

Summer Training Report Presentation

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

AT



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

Name	GHC Drugs & Pharmaceuticals Pvt. Ltd.
------	--

Started	July 2020
---------	-----------

Founders	Mr. Prashant Kumar Pathak (Founder& CEO) & Mrs. Kumkum Pathak (Co-Founder & MD)
----------	--



About The Company

Vision	Good Quality for ALL
--------	----------------------

Mission	Promise to provide G3 Through H3
---------	-------------------------------------

Goal	To be In Top 10 ranking in IPM by 2030
------	---

Existing Products:

**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)**

**PRODUCT SPECIALITY : PEDIA & ORTHO
PRODUCTS**

GHC Flagship Program

HHH: Honour
your Healthcare
Heroes



Landmark Program initiatives:

1

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

2

Highlight the selfless service of Drs under most tiring circumstances.

3

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

About The Project:



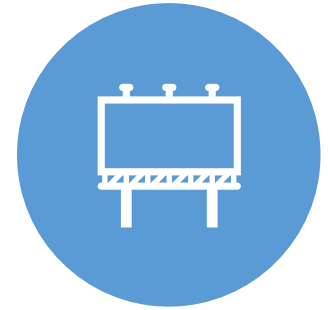
TO STUDY THE THERAPEUTIC
CATEGORIES AND DEVELOP PATIENT
JOURNEY



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 Goodflex range i.e., Goodflex – T, SP, PT. Also, to prepare the digital strategy for the promotion of the brand and its Implementation.

The other role that was assigned to me was of being a **Team Leader** of the **TEAM HAWK** of 10 people.

GOODFLEX

Range Product Description

Brand name :	GOODFLEX- T	GOODFLEX- SP	GOODFLEX- PT
Brand launch date :	Apr-21	Apr-21	2021-22
Generic name :	Aceclofenac, Paracetamol, Thiocolchicoside	Aceclofenac, Paracetamol, Serratio Peptidase	Aceclofenac, Paracetamol, Tramadol
Formulation:	100/325/4 mg	100/325/15 mg	100/325/37.5 mg
Packs:	1*10 Tablets	1*10 Tablets	1*10 Tablets
Key Indication(s):	Pain associated with Spasm & Stiffness	Pain associated with Swelling	Pain associated with Spasm & Stiffness
Target Market Segment (s):	Orthopedics & Antipyretics	Orthopedics & Antipyretics	Orthopedics & Antipyretics



Objectives:

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

Organizational Learning:



Patient Journey Development



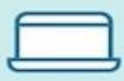
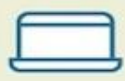
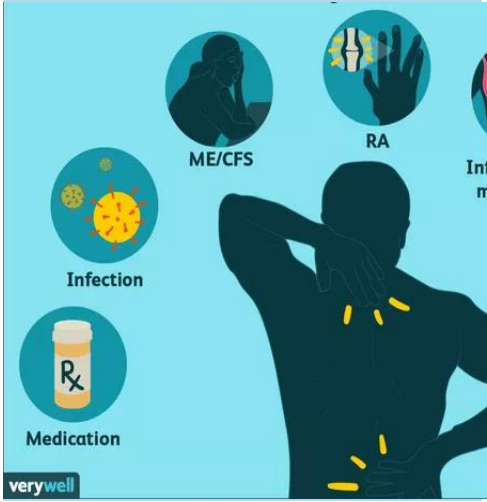
Brand Plan Preparation



Digital Strategy Preparation and Implementation.

The background is a blurred image of a medical chart or graph. A pen is visible in the upper right corner, resting on the paper. The chart has various lines and numbers, including '2.5' and '2.47'. The text 'Patient Journey For Spasm, Stiffness and Pain' is overlaid in white, underlined font.

