



**SUMMER TRAINING AT
GHC DRUGS & PHARMACEUTICALS
(11TH MAY 2021 TO 4TH JULY 2021)
A REPORT BY
DEBASIS DAS**

MBA (Pharmaceutical Management) Batch (2020-22)

The IIHMR University, Jaipur

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**MARKETING BRAND
PLAN PREPARATION
AND
IMPLEMENTATION OF
DIGITAL STRATEGY
FOR **GOODNERV**
RANGE**

Under The Guidance Of

Industry Mentor:
Mr. Prashant Bhamare
Head, Marketing and Sales
GHC Drugs and
Pharmaceuticals

Faculty Mentor:
Dr. Saurabh Kumar Banerjee
Dean, Associate Professor
SPM, IIHMR University,
Jaipur

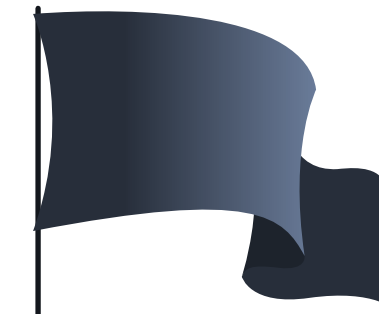
ABOUT THE COMPANY



Name	GHC Drugs & Pharmaceuticals Pvt. Ltd.
Started	July 2020
Founders	Mr. Prashant Kumar Pathak (Founder & CEO) & Mrs. Kumkum Pathak (Co-Founder & MD)

Mission :

Promise to provide G3
Through H3



Goal :

To be In Top 10 ranking
in IPM by 2030

Vision :

Good Quality for ALL



PEDIA - 28 SKUS
ORTHO & PHY - 12 SKUS
FINALIZED
10 MORE SKUS OF PEDIA & ORTHO,
10 INJECTABLES
IN DISCUSSION

100+ SKUS IN PIPELINE
(PEDIA, ORTHO, CP/GP, GYN, ENT, DERMA)

**Existing
Products:**



GHC Flagship
Program :HHH:
Honour your
Healthcare Heroes

LANDMARK PROGRAM INITIATIVES

Reinforce trust
between Doctor's
fraternity and society
at large.

Highlight the selfless
service of Drs under
most tiring
circumstances.

Re-emphasize the
contribution of
Doctors towards
Building society and
Nation.



ABOUT THE PROJECT



To study the Therapeutic Categories and develop Patient Journey.



Preparation of Marketing Brand plan for the assigned BRAND.



To make DIGITAL MARKETING

STRATEGIES for a Brand. Implement the Digital marketing strategies for the Brand on the different Social Medias



ROLE ASSIGNED TO ME IN PROJECT:

To make Marketing brand plan for the product GOODNERV range.
Also, to prepare the digital strategy for the promotion of the brand and its Implementation.

GOODNERV RANGE PRODUCT DESCRIPTION

Brand name :	Goodnerv
Brand launch date :	Apr 19
Generic name :	Pregabalin , Nortriptyline
Formulation:	75/10 mg
Packs:	20*10 Tablets
Key Indication(s):	protects nerve fibers and rejuvenates damaged nerve cells
Target Market Segment (s):	

Brand name :	Goodnerv Plus
Brand launch date :	Apr 19
Generic name :	Pregabalin, Nortriptyline ,Methylcobalamin
Formulation:	75/10 mg,1500 mcg
Packs:	10*10 Tablets
Key Indication(s):	protects nerve fibers and rejuvenates damaged nerve cells
Target Market Segment (s):	



OBJECTIVES:

- To Formulate the brand plan of combination of GOODNERV Range.
- To Formulate the digital strategy for the combination of GOODNERV Range.

Organizational Learning:

