



Brand Plan for Goodnorm Probiotic Sachet (Saccharomyces Boulardii)

Presented By

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Executive Summary

GHC Drugs & Pharmaceuticals Pvt. Ltd. is launching a probiotic sachet for children. It consists of *Saccharomyces boulardii* which is a natural yeast which treats acute diarrhea in kids. The product's brand name is Goodnorm as it restores the good bacteria in the gut.

The target customer for this product will be Paediatricians, General Physicians, Consultant Physicians.	Total market size of Probiotics is around US\$638.456 (FY21) million in India and is expected to grow at a CAGR of 13.56% to reach a market size of US\$961.856 million in 2025.	The MAT value of <i>Saccharomyces Boulardii</i> is 75.33 in the year 2021 while the growth rate has come down to -22.4.
There has been a decline in the demand of this drug so launching our brand with good strategic plan is a positive sign.	The promotional inputs include visual aids, brand reminders, infographics, LBLs and samples.	Aggressive promotional strategies with scientific materials and evidence will help in fulfilling the objective of achieving the target.

GHC Pharmaceuticals Pvt Ltd.

About the Company	Vision	Mission	Goal
GHC is a start-up pharmaceutical company which was started by Mrs. Kum Kum Kumari and Mr. Prashant Kumar Pathak in July 2020.	Their vision is to provide Good Quality for all.	"We Promise to provide Good Product, Good Science & Good Relationship (G3) through Purpose of Happiness, Culture of Helpfulness & Philosophy of Honouring Healthcare Heroes (H3)."	To be in top 10 ranking in the Indian Pharmaceutical market by the year 2030 is their main goal.

