

SUMMER TRAINING

With

Mr. VIVEK HATTANGADI

THE ENABLERS

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REPORT

BY

POOJA GUPTA

MBA IN PHARMACEUTICAL MANAGEMENT



INDIAN INSTITUTE OF HEALTH MANAGEMENT AND RESEARCH

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ACKNOWLEDGEMENT

The Internship opportunity I had with 'The Enablers' under the mentorship of Mr. Vivek Hattangadi, was a great chance for learning and professional development. Therefore I consider myself as a very lucky individual as I was provided with an opportunity to be the part of it. I also had a chance to meet so many wonderful people and professionals through webinar, it was one of its kind experience.

Bearing in mind I am using this opportunity to express my deepest gratitude and special thanks to Mr. Vivek Hattangadi who in spite of being extraordinary busy with his duties, took time out to hear, guide and keep me on the correct path and allowing me to carry out my project at their organization.

I express my deepest thanks to him for taking part in useful decision and giving necessary advices and guidance and arranged all facilities to make life easier. I choose this moment to acknowledge his contribution gratefully.

I perceive as this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on their improvement, in order to attain desired career objectives. Hope to continue cooperation with Mr. Vivek Hattangadi in the future.

Sincerely,

Pooja Gupta

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INTRODUCTION

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

Brand Management is the part of marketing which commence with the analysis of how ‘Brand’ is being perceived in the market at present. This analysis is then followed by the Planning on how the brand should be perceived by the customer. A brand plan includes vision, purpose, goals, analysis, key issues, strategies, execution of plans and measurement of risk and benefits.

A brand plan should be made to help make a smart and focused decision. A well written brand plan focuses on organization’s thinkers, creators, resources and strategies on the path they need to achieve goals with their brand. The brand plan acts as sunshade where several function comes and work together as one. Such as sales, marketing, product development, operations and finance, they come together and set out the objectives and plan on what each group needs to do in order to make a brand successful.

A great and successful brand starts with a ‘Brand Vision’. It gives the purpose of what our brand represents and symbolizes. Missions for the brand plan always help to launch a brand with a specific plan of attack.

Next in line are Goals, these are the things you want your brand to achieve which are then followed by the strategies which provides the master plan that shows the path on how to achieve your goals. The successful brand must be able to identify the target customers and the demographics which will help a business to support its brand. A brand plan must have a main message that should explain why its brand is finer than other products or brands of same category, which can tempt the targeted customers to make a purchase. A brand should include a strategy for its advertising that can make its targeted customer to take action.

The foremost key point of branding is the sentiment and how your customers and clients connect at what intensity to your company and your product. Marketing is all about Numbers. Of course both are important but in today’s environment, it is more predominant that how your brand makes people feel about your product and this connection of feeling make or break your business. This opinion of customers towards the brand is known as ‘Brand Attitude’.

ABOUT THE PROJECT

My project was to make a brand plan for the launch of Nizatidine in India. The formation of brand plan constitutes the following content:

- The Brand
- Situational Analysis
- SWOT Analysis
- Brand Segmentation
- USP of the Brand
- Value Proposition of the Brand
- Positioning Statement for the Brand & Positioning Message
- Communication Strategy

For the project we get a hypothetical company and a situation which is about planning a brand plan for the launch of Nizatidine in India. The company's name was Canopus Pharmaceutical Ltd.

So the Canopus Pharmaceutical Ltd was launching a new brand 'ACIFREE' which contains Nizatidine as its core component.

The Brand Vision was "Will make a world without Epigastric Pain caused by Hyperacidity and make life better for many people".

Nizatidine is a drug component which is a Histamine H₂- Receptor antagonist. This drug is helpful in treating duodenal ulcers. This drug also helps in decreasing the gastric acid response to stimuli such as food, caffeine, insulin, betazole, or pentagastrin. The popularity of this drug is due to several reasons, these are as follows:

- Recent clinical studies show many side effects of PPIs, example, pancreatitis, reduced liver function, toxic epidermal necrolysis.
- Removal of all ranitidine product from the market as of September 2019.

LITERATURE REVIEW

Mr. Vivek Hattangadi describes beautifully about brand plan in his book “**What the Pharma CEO wants from the Brand Manager**”. He discussed how in today’s world the word “Brand” is used to describe its companies, investments, business leaders etc., and how the use of the word “brand” has been increased in the media and advertisements to the ten folds.