Patient Journey Development

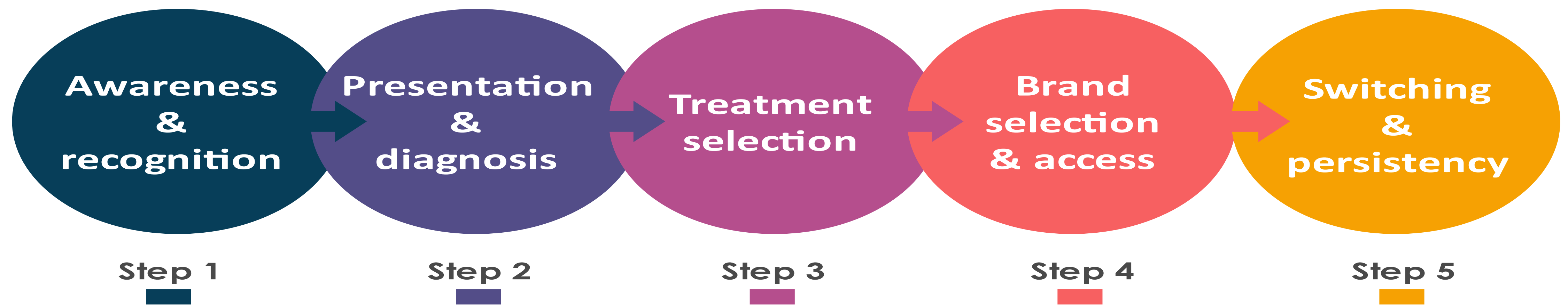
Brand Plan Preparation

Digital Strategy Preparation and Implementation.



A 3D illustration of a person standing in a maze, with a circular overlay containing the title text.

PATIENT
JOURNEY FOR
SCLATICA



This is the 1st step in the patient journey process. It includes symptoms, emotions, experiences, and actions taken prior to seeking care.

feel the discomfort almost anywhere along the nerve pathway, but it's especially likely to follow a path from your low back to your buttock and the back of your thigh and calf.

Some of the adverse symptoms include First, your healthcare provider will review your medical history. Next, they'll ask about your symptoms. Depending on what your healthcare provider discovers during your physical exam, imaging and other tests might be done. These may include:

- Spinal X-rays
- MRI
- Nerve conduction velocity studies.

The goal of treatment is to decrease your pain and increase your mobility.

Depending on the cause, many cases of sciatica go away over time with some simple self-care treatments.

GHC Drugs and pharmaceutical ,GOODNERV & GOODNERV-PLUS Tablet powerful combination for better pain relief.

- Goodnerv
Decreases the pain by modulating calcium channel activity of the nerve cells.
- Heals Nerve Cells
- Provide symptomatic relief from Tingling & burning sensation
- Causes less Anxiety

Brand Plan : Detailing Story of a Brand which includes

Product Description

Situational Analysis

- AWACS ANALYSIS
- Competitor Analysis
- SWOT Analysis

Target Market Segmentation

Strategic Planning

- Long Term strategies
- Short Term strategies

Digital Strategy

Media Plan

Visual Aids

Financials

AWACS Analysis:

The background features a blurred financial chart. On the left, there is a bar chart with orange bars. On the right, there is a line graph with a white line and circular markers. The overall color scheme is dark with orange and white highlights.

AWACS analysis is done to have a look at competitors and how our brand and other similar brands are performing in the market.

154.178

245.5

53.102

AWACS
analysis –
market,
brand,
competition-
GHC
GOODNERV

Particular	MAT Nov 2021				YTD Nov 2020			
	Val (Rs Cr)	MS (%)	Val Gr (%)	Vol Gr (%)	Val (Rs Cr)	MS (%)	Val Gr (%)	Vol Gr (%)
Brand group CVM								
GHC brand group	0.242358	9%	21%			9%	14%	
INTAS							5%	
PHARMACEUTICALS LTD	12.52895	1%	17%		0.008631			
INTEGRACE HEALTH		1%	26%		0.008093		11%	
DR. REDDYS			-27%				5%	
LABORATORIES LTD		0.003919			0.003701			
MEDLEY			24%				16%	
PHARMACEUTICALS		0.006406			0.006662			
GHC brand rank								



COMPETITOR ANALYSIS :

It is done to have a look at descriptive view at the competitors in the market and how they have priced their product, their USP along with strength and weakness



Parameter	Goodnerv	pregabid nt	Dubinor	Nortryptomer-p
Positioning	Goodnerv comes under the category of nerve pain relief Preparations & is positioned for the following indications:	Pregabid nt comes under the category of nerve pain relief Preparations & is positioned for the following indications:	Dubinor comes under the category of nerve pain relief Preparations & is positioned for the following indications:	Nortryptomer-p comes under the category of nerve pain relief Preparations & is positioned for the following indications:
Daily cost of Therapy	217.56	301	187.5	217.75
Key Specialty	GP/CP	GP/CP	GP/CP	GP/CP
Packaging	Round 10*10 Tablets in Aluminum strips	Round 10*10 Tablets in Aluminum strips	Round 10*10 Tablets in Aluminum strips	Round 10*10 Tablets in Aluminum strips
Sales force size				
Strength	The most trusted brand amongst physicians .	Transparency (packaging)	Good packaging	Marketed well
Weakness	New in this market	High price	Nausea, Headache	Excitability in children, Anticholinergic effects
Key Interpretations from Data analytics				

