

SUMMER INTERNSHIP REPORT AT GHC Drugs and Pharmaceuticals Private Limited

10th May to 2nd July

By,
Dhiyanesh S



Product Description

Ambroxol is a mucolytic which thins and loosens mucus (phlegm), making it easier to cough out.

Levosalbutamol is a bronchodilator. It works by relaxing the muscles in the airways and widens airways.

Guaifenesin is an expectorant which decreases the stickiness of mucus (phlegm) and helps in its removal from the airways. Together, they make breathing easier.

Indications



Cough



Mucus



Breathing issue



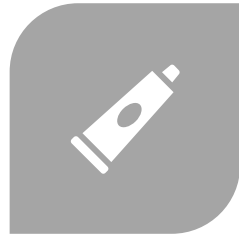
Dose and Dosage Form

- 2 tablets per day into 3 days or as directed by the physician. If it is syrup 1 teaspoon two or three times per day for 3 days or as directed by the physician.
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Mechanism of Action



AMBROXOL LEVOSALBUTAMOL
& GUAIPHENESIN SYRUP
IMPROVES THE PATIENT'S
CONDITION BY PERFORMING
THE FOLLOWING FUNCTIONS:



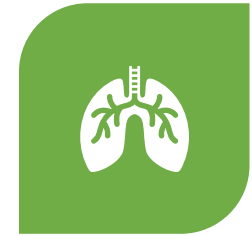
THINNING THE MUCUS IN THE
AIR PASSAGES.



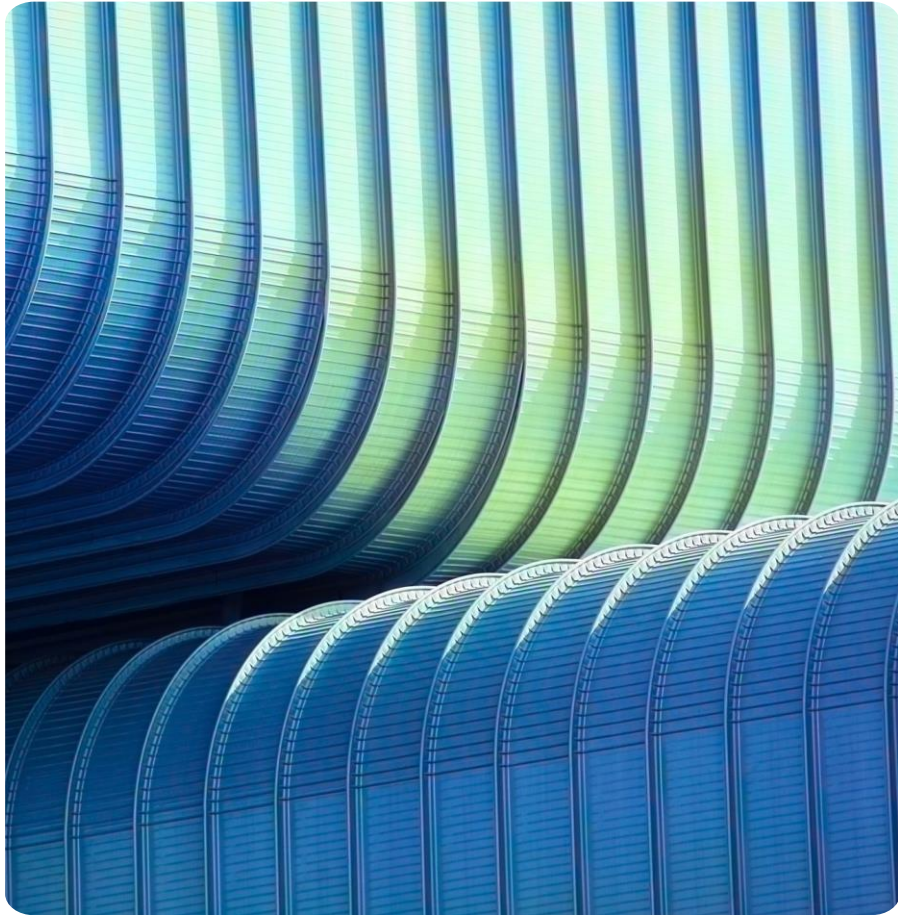
LIQUEFYING AND LOOSENING
THICK MUCUS THAT CAN BE
COUGHED OUT EASILY.



TEMPORARILY RELIEVING
MINOR PAIN.



RELAXING THE MUSCLES IN
THE WALLS OF THE SMALL
AIRWAYS IN THE LUNGS.



