



SUMMER TRAINING AT GHC DRUGS AND PHARMACEUTICALS

*“PREPARATION AND IMPLEMENTATION
OF DIGITAL STRATEGY FOR GOODLACT
GG”*

SUBMITTED BY – DISHI CHAUDHARY

ORGANISATION PROFILE -

GHC Drugs & Pharmaceuticals Pvt. Ltd. is a startup company that comes with a Mission to server community through “Good quality medicines for all” We are joining hands with healthcare Professional and promises to provide G3 i.e., Good Product, Good Science & Good Relationship with the help of H3 i.e., Purpose of Happiness, Culture of Helpfulness & Philosophy of Honoring Healthcare Heroes. The company was established in the year 2020 and aims to be in top 10 pharma companies in India 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 FLAGSHIP PROGRAM: Honour your healthcare heroes

Series of activities conducted across the country to create awareness about the importance of doctors in society
The only company to hold protest march against 'atrocities' faced by doctors with IMA
Honouring Healthcare Heroes of different specialities at Mumbai on 03rd Feb'2021 – In association with Indian Academy of Paediatricians & Ortho's.



LEADERSHIP TEAM -

- **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)
- CMO and Corp Communications - Arun Kapoor
- Chief of Operations - Dr K.N Singh
- Head of Marketing and Sales – Prashant Bhamare
- Chief of Formulation F & D and analytical – Dr Suhas Yewale

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 **GOODLACT GG SACHET** which is a probiotic.

I

BENEFITS - Exhibit positive health benefits with overall improvement in digestive system. Helps in regeneration and maintenance of bacterial flora in the gut. Inhibits the growth of harmful bacteria and pathogenic microorganisms.

DOSAGE - 1 sachet / day or as directed by the health care professional.

INDICATIONS – Diarrhea

- Irritable Bowel Syndrome
- Ulcerative colitis
- Lactose intolerance
- Urinary tract infections
- Protect against cavity

Brand name :	GOODLACT- GG
Brand launch date:	2021
Generic name :	LACTOBACILLUS RHAMNOSUS GG
Formulation:	10 BILLION CFU
Packs:	SACHET
Key Indication(s):	IBS , DIARRHEA
Target Market Segment (s):	GASTROENTEROLOGIST , PHYSICIANS .

ABOUT THE PROJECT -

Project started with Introduction of Therapeutic Categories and then distribution of categories in which I have to understand Category of disease and its anatomy and Physiology. On the basis of Disease, products of GHC Drugs and Pharmaceuticals are given which we have to promoted digitally. After that, Patient journey was developed for the particular disease by which pain points were identified. Based on the Patient Journey, Brand Plan was developed and in the brand plan, main focus was on the product promotion strategy i.e., promotion of product on the different digital 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.

OBJECTIVES -

- To Create Brand Plan for the Product Goodlact gg.
- To create Digital Marketing strategies for GHC Drugs and Pharmaceuticals for Goodlact gg and promote it digitally.
- To perform the field work to get aware about the market trends in sales.

PROBIOTIC MARKET IN INDIA

India Probiotics Market 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 from US\$ 448.456 million in 2019. **India has emerged as the second fastest-growing major economy in the world and is expected to be one of the top three economic powers by 2025, backed by its strong institutions and trade partnerships. India is the second most populated country in the world with a population of 1.37 billion of which 62 % is below the age of 35. India's population continues to drive annual real GDP growth with private consumption accounting for almost 60 % of GDP. Food processors, importers, wholesalers, retailers, foodservice operators are all part of a developing agribusiness sector. Apart from being a large food producer, India's bulk, intermediate, consumer-oriented, and agricultural-related imports grew from \$22 billion in 2013 to \$25 billion in 2018, an increase of 10%.**

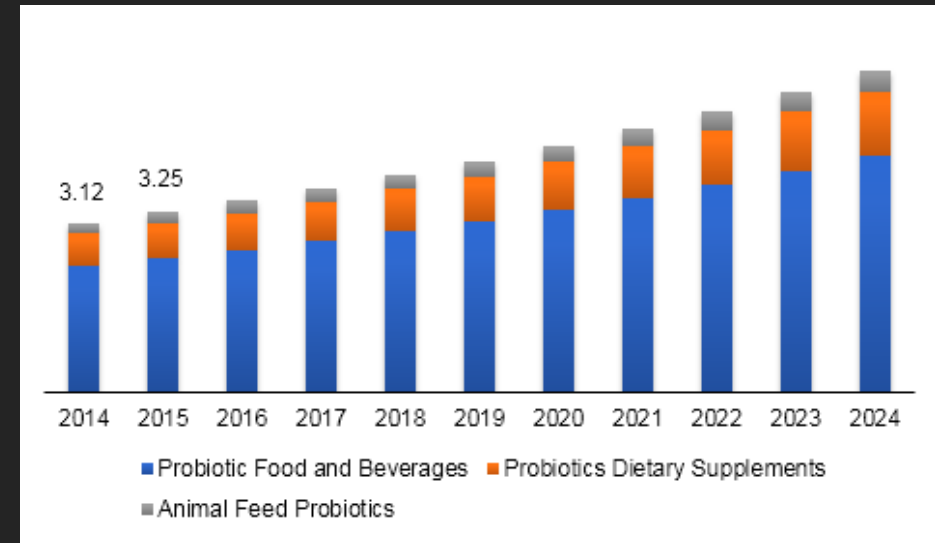


Fig – Probiotic market in india

METHODOLOGY -

- DURATION – 8 Weeks
- 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.

