Brand Plan for Rx AZA-SPRAY

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❑EXECUTIVE SUMMARY

Canopus Pharmaceutical Ltd. With a strong brand portfolio is launching its new pain-killer spray Aza-Spray. It consists of “The Universal Gold Standard drug – Aspirin” along with all new FPF i.e. Fast Perforation Formulation technology. This pain-killer spray is named an Aza-spray, because Aza means strong or strength. And it is specially designed for the arthritis patients, so that they get quick onset of action along with strength to walk and jog without any fear of stiffness and pain.

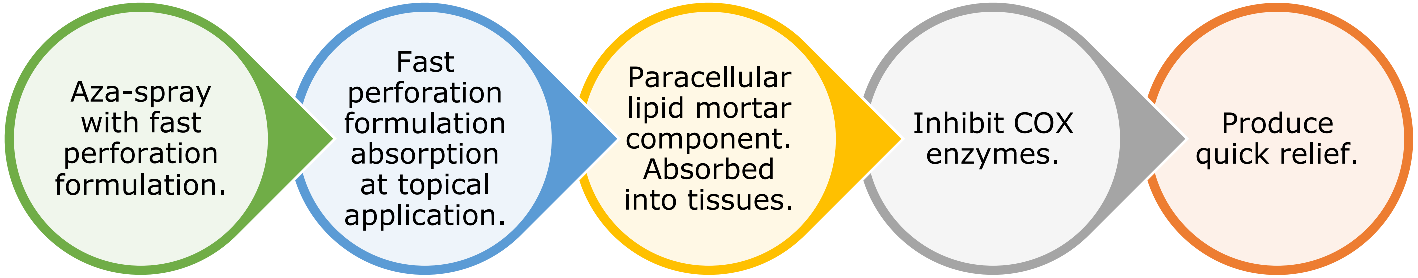
The target customers for this product will be Physicians, Orthopaedists and rheumatologists.	The total market share % of Analgesics/Painkillers is around 7% (Rs. 753 cr) in the Indian Pharmaceutical market (Rs. 10,819 cr) – 2019-2020.	Demand of topical painkillers has been increased exponentially since 2017. Consumers are leaning more towards the brand with ease of application & quick onset action.	Rx Aza-spray sales at launch year is projected to be 5.14 cr.
The promotional inputs consists of symposium, brand reminders, visual aids, LBLs and samples.	Aggressive promotion with scientific materials & evidences can help to fulfil the objective of attaining the target.	Our brand can be dispensed as OTC medication in future as well.	An anticipated profit & loss of Aza-Spray in the launch year can be Rs. 229,000,000. This can be increased with a percentage of 30% every year.

ABOUT THE COMPANY	VISION	MISSION
Started in 1999, The Pharmaceutical business of Canopus encompasses the entire chain from licensed manufacturing to marketing products across the country.	To become most valued pharmaceutical company through continuously serving high quality products to people.	To become a leading pharmaceutical company through introduction of wide portfolio of branded and generic products in the market.

- **COMPANY ANALYSIS**

- Ranking in India: - 15^{th} Rank
- Field Force :- 800 Medical Representatives with 200 Field Managers.
- Canopus Pharmaceuticals already has a strong brand portfolio in pain-killer segment with Acelofenac and Paracetamol, which holds a top 3 position in the market.
- Plans to launch its new pain-killer brand in the name of R_x Aza-Spray, specially designed for arthritis patients.

- **INDICATIONS**
  - Rheumatoid Arthritis.
  - Sprains & strains.
  - Joint pains.
  - Gout
  - Spondylitis.
  - Tenditis.
  - Bursitis.
- **MECHANISM OF ACTION**



- **DOSE :-** As directed by physician.
- **ROUTE OF ADMINISTRATION:-** For topical use only.
- **PRECAUTIONS**:- Keep out of reach of children.
  Avoid contact with eyes.
  Not for veterinary use.
- **STORAGE**:- Store below 25^{o} C. Protected from light.

❑WHY Rx AZA-SPRAY?

Aspirin being a universal gold standard drug molecule with an FPF (Fast Perforating Formulation) technology, shows no signs of side effects.

