

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

SUMMER TRAINING REPORT

By

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Academic Year

2020-22

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Ref.No:GHC/CORPHR/FF/Internship/07-21

24th July, 2021

To Whom Ever It May Concern

This is to certify, that Mr. Rishabh Parashar S/o Mr. Raju Bhaiya Parashar, student of Pharmaceutical Management (First Year) of IIMR University, Jaipur has undergone two months internship from 10th May 2021 to 5th July 2021 at GHC Drugs & Pharmaceuticals Pvt. Ltd.

As a part of internship he has completed his study on **“Innovation and Sustainability in Healthcare Sector”**.

During the period of his Internship with us he was found punctual, hardworking and inquisitive

We wish him all the best for future endeavours.

For **GHC Drugs & Pharmaceuticals Pvt. Ltd.**



Chief Corporate Affairs & HR

ACKNOWLEDGEMENT

Firstly, I am very grateful to my organisation, **IIHMR Jaipur** for giving me a good opportunity in Summer Training, which helped me in improving my knowledge on the digital marketing and promotion of Brands.

Interning at GHC was a very satisfying experience, and naturally I have many people to thank. GHC is a young pharma company with many leaders like PK Pathak Sir, Prashant Bhamare Sir, and Arun Kapoor Sir who interact with us from time to time despite their busy schedules. I also want to thank my on-field mentors Sanjiv kumar Sherawat for their guidance during field work.

I am also thanks to my mentor/ tutor ***Ashok Peepliwal sir*** for constant guidance and support.

RISHABH PARASHAR
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Introduction

This project aims at the changes in the marketing strategies from conventional to digital and for these digital strategies, not only innovation but sustainable innovation is required to get success.

Organization Profile

1. Company's 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 Creators of GHC:

Founder and CEO - Prashant Kumar Pathak (36 years of rich global pharmaceuticals leadership experience)

Co-Founder and MD - Kum Kum Pathak (Women entrepreneur, Consultant with start-up pharmaceuticals companies)

- GHC has already launched 13 Pedia & 7 Ortho products and about 100 SKUs are in the pipeline, including segments of pedia, ortho, CP/GP, ENT & Derma.

Company's prominent awards:

Crossed milestone of 1 Crore sales in within 2 months of the launch.

HEROES(HHH) which is a landmark initiative which corresponds to

- i. Reinforce trust between Doctor's fraternity and society at large.
- ii. Highlight the selfless service of Drs under most tiring circumstances.
- iii. Re-emphasize the contribution of Doctors towards Building society and Nation.

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: -
 1. Special day celebration
 2. Gifts/ Samples and other Schemes
 3. Digital marketing/ Advertising
 4. Print inputs
 5. Dossier Activity
 6. Brand Campaigns

PROJECT TIMELINE-

The project was designed for 8 weeks in which different types of activities were designed for gaining experience:

- Allocation of ghc mentor
- Brief introduction about the therapeutic category along with the product brief and monographs.
- In first week study the therapeutic category (including anatomy and pharmacology of the disease and disease category.
- In 2nd week develop the patent journey and then based on patent journey make the brand plan.
- In 3rd week brand plan teams develop the digital strategy, how they will promote the product on different social media.
- In 4th week providing drs list with email id and contact number for digital promotion.
- In 5th week field work (personal call to the Drs/chemist/) if covid conditions permits.
- 6th week Digital promotion continued
- 7th week digital promotion and field work.

PRODUCT OVERVIEW-

GHC Drug and Pharmaceuticals has wide range of products and some are in the pipeline. My work was to make digital strategies and implement it to attract doctors as well as consumers towards it. Among all the products, I was provided with GOOMOX CV which is an antibiotic used in bacterial infections.

GOODMOX CV contains Amoxicillin Trihydrate IP, Amoxicillin Potassium Clavulanate BP. GOODMOX 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.

Its benefits in-

- infection of lungs,
- airways, ears, urinary tract, skin,
- soft tissue and
- tooth infections .
- sinus infection

Indications –

- Diarrhea
- Stomach disturbances,
- vomiting,
- drowsiness and fluid retention

Brand name :	GOODMOX CV
Brand launch date:	2021-22
Generic name :	Amoxicillin Trihydrate IP, Amoxicillin Potassium Clavelanate 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

About the project

Project started with Introduction of Therapeutic Categories and then distribution of categories in which I must understand Category of disease and its anatomy and Physiology. Based on Disease, products of GHC Drugs and Pharmaceuticals are given which we have to promoted digitally.

After that, Patient journey was developed for the disease by which pain points were identified. Based on the Patient Journey, BrandPlan was developed and in the brand plan, main focus was on the product promotion strategy i.e., promotion of product on the different social media platforms such as LinkedIn, Facebook, Instagram, Twitter, YouTube, Blogs, Emails etc.

After that, Field work with the field force was done to identify market scenario and promote product physically along with continuation of Digital promotion.

1. Objectives

- To Create Brand Plan for the Product Goodmox cv
- To create Digital Marketing strategies for GHC Drugs and Pharmaceuticals for GOODMOX CV promote it digitally.

2. Methodology

Data collection methods: Secondary data from various sources provided by the company. Another main and important source was the internet sources which helped in developing the various stages of the summer training. Company also provided with the literatures to review about the molecule and also the visual aids detailing was also given to us.

