farms and Nabisco).
- De-listing 2 weakest skus weaken in-store presence

Issues and Strategies

Key Issues

1. What's the priority choice for growth: find new users or drive usage frequency among loyalist[...]
2. Where [...]es focus and deploy[...]eness and share needs for Gray's?
3. How will we defend Gray's against the proposed Q1 2014 'healthy cookie' launches from Pepperidge Farms and Nabisco?

Strategies

1. Continue to attract new users to Gray's
2. Focus i[...]ent on driving awareness and trial wi[...]g a presence[...]
3. Build defens[...]nts that defends with consumers and at store level.

Goals

- Increase penetration from 10% to 12%, specifically up from 15% to 20% with the core target. M[...]r usage frequency among the most lo[...] steady.
- Increase[...]% to 42%, specifically u[...]0% within the

Execution Plans

Advertising

- Use awareness to drive trial of the new Grays. Target "Proactive Preventers". Suburban working women, 35-40.Main Message of "great tasting cookie without the guilt, so you can stay in control of your health". Media includes 15 second TV, specialty health magazines, event signage, digital and social media

Sampling

- Drive trial with In-store sampling at grocery, Costc[...]th food stores and event sampling at fitn[...]ing, new moms.

Distribution

- Support Q4 retail blitz with message focused on holding shelf space during the competitive launches. Q2 specialty blitz to grow distribution at key specialty stores.

Innovation

- Launch two new flavours in Q4/15 & Q4/16. Explore diet claims, motivating and own-able.

Competitive Defense Plan

- Pre Launch sales blitz to shore up all distribution gaps. At launch, heavy

EXECUTIVE SUMMARY

- My company mainly focus on diabetic medication and currently we develop a drug Zygolipa and it works in type 2 diabetes.
- Saxagliptin is a specialist in another class of meds called dipeptidyl peptidase IV (DPP4) inhibitors.
- By restraining DPP4, saxagliptin causes an expansion in glucagons like peptide-1 (GLP-1), an intestinal hormone that guides in glucose homeostasis and insulin discharge.
- The maker of Zygolipa got an approvable letter from the Food and Drug Administration in late March 2017.
- Zygolipa is planning to dominate the market in next 5 year with
  - CAGR of 20%
- Sales expected for Zygolipa for a year 2,25,000 unit
- Zygolipa is Forecasted to double its sale
- It is commonly taken in the measurement of 2.5–5 mg/day orally.
- Clinical preliminaries have indicated that Saxagliptin is successful in altogether bringing down glycosylated hemoglobin (HbA1c), fasting plasma glucose, and prandial glucose levels. Beta-cell capacity may likewise be improved.
- The most normal unfriendly impacts in patients getting vildagliptin included cerebral pain, nasopharyngitis, hack, blockage, wooziness, and expanded perspiring.
- In patients rewarded with Zygolipa, cerebral pain (6.5%) was the main unfriendly response revealed at a rate ≥of 5% and more ordinarily than in patients rewarded with fake treatment. In the extra to the preliminary, the rate of fringe edema was higher for different gliptins
- In most investigations, the pace of hypoglycaemias gave off an impression of resembling that of fake treatment.
- In clinical preliminaries of patients with type 2 diabetes mellitus, saxagliptin has been appeared to decrease HbA1c, fasting plasma glucose levels, prandial glucose levels, and prandial glucagon discharge and to improve β-cell work.
- If Saxagliptin is affirmed for showcasing, it will add to the accessible treatment alternatives for diabetes and will furnish patients and social insurance suppliers with another non-injectable treatment choice.

About us

- **Company name** - Canopus Pharmaceutical Ltd vision
- **Ranking in India**- 15
- **Brand Name**- ZYGOLIPA

Brand Vision

- _The aim of Zygolipa is to become a transnational pharmaceutical business by launching a wide range of branded and generic drugs into key markets.

Brand Mission-

- Zygolipa is committed to bring the healthcare professionals to
- innovate the products to improve the health and well-being of individuals.

Objective for next 5 years

- Zygolipa is planning to take over the diabetic segment in India in the next five years
- We intended to fortify our sale to five times of present sale and is also planning to dominate
- In another sector as well and enter new segment of Helminthic.
- Also, in the upcoming years we are also going to launch 2 new products in market zygosora 85 and Zygolip 21.

