

SUMMER TRAINING
AT
GHC Drugs and Pharmaceuticals Private Limited



10th May to 2nd July

A Report
By
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MBA PHARMACEUTICAL MANAGEMENT
2020-22



CKNOWLEDGEMENT

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. Sandeep Narula** 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.

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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 Mr. Sudheer Tekmal 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 Goodminic LS in India”

Abstract

During the internship my main task was to prepare a brand plan for the launch of their new product i.e. Goodminic LS. My industry mentor, Mr. Prashant Bhamare shared some of the details of the brand and 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 pre-plan 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 Goodminic LS.
- The target customer for this product will be Paediatricians, General Physicians, Consultant Physicians.
- Formulations available in the market are Tablets and Syrups.
- Ambroxol+Levosulbutamol+Guaifenesin is used in the treatment of cough with mucus.
- 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 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

- 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 & 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.

Route of Administration: Oral

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

- Nausea
- Vomiting
- Diarrhea
- allergic reaction
- dizziness
- headache
- rash

Warnings: People with thyroid or heart diseases are advised to avoid its use.

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.

Situational Analysis

- Goodminic LS is used in the treatment of acute infectious Cough & mucus.
- Formulations available in the market are Tablets and syrups.
- Good marketing of other competitors is seen.
- It is progressing very well in the current market.

Competitors

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

- Glenmark Pharmaceuticals Ltd
- Med Manor Organics Pvt Ltd
- Cipla Ltd
- Sun Pharmaceutical Industries Ltd
- Alembic Pharmaceuticals Ltd

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	34.5% growth	56.5% growth	35.7% growth	22.5% growth

from Data analytics				
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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> • broncho-pulmonary disorders such as bronchitis, bronchial asthma and emphysema. • Competitors are more in market.
<u>Opportunities:</u> • 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.	<u>Threats:</u> • 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.

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

- Goodminic LS 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

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

Positioning Statement

“Goodminic LS comes under the category of prebiotic & probiotic which treats or prevents the cough and mucus.”

Positioning Message

“Goodminic LS brings a smile on millions of kids who are suffering from cough and mucus.”

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</i>	<i>Organise e-</i>	<i>E-mails to the doctors</i>	<i>Social media</i>

<i>provide loyalty and will increase prescription of the drug. Other promotional gifts & coupons can also be distributed to the physicians.</i>	<i>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>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".</i>	<i>platforms like Instagram, LinkedIn, and Facebook to be used to promote and spread awareness about the company and to build connections as well.</i>
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Expected Expenditure (2022)

Items	Q1	Q2	Q3	Q4	Total
Print inputs	16,500	16,500	16,500	16,500	66,000
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

Location of study: TRICHY, TAMILNADU.

Field work:

Sl No.	Doctor Name	Specialty
1	Dr. Suresh	General Physician
2	Dr . Niranjan	General Physician
3	Dr . Saravanan	General physician
4	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

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. 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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