

Summer Internship Presentation

Pooja Gupta

MBA PM-11

Roll No-0195

IIHMR University



Brand Plan



“Branding is the focal point of the efforts required to compete in the super-crowded Indian Pharmaceutical market.”

Ten Steps of Brand Development



Project Learnings



**Developing
Content Marketing
Strategy.**

7

**Create website for
your brand.**

8

**Create marketing
tool kit.**

9

**Implement, track
and adjust.**

10

About The Project



01

The Brand

It consists of two things. Those are Brand Name & Brand Vision

02

Situational Analysis

03

SWOT Analysis

04

Brand Segmentation

05

USP of the Project

06

Value Proposition of the Brand

07

Positioning Statement of the Brand

08

Positioning Message of the Brand

09

Communication Strategy

THE BRAND



About the Brand

**Name of the
Company:
Canopus
Pharmaceuticals
Ltd.**

**Brand
Name:
Acifree**

**Brand Vision: Will
make a world without
epigastric pain caused
by hyperacidity and
make life better for
many people.**



**Acifree is the brand
name of Nizatidine**



**Nizatidine is a
histamine H2-
Receptor antagonist.**



**Used for the treatment
of duodenal ulcers.
Nizatidine**

Company Analysis:



**Name: Canopus
Pharmaceuticals
Ltd.**

**Ranking in
India: 18**

**Sales
turnover:
1100 cr a
year**

**Field force-fed
800 medical
reps+ 40 Field
managers.**

**Has some strong brands in
their portfolio including
Canopraz, Omeprazole which
contributes to around 21% of
the revenues of Canopus.
Plans to launch Nizatidine a H2
receptor antagonist to help
Canopus in the Gastro
Portfolio.**

THE BRAND



The Brand Name:

It's important because not only it is what make a memorable impression on consumers, but it allows your customers and clients to know what to expect from your brand/company



The Brand Vision:

It sends the personal and emotional signals to potential customers and allow them to connect with your company and develop loyalty.

SITUATIONAL ANALYSIS



01
It is important
to determine
the health of
your business.



02

Helps to determine
the business strategy
within the
marketplace



03
Clearly identifies
the business
capabilities,
potential customers
and business
environment



04
Should be
reviewed period
ically to ensure
that it is current.



06
Analyze
your main
competitors

05

Determines how your
product & services relates
to your core client's needs

SWOT ANALYSIS



1

Surveys both
external &
internal
factors



2

Perfect tool for
examining
dual nature of
branding



3

Guide you
safely through
changes,
challenges
and growth.



4

Will have high
level
perspective to
make the best
choice.



SWOT ANALYSIS



STRENGTH

- ❖ Highly competitive reversible inhibitor of Histamine at H-2 receptor.
- ❖ Highly safe
- ❖ In just 6 to 8 weeks the ulcer is completely healed
- ❖ Effective maintenance therapy at reduced dose
- ❖ Decrease gastric acid response to stimuli

WEAKNESSES

- ❖ Not suitable for the women who is breast feeding.
- ❖ Not appropriate for the child younger than 12 years of age
- ❖ Some people may have allergic reactions.

OPPORTUNITIES

- ❖ Growing therapeutic segment
- ❖ Increase Patients
- ❖ Studies shows many PPIs have side effects
- ❖ Only 1 company in India manufactures Nizatidine

THREAT

- ❖ Increase in market Competition
- ❖ Unpredictability of Consumer purchasing behavior
- ❖ New combinations for the indication

BRAND SEGMENTATION



1

**DEMOGRAPHIC
SEGMENTATION**



2

**PSYCHOGRAPHIC
SEGMENTATION**



3

**BEHAVIOURAL
SEGMENTATION**



4

**GEOGRAPHIC
SEGMENTATION**



BRAND SEGMENTATION



- 01 Create stronger marketing messages.
- 02 Identify the most effective marketing tactics.
- 03 Design hyper targeted ads
- 04 Attract & convert quality leads.
- 05 Differentiate your brand from competitors
- 06 Build deeper customer affinity
- 07 Identify niche market opportunity
- 08 Stay Focused

BENEFITS OF BRAND SEGMENTATION



01

IMPROVES
CAMPAIGN
PERFORMANCE



02

IMPROVES
BUSINESS FOCUS



03

IMPROVES
PRODUCT
DEVELOPMENT



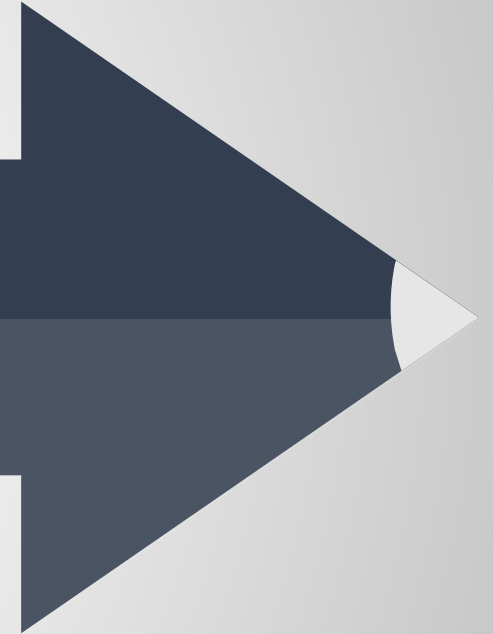
04

REVEALS AREA TO
EXPAND



05

IMPROVES OTHER
BUSINESS
DECISIONS



BRAND SEGMENTATION



Doctors: Gastroenterologist and Consulting Physicians will be targeted. Here Consulting Physicians can be innovators here. They purchase the product because they want to and are less likely to get influenced by the opinion of others



Gastroenterologist i.e gastrointestinal tract and liver specialist can be the early adopters. Their purchase decisions will often be driven by a need to be respected and admired. They are highly active on social media than the innovators.

USP OF THE BRAND

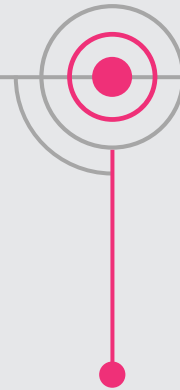


It is important as it provides value for money to consumers.

It can be an effective tool to help you shape and focus your marketing goals.



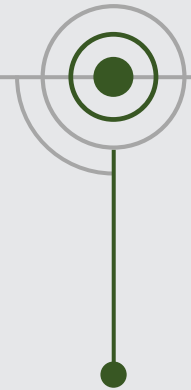
It is a differential factor, which helps the brand to distinguish itself from the other competitors in the marketplace.



It allows brand to create distinct image and boost the sales efforts as the product is strong.



It answers the question, "How is your product better than your competitors?"



VALUE PROPOSITION OF THE BRAND



A formula for better health and wellbeing for all, now and for future generations. A world without Gastric Pain.



Be the choice of people when they need pain free existence.

POSITIONING STATEMENT AND POSITIONING MESSAGE

01

A positioning statement explains all about your brand to the customers.

02

A brand positioning statement should be short and crisp and should be able to define your brand clearly.

03

It should describe what is your brand, how it works, its uses, its targeted market etc.

04

Positioning message is like brand positioning statement.

05

It is a clear and defined statement to attract customers.



LEAVE BEHIND LITERATURE





THANKS FOR WATCHING