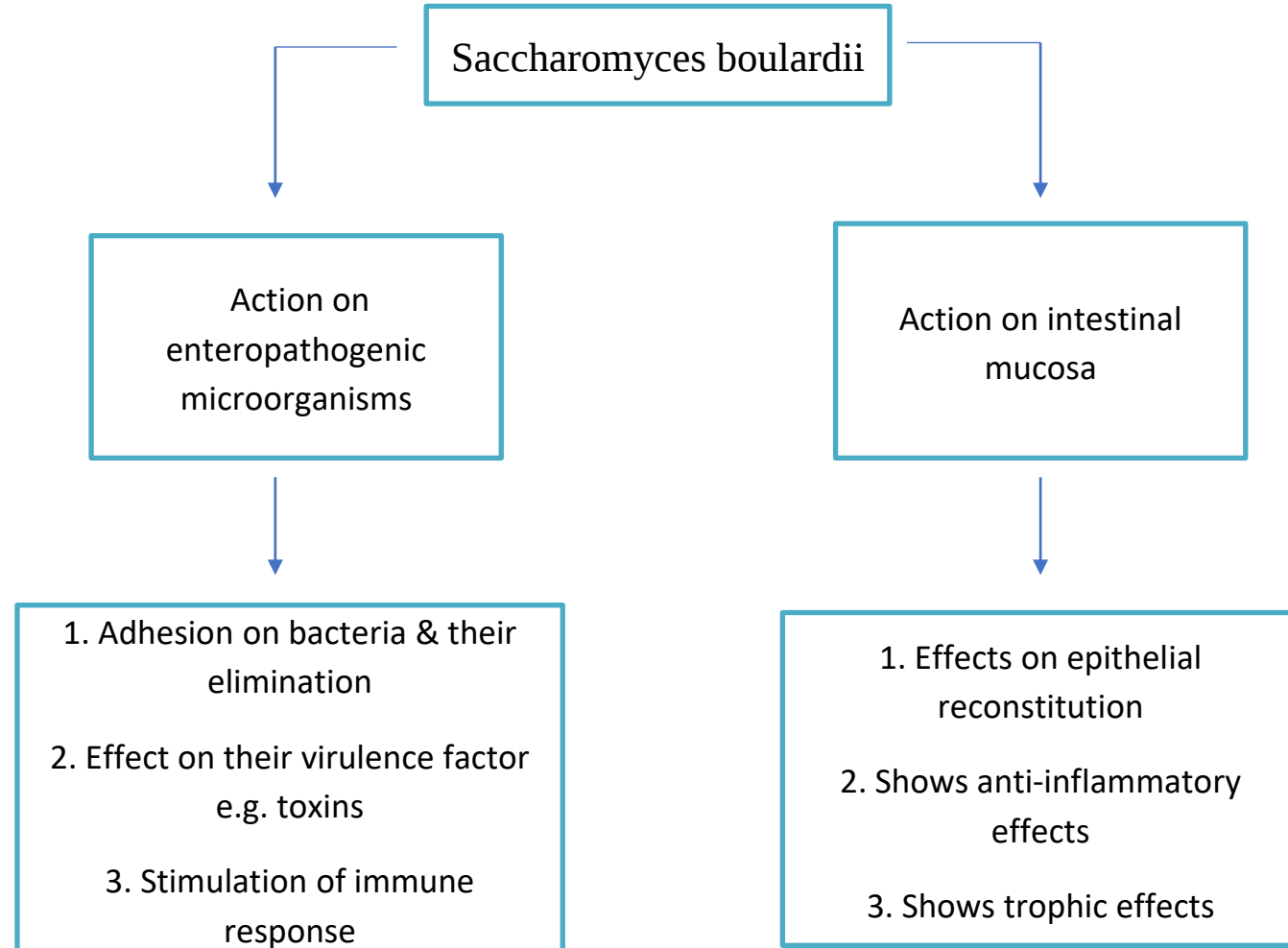
About the Product

- *Saccharomyces boulardii* is a natural yeast.
- Widely used as a probiotic.
- Often marketed as a dietary supplement for both adults and children.

Indications:

- Antibiotic-associated diarrhea
- Traveler's diarrhea
- Irritable bowel syndrome
- Crohn's disease
- Enteral nutrition-related diarrhea

Mechanism of Action



About the Product

Dose & Dosage Form:

1-2 sachets per day into 5 days or as directed by the physician.

Route of Administration:

Oral

Side effects: There are no harmful side effects reported as such. But in some patients, it may cause:

- Flatulence
- Bloating
- Rarely, it might cause fungal infections through blood stream (fungemia).

Warnings:

People with yeast allergy are advised to avoid its use.

Situational Analysis

The total market size of Probiotics is around US\$638.456 (FY21) million in India.

Indian Probiotic market is expected to grow at a CAGR of 13.56% to reach US\$961.856 million in 2025.

MAT value of *Saccharomyces Boulardii* is 75.33 in the year 2021 while the growth rate has come down to -22.4.

A decline is seen in the growth rate of this supplement in last 3 years.

Competition landscape

Parameter	Goodnorm	Econorm	Sonata	Delponorm	Entroflora	Florill
Positioning	Comes under the category of prebiotic & probiotic and mainly used for the treatment/prevention of acute infectious diarrhea & antibiotic-diarrhea in children.	Acute infectious diarrhea and antibiotic-associated colitis and diarrhea.	Diarrhea and normal balance of bacteria in the colon.	Abnormal digestion, Antibiotic-associated diarrhea, Irritable bowel syndrome.	Abnormal digestion, Diarrhea, Lactose intolerance, irritable bowel syndrome.	Antibiotic-associated colitis, acute infectious diarrhea, tube-feeding-associated diarrhea.
Daily cost of Therapy	78.5/-	96/-	80/-	81/-	79/-	65/-
Key Specialty	General Physcians/Pediatricians/Consultant Physcians	General Physcians/Pediatricians/Consultant Physcians	General Physcians/Pediatricians/Consultant Physcians	General Physcians/Pediatricians/Consultant Physcians	General Physcians/Pediatricians/Consultant Physcians	General Physcians/Pediatricians/Consultant Physcians
Packaging	282.5 mg Sachet	250mg Sachet	250mg powder	250mg Sachet	282.5 mg Sachet	282.5 mg Sachet
Strength	Price affordability	Top selling brand in the market	Good Packaging	Effective in people with lactose intolerance since it is Gluten free	Facilitates lactose digestion and turns out to be effective in people with lactose intolerance.	Price affordability
Weakness	New in market so less recognition	Occasional flatulence with bloating	Cannot be given to those who are allergic to milk	Nausea, abdominal pain, bloating	Bloating & flatulence.	New in market so less recognition
Key Interpretation from Data analytics	-	-19.5% growth (decline)	-55.7% growth (decline)	-62.5% growth (decline)	-26.5% growth (decline)	Growth rate is nil.

