

SUMMER TRAINING REPORT

at

GHC Drugs & Pharmaceuticals

A Report by

YASH GIRISH SHAH

MBA Pharmaceutical Management

2020-2022





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.

PROJECT DESCRIPTION

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.

This project is mainly distributed in 3 parts –

- Brand Plan
- Digital Strategies
- Fieldwork



BRAND PLAN

GOODPRO

GOODPRO — DEVELOPS PHYSICAL GROWTH & IMMUNITY

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

PRODUCT OVERVIEW

- GOODPRO which is majorly a protein source for Pediatrics which is a well-balanced nutritional supplement for growing children for their optimum growth and development. It contains the best quality Protein with Whey Protein, Vitamins & Minerals which helps to meet the RDA (Recommended Dietary Allowance) requirement.
- **Whey Protein** is an exceptionally **healthy** way to add required **protein** to your diet. It is a quality **protein** source that is absorbed & utilized efficiently by the human body. This is particularly important for children for getting 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.

AWACS ANALYSIS - MARKET , BRAND , COMPETITION

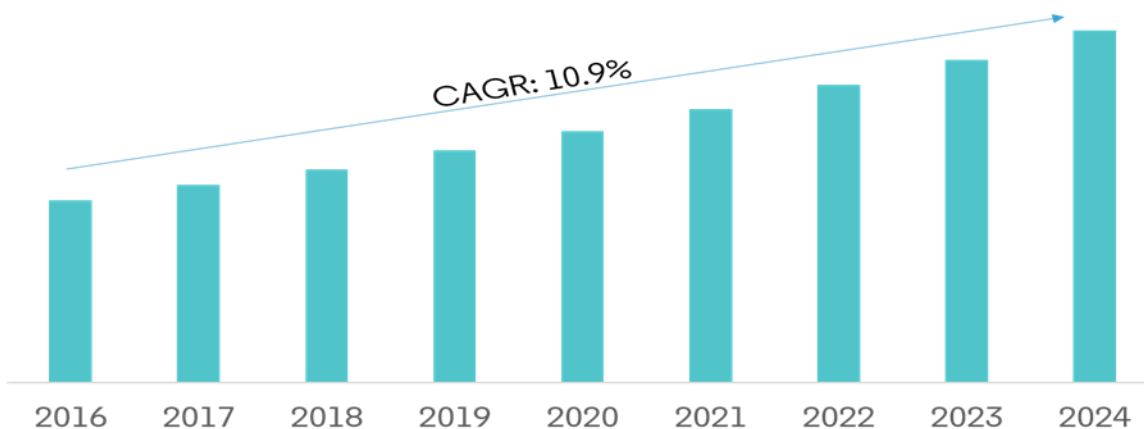


Particular	MAT VAL APRIL 19 (RS CR)	MAT VAL APRIL 20 (RS CR)	MAT VAL APRIL 21 (RS CR)	MAT VAL GR APRIL 21 (in %)	MAT UNIT GR APRIL 21 (in %)
1)ISOMIL	48.1	50.1	41.8	-16.6	-21.9
2)B-PROTEIN	21.0	21.2	22.1	4.2	4.2
3)PROTINEX	11.6	16.5	23.0	39.1	36.5
4)GOODPRO	-	-	TBA	TBA	TBA

MARKET GROWTH

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

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



Source: Mordor Intelligence



CUSTOMER SEGMENTATION

◉ GENERAL NUTRITION -

- Health conscious people.
- Age Group – 8-60 years.
- Students & working class.
- Middle , Upper-middle & Upper class.

□ WEIGHT & GROWTH –

- Urban health conscious people wanting to gain weight and development of physical growth.
- Middle , Upper-middle & Upper class.

❖ TARGET PATIENTS –

- Patients suffering from decrease in muscle mass & strength / loss in weight / malnutrition.

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

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.