The data has been collected from corporate database, covered market data & portfolio plan 2020-21 of GHC.

The data is collected from the company's reports like their annual portfolio plan, Covered market data, visual aids & the computerized data of the company and their competitors.

Now, this project was distributed in 4 parts:

- **Patient Journey**
- **Brand Plan**

- **Digital Strategies and Content Creation**
- **Field Work**

Patient Journey Map

It is patient's interaction with doctor which starts with patient developing symptoms, getting information about it and identifies healthcare provider for care, continues to diagnosis and treatment to recovery and life-style changes for it.

Patient Journey is generally 5 step processes:

Step 1: Awareness and Recognition

Step 2: Presentation and Diagnosis

Step 3: Treatment Selection

Step 4: Brand Selection and Access

Step 5: Switching and Persistency

Brand Plan

Brand name :	GoodMox CV
Brand launch date:	2021-22
Generic name :	Amoxycillin Trihydrate IP, AmoxycillinPotassium Clavelanate 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

The Brand plan Includes:

(A)AWACS analysis – market, brand, competition

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

Particular	Company	Mat value April 2019	Mat value April 2020	Mat value 2021		
				Value	Value growth	Unit growth
Amoxycillin Trihydrate IP, Amoxycillin 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

Digital Strategies and Content Creation:

So, based on the brand plan, Digital marketing strategies were created and forthat targeted social media was

- a) Facebook
- b) Instagram
- c) YouTube
- d) E-mails
- e) Twitter
- f) LinkedIn

Objective of Digital Media promotion:

- To aware Doctors and Consumers about GHC Drugs and Pharmaceuticals as a Brand.
- To aware Consumer about Disease and its therapy.
- To make our brand ore successful.

Strategic Planning:

- Now, It is quite challenging to promote pharmaceutical products on Social Media if itis not OTC(Over the Counter). Prescription Drug can't be promoted on Social Media sites directly.
- So, Our goal was to target Consumers to make aware about the Disease and its therapy through GHC Drugs and Pharmaceuticals and by this we can make GHC Brand aware to general public.

2. Suggestions:

- The number of staff in the field must be increased to target additional number of doctors.
- Availability of products in the market must also be increased.
- The products in pipeline must also be introduced in the market.

Now, to make GHC as a brand aware, we need to post regularly. So, plan for postingcontent:

Monday	<i>Videos of Instagram, Facebook, YouTube</i>
Tuesday	<i>Posters, Posts, Infographics on Instagram, Facebook, YouTube, LinkedIn</i>
Wednesday	<i>Blogs on LinkedIn and Other Blogging sites such as WordPress</i>
Thursday	<i>Videos of Instagram, Facebook, YouTube</i>
Friday	<i>Posters, Posts, Infographics on Instagram, Facebook, YouTube, LinkedIn</i>
Saturday	<i>Blogs on LinkedIn and Other Blogging sites such as WordPress</i>

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 around 12 doctors (Mainly General Practitioners, Consulting Physician) and chemist with the Area Business Manager.



Critical affecting factors:

- Lesser availability of the medicines in the market
- Higher competition
- Resistance from Competitor's prescribers

COVID-19 related factors:

- Difficulty in manufacturing, supply, and distribution
- Postponements of new SKUs of other segments

Limitations:

- Travel restrictions & social-distancing mandates due to COVID-19 are affecting Sales force performance
 - Lesser availability of products in the market
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Key Learnings/ Conclusion

- The aim of the above study is to understand the digital marketing strategy and various promotional tools for the brand GOODMOX CV .
- The study started by understanding the deep knowledge about the Antibiotic and bacterial infection , their importance, and their role in daily functioning of life.
- Based on the disease condition patient journey was created to understand the problems which patient suffers.
- By Brand plan, It became visible that where GOODMOX CV stands and where it can be reach innear future. Market scenario as well as Competitor Brands and their USP was understood.

Conclusive learning:

I have completed my internship with GHC Drugs & Pharmaceuticals India Pvt. Ltd, which has crossed milestone of 1 Crore sales in within 2 months of the launch. I am feeling grateful working as an intern with GHC Drugs & Pharmaceuticals and have received experience which will surely help me in future. The absolute guidance, concern from most of the staff members of all departments especially the marketing & sales department facilitated in making my internship a wonderful learning experience in all aspects.

Internship duration offered to me was Eight weeks & was directly based on Digital marketing & sales work. Through the tasks given, I got to know different aspects of Marketing digitally & from field work, I was able to get direct interacted with Chemists of different areas & Renowned Pediatricians along with staff of Marketing-Sales, IT & communications of GHC Drugs & Pharmaceuticals.

Limitations:

- ❖ Travel restrictions & social-distancing mandates due to COVID-19 are causing interns to rethink for field work
- ❖ Lesser availability of products in the market due to Impact of Covid on Supply Chain Management
- ❖ Less number of existing field staff, around 45 across India.
- ❖ Sales given preference over product quality by the doctors.

Suggestions:

- The number of staff in the field must be increased to target additional number of doctors.
- The company should introduce creativity into the work, so that the employees can do their work passionately.
- Employees should be more involved in decision making to become more differentiated.

