

SUMMER TRAINING
AT
GHC Drugs and Pharmaceuticals Private Limited



10th May to 2nd July

A Report
By
Mahima Chopra
(0250)

MBA PHARMACEUTICAL MANAGEMENT
2020-22



CERTIFICATE

GHC Drugs & Pharmaceuticals Pvt. Ltd.



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

24th July, 2021

To Whom Ever It May Concern

This is to certify, that Ms. Mahima Chopra D/o Mr. Pawan Chopra, student of Pharmaceutical Management (First Year) of IIHMR 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 she has completed her study on "Innovation and Sustainability in Healthcare Sector".

During the period of her Internship with us she was found punctual, hardworking and inquisitive

We wish her all the best for future endeavours.

For GHC Drugs & Pharmaceuticals Pvt. Ltd.

Chief Corporate Affairs & HR

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Corp. Off.:
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Branch Offices:
• Delhi
• Hyderabad
• Jaipur
• Patna

ACKNOWLEDGEMENT

I take this opportunity with pride and gratitude to thank the people who have contributed into the successful completion of my internship.

Firstly, I would like to thank almighty god the creator of this universe for providing enough patience and strength that enabled me to complete this report successfully.

I would wish to express my thanks to my mentor **Dr. Saurabh Kumar** for his valuable guidance. I would also like to extend my gratitude to my industry mentor **Mr. Prashant Bhamare** (Head of Sales & Marketing – GHC drugs and pharmaceuticals pvt. ltd.) for his cooperation and providing me with valuable knowledge which helped me in completing this report.

Last but not the least I would like to thank my parents for their unceasing encouragement, support, and attention. I would also like to thank my friends who supported me throughout the completion of this report.

Mahima Chopra

0250

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Company Profile

GHC drugs and pharmaceuticals pvt. ltd. is a startup company in the pharma industry, which function under the guidance of Mrs. Kum Kum Kumari and Mr. Prashant Kumar Pathak, founders of the company. GHC's innovation supported imaginative prescriptions guarantees the wellbeing and prosperity of individuals around the nation. GHC is committed to empowering people to live a better and healthier lifestyle.

The main goal for the company is to be in top 10 ranking in the Indian Pharmaceutical market by the year 2030. Currently, the GHC is model is as follows:

- Chosen Specialty areas (Orthopaedics, Paediatrics, ENT, Gynaecology and CP) where it has great domain expertise.
- Identified products that has a ready market and prescription base, based on experience of the team.
- Highly individualized marketing, removing unnecessary costs across supply chain and marketing.
- Manufacture their products from plants which meet world quality standards and testing requirement.
- Limited top notch customers from each area with whom they are having strong association hence very high customer return.

TOPIC FOR THE PROJECT

**“To prepare a brand plan for the launch of Goodnorm Probiotic Sachet
(*Saccharomyces Boulardii*) in India”**

Abstract

During the internship my main task was to prepare a brand plan for the launch of their new product i.e. Goodnorm Sachet. My industry mentor, Mr. Prashant Bhamare shared some of the details of the brand and also provided some data to work upon. Based on the information given to me I did marketing analysis for my brand.

A brand plan is defined as the process of assigning resources to a strategy designed to reach an objective of the business that drives a brand nearer to deliver a valuable future vision. I have learnt a lot of things while preparing this brand plan like strong strategic thinking is required to launch a brand in the market as it is bound to face a lot of competition, you need to figure out the unique features of your brand which makes it different from the others and that it is also important to plan for a few things if you face any problem in the future.