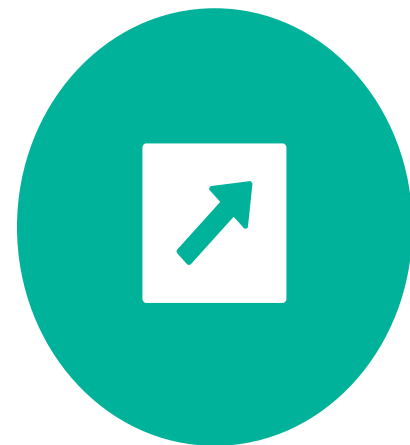
COMPETITION LANDSCAPE

SWOT ANALYSIS



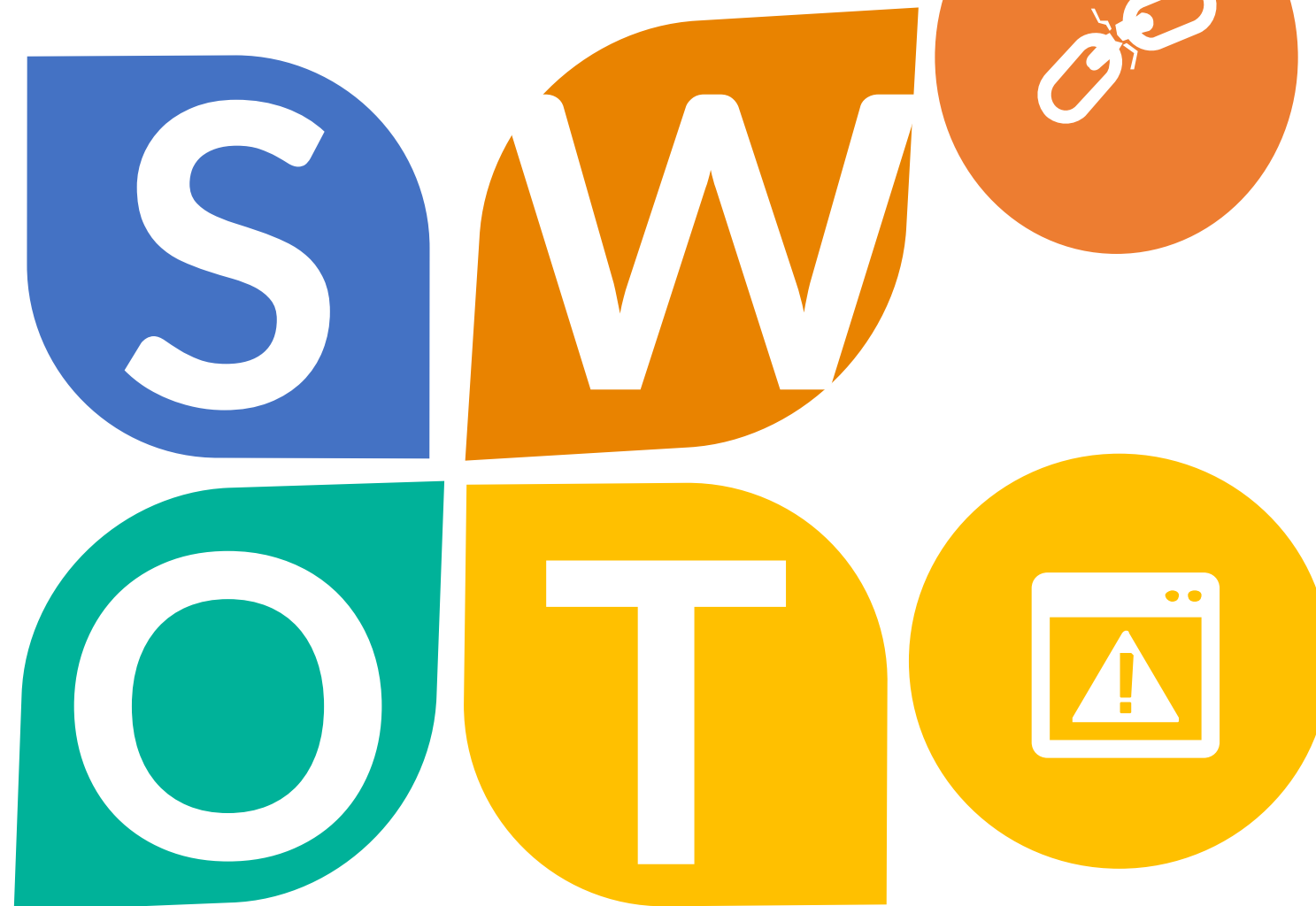
Strengths

- Heals Nerve Cells
- Provide symptomatic relief from Tingling & burning sensation
- Causes less Anxiety



Opportunities

1. Untapped reach of competitor prescribers.
2. Sales order generation at the retailer & chemist level needs judicious field tap.



Weaknesses

Our company enter into the market in before 2 months.

Threats

1. Me-too fixed-dose combinations of formulations.
2. Attractive packaging of competitor products.

Target Market Segment
nerve segment
Target Patients
protects nerve fibers and rejuvenates damaged nerve cells
Target Customers with numbers
General Physicians : 6582 orthopaedics : 4215 Consultant Physicians : 642 Healthcare physicians : 968 Others : 501 Total : 17324
Patient Profile
adults above 45+ years



DIGITAL MARKETING STRATEGIES

E- Mail Marketing

Dear Dr. [REDACTED]

Always a pleasure to reach out to you. Insights on COVID-19 testing are like gold dust for HCPs and people in general, and I have a few

I recently interviewed Dr. S. Suburban, Director of Diagnostics, to discuss the challenges pertaining to COVID-19 testing in India. Suburban was one of the first ICMR approved to conduct the tests.

It is a crisp 8-mins interview, that has scientific insights for doctors.

Designed specifically to target the Healthcare professionals.

Diseases related Posts, Infographic to attract the Professionals were included in the strategy.

Short, precise and crisp content to be sent.