Patient Journey For Spasm, Stiffness and Pain

Awareness & Recognition	Presentation & Diagnosis	Treatment Selection	Brand Selection and Access	Switching & Persistency
 muscle tightness and difficulty in moving muscle occur by • exercise, • insect bite or sting, infection, • injury from extreme heat or cold, • medication used for surgery or symptoms of other diseases	 1st Doctor can be asking about medical history and check for the symptoms to determine cause. • physical examination • To confirm blood or lab tests, X-rays, CT or MRI scans can be done	 • Mild Stiffness needs no medication and can be cured by physical exercise but for prolonged stiffness and pain, NSAIDs(Non-steroidal Anti-inflammatory Drugs) • Natural components • enzymes(Serratiopetidase)	 GOODFLEX - SP™ Tablet Acetaminophen 100 mg + Paracetamol 325 mg + Serratiopetidase 15 mg GOODFLEX - T™ Tablet Acetaminophen 100 mg + Paracetamol 325 mg + Thiochlorothiazide 4 mg	 • Frequency of dosing is less and easily available • Less side effects because of natural and semi-synthetic products
		GHC Drugs and Pharmaceuticals		

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:

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



AWACS analysis – market, brand, competition- GHC GOODFLEX-T

Particular	MAT Apr 2020			MAT Apr2021		
	Val (Rs Cr)	MS (%)	Val Gr (%)	Val (Rs Cr)	MS (%)	Val Gr (%)
Aceclofenac, Paracetamol, Thiocolchicoside CVM	68.1	15	5	72.3	13	6
GHC GOODFLEX-T	-	-	-	-	-	-
NEORELAX MR 4/100/325 MG TABLET MR 10	19.5	29	16	21.4	30	10
ACENAC MR 4/100/325 MG TABLET MR 10	13.5	20	11	13.9	19	3
TOLAGIN 4/100/325 MG TABLET 10	5.0	7	-2	4.8	7	-3
HIFENAC MAX 4/100/325 MG TABLET 10	4.1	6	195	4.6	6	12
ANAFLAM TH 4/100/325 MG TABLET 10	4.6	7	-25	4.1	6	-11
GHC brand rank	-			-		

Particular	MAT Apr 2020			MAT Apr2021		
	Val (Rs Cr)	MS (%)	Val Gr (%)	Val (Rs Cr)	MS (%)	Val Gr (%)
Aceclofenac, Paracetamol, Serratio Peptidase CVM	367.1	79	6	451.5	81	23
GHC GOODFLEX-SP	-	-	-	-	-	-
ZERODOL SP 100/325/15 MG TABLET 10	197.5	54	10	274.1	61	39
SIGNOFLAM 100/325/15 MG TABLET 10	54.7	15	9	55.2	12	1
FLOZEN-AA NF 100/325/15 MG TABLET 10	20.3	6	28	22.2	5	9
HIFENAC-D 100/325/15 MG TABLET 10	12.5	3	4	13.2	3	6
DOLOSTAT SP 100/325/15 MG TABLET 10	7.6	2	12	9.0	2	18
GHC brand rank	-			-		

AWACS analysis –
market, brand,
competition-GHC
GOODFLEX-SP

Particular	MAT Apr 2020			MAT Apr2021		
	Val (Rs Cr)	MS (%)	Val Gr (%)	Val (Rs Cr)	MS (%)	Val Gr (%)
Aceclofenac, Paracetamol, Tramadol CVM	10.9	3	8	13.3	4	22
GHC GOODFLEX-PT	-	-	-	-	-	-
ZERODOL PT 100/325/37.5 MG TABLET 10	9.1	84	10	11.6	87	27
HIFENAC TA 100/325/37.5 MG TABLET 10	1.4	13	2	1.4	11	3
COMBIPARA-TR 100/325/37.5 MG TABLET 10	0.3	3	-8	0.2	2	-31
GHC brand rank	-			-		