BRAND SWOT

STRENGTHS

- Strong brand image
- Large market
- Promotes healthy lifestyle
- Highly profitable
- Easy to create product chains

WEAKNESS

- Comparatively small supply chains
- No marketing of some product from portfolio.
- Expensive for the customer to consume

OPPORTUNITIES

- Easy to promote this product
- Highly profitable market
- Nutrition market is getting extremely prominent
- Easily expandable product

THREATS

- Already numerous growing competitors
- Production & transportation cost are rising
- Rise of home made protein shakes

BRAND OBJECTIVE -

- Creation of **food segment** for protein deficient population.
- Providing **healthy option** as an add-on & meal gap provision.
- Shift of **eating habits** towards option in fast face life. (shorter eating time)

GOODPRO : KEY STRATEGIC INITIATIVES

2021 Objective

Core Brand Strategy - To make GOODPRO the most preferred PROTEIN in the Indian Market

STRATEGY 1

KEY CHALLENGE- Less prescriptions from doctors

Strategy: Expand prescriber doctor apart from the existing nutritionist

Key Tactics - 1)Health day celebrations- will enhance brand visibility & brand recall in the mind of the doctors
2)Sample product will help to patient's compliance.

KPI - 50 Doctors / Nutritionist / month

STRATEGY 2

KEY CHALLENGE - Price is slightly at higher side as compared to other proteins

Strategy :Will penetrate & capture the product using value proposition

Key Tactics - 1) Proper pricing of the product must be done
2) Appropriate price banners with visual aid can lead to gain market

KPI – Improving margins while maintaining value

VALUE PROPOSITION

- Protein product which is available to you with **highly efficient** distribution channel.
- We provide protein consumption in the **diskette form** which is easily carried & consumed conventionally.
- Act as a gap-filler during hunger at different time periods of the day with protein rich formulation.
- A **perfect recipe** to start your day right & boost confidence.

WHERE TO PLAY IN COMING MONTHS

TACTICS :

- ◉ Partner with clinics, health clubs and gyms to **promote** your nutritional supplements
- ◉ Provide product samples of your newly launched supplements
- ◉ Choose an **influencer** on social media sites like instagram > pick a **well known fitness model** & start marketing product through their feed daily.
- ◉ Offer attractive **deals and discounts** to our repeat customers or bulk buyers
- ◉ Ask our buyers to **review our product** on social media channels and tag our GHC
- ◉ Participate in community events like marathons or triathlons and **make ready** protein shakes & **serve it**

THE BIG IDEA / THE BRAND CAMPAIGN (PROPOSED THEMES)

- ◉ A Protein Shake A Day Keeps The Doctor Away
- ◉ You Better Wake When There is a Shake
- ◉ Protein Everyday Keeps You Healthy To Play
- ◉ The protein youth
- ◉ Pure Protein. Pure Power
- ◉ Invest in your health
- ◉ I love GOODPRO
- ◉ One Life. One Body. One Protein
- ◉ A protein to satisfy your hunger
- ◉ Protein for all

STRATEGIES FOR DIGITAL MARKETING



GOODPRO can be marketed to not only improve customer experience but also increase in purchase frequency. We can use email marketing and e-commerce to make every customer the best shopping experience.

EMAIL EXAMPLE

Respected Sir/Ma'am

Greetings for the day!!!

We hope you & your family all are in superb health. We've heard all the good about you & we congratulate you for being a great GP.

