

SUMMER TRAINING AT GHC DRUGS AND PHARMACEUTICALS LTD, MUMBAI



DEVELOPING AN EFFECTIVE BRAND PLAN AND DIGITAL MARKETING STRATEGY FOR GOODMOX CV

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ORGANIZATIONAL PROFILE



GHC Drugs & Pharmaceuticals:

GHC Drugs & Pharmaceuticals is a non-governmental pharmaceuticals company incorporated on 17th July 2020.

Vision: Good Quality for all

Mission: We Promise to provide G3 Good Product, Good Science & Good Relationship through H3 Purpose of Happiness, Culture of Helpfulness & Philosophy of Honoring Healthcare Heroes

Goal: To be in the top 10 ranking in IPM by 2030

The company deals in the field of Orthopedics and Pediatrics having 12 SKUs in Orthopedics and 28 SKUs in Pediatrics department and will be launching 10 more SKU in these department by this year and have a pipeline of 100+ SKUs for launch.

GHC's Marketing Strategy:

GHC follows highly individualised marketing, & thus removing unnecessary costs across supply chain & marketing.

Their marketing strategy includes: -

- Special day celebration
- Gifts/ Samples and other Schemes
- Digital marketing/ Advertising
- Print inputs
- Dossier Activity
- Brand Campaigns

BRAND – Goodmox CV

SKU- Composition	Year of launch
Goodmox CV SUS	2021-22
Goodmox Cv Tablet	2021-22



Brand name :	GoodMox CV
Brand launch date:	2021-22
Generic name :	Amoxicillin Trihydrate IP, Amoxicillin Potassium Clavulanate BP
Formulation:	400/57 mg, 500/125 mg
Packs:	1X10 TAB, 30 ML SUSPENSION
Key Indication(s):	Bacterial infections
Target Market Segment (s):	Bacterial infections, Antibiotic

AWACS ANALYSIS

Particular	Company	Mat value April 2019	Mat value April 2020	Mat value 2021		
				Value	Value growth	Unit growth
Amoxycillin ,Clavulanic Acid	GHC	1369.3	1564.1	1362.5	-12.9	-16.9
AUGMENTIN DUO	GLAXOSMITHKLINE PHARMACEUTICALS LTD.	240	271.6	303.1	11.6	8.8
CLAVAM	ALKEM LABORATORIES LTD.	175.4	191.3	210.8	10.2	8.3
MOXIKIND	MANKIND PHARMACEUTICALS LTD.	123.7	140.6	132.6	-5.7	-7.5
MOXCLAV 500	RANBAXY LABORATORIES LTD	68.4	83.5	74.9	-10.3	-12.5
MEGA CV	ARISTO PHARMACEUTICALS PVT.LTD	33.3	42.4	41.5	-2.0	-3.3

AWACS ANALYSIS

Particular	Company	Mat value April 2019	Mat value April 2020	Mat value 2021		
				Value	Value growth	Unit growth
Amoxicillin Trihydrate IP, Amoxicillin Potassium Clavelanate BP	GHC	1369.3	1564.1	1362.5	-12.9	-16.9
AUGPEN DS	ZUVENTUS HEALTHCARE LTD	17.0	20.3	8.9	-56.4	57.2
CLAVIDUR DDS	LUPIN LTD	2.6	2.2	0.9	-61.2	-61.5
PRINCICLAV	MACLEODS PHARMACEUTICALS PVT.LTD	1.4	1.6	0.7	-56.4	-60.1
BOOSTIM DS	MANEESH PHARMACEUTICALS LTD	1.2	0.9	0.6	-35.9	-38.2
BOOSTIM DS	AKUMENTIS HEALTHCARE LTD	1.1	1.4	0.5	-63.7	-64.9

