

Summer Training Report

At

The Enablers

Date :-

20th April 2020 to 1st June 2020

A Report

By

Divya Thakur

(Roll no. 0181)

MBA Pharmaceutical Management

2019-21



Declaration

I, **Divya Thakur**, student of MBA Pharmaceutical Management hereby declare that the summer internship project report entitled “**To prepare a brand plan on the launch of Aspirin spray in India**” which is submitted by me to School of pharmaceutical management , IIHMR University , Jaipur in partial fulfillment of the requirement for the award of the Post graduation degree - MBA pharmaceutical management , has not been previously formed the basis for the award of any degree, diploma or other similar title or recognition.

Date:

20th June 2020

Divya Thakur

(Roll No. 0181)

CERTIFICATE

This is to certify that **Divya Thakur (Roll No. 0181)**, student of MBA Pharmaceutical Management , School Of Pharmaceutical Management , IIHMR University , Jaipur, has done her summer internship project entitled “**To prepare a brand plan on the launch of Aspirin spray in India**” under my guidance and supervision during “ **20th April 2020 – 1st June 2020**”

The work was satisfactory. She has shown complete dedication and devotion to the given project work.

Date:

20th June 2020

Prof. Vivek Hattangadi
(Chief Mentor – The Enablers)

(Dr. Sourabh Banerjee)

Dean , School Of Pharmaceutical Management

ACKNOWLEDGEMENT

I am very much thankful to our honorable **President Mr. Pankaj Gupta** to make summer internship mandate for every student.

I extend my sincere thanks to **Dr. Sourabh Banerjee, Dean** , School Of Pharmaceutical Management , IIHMR University , Jaipur for his guidance and support . I would also like to thank **Dr. Sandeep Narula (Assistant Dean)**, for his kind concern throughout my summer internship and supporting me in my project. I am also very much thankful for giving this opportunity to work under the guidance of very well know veteran group product manager. I am likewise appreciative to **Prof. Vivek Hattangadi (Chief Mentor – The Enablers)** for the cooperation and giving me a friendly environment which made me very comfortable. Last but not the least I would like to thank my parents for their constant support.

Divya Thakur
(Roll No. 0181)

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Company profile

The Enablers is a Brand Management and Sales Force Effectiveness Consultancy, which functions under the guidance of Prof. Vivek Hattangadi, a very well known veteran in the field of pharmaceutical industry. Prof. Vivek Hattangadi is now a training, marketing and brand management consultant for over a dozen companies in India and Nigeria. As Branding being the foundation of marketing. The Enablers help the pharmaceutical companies develop successful brands. The services given by The Enablers include :-

1. Training of a brand manager.
2. preparing and executing brand strategies.
3. positioning of the brand.
4. preparing training material and so on.
5. Sales management- consultancy and training.

Brand administrators in Indian Pharma industry is an exceptionally testing errand and it requires close consideration. The Enablers offers preparing and consultancy to the brand directors to create brand techniques, dispatch another item, helps in spreading attention to your image among the clinical specialists, etc. The consultancy likewise offers administrations for the main line chiefs to change them into viable pioneers.

TOPIC FOR THE PROJECT

“To prepare a brand plan for the launch of Rx Aza-Spray (Aspirin spray) in India”

Abstract

I have prepared a brand plan on the launch of “Aspirin spray” in India. Some assumptions were given by Prof. Vivek Hattangadi. Based on which, I did the marketing analysis for my brand. Also, the articles shared by Prof. helped me a lot in creating a good brand name. The brand plan is defined as the plan in which we allocate resources to a strategy designed to achieve a business objective. While preparing this brand plan, I learnt a lot of things. For example, the strategic thinking process is very important, your brand name/ logo is important, and last but not the least, key features which makes your brand different from the other is mandate.

Assumptions for Brand Plan

1. You are the brand manager of Canopus Pharmaceuticals.
2. 800 Medical reps.
3. 200 field managers.
4. Strong portfolio.
5. 15th rank of India.
6. Already 2 existing brands Acetofenac + PCM, amongst top 3.
7. Competitor brands are Dynapar QPS, Voveron, Combiflam and Relaxyl.

Introduction

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. It is available in a 15ml spray bottle with a metered dose.

- The target customers for this product will be Physicians, Orthopedists 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

Started in 1999, The Pharmaceutical business of Canopus encompasses the entire chain from licensed manufacturing to marketing products across the country.

Vision

To become most valued pharmaceutical company through continuously serving high quality products to people.

Mission

To become a leading pharmaceutical company through introduction of wide portfolio of branded and generic products in the market.