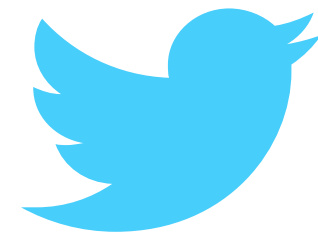
Articles links related to the Diseases with their Abstract would be sent.

Honour Your Healthcare related personalized posts needs to be sent



**Social media
sites Used For
promoting the
content**

TYPE OF PROMOTI ONAL CONTENT GENERAT ED



Facts about the disease Posts



Infographics Posts



Special Day celebration Posts for doctor's day, Olympics day, Yoga Day.



Blogs regarding the disease and various information of disease .



Short Videos (~1 min) about the Awareness of Diseases.

KEY LEARNINGS

Preparation of Brand plan from both COMPANY as well as Customer POV.

Digital strategy making and how to implement it at various point of time in promotion.

How the Promotion of Pharmaceutical products takes place other than the OTC products.

Leadership role helped me to improve my skills by coordinating with the seniors as well as the colleagues.

Creating a balance in the team was also a key learning which will help me in future

INSTAGRAM ANALYTICS

12:42 PM

VoLTE

97

←

Insights

i

Last 30 Days ▾

Jun 7 - Jul 6

Insights Overview

You reached **+2,272%** more accounts compared to May 8 - Jun 6

Accounts Reached	522 +2,272%	>
Content Interactions	70 -	>

Your Audience

Total Followers	59 0%	>
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Content You Shared

12:42 PM

VoLTE

96

←

Reach

i

Last 30 Days ▾

Jun 7 - Jul 6



Impressions
vs May 8 - Jun 6 **931**
+1,451%

Profile Activity

vs May 8 - Jun 6

Profile Visits	66 +6.4%
Website Taps	2 -33.4%
Email Button Taps	0 0%
Call Button Taps	0 0%

