

SUMMER TRAINING REPORT

at

GHC Drugs & Pharmaceuticals

From 12th May 21 – 3rd July 21

A Report by

YASH GIRISH SHAH

MBA Pharmaceutical Management

2020-2022



ACKNOWLEDGEMENT

Firstly, I am very grateful to my organization, **Indian Institute of Health Management and Research, Jaipur** for giving me a good opportunity in Summer Training, which helped me in improving my knowledge on the digital marketing and promotion of Brands.

Now, I would like to grant my true respect to **Mr. Prashant Bhamare (Head, Marketing and Sales)** and **Mr. Arun Kapoor (CMO and Corp. Communication)** for giving me such an incredible opportunity of learning about the digital marketing and promotion, giving me chance to show my learning and for sharpening my knowledge in digital area and being always available whenever I have a doubt. I am very grateful to **GHC Drugs and Pharmaceuticals** for giving me chance to work with an incredible organization.

Now I would like to extend my heartiest thanks to my Mentor Dr. Sandeep Narula who have helped me with their most valuable suggestions and guidance for the minor changes, modifications & improvement made has been very helpful in completion of this project.

YASH GIRISH SHAH

MBA PM12 (0282)

TABLE OF CONTENTS –

SR NO	Headings	Page No
1	Introduction	5
2	Organization Profile/Product Overview	5
3	Market Growth	6
4	Objective	7
5	Mode of data collection	7
6	Methodology	8-14
7	Conclusion	15
8	Reference	15
9	Annexure	16

ABBREVIATIONS —

GHC – Good health care

ABM -Area Business Managers

VA- Visual Aid

MR- Medical Representative

Introduction

This project aims at the changes in the strategies from conventional to digital new techniques not only innovation in the strategies but also sustainable innovation is required to make good hold in market.

GHC (Good Health Care) Drugs and Pharmaceuticals were provided with this project and I got the product of GOODPRO to work upon.

1.2 Organization Profile

GHC Drugs and Pharmaceuticals is one of the upcoming Pharma Company, settled in Mumbai, India. GHC was set up in year 2020 with a goal by Good Quality for All. The company is founded by Prashant Kumar Pathak & Kum Kum Pathak. Company was started by vision of G3 i.e., Good Product, Good Science & Good Relationship. With one of our global centers in Mumbai, GHC have active pharmaceutical ingredient, oral solid dose and injectable facilities manufacture high quality medicines for Indian markets.

1.2 Product Overview

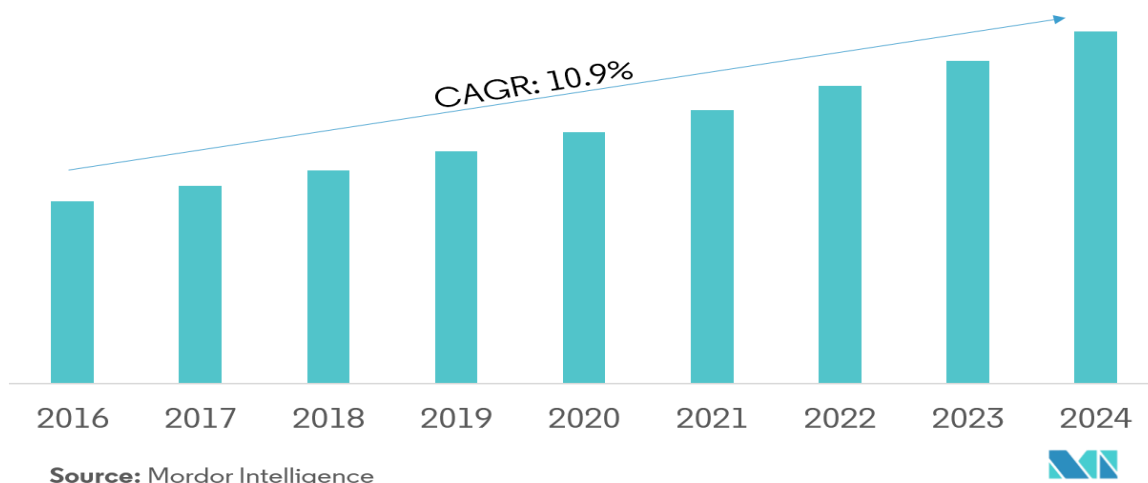
- GHC Drug and Pharmaceuticals has wide range of products and some are in the pipeline. My work was to make digital strategies and Brand planning. From wide range of products, I was given Goodpro to work with.
- GHC Drugs and Pharmaceuticals have only one Protein Supplementary from their range till date I.e., GOODPRO
- GOODPRO which is majorly a protein source for Pediatrics which is a balanced nutritional protein for growing every child with optimum growth and development. It comprises the best quality Protein Supplement with Whey Protein, Vitamins & Minerals which helps to meet the RDA (Recommended Dietary Allowance) requirement.
- **Whey Protein** is not doubting the healthiest way to add protein to your diet. It is having protein source that is very well utilized by the human body. This is an important or we can essential for children by providing the required proteins for growth, development & boosting the immunity of the child in healthy way.