Company analysis :-

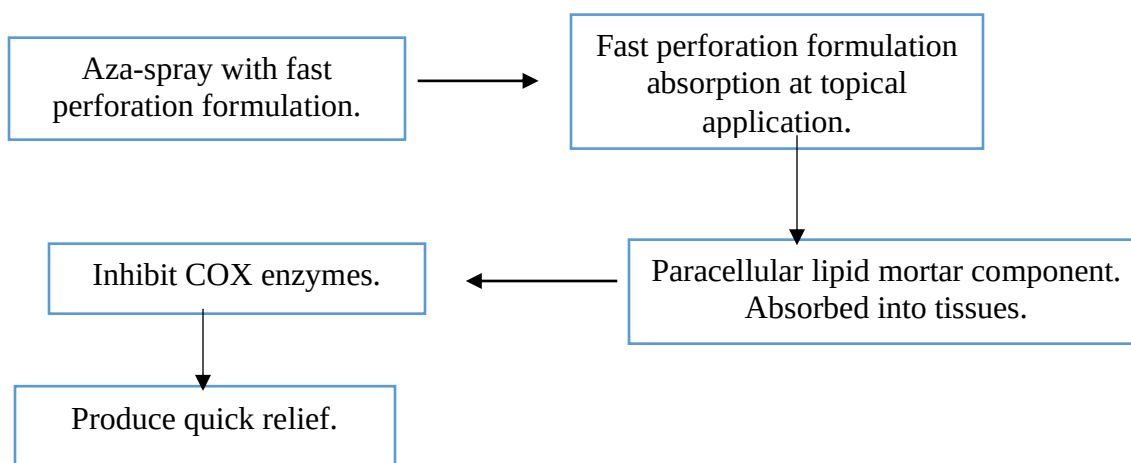
- Ranking in India: - 15th Rank
- Field Force :- 800 Medical Representatives with 200 Field Managers.
- Canopus Pharmaceuticals already has a strong brand portfolio in pain-killer segment with Acelofenac and Paracetamol, which holds a top 3 position in the market.
- Plans to launch its new pain-killer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

About the Product

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.

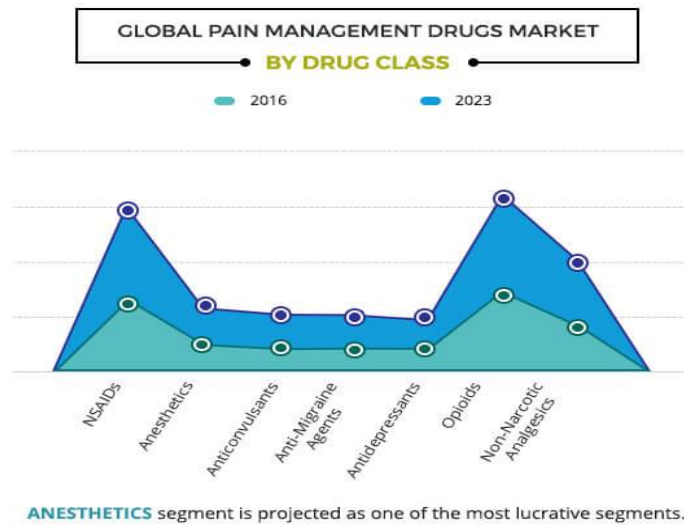
Precautions:-

- Keep out of reach of children.
- Avoid contact with eyes.
- Not for veterinary use.

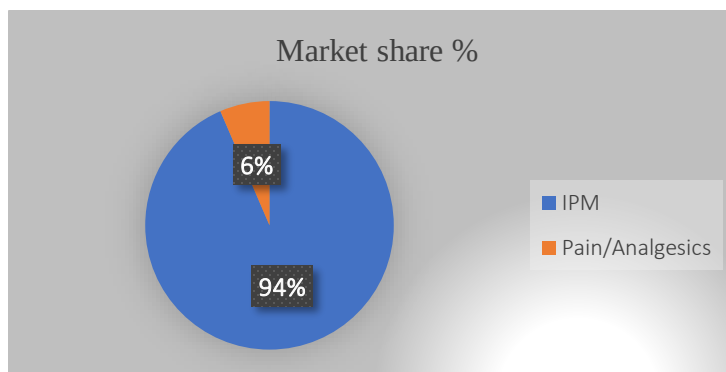
Storage:- Store below 25° C. Protected from light.

Situational analysis

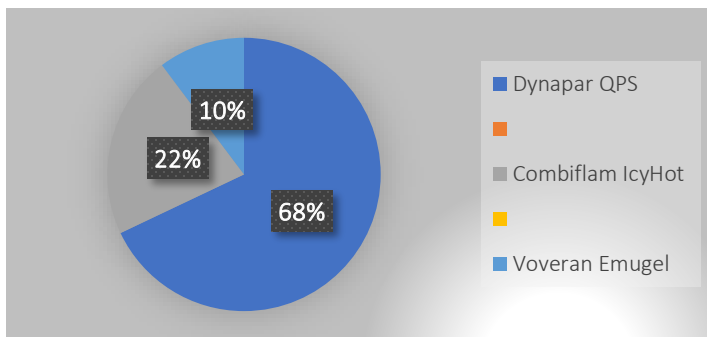
- Total Indian pharmaceutical market value = Rs. 10,891 cr.