Competition landscape

Parameter	GHC Brand	AUGPEN DS	CLAVIDUR DDS	PRINCICLAV
Positioning	Good mox CV comes under the category of Antibiotic Preparations & is positioned for the following indications: Treatment of infections caused by bacteria such as sinus infection, respiratory tract infections Media (Children)	middle ear and sinus infections, throat or lung respiratory tract infections, urinary tract infections,.	treat bacterial infections of the ear, nose, throat, chest, lungs, teeth, skin, and urinary tract.	sinus infection, respiratory tract infections, urinary tract infection, bone and joint infections.
Daily cost of Therapy	28.24	29.94	30.46	23.7
Key Specialty	Pediatricians/ Consultant Physicians	GP/Pediatricians	GP/Pediatricians	GP/CP/ Optha /Ped
Packaging	30ML Bottle	30ML Bottle	30ML Bottle	30ML Bottle
Strength	Trustworthy Product	Good packaging	Good packaging	Marketed Well
Weakness	high doses may result in serious kidney damage	stomach disturbances, vomiting, diarrhoea, drowsiness and fluid retention	Diarrhea, Allergy Skin rash	Anaphylactic reaction Steven-johnsons syndrome Angioedema Erythema Hypersensitivity

Competition landscape

Parameter	GHC Brand	AUGMENTIN DUO	CLAVAM	MOXIKIND CV
Positioning	Good mox CV comes under the category of Antibiotic Preparations & is positioned for the following indications: Treatment of infections caused by bacteria such as sinus infection, respiratory tract infections	penicillin-type antibiotic used to treat a wide variety of bacterial infections. It works by stopping the growth of bacteria. This antibiotic only treats bacterial infections.	ear, sinus, throat, lung, urinary tract, skin, teeth, joints, and bone.	infection of lungs, airways, ears, urinary tract, skin, bone, joints, soft tissue and tooth.
Daily cost of Therapy	18.49	20.05	20.05	15.37
Key Specialty	GP/CP/ Optha	GP/CP/ Optha	GP/CP/ Optha	GP/CP/ Optha
Packaging	625mg Strip Of 10 Tablets	625mg Strip Of 10 Tablets	625mg Strip Of 10 Tablets	625mg Strip Of 10 Tablets
Strength	Trustworthy Product	Good packaging	Good packaging	Marketed Well
Weakness	high doses may result in serious kidney damage	stomach disturbances, vomiting, diarrhoea, drowsiness and fluid retention	persistent sore throat or fever, dark urine	Skin rashes & irritation Headache Dizziness

DIGITAL MARKETING STRATEGY

GOODMOX CV



Digital Market Strategy

Key Strategic initiatives

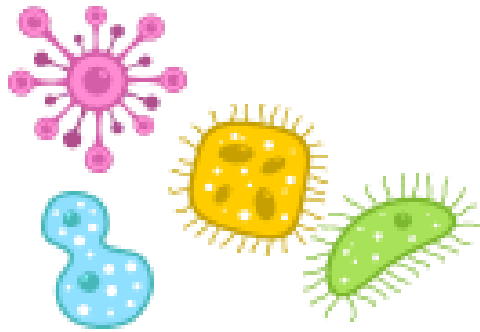
- E-mail marketing
- Special day celebrations
- Personalized gifts

To promote the drug **GOODMOX CV.**

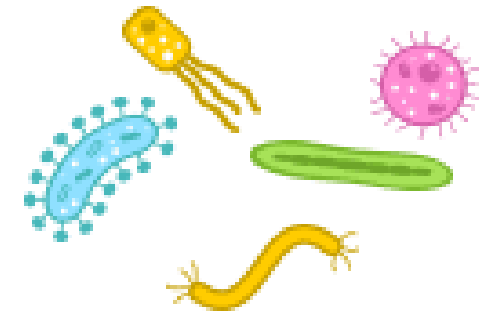
- Brand Awareness
- Webinar

Social media marketing

- ▶ FACEBOOK
- ▶ INSTAGRAM
- ▶ LINKDIEN
- ▶ YOUTUBE



What is Antibiotic resistance?



Antibiotic resistance occurs when bacteria develop the ability to defeat the medicines designed to kill them. This means the bacteria are not killed and continue to grow. Misuse and overuse of antibiotics are the main reasons why bacteria acquire resistance and make antibiotics ineffective. Without effective antibiotics many common infections and routine medical treatments may become dangerous.

What can I do?