Tosti, Donald T, Stotz, Roger D. discussed about the brand building from the inside out. In their article “Brand: Building your brand from inside out”, they explained how a brand is a promise to win the targeted customers and keeps the company on track to deliver their promise. Many times competitors try to copy others and while doing this they face failures. Why do they face failures? Because when they copy others they forget about making their own brand unique and fails to make it stand out in the market.

Wei Ming Sun, William L. Hasler, Han Chung Lien, Jared Montague and Chung Owyang discussed that nizatidine increases the gastrocolonic response and also enhance the colonic peristaltic reflux in humans in their article “Nizatidine Enhances the Gastrocolonic Response and the Colonic Peristaltic Reflux in Humans” in this article they described how nizatidine increases the motility in response to stomach distension at 200ml and 300ml when compared to famotidine and placebo. When compared to famotidine and placebo for peristaltic reflux, it was found that nizatidine also increases the ascending and descending contractile limbs of peristaltic reflux and it also didn’t affects the any distal relaxation to the stimulus balloon.

Louise R. Levine, Michelle L. Cloud, Nathan H. Enas discussed in their research article about how peptic ulcer is reduced by Nizatidine in patients who are already taking NSAIDs (Non-Steroidal Anti-Inflammatory Drugs). In their article “Nizatidine Prevents Peptic Ulceration in High-Risk Patients Taking Non-Steroidal Anti-Inflammatory Drugs”, it is stated that increased use of NSAIDs results in peptic ulcer disease and complications. To test the efficacy and safety of Nizatidine, three controlled tests were conducted. These tests were multicenter, double blind, placebo-controlled trial. This study conducted to test the efficacy and safety of Nizatidine showed that 150mg of the drug taken twice a day daily, prominently reduces the formation of peptic ulcer in high risk patients taking long term NSAIDs therapy. It also helps in relieving the symptoms of NSAID-associated dyspepsia in some patients.

Simeone, Domenico, Caria, Maria, Erasmo, Staiano, Annamaria discussed about the therapeutic efficacy of Nizatidine in the treatment of reflux esophagitis in children. In their article “Treatment of Childhood Peptic Esophagitis: A Double-Blind Placebo-Controlled Trial of Nizatidine” it was stated that Nizatidine is efficient in treating mild to moderate symptoms of disease. In this trial 24 children were taken for clinical trial and 2 controlled conditions were induced. One was with placebo and other one was nizatidine. After 8 weeks of therapy it was found that Nizatidine was way much better than the placebo in the healing of esophagitis in children.

PROJECT LEARNING

For any business whether it is big or small, branding is one of the most important prospect. Branding is known to be an art of affiliation of the perspective of the customer and company towards each other. It shows about the thinking of customers towards a company and what a company wants their customer to think about them.

Brand is how a customer sees, thinks and feels about the company and its product. Visual images, experiences and emotional responses collectively make a brand and these things together explain the opinion of customers towards the company or a product.

For companies to have dominance in the competitive market it is important to have an effective branding strategy. To gain competitive differentiation in the market, the presence of brand must be created, grown and managed.

Why vision is important for brand planning?

The very first step in the brand planning is to create a Vision. This vision should answer the question, “What do I want to be known for?” A vision is like that that is gives clear defined picture to the Management team communication team. It should make their pathway easier by knowing what their goals are and what they need to achieve. Vision which is clearly defined is crucial because it clarifies the direction in which a company has to take a step and make a decision. It creates a desire to call for action and also influences the company’s decision making.

Create your mission statement.

Once you have defined your Brand vision clearly, it is important for the company to create a brand mission statement. The mission statement of a brand explains, “Why the brand exists and it also supports the goals outlined in the vision”. The mission statement of a brand must be a prosecutable one, which will allow a company to define what a brand wishes to achieve in the future. The mission statement certainly leads to the development of a brand platform.

The brand platform helps in setting the impression of the brand in front of its customers, prospective customers, employees, business partners and the general public and it also helps in communicating with them.

In order to achieve effective communication and be able to differentiate in all kinds of digital media, web design and digital marketing plans, a company needs a brand strategy.

Why branding is important for marketing strategy?