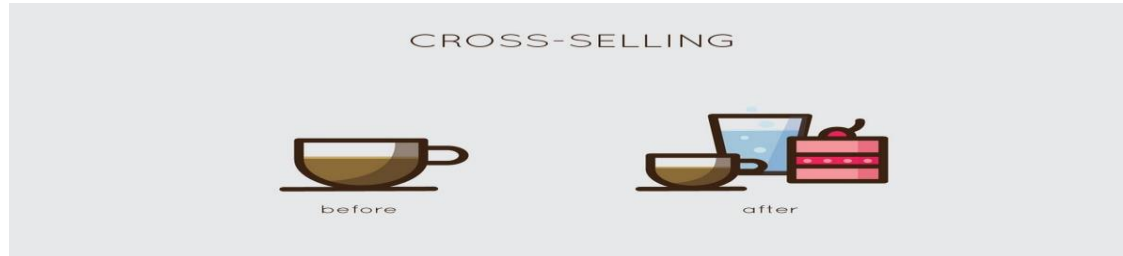
We are from GHC Drugs & Pharmaceuticals, a new & young pharmaceutical company in the Indian market & having an aim to provide people with the utmost best quality products. GHC is already having specialty in pediatrics & orthopedics, we are also planning to launch some other products soon. Our product GOODPRO (Protein for all) which consists of Whey protein, Vitamins & Minerals which gives the perfect blend for physical growth , boosting the immunity & other developments needed for one to grow.

Product is now available in the form of 200gm with delicious Chocolate flavor. We have attached a Visual Aid please have a look on it for your better understanding of the product.

We are thrilled to work with you & we promise you to give our BEST.
Regards,

YASH SHAH
GHC Drugs & Pharmaceuticals

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.

BEST EXAMPLE OF CROSS-SELLING



13-inch MacBook Air - Gold

Review Bag

All the essentials. And then some.



AppleCare+ for Mac
\$249.00

Get up to 3 years of accidental damage coverage and 24/7 expert technical support from Apple, the people who know your Mac best.

[Learn more >](#)

Add to Bag

Automatically registered



USB-C to USB Adapter
\$19.00

The USB-C to USB Adapter lets you connect standard USB accessories — flash drives and cameras, for example — and iOS devices to any Thunderbolt 3 (USB-C) port on your Mac.

Add to Bag

Delivers: Mon, Oct 28
Pickup: Today



USB-C to Lightning Cable
\$19.00

This USB-C cable lets you connect your iPhone, iPad, or iPod with Lightning connector to your Mac with USB-C port for syncing and charging.

Length
1 meter

Add to Bag

Delivers: Mon, Oct 28
Pickup: Today

2) RESCUE EMAILS



- By Rescue emails we cannot waste the opportunity to remind one about things you have left on your shopping cart. This 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 discounts 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 motivated 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)

BEST EXAMPLE OF UP-SELLING



ADD STIMULUS

Adding some kind of stimulus can significantly boost your upselling.

For example, fast food restaurants offer big fries for just slightly higher price than the price of small fries. Therefore, the upgrade looks wise for consumers and more big fries are order increasing the revenue for the restaurant.

5) INFLUENCER MARKETING -



- ◉ By partnering with the popular social media users / bloggers we can use this marketing to promote our products & services.
- ◉ Influencers usually have a large, engaged audience that brands can tap into to build credibility and even drive sales.

EG OF INFLUENCER MARKETING



bigmuscles_nutrition • Follow



bigmuscles_nutrition The ultimate mix of fruits & protein is here! Experience #FitnessRefreshed with Protein just like @ranveersingh, available in 5 delicious flavours that are sure to leave you recharged & rejuvenated.

Order now on @amazondotin Prime Day sale! Click on the link in the bio.

#FitnessRefreshed
#BigMusclesNutrition #proteins
#fitness #fitnessmotivation
#healthylifestyle #lifestyle

5d



johnlucas_ Looks incredible . Well done @bigmuscles_nutrition



4,532 likes

5 DAYS AGO

Add a comment...

Post

SOME POSTERS FOR PRODUCT LAUNCHING



GROW HEALTHY

GOODPRO

Promotes growth

Aid in eating disorders

Boost immune system



GHCTM
DRUGS & PHARMACEUTICALS



INTRODUCING

GOODPRO

PROTEIN FOR ALL

**WITH WHEY PROTEIN ,
VITAMINS & MINERALS**

THE TASTE KIDS WANT WITH NUTRITION VALUE



GHCTM
DRUGS & PHARMACEUTICALS



HARDER. BETTER. FASTER. STRONGER.