Don't start or stop antibiotics by choice. Always follow the physician's advice



Never take antibiotics for cold and flu. These infections are caused by



Don't use left over antibiotics or share them with others



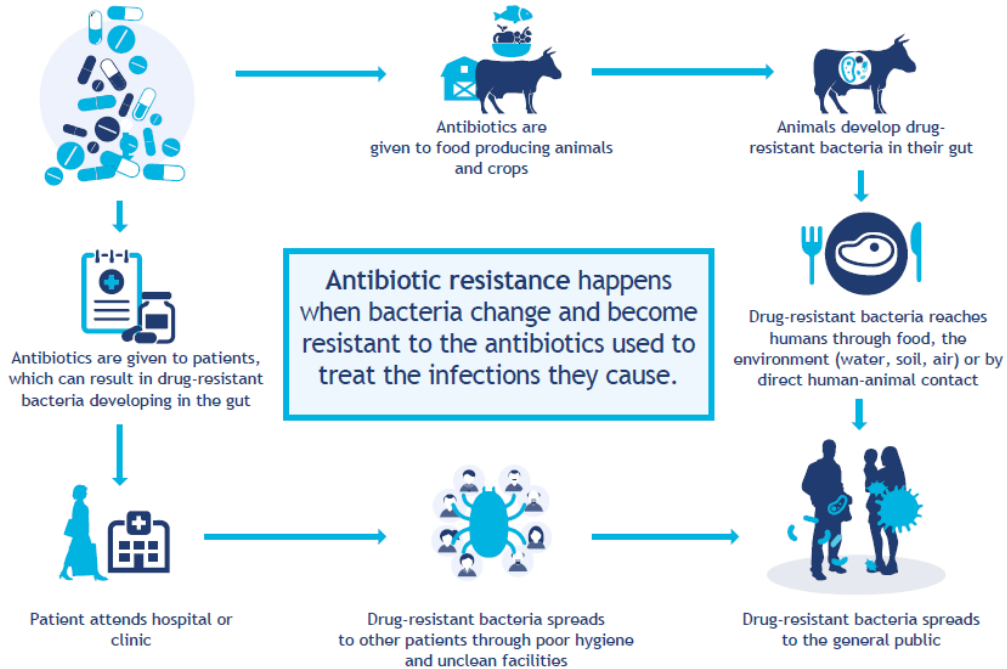
Avoid using multiple antibiotic combinations. More is not always



Prevent infections by regularly washing hands and keeping cleanliness

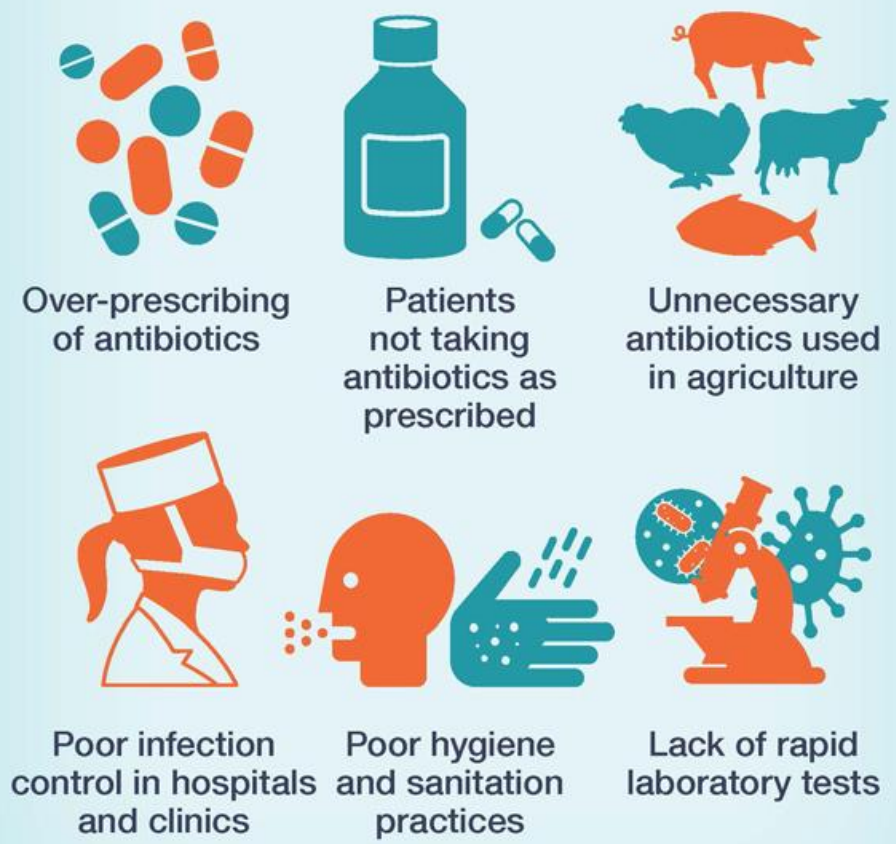
ANTIBIOTIC RESISTANCE

HOW IT SPREADS



Antibiotic resistance happens when bacteria change and become resistant to the antibiotics used to treat the infections they cause.