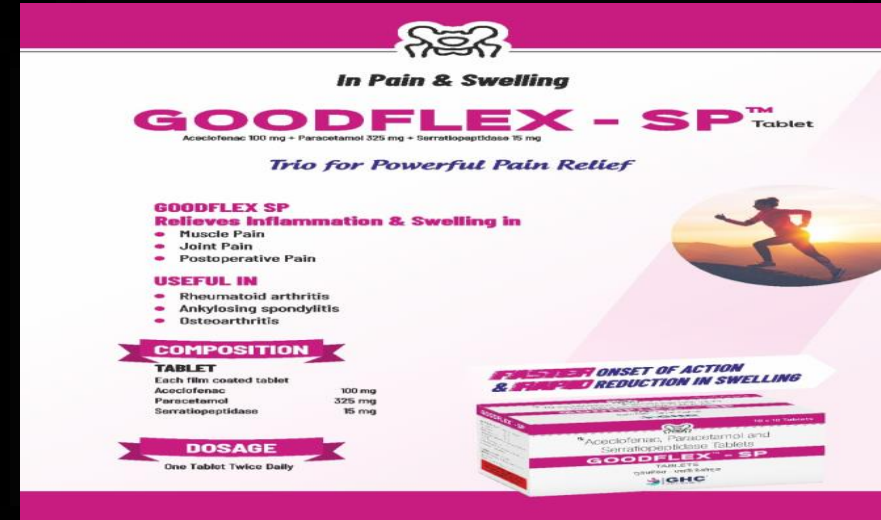
ORGANISATIONAL LEARNINGS-

- PATIENT JOURNEY
- BRAND PLAN
- DIGITAL STRATEGIES
- FIELD WORK

PATIENT JOURNEY -

- 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

1. Patient used to do a travelling job but since last few weeks he was experiencing muscle, back and joint pain as well as tenderness, inflammation and swelling in joints. Earlier, he used to travel for 2-3 days without any feeling of weakness and fatigue.
2. When this condition continued to persist, he decided to visit a doctor to talk about his symptoms. The doctor asked him to visit a rheumatologist.
3. During this appointment, the rheumatologist asked him about his family history and came to know that his father was diagnosed with rheumatoid arthritis. He asked the patient to get anti – cyclic citrullinated peptide and rheumatoid factor test done.
 - DIAGNOSIS-On interpreting the result, the patient was also diagnosed with rheumatoid arthritis
4. He prescribed him GOOD FLEX – SP medication and asked him to take one tablet twice daily.
5. The patient was asked to expect follow up lab test and frequent monitoring to assess effectiveness and side effects of the treatment. Throughout treatment, incorporate self-care including physical activity, nutrition and accessing allied professional healthcare services.



BRAND PLAN -

- **Brand planning** is the process of allocating resources to a **strategy** designed to achieve a business objective that drives a **brand** closer to delivering on a valuable future vision.
- It includes –
 - AWACS Analysis
 - SWOT Analysis
 - Market insights and summary



AWACS Analysis -

- AWACS stands for Advanced Working, Action & Correction System – giving our clients early & accurate information to plan strategies & win over competition. The underlying philosophy behind each of our product is to AWACS stands for Advanced Working, Action & Correction System – giving our clients early & accurate information to plan strategies & win over competition. The underlying philosophy behind each of our product is to reduce time to information by 50% or more and to significantly improve on accuracy of information time to information by 50% or more and to significantly improve on accuracy of information.

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SWOT ANALYSIS -

STRENGTH -

- Maintains the gut flora in a healthy way.
- Lesser side effect and brand efficiency .

WEAKNESS -

- Existing competitors .
- Less recognition

- SWOT (strengths, weaknesses, opportunities, and threats) analysis is a framework used to evaluate a company's competitive position and to develop strategic planning. SWOT analysis assesses internal and external factors, as well as current and future potential.

OPPORTUNITIES -

- New in market so lots of opportunities to grow
- Increased awareness about the indications.

THREATS-

- Lack of brand awareness
- High competition with existing brands
- Improved packaging and marketing strategy.

DIGITAL MARKETING STRATEGIES

- To increase the Brand Awareness using various Digital platform
- To aware Doctors and Consumers about GHC Drugs and Pharmaceuticals as a Brand.
- To aware Consumer about Disease and its therapy

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

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

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

Day	Type of Content
Monday	Videos of Instagram, Facebook, YouTube
Tuesday	Posters, Posts, Infographics on Instagram, Facebook, YouTube, LinkedIn
Wednesday	Blogs on LinkedIn and Other Blogging sites such as WordPress
Thursday	Videos of Instagram, Facebook, YouTube
Friday	Posters, Posts, Infographics on Instagram, Facebook, YouTube, LinkedIn
Saturday	Blogs on LinkedIn and Other Blogging sites such as WordPress

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, I visited around 10 doctors with the Area Business Manager. The name of the doctors I met are listed below -

I came to know about the basics of marketing .

How to do the proper detailing of the product .

What are the pinpoints that attracts the doctors.

Came to know about the different products for children.

Also about verbal communication , how to present and what are the basic etiquettes.

Do's & Don'ts while Presentation or meeting with the doctor

Name of Doctor	Type
Dr. Gagan Aggarwal	Pediatrician
Dr . Sanjeev Goel	Pediatrician
Dr. Sharad Jain	Pediatrician
Dr . Umang Arora	Pediatrician
Dr. Rakesh Sharma	Pediatrician
Dr. Amit Jain	Pediatrician
Dr. Abhishek Singh	Pediatrician

Conclusive learnings-

The aim of the above study is to understand the digital marketing strategy and various promotional tools for the brand Goodlact gg . The study started by understanding the deep knowledge about the probiotics, 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 GOODLACT GG stands and where it can be reach in near future.

Market scenario as well as Competitor Brands and their USP was understood.

The focus in brand plan was to make digital promotion strategies to promote the Brand as well as GHC drug and Pharmaceuticals on social media. 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.

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THANK YOU

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