SWOT Analysis

Strengths:

- Cost effective and affordable to the customers.
- Comes in delicious flavours for better patient compliance.
- Good marketing strategies.

Weaknesses:

- Limited awareness and recognition of the brand.
- Preparation may cause side effects such as bloating, flatulence and some allergic reactions.
- Low market share.

Opportunities:

- Offering attractive packaging.
- Establishment of strategic partnerships.
- Enhance brand equity.
- Stepping into online/digital marketing.
- Acquire market share through branding.
- Can gain loyal customers.
- Increase in use of antibiotics may lead to more use of probiotics.

Threats:

- Competition from big brands in the market like Dr. Reddy, Sun Pharma etc.
- High bargaining power of buyer.
- Unpredictability of consumer buying behaviour.
- More no. of me-too products may launch with lesser price.

Marketing Objective

Short term

- To increase brand recognition and awareness in the market & achieve 5-10% market share at the year of launch.

Long term

- To be in top 3 brand of probiotics for children in the market by the year 2026.



Strategic Planning

Brand Vision

To restore “Good” bacteria in children’s gut since a healthy tummy makes a happy baby.

Segmentation

Our target customers are the pediatrics, general physicians, and consulting physicians.	Demographics: Age – 0 to 15 years Gender – Male & Female Location – Two tier & above cities Socio-economic – Middle class & above.
Geographic: All major cities in India.	Psychographics: People who want instant relief from infectious diarrhea.

Unique Selling Proposition (USP)

A probiotic that comes in delicious flavors for kids which immediately restores good bacteria in the gut.

Strategic Planning

Key benefits of Brand

- Goodnorm provides with healthy digestion while keeping the taste buds happy as well.
- Stool consistency starts showing improvements from the next day.
- It is a natural live probiotic thus supports a healthy immune system & creates balance in digestion.

Value Proposition

Goodnorm helps in replenishing good bacteria in the gut and in increasing their immunity keeping your child happy throughout.

Positioning Statement

“Goodnorm comes under the category of prebiotic & probiotic which treats or prevents the antibiotic-associated diarrhea, acute infectious diarrhea, IBS & Traveler’s diarrhea in children with ease in administration. We do this by maintaining natural balance of good and bad bacteria in the gut as well as acting directly on the cells in the digestive system.”

Positioning Message

“Goodnorm brings a smile on millions of kids who are suffering from infectious diarrhea and digestive problems.”

Proposed Brand Taglines

*“Probiotics:
Bugs that are
Good”*

*“Taste and
health put
together”*

*“For your
healthier
Tomorrow”*

*“Now say
goodbye to the
bad bacteria”*

*“Healthy
tummy makes
a happy baby”*

Key Strategic Initiatives

<u>Strategy 1</u>	<u>Strategy 2</u>	<u>Strategy 3</u>	<u>Strategy 4</u>
Expand The Prescriber Base	E-Campaigns & Webinars	E-mail Marketing	Social Media Marketing
Free sampling will provide loyalty and will increase prescription of the drug. Other promotional gifts & coupons can also be distributed to the physicians.	Organise e-campaigns and webinars to promote brand and increase recognition amongst various doctors, provide with free samples & e-vouchers. These can be special day celebrations like Doctor's Day, Yoga Day etc.	E-mails to the doctors to include the visual aids, LBLs, relatable articles/blogs. Aim is to reach 250-300 doctors within 3-4 weeks. Also attach special thank you notes to highlight our program "Honor Your Healthcare Heroes".	Social media platforms like Instagram, LinkedIn, and Facebook to be used to promote and spread awareness about the company and to build connections as well.

Expected Expenditure (2022)

Items	Q1	Q2	Q3	Q4	Total
Print inputs	17,500	17,500	17,500	17,500	70,000
Samples	25,000	38,250	74,500	40,000	1,77,750
Gifts	75,000	90,200	68,000	50,500	2,83,700
Reminder Cards	5,500	5,500	5,500	5,500	22,000
Total	1,23,000	1,51,450	1,65,500	1,13,500	5,53,450



Thank You!