CAUSES OF ANTIBIOTIC RESISTANCE





- ▶ Segment and Prioritize Target Physicians
- ▶ Customize Emails for Each Segment
- ▶ Subject Lines should be concise, relevant and understandable.
- ▶ Keep the Emails Short , Sweet and to the point.
- ▶ Include and Track Compelling Links in Emails.

E-mail for Doctors

Dear Dr. _____

Greetings!

Hope this mail finds you in the pink of your health and happiness. We at GHC drugs and pharmaceuticals sincerely appreciate your endeavours during the pandemic.

We hereby provide you the clinical trial data and rationale behind the combination of Amoxycillin Trihydrate IP, Amoxycillin Potassium Clavulanate BP along with some visual aids for your use to continue your medical education.

Also, please find attached the LBL for our product Goodmox cv

Kindly go through these and prescribe the same.

Thank You

Regards

GHC Drugs and Pharmaceuticals



The background of the slide is a photograph of several wrapped gifts on a wooden surface. The gifts are wrapped in various patterns including red hearts, snowflakes, and geometric designs. Some are tied with red ribbons, while others use twine or patterned ribbons. A pair of hands is visible in the lower-left, tying a red ribbon on a gift. A semi-transparent blue geometric overlay is on the right side of the image.

Special day celebrations

**World
Environment
Day**

**World Food
Day**

**World Water
Day**



WEBINAR

is a presentation, lecture, workshop or a seminar that is transmitted over the Web using video conferencing software.

- It has the ability to give, receive and discuss information in real-time.
- It creates Direct contact with your target group
- It helps in Reaching your target group both live and afterwards
- Interaction with your target group increases
- Webinars save time and money

FACEBOOK

Create
business Page

Define your
audience

Post regular
updates

Frequency -
know Best time
of your post

Language

Offer
exclusive
deals

Content -
poster, Videos ,
story

Festivals

Company vision

Example -

Types of Facebook posts-

1. Status post
2. Facebook photo post
3. Facebook video post
4. Facebook Live video post
5. Linked content post
6. Facebook Stories
7. Pinned post

**CARING
FOR YOU & YOUR
SMILE**



GHC Drugs And Pharmaceuticals
Today at 6:00am · 🌐

Dental abscess
A pocket of pus in a tooth caused by an infection.
The infection can result from an untreated cavity, injury or old dental work.
Symptoms include pain, bad breath and fever.
The abscess must be drained. A root canal or antibiotics may be required.
Sometimes, the tooth needs to be pulled.

Symptoms include pain, bad breath and fever.
People may experience:
Pain areas: in the jaw
Mouth: toothache, bad breath, dental cavities, or tooth loss
Also common: pus, fever, or swollen lymph nodes

An illustration of a sad, anthropomorphic tooth character. The tooth has a frowning mouth, small eyes, and a single tear. It is surrounded by several green, spiky bacteria. The tooth is set against a blue background with pink, wavy lines representing gums at the bottom. The entire illustration is framed within a white border.