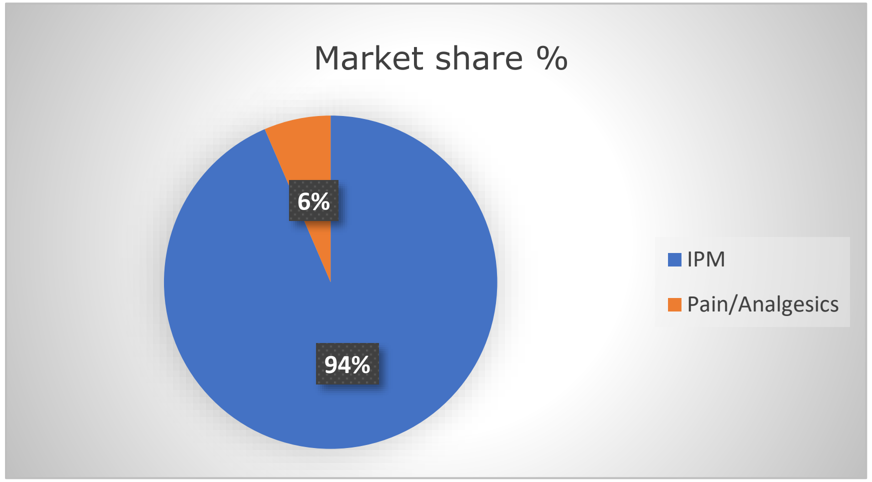
Aza-spray with metered dose and ease of application, patients can get quick onset relief. Aspirin, first line therapy for pain relief shows decrease in needs of opioids.

1 spray= 65mg aspirin, it can also be used in pregnant women.

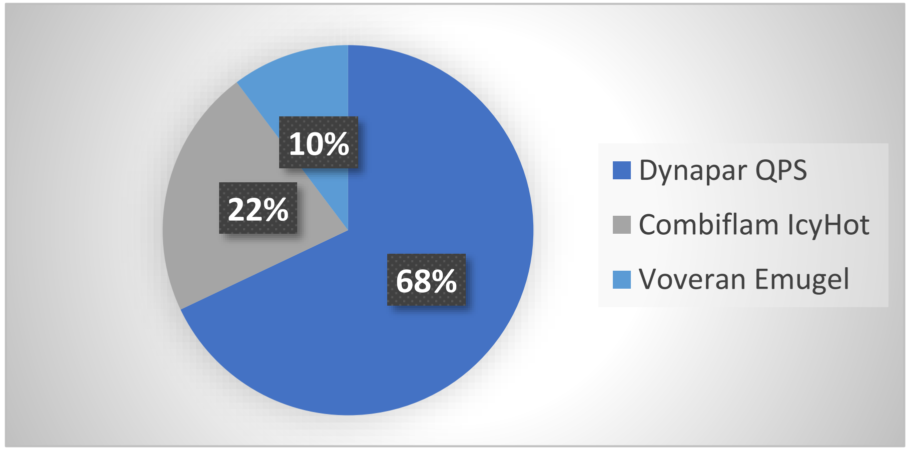
With consumers becoming increasingly concerned about the risk of side effects and the potential long-term impact of regularly ingesting systemic drugs, there is a growing demand for topical products that can provide a similar level of pain relief.

❑SITUATIONAL ANALYSIS

- Total Indian pharmaceutical market value = Rs. 10,891 cr.
- Pain-killer market shares 7% i.e. Rs.753 cr in total with Indian pharmaceutical market.



- Competitor Brands :-



- Market of Analgesics is expected to grow annually by 9.5% (CAGR 2020-2025).

❑SWOT ANALYSIS

STRENGTHS –	**WEAKNESSES –**
• Use of gold standard drug in a new form. • First mover advantage. • Ease of application with quick onset of action. • Brand new concept.	• Totally dependent on sales force and frontline managers for the promotion.
OPPORTUNITIES –	**THREATS –**
• Acquire market share through branding. • Growth potential is high. • Can gain loyal customers. • OTC brand. • Step into online marketing.	• Presence of alternative treatments for pain management. • Rise of cheaper Drugs/Therapies in the market. • more no. of me-too products launches with lesser price.

❑MARKETING OBJECTIVE

1. **Short Term**

   To achieve 10% market share in the year of launch.

1. **Long Term**

   To be in the top 3 brand of pain-killer spray preparation market by 2022.

❑STRATEGIC PLANNING

BRAND VISION

“Will make all arthritis patients walk and jog in the mornings without the fear of stiffness and pain.”