Side Effects

Nausea

Vomiting

Diarrhea

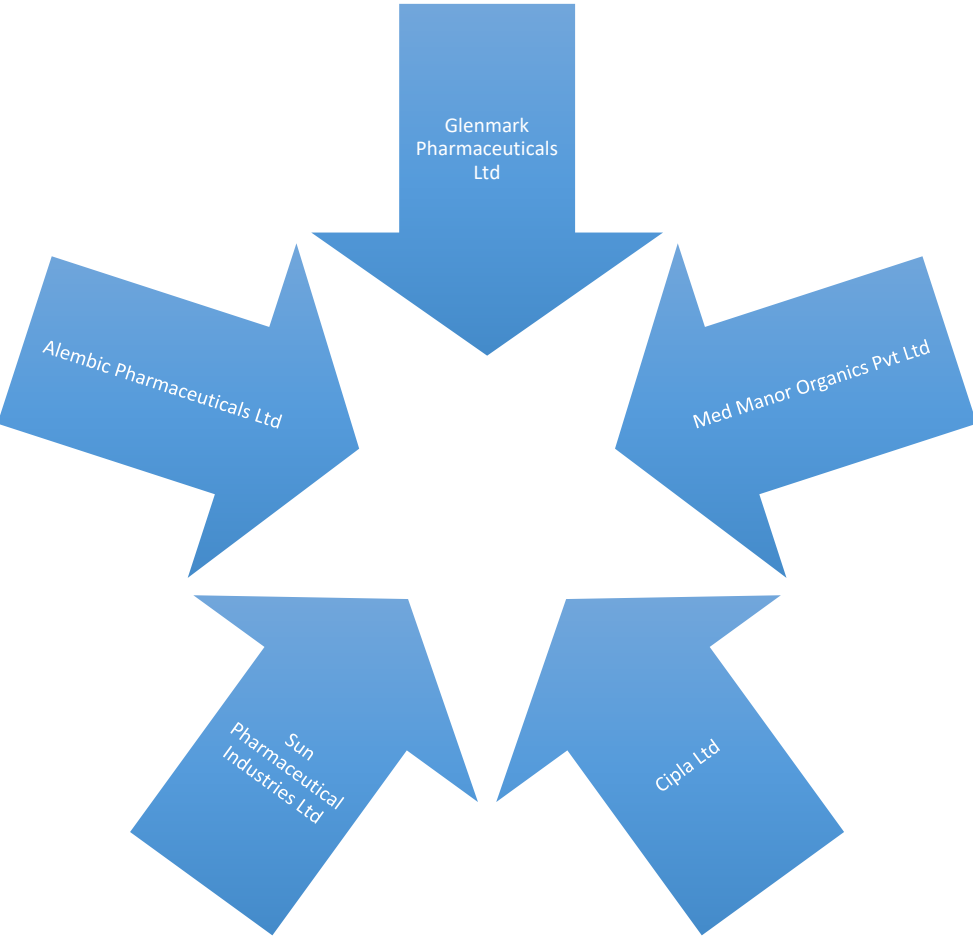
allergic
reaction

dizziness

headache

rash

Competitors



Competition landscape

Parameter	Glenmark Pharmaceuticals	Cipla	Sun Pharmaceuticals	Alembic Pharmaceuticals
Overview	Ascoril LS Drops comprises three active ingredients that together help treat wet cough (cough with mucus), acute sore throat and asthma in children.	Asthalin AX Syrup is a combination medicine used in the treatment of cough with mucus. It thins mucus in the nose, windpipe and lungs, making it easier to cough out.	Chericof-LS Syrup is a combination medicine used in the treatment of cough with mucus.	Brozeet-LS Syrup is a combination medicine used in the treatment of cough with mucus. It thins mucus in the nose, windpipe and lungs, making it easier to cough out.
Daily cost of Therapy	98.5/-	95/-	93/-	118/-
Key Specialty	General Physicians/Pediatricians/Consultant Physicians	General Physicians/Pediatricians/Consultant Physicians	General Physicians/Pediatricians/Consultant Physicians	General Physicians/Pediatricians/Consultant Physicians
Packaging	Bottle of 100 ml expectorant	100 ml of Syrup	60 ml of Syrup	100 ml of Syrup/ pocket of 15 ml oral drops
Strength	Price affordability	Top selling brand in the market	Good Packaging	Various types of packaging
Weakness	More side effects	More sleepiness	Mental Focus will get disturb	Cost
Key Interpretation from Data analytics	34.5% growth	56.5% growth	35.7% growth	22.5% growth

SWOT Analysis

Strengths:

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

Weaknesses:

- broncho-pulmonary disorders such as bronchitis, bronchial asthma and emphysema.
- Competitors are more in market.

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 Cipla, Sun Pharma etc.
- High bargaining power of buyer.
- Unpredictability of consumer buying behaviour.
- More no. of me-too products may launch with lesser price.

Key Strategic Initiatives

STRATEGY 1

Expand The Prescriber
Base

Free sampling will provide loyalty and will increase prescription of the drug. Other promotional gifts & coupons can also be distributed to the physicians.

STRATEGY 2

E-Campaigns & Webinars

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.

STRATEGY 3

E-mail Marketing

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".

STRATEGY 4

Social Media Marketing

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.

Field work:

SI No.	Doctor Name	Specialty
1	Dr. Suresh	General Physician
2	Dr . Niranjan	General Physician
3	Dr . Saravanan	General physician
	Dr. Vinoth	paediatrician
5	Dr. Samson	General physician
6	Dr . Sharmin	Paediatrician
7	Dr. Sanjana	Paediatrician
8	Dr. Prasath	General physician
9	Dr. Vikash	Paediatrician
10	Dr. Shilpa	paediatrician
11	Dr. Akash	General physician
12	Dr. Manjunath	General physician

Methodology

- **Location of study:** TRICHY, TAMILNADU.

Conclusion

- Goodminic LS is a probiotic drug given for children which mainly treats cough and mucus. It is easier to cough out. It is also useful in the process of respiration.
- 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.

References

- <https://rir.pollyhoodacetato.pw/levosalbutamol-sulphate-ambroxol-hydrochloride-and-guaiphenesin.html>
- <https://www.practo.com/medicine-info/levosalbutamol-506-api>
- *<https://www.medicoverhospitals.in/medicine/ascoril4>*
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- *<https://www.1mg.com/generics/ambroxol-levosalbutamol-guaifenesin-400188>*