👍 Like 💬 Comment ➦ Share

👤❤️👍 David and 400 others

GHC Write a comment... 🗨️ 📷 📺 🗑️



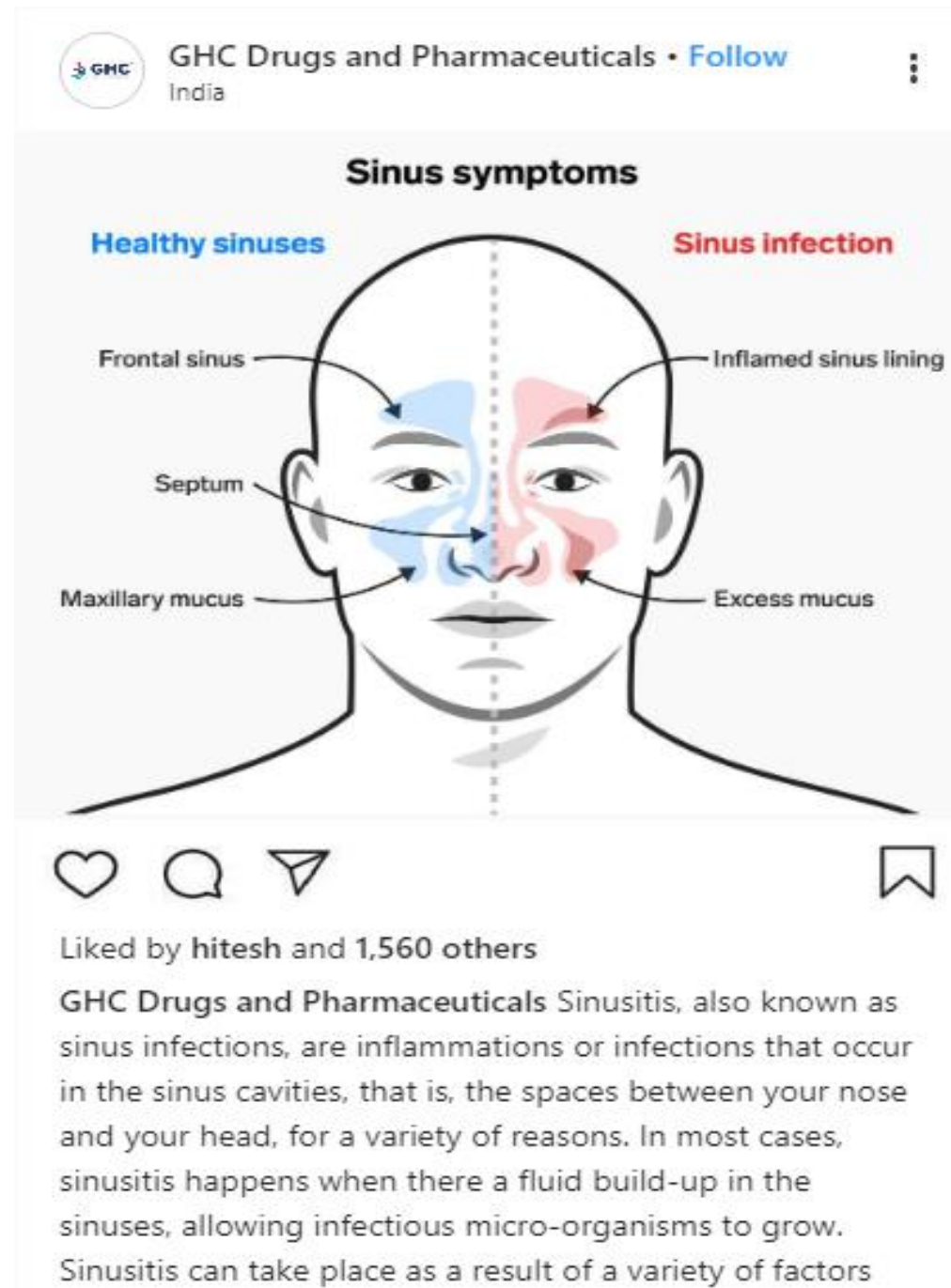
INSTAGRAM

- Setting up an Instagram business account
- Set up your account with a compelling bio, a profile picture, and a username.
- Use Analytics.
- Post at the right times
- Write great captions
- Engage
- Make the most of Instagram Stories
- Use Stories highlights and covers to boost your bio

EXAMPLES

Types of Instagram posts-

1. POST
2. STORY
3. REEL
4. IGTV VIDEO



YOUTUBE

1. Using attractive visual graphics, playing sound effects in the background to harness the powerful emotions and to tell the story.
2. Keep the end goal in the mind for video content, whether its awareness, leads, or another goal.
3. Keep the script of video effective and show empathy.

YOUTUBE





Set up and personalise your page



Use Single image post, Videos posts, Carousel posts.



Use # hashtags and @ mentions.



Optimize your LinkedIn page & profile for organic lead generation



Share your blogs / posts / infographics /videos



Include relevant internal company links in all your LinkedIn content



Ensure your whole team have up-to-date LinkedIn profiles that link to your business & encourage them to share your content.

Field Work



Although, 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, I visited (Mainly General Practitioners, Consulting Physician) and chemist with the Area Business Manager.

THANK YOU