Canopus pharmaceuticals

Wishing you a good health

WHY SAXAGLIPTIN

- **Why is this medication prescribed?**
  - Saxagliptin is used along with diet and exercise to lower blood sugar levels in patients with type 2 diabetes (condition in which blood sugar is too high because the body does not produce or use insulin normally).
  - Saxagliptin is in a class of medications called dipeptidyl peptidase-4 (DPP-4) inhibitors.
  - It works by increasing the amount of insulin produced by the body after meals when blood sugar is high.
  - Saxagliptin is not used to treat type 1 diabetes (condition in which the body does not produce insulin and, therefore, cannot control the amount of sugar in the blood) or diabetic ketoacidosis (a serious condition that may develop if high blood sugar is not treated).
  - Over time, people who have diabetes and high blood sugar can develop serious or life- threatening complications, including heart disease, stroke, kidney problems, nerve damage, and eye problems.
  - Taking medication(s), making lifestyle changes (e.g., diet, exercise, quitting smoking), and regularly checking your blood sugar may help to manage your diabetes and improve your health.
  - This therapy may also decrease your chances of having a heart attack, stroke, or other diabetes- related complications such as kidney failure, nerve damage (numb, cold legs or feet; decreased sexual ability in men and women), eye problems, including changes or loss of vision, or gum disease.
  - Your doctor and other healthcare providers will talk to you about the best way to manage your diabetes.

- **Segmentation**
  - My target segmentation is the consulting physician, diabetologist and endocrinologist who detect diabetes and among them one who generally prescribe my competitor brand.
- **Key benefits of Brand**
  - Zygolipa has smooth and gentle glycemic control.
- **USP of Brand**
  - Zygolipa can be used in mono dual and tri therapy
  - It can be employed in various dosage forms and it generally stable
  - It can be mix with other composition as well
  - It must be taken twice a day only
- **Value Proposition**
  - Zygolipa works by increasing levels of natural substances called incretins. Incretins help to control blood sugar by increasing insulin release, especially after a meal
- **Positioning Statement**
  - Zygolipa is a product for treating type 2 diabetes
  - Zygolipa benefits the hypoglycemic effects and emotional difficulties to executives who go to Diabetologist, endocrinologist and consulting physician with with (executive functions disorder the ability to take decision keeping in mind future events better) than other gliptin.
  - We do this by (it energizes the body and maintain the blood sugar level).
- **Positioning Message**
  - Zygolipa brings a smile on millions of the patients who are suffering from diabetes”

SWOT ANALYSIS

STRENGTH

- Strong growth in emerging market
- Zygolipa is very strong in the chronic segment.
- Big market for gliptins i.e. zygolipa with
- CAGR of 8% growth rate of other gliptins like vildagliptins
- Zygolipa is prescribed by huge
- set of doctors like diabetologist, endocrinologist, consulting physicians

WEAKNESS

- Not yet approved by US-FDA
- Often may be required to be combined with metformin.
- Late entrant in the marketplace among (gliptin)

SWOT ANALYSIS

OPPORTUNITY

- Growing population of diabetics in India
- The potential in the indian market is a very high because india is a diabetic capital of world
- The large population of young prediabetics who can become diabetic patients
- Diabetic patient is becoming epidemic with increase in prevalence in India.
- Increase in Resistant

THREATS

- Growing competition in generic market
- Drug pricing control methods in India
- Competition from developing countries is increasing.
- Transport infrastructure and storage facilities for temperature-sensitive drugs are not readily available.
- More number of me-too products will be launched with lesser price

Expected Sales

- **Sales expected to be performed in year 2020-21**
(40+55+70+85*900{MR})
- =2,25,000 unit
- **MRP of Saxagliptin** is 320 ₹
- **Minus GST @18%** = ₹262.4
- **Margin to retailer** is @20% of ₹262.4 = ₹209.92
- **Margin is 10%** of 209.92 = ₹188.928
- **Margin to C&F** @1% = ₹187.038
- **NRV** =320 ₹ – 187.038₹

=132.962 ₹

- **Sales revenue** will be- Total unit * NRV

=2,25,000*132.962

=2,99,16,450 ₹

- **NRV**-COGM (cost of goods and manufacturing)-SPE (sales promotional expenses)

