

**“MARKETING BRAND 2AN PREPARATION AND
IMPLEMENTATION OF DIGITAL STRATEGY FOR *GOODFLEX*
RANGE”**

At

GHC Drugs & Pharmaceuticals Pvt. Ltd.

From 10th May to 5th July

SUMMER TRAINING REPORT

By

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Academic Year

2020-22

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Acknowledgement:

The report would not have been a success without the immense help and generation of enthusiasm in me which made the project complete and successful without mentioning the names of the people who made it possible.

First, I would like to thank my organization **IIHMR University, Jaipur** for giving me a good opportunity in Summer Training which helped me to groom my skills in the field of marketing, especially the digital marketing.

At the onset I would like to thank **Mr. Prashant Kumar Pathak (Founder & CEO, GHC)** sir to give me an opportunity to work in in his organization as a summer trainee.

Also, I would like to thank my industry mentors **Mr. Arun Kapoor (CMO and Corp. Communication)** and **Mr. Prashant Bhamare (Head, Marketing and Sales)** who helped to gain knowledge in this field by sharing their experience and by connecting with their connections to gain knowledge.

Also, I extend my thanks to my faculty mentors **Dr. Saurabh Kumar Banerjee (Dean, SPM & associate professor)** and **Dr. Sandeep Narula (Asst. Dean & Associate Professor, SPM)**. I am very grateful to them for continuously providing me their valuable guidance despite of my mistakes. Their continuous support and guidance at every stage of study & project made my summer training experience and project an immense success.

I thank each and every one from industry mentors to faculty mentors, from parents to my colleagues which at every step and stage encouraged me to make the project possible.

I hope that I can utilize the experience and knowledge that I have gained during these 8 weeks in the pharmaceutical field which will contribute for its betterment.

Bhaskar Gupta (0233)

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Abbreviations Used:

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CEO: Chief Executive Officer

CMO: Chief of Marketing Operations

GHC: Good Healthcare

SKU: Stock Keeping Unit

GABA: Gamma-Aminobutyric Acid

NSAID: Non-Steroidal Anti-inflammatory Drugs

GP: General Physician

CP: Consultant Physician

OTC: Over the Counter

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Fig: 11..... SWOT Analysis

Table 1..... Content posting timetable.

Introduction:

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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 SKUs in these department by this year and have a pipeline of 100+ SKUs for launch.

GHC also comes up with a Flagship Program Known as Honor Your Healthcare HEROES(HHH) which is a landmark initiative which corresponds to

- i. Reinforce trust between Doctor’s fraternity and society at large.
- ii. Highlight the selfless service of Drs under most tiring circumstances.
- iii. Re-emphasize the contribution of Doctors towards Building society and Nation.

Project Timeline:

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The project was designed for 8 weeks in which different types of activities were designed for gaining experience:

Project assigned to me:

1. 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.
2. The other role that was assigned to me was of being a **Team Leader** of the **TEAM HAWK** of 10 people.

About The Product:

Goodflex Range which contains the combination of molecule of Aceclofenac, Paracetamol along with Thiocolchicoside, Serratio Peptidase, Tramadol. In which, Aceclofenac, Paracetamol and Tramadol are generally used as a NSAID (Non-steroidal Anti-inflammatory Drugs) are the COX inhibitors and block the formation of prostaglandin synthesis which is responsible for the pain. Serratio Peptidase is proteolytic enzyme which block release of bradykinin. Bradykinin generally released from inflamed tissue. So, by blocking bradykinin it decreases inflammation. Thiocolchicoside is semi-synthetic drug obtained from colchicine and is GABA receptor and Glycine Receptor antagonist act as a muscle relaxant.

So, combination of these drugs is highly effective in pain and stiffness related to back and neck. It is also effective for muscle spasm and stiffness and relieve pain after surgery.

The product comes under 3 SKUs:

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

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

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

Objective:

1. To Formulate the brand plan of combination of GOODFLEX Range.
2. To Formulate the digital strategy for the combination of GOODFLEX Range.