AWACS analysis –
market, brand,
competition -GHC
GOODFLEX-PT

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

Competition landscape

Parameter	GHC GOODFLEX-T	NEORELAX MR 4/100/325 MG TABLET MR 10	ACENAC MR 4/100/325 MG TABLET MR 10	TOLAGIN 4/100/325 MG TABLET 10
Positioning	Goodflex T is indicated in Low back spasm and pain, Frozen shoulder, Sprains and strains, PIVD, Neuritis, Spondylitis, Trismus, Temporomandibular jaw spasm and pain	It is a pain killer associated with arthritis, headache, and different types of pain	It is a pain killer associated with arthritis, headache, and different types of pain	Associated to relieve the muscle pain
Daily cost of Therapy	40/Day	38.8/Day	39.8/Day	41.2/Day
Key Specialty	Ortho/GP/CP/surgeons	Ortho/GP/CP/surgeons	Ortho/GP/CP/surgeons	Ortho/GP/CP/surgeons
Packaging	1 X 10 TAB	1 X 10 TAB	1 X 10 TAB	1 X 10 TAB
Sales force size	45(For Now)	-	-	-
Strength	Works better than other medicines in OA, RA	Better working in Headache and relaxing different pain also less cost	Increased working with other medications	Very good action for relieving muscle pain
Weakness	New in market	Cannot be taken in patient with seizures	Increased liver enzymes and allergic reactions like rashes	Dryness and loss of appetite
Key Interpretations from Data analytics	-	Strong hold in the market and leader for the combination with growth of 10%	Second most sold medicines for pain with growth of 3%	Negative growth of -3%

Competition landscape

Parameter	GHC GOODFLEX-SP	ZERODOL SP 100/325/15 MG TABLET 10	SIGNOFLAM 100/325/15 MG TABLET 10	FLOZEN-AA NF 100/325/15 MG TABLET 10
Positioning	Goodflex SP relieves Inflammation & Swelling in Muscle Pain Joint Pain Postoperative Pain	Relieving pain and inflammation of muscles	Relieving pain and inflammation of , muscles , joints and bones	Pain reliever in muscles pain, joint pain
Daily cost of Therapy	18/Day	19.57/Day	22.65/Day	17.98/Day
Key Specialty	Ortho/GP/CP/sur geons	Ortho/GP/CP/sur geons	Ortho/GP/CP/sur geons	Ortho/GP/CP/sur geons
Packaging	1 X 10 TAB	1 X 10 TAB	1 X 10 TAB	1 X 10 TAB
Sales force size	45(For Now)	-	-	-
Strength	Less price and more efficacy	Good marketing strategy	Can be used even after surgeries	Good packing and less cost
Weakness	Not much marketing	It causes moderate to severe renal impairment	Very costly than other medications	Not marketed well
Key Interpretations from Data analytics	-	Growth of 39%	Growth of 1%	Growth of 9%

Parameter	GHC GOODFLEX-PT	ZERODOL PT 100/325/37.5 MG TABLET 10	HIFENAC TA 100/325/37.5 MG TABLET 10	COMBIPARA-TR 100/325/37.5 MG TABLET 10
Positioning	Severe pain and post surgery medications. OA, RA	Severe pain and post surgery medications	Severe pain and post surgery medications	Severe pain and post surgery medications
Daily cost of Therapy	24/Day	24.46/Day	26/Day	22/Day
Key Specialty	Ortho/GP/CP/surgeons	Ortho/GP/CP/surgeons	Ortho/GP/CP/surgeons	Ortho/GP/CP/surgeons
Packaging	1 X 10 TAB	1 X 10 TAB	1 X 10 TAB	1 X 10 TAB
Sales force size	45(For Now)	-	-	-
Strength	Cheaper and very good efficacy	Leader of this medicine	Acts faster with rapid action	good packing
Weakness	New brand	Flatulence and headache	Loss of appetite	Affects kidney very much
Key Interpretations from Data analytics	-	Medicine leader with 27% growth	Increased growth from 2 to 3%	Negative growth of -31%

Competition landscape

SWOT ANALYSIS

THREATS

- Already other brand leader are in good position with +ve growth rate
- New brand launch in competitive market

OPPORTUNITIES

- Goodflex – PT can be seen to be recognised fast as there are less competitors.
- Can launch the product with less price and good services to make medicine available easily
- Doctors using other old drugs can be made aware of this drug combinations

STRENGTHS

- Superior product and services quality
- Cheap and good efficacy
- Goodflex range can be used in various ortho diseases with less harmful effects

WEAKNESSES

- New brand with less recognition
- Perfectly competitive market for the medicinal range



Target Market Segment

Antipyretic & pain killer

Target patients

Orthopedics patients

Target customers

General Physicians
orthopedicians
Consultant Physicians



Digital Marketing Strategies

E- Mail Marketing

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 promotional Content generated

Facts about the
disease Posts



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



Infographics Posts



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



Blogs regarding the
disease and various
information of disease .