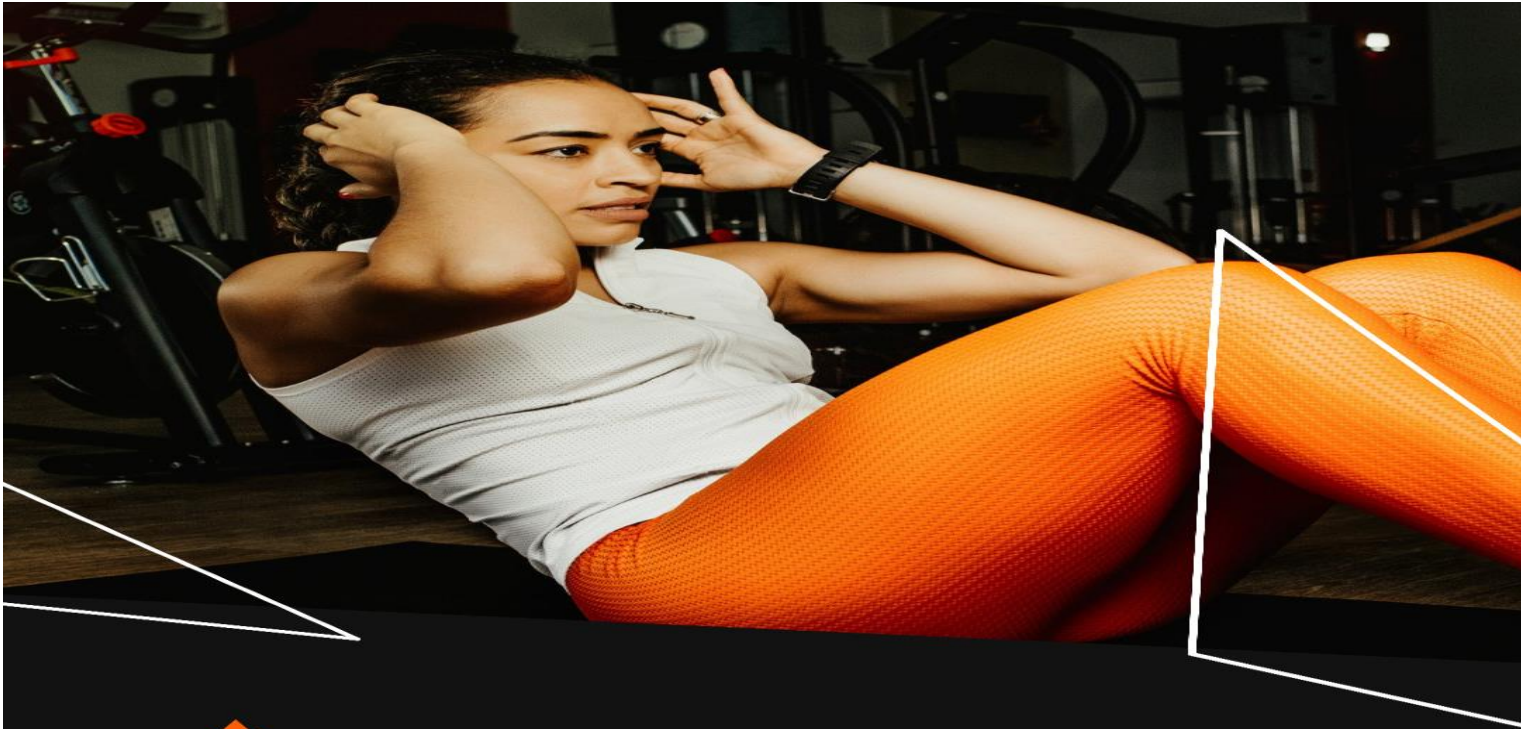
GOODPRO

PROTEIN FOR ALL



GHCTM
DRUGS & PHARMACEUTICALS





STRENGTH TRAINING

POWERED BY GOODPRO

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>