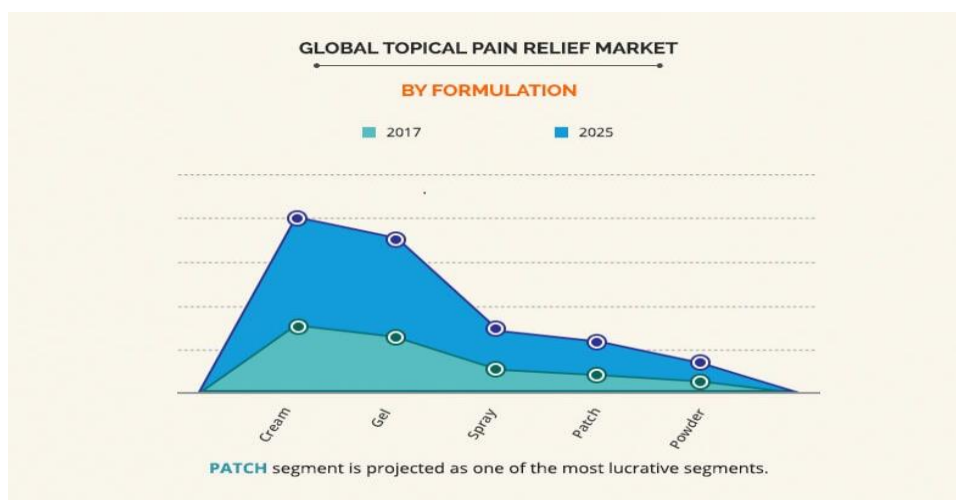
- Pain-killer market shares 7% i.e. Rs.753 cr in total with Indian pharmaceutical market.



- Competitor Brands i.e. Dynapar QPS by Troika Pharmaceuticals, Combiflam IcyHot by Sanofi and Voveran Emugel by Novartis market share as given below.



- Market of Analgesics is expected to grow annually by 9.5% (CAGR 2020-2025).
- Topical analgesics continued to outpace systemic analgesics in 2019-2020.
- 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.



Swot analysis

<u>Strengths –</u> • Use of gold standard drug in a new form. • First mover advantage. • Good quality and simple to scale up. • Ease of application with quick onset of action. • Quality process and procedure. • Brand new concept.	<u>Weaknesses –</u> • Totally dependent on sales force and frontline managers for the promotion.
<u>Opportunities –</u> • Enhance brand equity. • Acquire market share through branding. • Growth potential is high. • Can gain loyal customers. • Moving into market with a brand-new product, can offers improved profits. • OTC brand. • Step into online marketing.	<u>Threats –</u> • Competitors can leverage brand strength. • Presence of alternative treatments for pain management. • Rise of cheaper Drugs/Therapies in the market. • Regulatory environment becoming more astringent. • 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.

2. 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

Segments customers and audiences into group that similar characters. Such as Demographics, Interests, Needs and Location.

Target customers

- A. Physicians.
- B. Orthopedists.
- C. Rheumatologist.

Demographics

Age – 50 and above.

Gender – Female & male.

Location – Two tier & above cities.

Socio-eco. – Middle class & above.

Geographical

All major cities.

Psychographics

People who wants instant pain and stiffness.

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”.

3. 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

S.no.	Promotional expenses	Rs. 30,00,000	Cost as calculated
1.	Samples	15%	4,50,000
2.	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

Forecasting

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

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	

Price of 15ml bottle

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

Research Methodology :-

Mode of collection of data :- Articles, literatures.

Type of data :- Secondary Data.

Conclusion :-

To conclude that Rx Aza-spray is a competitive brand for Rx Dynapar QPS, for the treatment of arthritis in senior citizens. Arthritis majorly occurs in old age people. The main problem faced by the arthritis patients is an early morning sickness, which can be treated with the application of Rx Aza-spray. Therefore, the targeted population of Rx Aza-spray is geriatric segment. Osteoarthritis is the second most common rheumatologic problem and it is the most frequent joint disease with a prevalence of 22% to 39% in India. In the upcoming years, the more numbers of geriatric patients will be there suffering from Arthritis. Therefore, India can become a hub for arthritis. Hence, there can be some potential for the painkiller spray brands. Rx Aza-spray is a brand which provides a good quality and efficacious treatment to the arthritis patients. And there are very few competitors in the pain killer spray market.

⇒ **Reference :-**

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