=132.962-53.1848

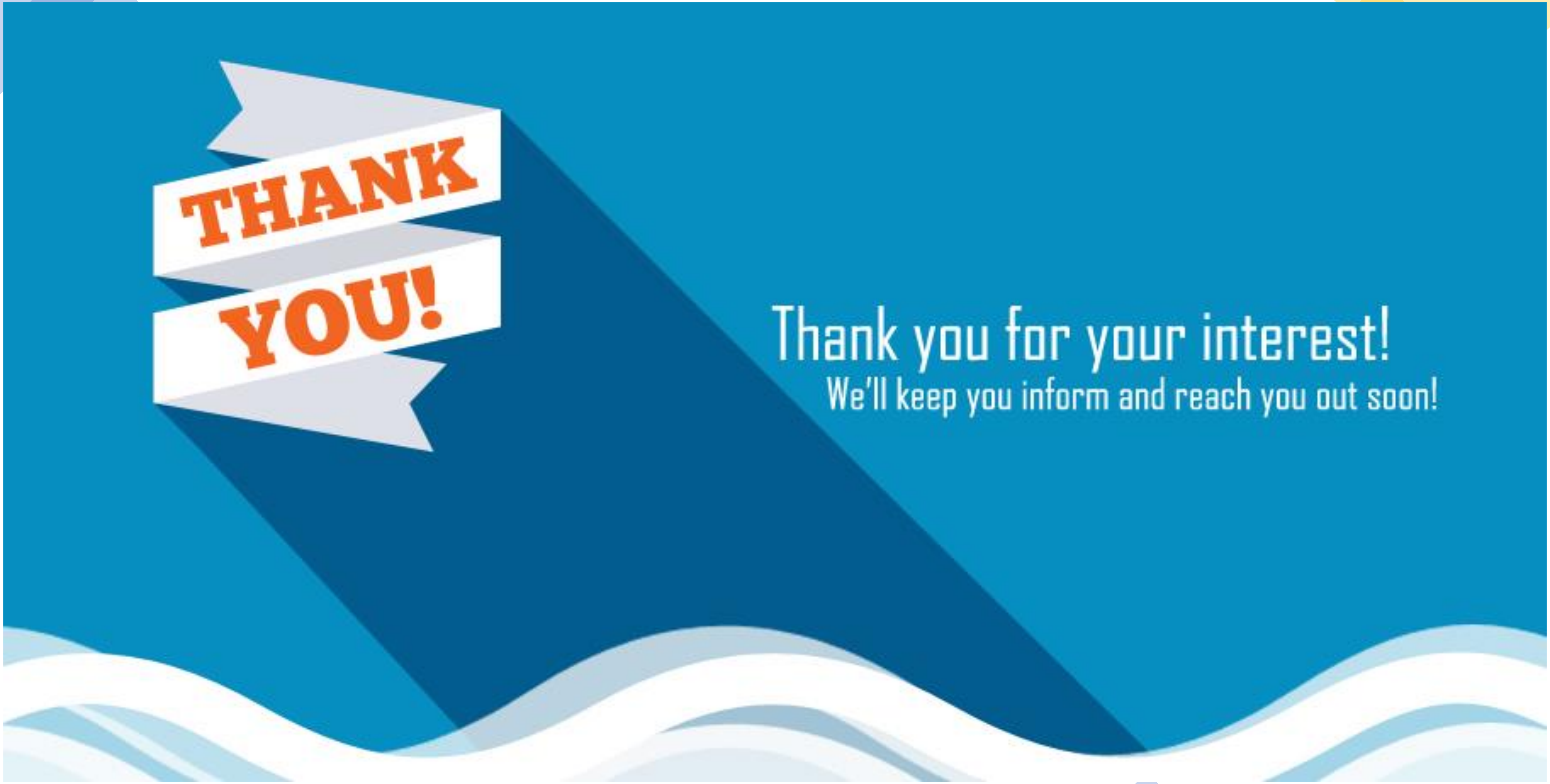
=79.778

Conclusion

- **In conclusion, branding is about building consumer trust in an organization's products. Globalization and communication mediums are making a wider target audience possible. As a result, companies are investing heavily into marketing campaigns that can boost the value of their brand.**
- **Companies like Dr. Reddy's, Torrent, Intas, Sun pharma. understand the impact the brand value has on their sales and profits. They also understand the need for stakeholders to believe in a brand. Hence, they spare no expense when marketing the products that will help them to project the desired image.**

- **Also, branding strategy plays a major role on the general marketing strategy concept. Emotional branding is each day more developed in the contemporary world. Pfizer seems to have made a very good contribution on this sector and this can be seen clearly by looking at its annual reports and the sales volumes. However, as many marketers suggest it is not only the marketing strategy but the overall organization culture that contributes to the brand of the company and how the brand image is perceived by consumers. Nowadays, when competition is too high firms should not disregard this and there should be a continuous investment on how to improve and how to retain their brand image and competitive position in the market.**

Execute brand plan


THANK
YOU!
Thank you for your interest!
We'll keep you inform and reach you out soon!