Methodology:

- i. Duration: 8 weeks
- ii. 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. Company also provided with the literatures to review about the molecule and the visual aids detailing was also given to us.

Organizational Learnings:

Patient Journey: Patient journey is a **2** that is used in the marketing field which describes the journey of a patient from the ~~start~~ing of the disease from its signs and symptoms to the end where the disease is cured, and the patient is in good condition. Understanding patient journey is very important for a healthcare provider because it provides sufficient and proper knowledge to the person with the help of which proper services can be provided to the individuals and can also help in enhancing the treatments, identify pain points, identify blind spots, and can work upon the things to make treatment better and easy.

It has five stages i.e., Awareness & recognition, presentation & diagnosis, Treatment selection, Brand selection and finally the switching & persistency stage. the stages for pain & stiffness are explained below:

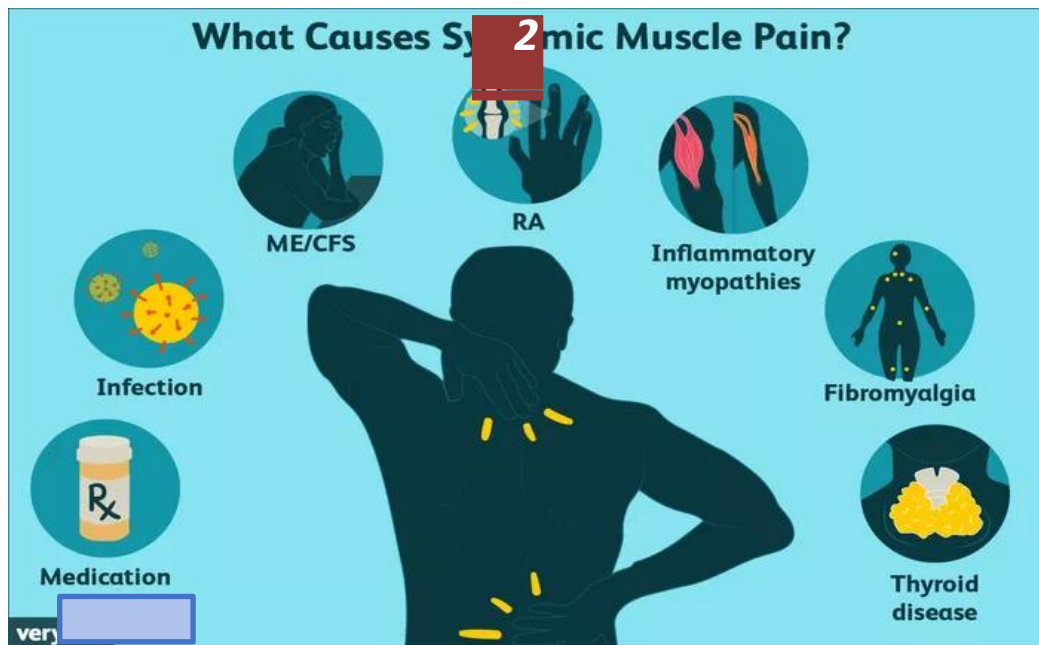
Patient Journey for Pain and Stiffness

Steps for Patient Journey Map

Step 1: Awareness and Recognition

Pain and Stiffness

- Generally recognized by **muscle tightness and difficulty in moving muscle** and can be occur by **exercise, insect bite or sting, infection, injury from extreme heat or cold, anesthesia or medication used for surgery or symptoms of other diseases**(Bacterial Infection, Meningitis, HIV, Various types of infections, Autoimmune disorders such as Lupus, Arthritis(Rheumatoid and Osteo).
- **Pain, cramping and discomfort along with redness and swelling around particular area(generally Neck)**
- Consult doctor when condition persist and:
 - **Fever**
 - **Extreme Muscle Weakness**
 - **Redness, pain, and swelling in the area you're experiencing muscle stiffness.**



Step 2: Presentation and Diagnosis

- At first, Doctor can be asking about medical history and check for the symptoms to determine cause.
- It can also be detected by **physical examination**.
- To confirm **blood or lab tests, X-rays, CT, or MRI scans** can be done.

