

# Summer Internship Report



# INTRODUCTION

## Organization Profile

- ❖ **GHC Drugs and Pharmaceuticals** is one of the quickest developing Indian drug organization, settled in Mumbai.
- ❖ GHC was set up in year 2020 with a goal to bring inventive and excellent prescriptions.
- ❖ GHC is committed to empowering people to live healthier at every stage of life.
- ❖ With one of our global centres in Mumbai, GHC have active pharmaceutical ingredient, oral solid dose and injectables facilities manufacture high quality medicines for global markets.

# INTRODUCTION

## Product Overview

- ❖ **GOODZINC** brand consists of zinc acetate. Zinc is a naturally occurring mineral, important for growth and development of body tissues. Zinc acetate is used to treat Wilson's disease and prevent zinc deficiency.
- ❖ **Zinc acetate** is a salt with the formula  $\text{Zn}(\text{CH}_3\text{COO})_2$ , which commonly occurs as the dihydrate  $\text{Zn}(\text{CH}_3\text{COO})_2 \cdot 2\text{H}_2\text{O}$ . Both the hydrate and the anhydrous forms are colorless solids that are commonly used in chemical synthesis and as dietary supplements.
- ❖ Zinc acetates are prepared by the action of acetic acid on zinc carbonate or zinc metal. It works by providing essential nutrients.

# OBJECTIVES



Preparation of Annual Operating Plan (AOP)



Making Strategies for Digital Marketing



Content for promoting digital marketing of products on social media platforms



Field work

# METHODOLOGY



NOW, THIS PROJECT  
WAS DISTRIBUTED  
INTO 4 PARTS:



PATIENT JOURNEY



BRAND PLAN



DIGITAL STRATEGIES  
AND CONTENT  
CREATION



FIELD WORK

# 1. PATIENT JOURNEY FOR ZINC DEFICIENCY

## AWARENESS & RECOGNITION

Zinc is a mineral that your body uses for fighting off infections and producing cells. It's important for healing injuries and creating DNA, the genetic blueprint in all of your cells. If you're not getting enough zinc in your diet, you may have side effects such as hair loss, lack of alertness, and a reduced sense of taste and smell.

## PRESENTATION & DIAGNOSIS

### SYMPTOMS include:

- unexplained weight loss
- wounds that won't heal
- lack of alertness
- decreased sense of smell and taste
- diarrhoea
- loss of appetite
- open sores on the skin

### Diagnostic tests:

- Blood test
- Urine test
- Hair analysis

## TREATMENT SELECTION

### Treatment selection

Include :

- Healthy diet which includes zinc rich in foods
- Zinc supplements etc.



## BRAND SELECTION & ACCESS

- GOODZINC is the solution for Zinc deficiency.
- GOODZINC can be prescribed for Zinc deficiency

## SWITCHING & PERSISTENCY

- It can be used as daily basis or until the disease condition remains.
- It can be used for erectile dysfunction.
- For an adult male, 11 milligrams of zinc per day is considered the ideal amount to consume. Women should limit their zinc intake to 8 milligrams per day.
- No side effects.

## 2. PATIENT JOURNEY FOR WILSON'S DISEASE

### AWARENESS & RECOGNITION

- Wilson's disease is a rare inherited disorder that causes copper to accumulate in your liver, brain and other vital organs.
- Most people with Wilson's disease are diagnosed between the ages of 5 and 35, but it can affect younger and older people, as well.

### PRESENTATION & DIAGNOSIS

#### Symptoms include:

- Fatigue, lack of appetite or abdominal pain
- jaundice
- Golden-brown eye discoloration
- Fluid build-up in the legs or abdomen
- Problems with speech, swallowing or physical coordination
- Uncontrolled movements or muscle stiffness

#### Diagnostic tests:

- Blood and urine tests.
- Eye exam.
- Removing a sample of liver tissue for testing (biopsy).
- Genetic testing.