- **Vitamins** are the substances that children body needs to grow & develop normally. Vitamins have a biochemical function. **Vit. A** act as a regulator of growth whereas **Vit. D** regulates mineral metabolism for bones & organs. The B complex vitamins functions as coenzymes whereas **Vit. C & E** functions as antioxidants.
- Minerals are important for children's body to stay fit as well as healthy. Body usually uses minerals for different tasks like maintaining bones, muscles, heart, & brain working properly & also important for making some of the hormones as well as enzymes. **Minerals** like Sodium, Potassium, Sulfur, Calcium, Sodium, Phosphorus etc. are used mostly.

1.3 Market Growth

Indian Supplement market is in growing phase & shows strong growth between 2015-20. The protein **market** is expected to show a growth of CAGR of almost 11%, during the said period (2016 - 2024). **India** is one of the fastest growing nations, globally. The food sector in the country has grown numerous during the past decade and is able to follow the same growth increasing over the next 10 years.

Whey Protein Market: Growth Rate, India (2016-2024)



1. About the project

Project started with Introduction of Therapeutic Categories and then distribution of categories in which I have to understand Category of disease & its anatomy and Physiology.

On the basis of Disease, products of GHC Drugs and Pharmaceuticals are given which we have to promote digitally. After that, Patient journey was developed for the each & every disease by which pain points were identified & analyzed.

Based on the Patient Journey, Brand Plan was developed with major focus was on the product promotion strategy for increasing the sales of the product in market by discovering new strategies.

At the end, Field work with the field force was done to identify market scenario & different trends going in the market to boost our lineup of the products by targeting the specific doctors in particular area.

2. OBJECTIVES:

-  To Create Brand Plan for the Pediatrics formulation i.e. GOODPRO.
-  To create Digital Marketing strategies for GHC product GOODPRO which contains Whey protein, Minerals and other vitamin supplements and promote it digitally.

2. MODE OF DATA COLLECTION

1. The data for the brand plan was the secondary data that was provided the company itself.

Industrial documents used to collect data

- Visual Aids
- GHC corporate presentation
- Covered market data sheet
- Articles

4.METHODOLOGY:

This project was distributed in 3 main parts:

1. Brand Plan
2. Digital/Social Media Strategies & Content Creation
3. Field Work

ANALYTICS OF SOCIAL MEDIA POSTS –

1. International Olympics day post

Reach	Likes	Comments	Shares	Link Clicks
627	28	2	14	18

2. Antibiotic Resistance Awareness Video – Facebook

Reach	Engagement	Likes	Shares	Comments
173	33	274	4	21

3. National Doctor's Day – Facebook

Engagement	Likes	Shares	Comments
4	4	0	0

4. Posters on Doctor's Day 2021 – Facebook

Engagement	Reached	Shares	Comments
17	68	0	2

5. Video on Doctor's Day 2021 – Facebook

Reach	Likes	Shares	Comments
247	15	2	0

6. Video on Doctor's Day 2021 – Instagram

Reach	Likes	Shares	Comments
118	0	0	0

7. Video on Doctor's Day 2021- Linked In

Reach	Engagement	Likes	Shares
249	15	13	2

8. Video on Doctor's Day 2021 – Facebook

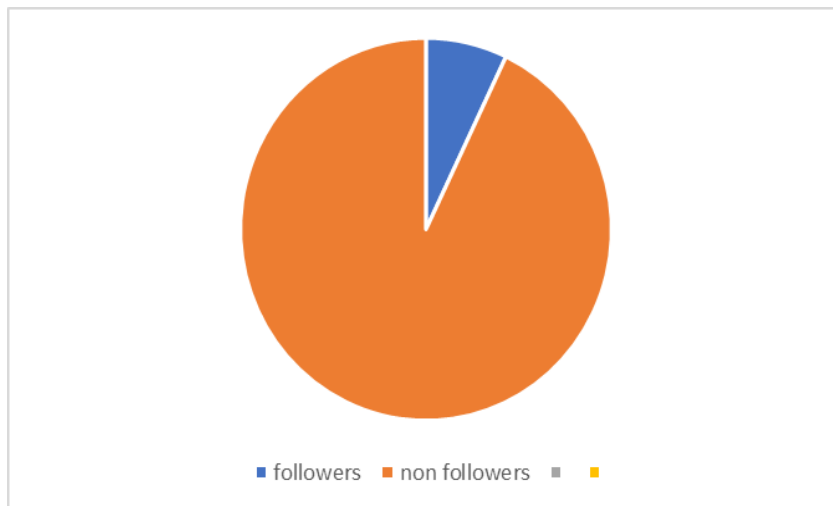
Reach	Engagement	Likes	Shares
955	90	711	14

Instagram Data –

Last 30 days Reach

Followers & Non-followers based on Reach

Followers	Non-Followers
37	485



Reached +2,325% more accounts that weren't following GHC.

Profile visits – 66, +6.4%

413 accounts reached from IGTV.

1) BRAND PLAN

About the product

BRAND NAME	GOODPRO
Composition	Whey Protein + Vitamins + Minerals
Pack Size	200 GM Jar
Key Indications	Physical Growth , Immunity & Skeletal development , Under weight children & Eating disorders
Target Market Segment	Nutrition

AWACS ANALYSIS –

Particular	MAT VAL APRIL 19 (RS CR)	MAT VAL APRIL 20 (RS CR)	MAT VAL APRIL 21 (RS CR)	MAT VAL GR APRIL 21 (in %)	MAT UNIT GR APRIL 21 (in %)
1)ISOMIL	48.1	50.1	41.8	-16.6	-21.9
2)B-PROTEIN	21.0	21.2	22.1	4.2	4.2
3)PROTINEX	11.6	16.5	23.0	39.1	36.5

Competition Landscape –

PARAMETER	GOODPRO (GHC)	B-PROTEIN (British Biologicals)	PROTINEX (Danone)
POSITIONING	Category of Nutrition & is positioned for Growth, Immunity, General Weakness & Malnourishment	Category of Nutrition & is positioned for Growth, Immunity, General Weakness & Malnourishment	Category of Nutrition & is positioned for Growth, Immunity, General Weakness & Malnourishment
COST	Rs /-	Rs 229 /-	Rs 350/-
KEY SPECIALTY	General Practitioner/Pediatricians/Consultant P	General Practitioner/Pediatricians/Consultant P	General Practitioner/Pediatricians/Consultant P
PACKAGING	200gm	200gm	250gm
STRENGTH	Affordable , Good Packaging	Trusted Brand	Marketed Well , Since long decades launched by Pfizer
WEAKNESS	Newly launch , Competitors in market	No digital marketing	Slightly Expensive

Brand SWOT ANALYSIS –

STRENGTHS – ➤ Strong brand image ➤ Large market ➤ Promotes healthy lifestyle ➤ Highly profitable ➤ Easy to create product chains	WEAKNESS – ➤ Comparatively smaller business as its new launch ➤ No marketing of product line from portfolio. ➤ Expensive for the customer to consume
OPPORTUNITIES – ➤ Easy to promote this product ➤ Highly profitable market ➤ Nutrition market is getting extremely popular ➤ Not much difficult to expand this product	THREATS – ➤ Already numerous growing competitors ➤ Production cost are rising ➤ Transportation cost are rising ➤ Rise of homemade protein shakes.

MARKET & CUSTOMER INSIGHTS –

- ❖ GOODPRO is a nutritional health drink ideal for kids as well as adults enriched with whey protein, vitamins & minerals which is effective in maintaining good health.
- ❖ Helps to boost energy levels & enhances the immune system.
- ❖ Whey is high-quality protein which helps in muscle growth, lowers BP, may reduce inflammation, may enhance body's antioxidant defenses.
- ❖ Encourages the taste of GOODPRO for patient's compliance.
- ❖ Patient Journey helps to understand the patient outcome from protein prescribed & it's results towards the product.

STRATEGY & PLANNING –

Segmentation – Target segmentation is General Physicians, Consultant Physicians & Pediatricians.