Step 3: Treatment Selection

- Mild Stiffness needs no medication and can be cured by physical exercise but for prolonged stiffness and pain, **NSAIDs (Non-steroidal Anti-inflammatory Drugs)** can be given.
- Selection of NSAIDs is crucial because of its side effects are high.
- Combination of two or more NSAIDs are more effective.
- **Natural components** are more effective.

- Nowadays **enzymes (Serratio pe 2 se)** are also used to treat stiffness for better action and less side effects.

Step 4: Brand Selection and Access

Brand: Goodflex - SPTM Tablet/ Goodflex - TTM Tablet/ Goodflex – PTTM Tablet

Why Goodflex?

1. Both Goodflex preparation contains, Aceclofenac and Paracetamol but Goodflex - SPTM contains **Serratio peptidase** and Goodflex - TTM contains **Thiocolchicoside** as a 3rd ingredient.
2. Thiocolchicoside is semi-synthetic component derived from colchicine having faster onset of action and less side effect.
3. Serratio peptidase proteolytic enzyme which help to decrease pain, swelling and muscle tightness effectively.
4. Used for wide range of conditions such as **Muscle Pain, Joint Pain, Postoperative Pain, Rheumatoid arthritis, Ankylosing spondylitis, Osteoarthritis, Sprains, and strains, PIVD, Neuritis, Spondylitis, Trismus and Temporomandibular jaw spasm and pain.**
5. Less side effects.

Step 5: Switching and Persistency

- Frequency of dosing is less and easily available.
- Less side effects because of natural and semi-synthetic products.

Brand plan: Brand plan is the detailing story of a product which is prepared before the launch of product for describing the characteristics of the product. It contains and unites all the department from sales force to the marketing and thus helps to form a development goal for the brand to be successful. The brand Plan includes all the details from the brand name to the description of product, executive summary, the geographic deep dive of the product, prescriber analysis of the product by HCPs, KOL opinions about the product, the market summary of the product, the competitors, the SWOT of the product, the financials, the field force engagement plans, the communication strategy for the field force, the long-term strategic goals, the short-term brand strategy, the AWACS analysis, the customer insights.

It also contains the key findings about the product and the major & critical factors that are responsible for that finding so that improvement can be done. Another thing the brand plan has the Brand Objectives by which the strategies must be made and implemented.

The brand objectives have its previous year performances and according to which we strategies are made. The brand plan also includes the things that where the brand team will have its major impact for the period year to maintain brand image, company image and accordingly the sales happen for the brand.

The most important part of the brand plan is the key strategic initiatives that the company must take to make progress in brand building process, and which makes the company's profile stronger. The brand plan also focuses on the various campaign and ideas that company follows to maintain the popularity of the brand.

There is also the in clinic and out clinic tactics that the company follows to promote their brand.

Situational Analysis:

1. 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 for Goodflex- T

AWACS analysis – market, brand , competition- GHC GOODFLEXT

2

Particular	MAT Apr 2020			MAT Apr2021		
	Val (Rs Cr)	MS (%)	Val Gr (%)	Val (Rs Cr)	MS (%)	Val Gr (%)
Acetofenac, 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
ANAFILAM TH 4/100/325 MG TABLET 10	4.6	7	-25	4.1	6	-11
GHC brand rank		-			-	

AWACS analysis Goodflex- SP

Particular	MAT Apr 2020			MAT Apr2021		
	Val (Rs Cr)	MS (%)	Val Gr (%)	Val (Rs Cr)	MS (%)	Val Gr (%)
Acedofenac , 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