### TREATMENT SELECTION

#### Treatment selection

Include :

- Foods that contain high amounts of copper
- Zinc Acetate



### BRAND SELECTION & ACCESS

- GOODZINC is the solution for Wilson's disease.
- GOODZINC can be prescribed for Wilson's disease.

### SWITCHING & PERSISTENCY

- This medication prevents your body from absorbing copper from the food you eat. It is typically used as maintenance therapy to prevent copper from building up again.
- Zinc acetate can be used as primary therapy
- It can be used as daily basis or until the disease condition remains.
- It can be used for children.
- No side effects.

# BRAND PLAN- Annual operating plan

Brand name : GOODZINC

# EXECUTIVE SUMMARY

## Insights 2020

- There is a growth in the ZINC ACETATE market in the pharmaceutical industry(IPM).
- By considering the growth rate and market share we can say that there is a more probability to launch our product GOODZINC.

## STRATEGY 2021

- To make GOODZINC the most preferred drug for zinc deficiency in the Indian Market.
- Targeting more doctors using digital platforms with creative content and innovative strategies.
- Strategies include LinkedIn marketing, email marketing and awareness video content.

## Indian Pharmaceutical Market (IPM)

I analyzed the Whole Market for Zinc Acetate Molecule (GOODZINC) In the Indian pharma market

| TOP 5 COMPANIES                 |                |                |                |                   |                    |
|---------------------------------|----------------|----------------|----------------|-------------------|--------------------|
| Row Labels                      | MAT VAL APR 20 | MAT VAL APR 21 | Market share % | MAT VAL GR APR 21 | MAT UNIT GR APR 21 |
| Total Market                    | 41.41          | 47.74          | 100.00         | 0.00              | 0.00               |
| ZUVENTUS HEALTHCARE LTD         | 10.36          | 15.95          | 33.40          | 0.00              | 0.00               |
| WALLACE PHARMACEUTICALS LTD.    | 12.98          | 13.77          | 28.84          | 0.00              | 0.00               |
| MANKIND PHARMACEUTICALS LTD.    | 5.10           | 5.57           | 11.67          | 9.35              | 1.42               |
| DR. REDDYS LABORATORIES LTD     | 3.70           | 3.89           | 8.14           | 5.19              | -3.91              |
| CENTAUR PHARMACEUTICALS PVT.LTD | 2.46           | 2.67           | 5.58           | 8.20              | -2.57              |

**This analysis shows that the major competitors or the top 5 Brands of ZINC ACETATE molecule are:**

| COMPANY NAME                    | BRAND NAME                         |
|---------------------------------|------------------------------------|
| ZUVENTUS HEALTHCARE LTD         | ZINCONIA 20 MG SYRUP 100 ML        |
| WALLACE PHARMACEUTICALS LTD.    | ZN 20 MG DROPS 15 ML               |
| MANKIND PHARMACEUTICALS LTD.    | ZINCOLIFE 20 MG SYRUP 50 ML        |
| DR. REDDYS LABORATORIES LTD     | Z&D PLUS 20 MG ORAL SOLUTION 15 ML |
| CENTAUR PHARMACEUTICALS PVT.LTD | ZINCOGUT 20 MG SYRUP 100 ML        |

# SWOT Analysis for GOODZINC

## Strengths



### 01

Zinc acetate is more effective than other molecule like Zinc sulphate (Zinfate) and Zinc Gycinate. Higher doses can be used for treating respiratory infections, diarrhea , acne.

## Weakness



### 02

- New entry into market
- Very less market share

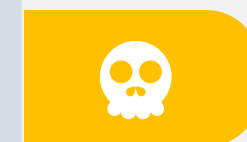
## Opportunity



### 03

- Increasing Market trend
- Available in Combination drug

## Threats



### 04

- Market players are coming with advanced technology & combinations
- Competition in market

# “ DIGITAL MAREKTING STRATEGIES....!! ”



**LONG-RUN**

# GOODZINC : Key Strategic initiatives



**Core Brand Strategy:- To make **GOODZINC** the most preferred drug in the Indian Market**

## Strategy - 1

### Arranging virtual webinars with doctors

Arranging these webinars having doctor engagement activities and as a token for attending, we can present them some gifts , certificates etc.,.