A brand is a commitment to the customers, it is an unbroken promise. What customers can be expected from the brand in relation to its product and services, a brand should inform its customers both internally and externally about it. The brand is always the one with makes its company differentiates and stands out in front of their completion. A marketing strategy which is consistent will make its brand's capability to separate itself from its competitors in the market and able to create a strong brand identity individually.

Brand Development:

“Brand development is the process of creating and strengthening your professional services brand”. The process of brand development is divided into three phases.

- In the first phase, it is important to get your brand strategy right and it should coordinate with your business objectives.
- The Second phase is all about developing the communication tools. These tools help you to communicate the brand to your customers and prospects. These tools can be the logo, tagline and website.
- The third and final phase is of strengthening your newly developed and updated brand.

There are 10 steps in brand development strategy:

1. Should consider overall business strategy:

The brand which is effectively differentiated and strong, will helps in growing your company much easier. What your business strategy is the background of your brand development strategy, so the business strategy is the first place to start. If you know how far you want to take your company, your brand will help to take you there.

2. Identify your target customers.

It is important to differentiate your customers, if you are saying that ‘everybody’ is your customer, than it is a very big mistake. It is evident that the companies which have high growth and have high profit are always focused on clearly

defined targeted customers. Focus point that is more defined and clear leads to the faster growth. The more you dilute the market and make diverse targeted customer, the more of your marketing efforts required.

3. Research about your target customer group.

It is important to do systematic research more frequently on your targeted customer group in order to grow faster and achieve more profitability. This systematic research helps a company to understand the perspective and priorities of the targeted customers. A brand must apprehend the needs of the customer and interpret the message in their language that is much more similar with them. It also displays the current strength of your brand.

4. Develop Brand Positioning:

The next step after you make your targeted customer group is determining your brand's position within the marketplace which is also known as the market positioning. Typically a positioning statement is consists of 3-5 sentences and these sentences should able to capture the true essence of your brand positioning. Remember that your brand positioning statement must show the grounded reality or it will be hard for you to deliver what you have promised to your clients or customers. It also inspires you strive to achieve your goals.

5. Developing messaging strategy:

Next step is to create a messaging strategy that will describe your brand positioning to your various targeted audience. The messages for all the targeted groups will be different in every aspect. The message will highlight the most relevant points to each targeted customers. Your message should be able to clarify all the concerns of the customers and should be able to address all their needs. It is an important step to make your brand more relevant to the targeted customers.

6. Developing the name, logo and tagline brand:

It is evident to know that a name, logo and tagline are not your brand, they all are just a part of your brand identity, it is a way to communicate your brand to the customers.

7. Developing content marketing strategy:

Content marketing strategy uses the valuable content to temp, nurture and qualify the customers. Content marketing is used to enhance the visibility and reputation of the brand. It also makes your brand more relevant to the targeted customers.

8. Create website for your brand:

Creating the website for your brand is the most important brand development tool. The website is the place where your customers get to know about your product. All the valuable content about your product will be visible to your customers. Make sure you use the right keyword to become the focus of search engine optimization, which helps your customers to find your brand easily. In today's world online content is the center point for any modern brand development strategy.

9. Create marketing toolkit:

The marketing toolkit initially consists of 1 page "sales sheet" which explains about the services you are offering and the market you are serving to the customers. In addition to the "sales sheet" there is one more thing known as "pitch deck" it is a brief overview of the key offerings of the brand and a brochure about the brand.

Many times marketing toolkit also includes short videos about the brand, or some type of case study videos.

10. "Implement, track and adjust":

This is the final step in the brand development. A good brand strategy is never a great strategy unless it is implemented. To keep track on your implementation you must track its progress. It is strongly recommended to keep track of both implementation and result. So whenever there is a loophole or facing any problem you can adjust your plan accordingly and move forward.

PROJECT FINDINGS

For the formation of our brand plan, we divided the strategy into 9 parts. These parts are as follows:

- **The Brand**
 - Brand Name
 - Brand Vision
- **Situational Analysis**
- **SWOT Analysis**
- **Brand Segmentation**
- **USP of the Brand**
- **Value Proposition of the Brand**
- **Positioning Statement of the Brand**
- **Positioning Message of the Brand**
- **Communication Strategy**

Situational Analysis:

For situational Analysis we have been given some hypothetical situations about a company named Canopus Pharmaceutical Pvt. Ltd. and according to those situations we have to tell why Canopus is launching Nizatidine under its brand name in the Indian market. As in the US market H₂ antagonists are gaining popularity because proton pump inhibitors are having more and more side effects day by day, so many pharmaceutical companies are coming forward with Histamine H₂ receptor blocking agents under their brand name. Currently the Indian pharmaceutical market is new for H₂ antagonists hence Canopus wants to try its hands first and wants to become the brand of choice for the customers.