Key Objective of Brand –

- + Creating the greatest food segment for population with protein deficiency.
- + Providing with healthy option by or in between the meals.
- + Shifting the conventional eating habits with new & healthy ones. (Shorter eating time)

Value Proposition –

- Protein product which will be able to distribute with efficient channels throughout the market.
- We provide proteins in flexible form which is easily carried & consumed wherever one is.
- Act as a add-ons during hunger at different time periods of the day with protein rich formulation.
- A perfect recipe to start your day right & boost confidence.

2) DIGITAL STRATEGY –

GOODPRO can be marketed to improve customer shopping experience but also to gain in purchase frequency. We can suggest email marketing and e-commerce to make every customer the best shopping experience.

- Cross Selling
- Rescue Emails
- Discounts
- Up-selling
- Influencer Marketing

Strategic Planning –

These days it's very challenging to promote or increase the sales of pharmaceutical products on social media or even on online medicine sites like 1mg, netmeds etc. Below are some of the strategies used for increasing the sales of our product.

1) Cross Selling –

Cross-selling tactics can be seen on e-commerce websites from Amazon to Ali Express. Having related products shown at every product page, once you put any product on the shopping cart and even on the order summary page.

They not only show products from the same line but complementary products that you might want with those.

EG – We would suggest a protein shaker or multivitamins in case of anyone has added our product **GOODPRO**.

- 2) **Rescue Emails** – By Rescue emails we can't waste the opportunity to tell one about things you have left in their shopping cart. These tactics will help us to gain some more orders from the pre-existing customers.
- 3) **Discounts** - Discounts can be given when a customer buys our product in bulk quantity which will definitely increase our sale as well as customer's buying frequency towards our product.
EG – If one buys our product at Rs 200/- with 15 units we can give a discount on bill of 6-10% depends on the order
- 4) **Up-selling** - We can also do up-selling of GOODPRO by taking advantage of a pre-existed customer to up-sale our product.
The approach should be based on discount by volume, so, customers are encouraged to choose larger sizes to pay less per Kg/lb of product.
(By considering the market sale we can start producing our protein in kgs or in larger packs for customer who have it on daily basis)
- 5) **Influencer marketing** - By partnering with the trending social media users / bloggers we can use this marketing to promote our products & services.
Influencers usually have a large audience with them who follows them & their brands can run to build credibility and even max. our sales.

3) **Field Work** –

Although it was only a learning about Digital marketing and promotion, we also got a chance to do field work along with Area Business Manager (ABM) to get more knowledge & working styles about the Brand Promotion physically.

So, with the help of ABM we managed to go to the pediatricians & see how they promote & prescribe our GHC products.

DOCTORS	TYPE
1) Dr. Suhas Rajmane	General Physician
2) Dr. Gomtesh Ekande	General Physician
3) Dr. Vaibhav Chougale	General Physician
4) Dr. Samarjeet Gaikwad	Pediatrician
5) Dr. Sudhir Potadar	Pediatrician

5) CONCLUSION –

The above study is to understand the digital marketing strategy and various promotional tools for the brand GOODPRO which contains Protein Supplement. The study aims by understanding the knowledge about the proteins, vitamins & minerals their importance in daily routine.

Competitive landscape was done to understand the competitors of children's protein in market.

We also did SWOT analysis for the GOODPRO with major focus on making brand plan with digital promotion strategies to promote the products & increase the sales. Strategies like Cross selling, Up selling, Discounts, Influencer marketing & Rescue Emails company can promote & increase the sales digitally on online medicines channels.

The main learning, I could get from this internship with startup pharma company was that it is not so easy to perform good in market like huge competition.

REFERENCES –

- 1) <https://www.verywellfamily.com/protein-rich-foods-2633936>
- 2) <https://www.livescience.com/53044-protein.html#:~:text=Protein%20is%20a%20macronutrient%20that,Macronutrients%20provide%20calories%2C%20or%20energy.>
- 3) <https://kidshealth.org/en/kids/vitamin.html>
- 4) <https://www.mordorintelligence.com/industry-reports/asia-pacific-whey-protein-market>

ANNEXURE –

SR NO	NAME OF DEPT.	DATE OF VISIT	DAYS OF TIME SPENT	INTERACTED WITH
1	Marketing	12 th May 21 – 24 th June 21	36 days	Mr. Prashant Bhamare Marketing Head)
2	Sales	25 th June 21- 5 th July 21	10 days	Mr. Rohit Tade (ABM)