## Strategy - 2

### Special day celebrations

We can arrange campaigns with doctors, HCP's, GP's, CP's on some special days celebrating and give samples of our product to them .

## Strategy - 3

### Chemist tie-ups

To increase our product sales in the market we can tie-up with the chemists and retailers , providing some (%)share and gifts .

**SHORT-RUN**

# GOODZINC : Key Strategic initiatives



Core Brand Strategy:- To make **GOODZINC** the most preferred drug in the Indian Market

## 1. LINKEDIN MARKETING

- ☒ objective
- ☐ strategy
- ☒ Target audience
- ☐ How is it working..?

## 2. EMAIL MARKETING

- ☒ objective
- ☒ strategy
- ☒ Target audience
- ☐ How is it working..?

## 3. Social media marketing with awareness video content

- ☒ FACEBOOK
- ☒ INSTAGRAM
- ☒ TWITTER
- ☒ Video content

# FIELD WORK:

Although it was learning for Digital marketing and promotion, we got a chance to do field work along with Business Executive and Area Business Manager to get knowledge about the Brand Promotion physically. So, here I am showing the report of visits to the doctors. Only I visited to the doctors who are in Jaipur region.

## **Key Learnings:**

- Communication skills
- Proper detailing about the product
- What to say and what not to say
- Pinpoints that attract Doctors towards the Product

| DOCTOR NAME           | SPECIALITY          | CLASS | LOCATION            |
|-----------------------|---------------------|-------|---------------------|
| Dr. Arun              | Paediatrician       | A+    | Kanota Agra road    |
| Dr. Ajay Singh        | General Physician   | A+    | Kanota Agra road    |
| Dr. Jal Singh         | General Physician   | A+    | Kanota Agra road    |
| Dr. Sunil Garg        | Paediatrician       | A     | Rajapark            |
| Dr. Deepak Khurana    | Pediatrician        | A     | Rajapark            |
| Dr. Sanjeev Gupta     | General Physician   | A     | Rajapark            |
| Dr. Swati Ghate       | Paediatrician       | A+    | Rajapark            |
| Dr. Maya sharma       | Pediatrician        | A     | Ramjanj ghalta Gate |
| Dr. Madhulika agarwal | Pediatrician        | A     | Ramjanj ghalta Gate |
| Dr. Anil Poonia       | Neonatologist       | A+    | Adarsh Nagar        |
| Dr. Sharad Goyal      | Pediatrician        | A+    | Adarsh Nagar        |
| Dr. Chanchal Singhal  | Pediatrician        | A+    | Adarsh Nagar        |
| Dr. Dhananjay Mangal  | Senior Pediatrician | A+    | Adarsh Nagar        |
| Dr. Madhu K Mangal    | Gynecologist        | A+    | Adarsh Nagar        |

# Conclusion

The aim of the above study is to understand the digital marketing strategy and various promotional tools for the brand GOODZINC as well as GHC drug and Pharmaceuticals on social media. The study started by understanding the deep knowledge about the cause of disease, symptoms and diagnosis tests. Based on the disease condition patient journey was created to understand the problems which patient suffers. With the goal of patient centricity and awareness and by various contents such as Videos, Posts, Infographics, Blogs, Facts etc. posted regularly on Facebook, Instagram, YouTube, LinkedIn which generates lead and make GHC as a brand aware. The main learning from it was that if brand is new, we need to be constant with posting relatable things on social media to make brand succeed. Along with continuous promotion of Brand, Field study made clear about the market scenario. So, to make brand succeed, constant work is needed along with great promotion strategies and all the knowledge about the therapy.



**SURYAKANT PATEL**

**MBA IN PHARMACEUTICAL MANAGEMENT**

**BATCH 2020-22**

**IIHMR UNIVERSITY, JAIPUR**



THANK YOU