Brand Segmentation:

Brand segmentation is all about dividing the market into smaller, defined and clear segments for the targeted customers. Generally brand segmentation is divided into four types of segments. They are:

- Demographic Segmentation
- Psychographic Segmentation
- Behavioral Segmentation

- Geographic Segmentation

Demographic • Age • Gender • Occupation • Socio-economic group	Psychographic • Life Style • Personality • Social Status
Behavioral • Usage Rate • Benefits • Loyalty • Action for Purchase	Geographic • Region • Urban and Sub-urban region

USP of the Brand:

Unique Selling Point i.e. USP is one of its kind marketing strategy which shows how your brand is better and superior than your competitors. It explains why a customer should consider your product or brand over other brand or products.

Value Proposition of the Brand:

Value proposition is very important for any brand. It explains what values you are offering with your brand to your targeted customers. And by value it means what services and experiences you are providing a customer. Remember a good brand is that when it is able to deliver and communicate the promise to the customer.

Positioning Statement:

A positioning statement explains all about your brand to the customers. A brand positioning statement should be short and crisp and should be able to define your brand clearly. It should describe what is your brand, how it works, its uses, its targeted market etc.

Positioning Message:

Positioning message is similar to brand positioning statement. It is a clear and defined statement to attract customers.

Communication strategy:

For communication we had to make LBL i.e. Leave Behind Literature. It should be 3-4 pages and not more than that. It is a visual aid for pharmaceutical marketing and it is one of most effective way of advertising.

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PART-II
ONLINE COURSE REPORT

ONLINE COURSE REPORT

FUNDAMENTALS OF DIGITAL MARKETING

BY GOOGLE

REPORT

BY

POOJA GUPTA

MBA PHARMACEUTICAL MANAGEMENT



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JAIPUR, RAJASTHAN, INDIA

DESCRIPTION

Want to get certified by Google and improve your required job using massive digital certification? — Google Digital Marketing Course would permit you to understand absolutely anything from major Search Engines, Search engine optimization, and Paid Promotion to actually, in fact, Social websites, and Mobile Marketing to Analytics and beyond.

As the field of digital marketing continues to improve at any quick pace, advertisers and internet marketers are faced with new challenges and career opportunities. The Digital Marketing Course is designed to guide students and marketing professionals about the various digital marketing channels and strategies that could help them steer and enhance digital marketing campaigns.

Students who like to take the Google Online Marketing Challenges are forced to complete the digital marketing course by Google. Someone could provide several greenbacks on those Google Certifications, however, to seem regarding the test, fundamentals should be clear- Digital Marketing Course of Zuan Education is that the one-stop answer for identical.

Different capabilities that in fact marketers understand in this course help them assure exponential career growth within their digital marketing job. Google digital marketing course may help marketers to learn Google AdWords and thus utilize them for the Google Partners Adwords Certification exams.

Google starts by giving you seven main “Learning Goals.”

1. Take a business online
2. Make it easy for people to find a business on the web
3. Reach more people locally, on social media, or on mobile
4. Reach more customers with advertising
5. Track and measure web traffic

6. Sell products or services online

7. Take a business global

Each goal is broken into smaller topics. There are twenty-six topics in total, each containing two to seven lesson videos (most averaged around three or four). Each video is around four minutes long. After each video, you are asked a question about what you watched. You cannot move on until you answered the question correctly, but you can repeat it as many times as needed with no penalty. There is a transcript for every video, though keep in mind, you only get credit for watching the video if you have watched a minimum amount.

Each video is a person talking to you and delivering the message. Both the man and woman had a nice, smooth, and easily understandable delivery. Some of the topics could be considered very basic, which can often translate to a condescending tone. The video sometimes has nice animations to illustrate the idea, but often, it is just you staring at the speaker. This could be beneficial since it means you can listen without needing to view. Please note that while there may be differences in spelling or pronunciation for those outside the UK, the information seemed standard across Google.