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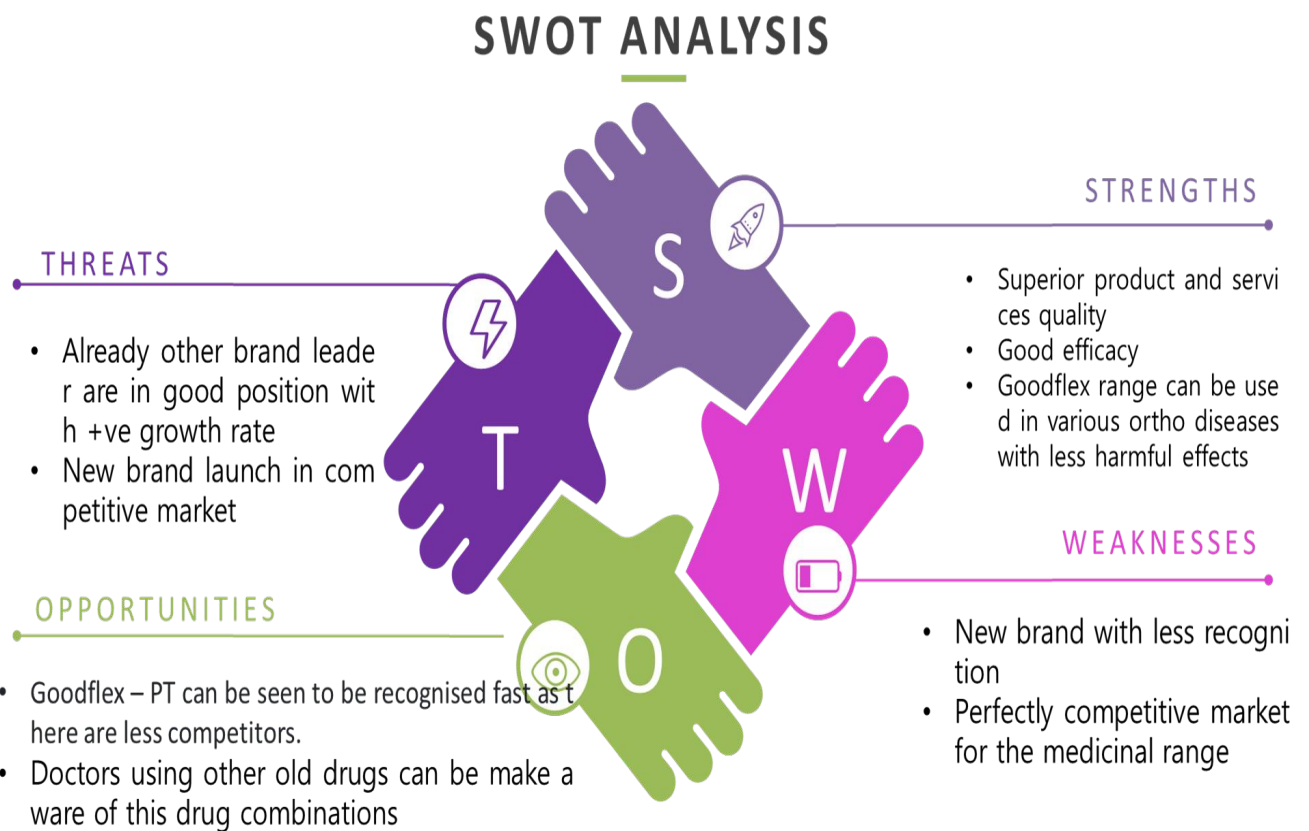
AWACS analysis of Goodflex- PT

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 GOODFLEXPT	-	-	-	-	-	-
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

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

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2. SWOT Analysis:



Strategic Planning:

Segmentation: Targeted market consists of Orthopedics, rheumatologists, GP, CP

Digital Strategy for promotion:

Digital strategy is the strategy that the company will be following to make its image in the market. It will also help in developing brand image through various social media sites like LinkedIn, Instagram, Facebook, YouTube, Twitter, Email- marketing.

In the pharmaceutical field the promotion can be done in specific ways as the field of advertisement and other promotional activities is limited to a short method. So, for digital strategies we cannot use the brand name directly as in FMCG market. We use the tag line for every post as

“Issued in Public Interest by GHC” with the logo

Even if the drug is OTC we cannot use direct method for selling it has to go through certain limited promotional activities.

So, for this we thought of the strategy for promoting the diseases rather than the molecule itself. Therefore, directly, or indirectly our target audience was raised to the public also with the doctors, physician, etc. This was used to create brand image and the company's image in the public.