SEGMENTATION

DEMOGRAPHICS 1. Age – 50 and above. 2. Gender – Female & male. 3. Location – Two tier & above cities. 4. Socio-eco. – Middle class & above.	**GEOGRAPHICAL** All major cities.
PSYCHOGRAPHICS: - People who wants instant pain and stiffness.	

TARGET CUSTOMERS

A. Physicians

B. Orthopaedists.

C. Rheumatologist.

NEEDS

Joint pains & ageing.

Stiffness.

Sports injury.

For medication of patients.

Relief from recurring muscular pain.

FEATURES

- Gold standard aspirin in a Novel drug delivery system.
- Less side effects.
- Used in various types of musculoskeletal pain.
- Duration of action – 6 to 8 hrs.
- Fast Perforation Formulation (FPF) technology.

BENEFITS

- Arthritis patients will get rid of early morning pain of stiffness.
- Sports person will get an easy rid from muscular pain within few minutes.

POSITIONING

1. Differentiation

- Aspirin – gold standard drug.
- In spray form.
- With ease of application.
- Less side effects.
- Quick onset of action.

2. Positioning Statement

"**Aza-spray** provides **quick pain and stiffness relief to arthritis patients with an ease of application, than any other pain killer spray available in the market (Dynapar QPS, Voveron, Combiflam and Relaxyl).** We do this by **"Fast Perforation Formulation" absorption at topical application and it enhances drug penetration with quick onset relief".**

❑ Positioning Message

- Aza-spray gives immediate relief from muscular pain and stiffness.
- Aza-spray helps in improving the quality of life by eliminating pain and stiffness with a Fast Perforation Formulation.

❑ USP – UNIQUE SELLING PROPOSITION.

"A well trusted brand with a new FPF technology provides quick stiffness and pain relief".

❑ VALUE PROPOSITION.

"Aza-spray gives you strength to walk without the fear of stiffness".

Topically applied Aza-spray has been shown to be equally effective to orally administered aspirin in the treatment of arthritis, which is associated with a lower incidence of unwanted gastro-intestinal side effects.

Aza-spray is superior for use against joint pain and morning stiffness with quick relief and onset action.

Aza-spray through its FPF technology, i.e. Fast Perforation Formulation, which enables the drug to quickly penetrate the skin on the site of action.

❑PROMOTIONAL BUDGETING & FORCASTING

S.NO.	PROMOTIONAL EXPENSES	Rs. 30,00,000	COST AS CALCULATED
1.	Samples	15%	4,50,000
	Visual aids	5%	1,50,000
3.	Brand reminders	10%	3,00,000
4.	Leave behind literature	10%	3,00,000
5.	Symposium	25%	7,50,000
6.	Training	10%	3,00,000
7.	Gifts	10%	3,00,000
8.	Incentives	15%	4,50,000
	TOTAL	100%	30,00,000

Q1	YPPPM (Yield Per Person Per Month)	TOTAL NO.OF BOTTLES	VALUE (Rs.)
Month 1	53,333		
Month 2	53,333		
Month 3	53,333	1,60,000	42,000,000
Q2			
Month 4	133,333		
Month 5	133,333		
Month 6	133,333	4,00,000	105,000,000
Q3			
Month 7	213,333		
Month 8	213,333		
Month 9	213,333	6,40,000	168,000,000
Q4			
Month 10	253,333		
Month 11	253,333		
Month 12	253,333	7,60,000	199,500,000
TOTAL (NO. OF BOTTLES)	1,960,000	TOTAL (Rs.)	514,500,000

❑BRAND P&L & PRICING STRATEGY

S.NO.	BRAND P&L	Rs.	15ml Bottle
1.	Sales (Rs.)	xx	5.14 cr
2.	Less cost of goods (COGS) (40%)	xx	2 cr
3.	Gross margin (Rs.)	xx	3.08 cr
4.	Less Advt. & promo (A&P) (20% of sales)	Xx	1.2 cr
5.	Less selling expenses (4% of sales)	Xx	20 Lakhs
6.	Less marketing expenses (20% of sales)	Xx	1.2 cr
7.	Less distribution expenses (5%)	Xx	25 Lakhs
8.	Gross profit before tax (PBT)	Xx	229,000,000
		TOTAL	

PRICING		15ml BOTTLE
Product out of price Control	MRP	262.5
	GST % (Say 18%)	47.25
		215.25
Discount to retailer	20%	43.05
Price to retailer		172.2
Discount to stockist	10%	17.22
Price to stockist (NRV)		155
Company margin	65%	101
Basic cost		54

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