Executive Summary

- GHC has mainly focussed on launching Orthopaedics, Paediatrics, and ENT products and currently it is launching the brand Goodnorm (Saccharomyces Boulardii) i.e. a probiotic sachet for children mainly given for antibiotic associated diarrhoea and irritable bowel syndrome.
- The target customer for this product will be Paediatricians, General Physicians, Consultant Physicians.
- The total market size of Probiotics is around US\$638.456 (FY21) million in India and is expected to grow at a compound annual growth rate of 13.56% over the forecast period to reach a market size of US\$961.856 million in 2025.
- The MAT value of Saccharomyces Boulardii is 75.33 in the year 2021 while the growth rate has come down to -22.4.
- Formulations available in the market are sachets, oral suspensions, and powders.
- 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.

About the company

A start-up pharmaceutical company which was started by Mrs. Kum Kum Kumari and Mr. Prashant Kumar Pathak in July 2020.

Vision

Their vision is to provide Good Quality for all.

Mission

Their mission statement is “We Promise to provide Good Product, Good Science & Good Relationship (G3) through Purpose of Happiness, Culture of Helpfulness & Philosophy of Honouring Healthcare Heroes (H3).”

Company’s Goal

To be in top 10 ranking in the Indian Pharmaceutical market by the year 2030 is their main goal.