At the end of the topic, there is a quiz of approximately five questions. Once again, you need to correctly answer all of the questions before you can move on to the next topic. At any point during the lessons, you are allowed to try the topic quiz. If you pass, you do not need to finish the lessons on that topic. This is handy if there is a topic you feel knowledgeable about. However, you are only allowed to try this once, and if you do not pass, you must watch all the videos and answer all the mini-quizzes before retaking the topic quiz.

For each topic, Google gives an estimated time it will take to complete it (watching all the lessons and taking the quizzes). Since I did not time myself, I used their estimates to figure out the approximate time it would take to complete the entire certificate. I rounded up to the nearest hour. You may find it takes you a little longer. Some may complete it at record speed, particularly if you are able to skip topics by passing the quiz.

After completing all twenty-six topics, you take the final quiz.

It's listed at taking around 40 hours to complete and it has 26 modules. These encompass Search Engine Optimisation (SEO), Search Engine Marketing (SEM), Social Media, Local Advertising, Display Ads, Retargeting and Email Marketing. To get a certificate, you had to pass an exam at the end with 80% or more.

WHY FUNDAMENTALS OF DIGITAL MARKETING BY GOOGLE?

This training module can provide students a complete overview of the digital marketing landscape and describes all of the essential concepts and vocabulary that might be included in subsequent training modules. The Digital Unlocked is Google's source that will help you increase your digital knowledge. It's your all-in-one shop for getting digital marketing skills with completely free programs on just about anything from search to search engine optimization to social media, which will help you build your online business or digital marketing career.

Google's Digital Unlocked platform is totally free, and also you only will need to register. Once you do that, soon you could have start obtaining your desired online learning plan of around twenty-three digital marketing subjects. You can just complete your Google Digital Marketing course by viewing the lessons and checking your understanding with fun and quick tests. Once you'd have completed your plan, it's possible to uncover the certification questions. If handed, you can simply get your certificates too.

This training program is suitable for job seekers and students. It is considered as most beneficial all those who like to begin with in Digital Marketing and similar to sharpen their own digital marketing capabilities with certifications in order to make their CV impressive. Digital Unlocked Introduction to Digital Marketing Course assists you to learn from experience, and you might settle back and watch different online video media tutorials from everyday DM experts of Google.

Digital Unlocked also helps you in understanding practical aspect of Digital Marketing learning and provides you ways to apply your knowledge to test what you have learned.

Digital Unlocked includes The Primer app that provides 5-minute digital marketing lessons in Hindi and English that will assist you to discover how to begin an online

business, build a website, do search engine optimization, drive online ads, and a lot more. It provides free certifications for the folks who complete their entire Google Digital marketing course content.

What did I like in this course?

It's very well organised in terms of curriculum, and the videos were informative and clearly presented. Each module took around 40mins to finish and it was fun to get the dopamine hit when completing each one. It kept me coming back.

Mostly, I like the fact that I feel like I learned something.

Key Learnings

It's aimed at small business owners eg. hairdressers, bakeries, craft beer shops etc.

- Have a clear Goal for your online marketing efforts
- Have a mission statement and know your USP with crystal clear clarity
- Start small and iteratively – you don't need to spend lots on a digital marketing agency
- Start with the basics – eg get listed locally
- SEO – learn what gets you higher rankings in search engine results
- SEM – learn how to pick longer-tail, less competitive keywords to target, and focus on the bid amount as well as the relevance of your ad to your business
- Content marketing – focus on answering the questions that your customer really wants answered
- Social media – focus on engaging with your customers to let them know more about your business and how you could improve your product or service
- Use analytics to assess, test, and then improve your online marketing efforts. Get familiar with Google Analytics

Benefits of doing this course:

I'll admit that the topics covered within this course are basic. It is definitely a top-level approach to online marketing and SEO. There will be more in-depth courses out there. So it will be more beneficial to someone new to these topics or someone just needing a reminder. It would also be a great primer course to those more in-depth ones.

It catered a little more toward people selling physical products. There were sections about showing your goods or finding local clients that didn't really appeal a freelance service not restricted to people who live around you.

Final Thoughts

It didn't blow me away with its content, but the value is there. I would have loved more actual marketing tips, but it was more of an introduction to the concept. The nice thing is that you can log in to your dashboard at any time to review the videos or download the certificate. It's nice to have that option of a refresher.