FACEBOOK K ANALYTICS

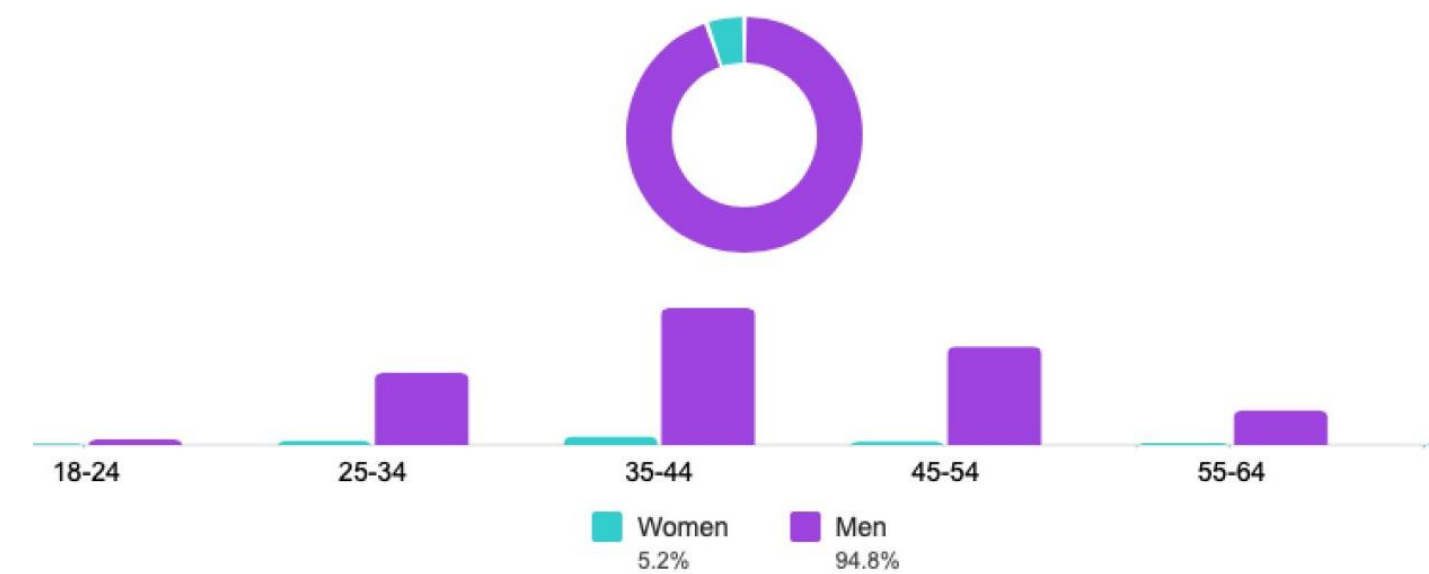
What's New

Potential Audience

Potential Audience

?

?



Top

Cities

Mumbai, Maharashtra, India

12.9%

Delhi, India

8.3%

Kolkata, West Bengal, India

5.2%

Patna, Bihar, India

5.1%

Hyderabad, Telangana, India

4.9%

Lucknow, Uttar Pradesh, India

3.4%

Bangalore, Karnataka, India

2.8%

Ahmedabad, Gujarat, India

1.8%

LINKEDIN ANALYTICS



Jul 1, 2021 | Duration: 1:09

Doctors who have changed the face of Indian healthcare.

#doctorsday #doctors #doctor #doctorslife #nationaldoctorsday#doctorstrange #doctorsoffice #co
#healthcare #doctordoctor#doctorsonline #doctortobe #surgeon

Engagement highlights

Exclu

5 reactions

0 comments

1 share

Video performance

Audience

Previous 7 days

Weekly

Data is track

26.9 min lifetime

Total minutes this video has been watched, including views less than 3 seconds. Includes sponsored and organic distribution

3.5 min this week

81 views lifetime

Number of times this video was watched for more than 3 seconds, including sponsored and organic distribution

11 views this week

73 viewers lifetime

Number of unique people who watch for more than 3 seconds, including s organic distribution

10 viewers this week

Your post posted on June 30, 2021

9 reactions

2 people from GHC Drugs and Pharmaceuticals Private Limited viewed your post

VKT Pharma Pvt. Limited 2

Aculife Healthcare Private Ltd 2

IIHMR University 2

Deloitte 2

Brane Enterprises Pvt Ltd 2

Stallion Laboratories pvt. ltd 2

Conneqt Business Solutions Limited 1

34 people who have the title Salesperson viewed your post

Business Owner 34

Student 19

Business Development Specialist16

Marketing Specialist 10

Export Sales Specialist 5

Consultant 4

Business Strategist 4

Founder 3

27 people viewed your post from Mumbai Area, India

Hyderabad Area, India

Ahmedabad Area, India

New Delhi Area, India

Bengaluru Area, India

Vadodara Area, India

Chandigarh Area, India

Indore Area, India

Chennai Area, India



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