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

Analytics from Digital Strategy Implementation



Instagram Analytics



Instagram

12:42 PM

VoLTE 96

← Reach



Last 30 Days ▾

Jun 7 - Jul 6



Impressions 931
vs May 8 - Jun 6 +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%

12:42 PM

VoLTE 97

← Insights



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
- >

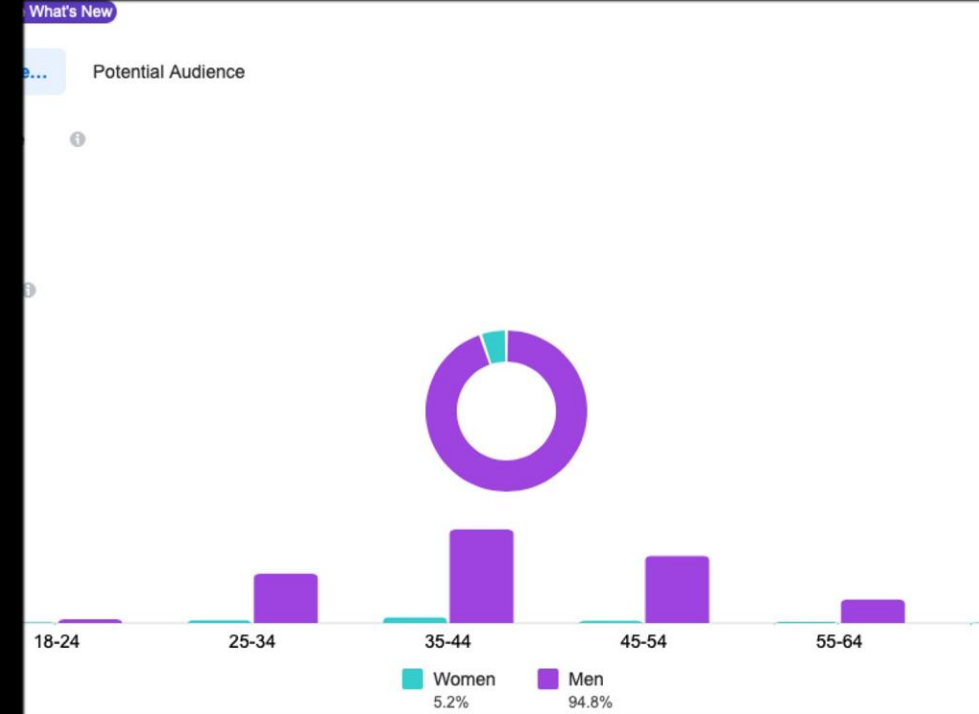
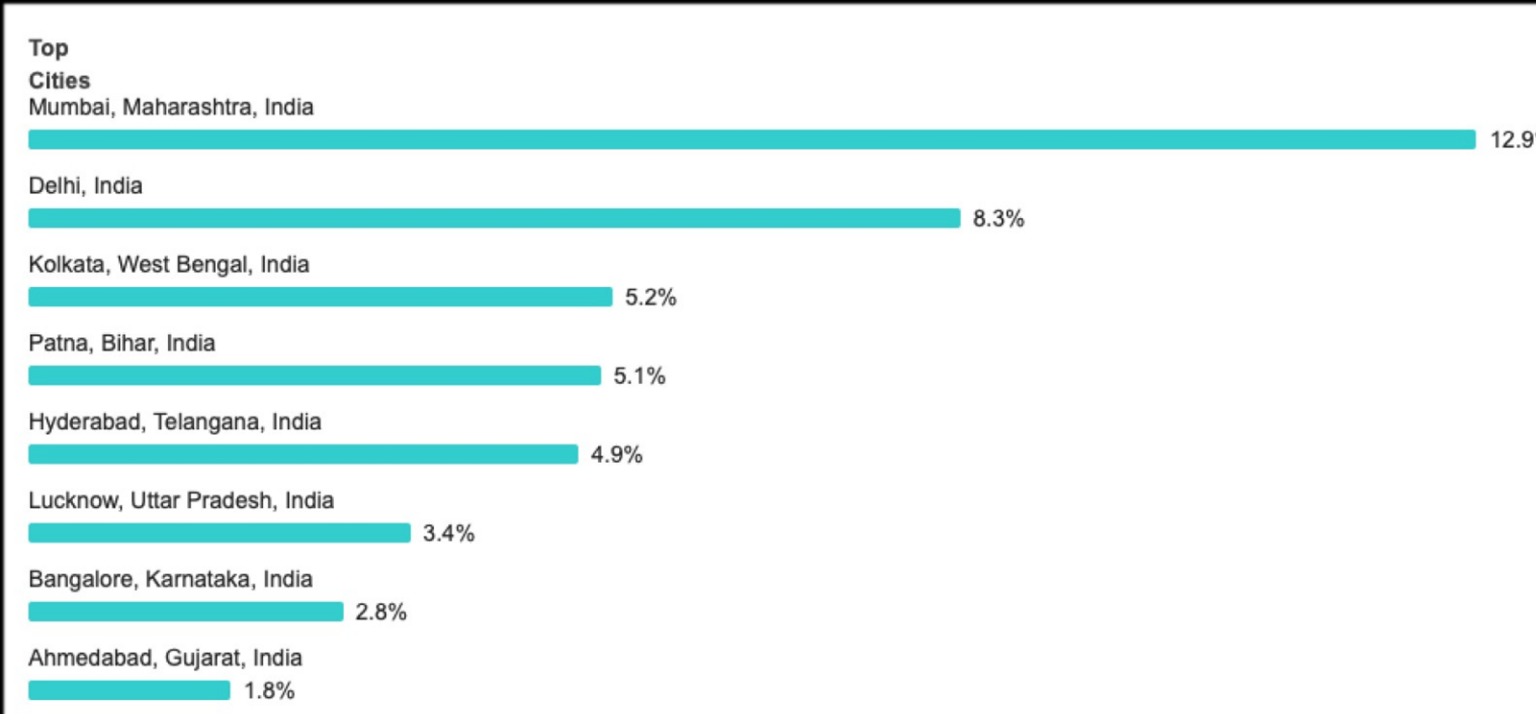
Your Audience