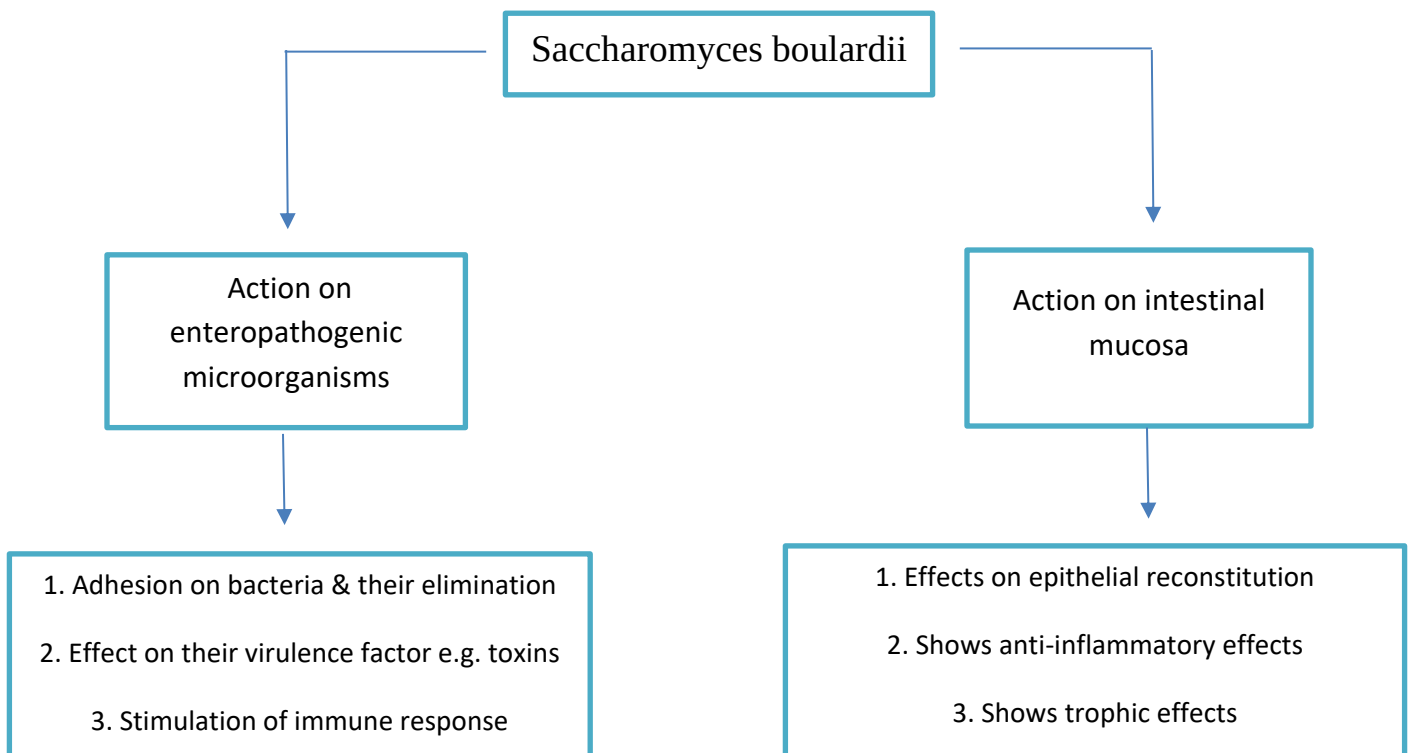
About the Product

- *Saccharomyces boulardii* is a natural yeast, which is a type of fungus.
- It is used widely as a probiotic and often marketed as a dietary supplement for both adults and children.
- It does not persist in the intestine after 3 to 5 days after discontinuation of its ingestion.

Indications:

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

Mechanism of Action:



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

- Saccharomyces Boulardii is used in the treatment of acute infectious diarrhea & antibiotic-diarrhea.
- Formulations available in the market are sachets, oral suspensions, and powders.
- 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.
- Good marketing of other competitors is seen.
- The 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 in past 3 years of this supplement.

Competitors

Key players that operate in this segment of the market are as follows:

- Dr. Reddy's Laboratories Ltd. (Econorm)
- Sun Pharma Laboratories Ltd. (Sonata)
- Akumentis Healthcare Ltd. (Delponorm)

Other competitors are as follows:

- Macleods Pharmaceuticals pvt. Ltd. (Entroflora)
- ALDE Medi Impex (Florill)

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 Physicians/Pediatricians/Consultant Physicians	General Physicians/Pediatricians/Consultant Physicians	General Physicians/Pediatricians/Consultant Physicians	General Physicians/Pediatricians/Consultant Physicians	General Physicians/Pediatricians/Consultant Physicians	General Physicians/Pediatricians/Consultant Physicians
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	Price affordability

					lactose intolerance.	
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

<u>Strengths:</u> • Cost effective and affordable to the customers. • Comes in delicious flavours for better patient compliance. • Good marketing strategies.	<u>Weaknesses:</u> • Limited awareness and recognition of the brand. • Preparation may cause side effects such as bloating, flatulence and some allergic reactions. • Low market share.
<u>Opportunities:</u> • Offering attractive packaging. • Establishment of strategic partnerships. • Enhance brand equity. • Stepping into online/digital marketing. • Acquire market share through branding.	<u>Threats:</u> • Competition from big brands in the market like Dr. Reddy, Sun Pharma etc. • High bargaining power of buyer. • Unpredictability of consumer buying behaviour.

• Can gain loyal customers. • Increase in use of antibiotics may lead to more use of probiotics.	• More no. of me-too products may launch with lesser price.
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Marketing Objective

1. Short term

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

2. 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 segmentation is 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.

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.

Unique Selling Proposition (USP)

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

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
<i>Free sampling will provide loyalty and will increase prescription of the drug.</i> <i>Other promotional gifts & coupons can also be distributed to the physicians.</i>	<i>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.</i>	<i>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.</i> <i>Also attach special thank you notes to highlight our program "Honor Your Healthcare Heroes".</i>	<i>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.</i>

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

Methodology

Mode of collection of data: Articles

Data used: Secondary

Location of study: Delhi NCR

Conclusion

Goodnorm is a probiotic sachet for children which mainly treats antibiotic-associated diarrhea and since there is an increased use of antibiotics, so the use of probiotics has a huge potential in the market. This will not only treat diarrhea but will also help in boosting the child's immunity and having a proper digestion as well. Also, this brand does not have such huge competition in the market so there is potential in gaining a good market share in upcoming years.

In conclusion, branding is about developing the trust of the consumer in the market. Organization these days are giving more importance to marketing campaigns to boost their brand value and hence investing in it as well. In this branding strategies play a very important role. Firms constantly need to come up with new and unique marketing strategies to increase the value of their brand in the market.

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