Total Followers 59
0% >

Content You Shared

Facebook Analytics





Audience Reach on Facebook Page

LinkedIn Analytics





Jul 1, 2021 | Duration: 1:09

Doctors who have changed the face of Indian healthcare.
#doctorsday #doctors #doctor #doctorslife #nationaldoctorsday#doctorstrange #doctorsoffice #covid #medical #doctor #healthcare #doctordocor#doctorsonline #doctortobe #surgeon

Engagement highlights

5 reactions

0 comments

1 share

Excludes reshares

Video performance

Audience

Previous 7 days

Weekly

Data is tracked for 25 weeks

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 watched this video for more than 3 seconds, including sponsored and 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. Limited2

Aculife Healthcare Private Ltd2

IIHMR University2

Deloitte2

Brane Enterprises Pvt Ltd2

Stallion Laboratories pvt. ltd2

Conneqt Business Solutions Limited1

34 people who have the title Salesperson viewed your post

Business Owner34

Student19

Business Development Specialist16

Marketing Specialist10

Export Sales Specialist5

Consultant4

Business Strategist4

Founder3

27 people viewed your post from Mumbai Area, India

Hyderabad Area, India24

Ahmedabad Area, India22

New Delhi Area, India12

Bengaluru Area, India10

Vadodara Area, India8

Chandigarh Area, India7

Indore Area, India6

Chennai Area, India6



Thankyou

Submitted By:

Bhaskar Gupta

0233

MBAPM 12

IIHMR University

Jaipur, Rajasthan