The main social networking sites that were used as major tools for brand building were:

1. Facebook
2. LinkedIn
3. Instagram
4. YouTube
5. Twitter

Another part of the project was to develop content for the **E-mail Marketing** which was specifically be done to target the healthcare professionals.

Target audience for Digital Strategy:

GPs, CPs, Orthopedics, Rheumatologists, General consumers, Various groups on different social medias containing HCPs.

The different types of promotional content were developed:

- Short Videos (~1 min) about the Awareness of Osteoarthritis and its General Therapy
- Facts about the disease
- Infographics Posts
- Special Day celebration Posts for doctor's day, Olympics day, Yoga Day.
- Episode series of the disease which started from awareness to the treatment.
- For the email marketing personalized email series was started which included continuous detailing of the product, promotional activities like offers and gift coupons.
- Special program by GHC i.e., Honour your Healthcare Heroes posts were also a part for the e-mail series.
- Blogs regarding the disease and various information of disease was also a part of the digital strategy.

Now, to make GHC as a brand aware, we need to post regularly. So, plan for posting content. For this a posting plan was developed with the help of digital planning team of GHC.

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	2
Saturday	Blogs on LinkedIn and Other Blogging sites such as WordPress	

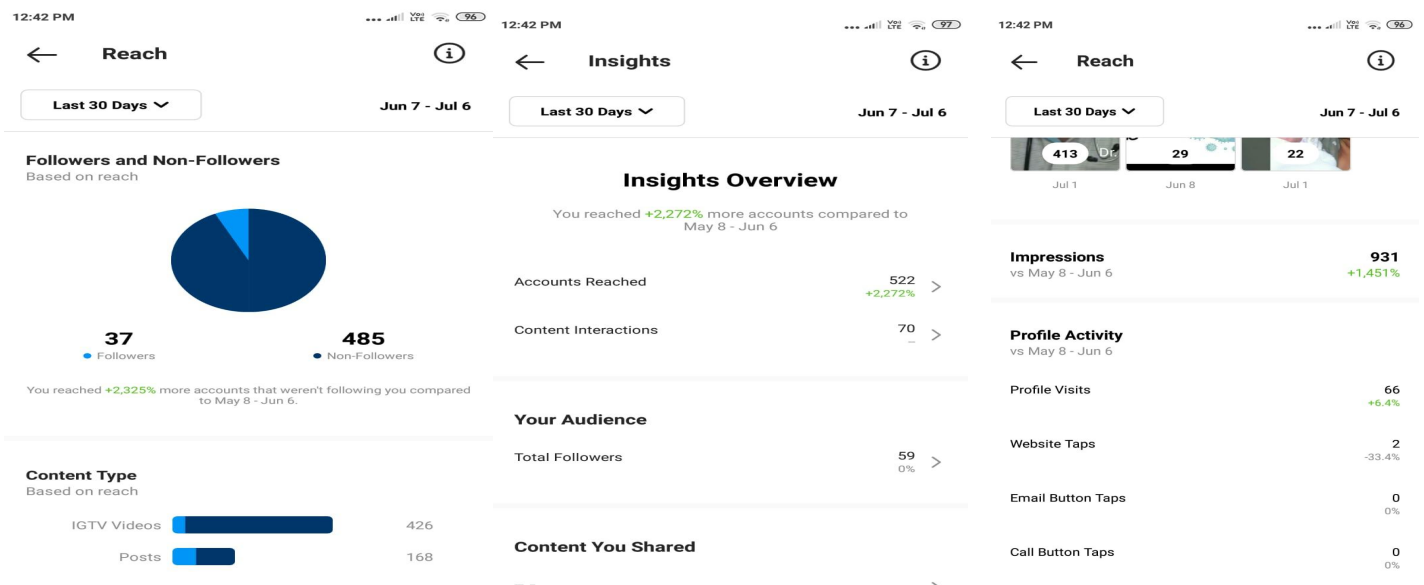
Key Learnings:

Below mentioned are the key learning that I got from the summer training project:

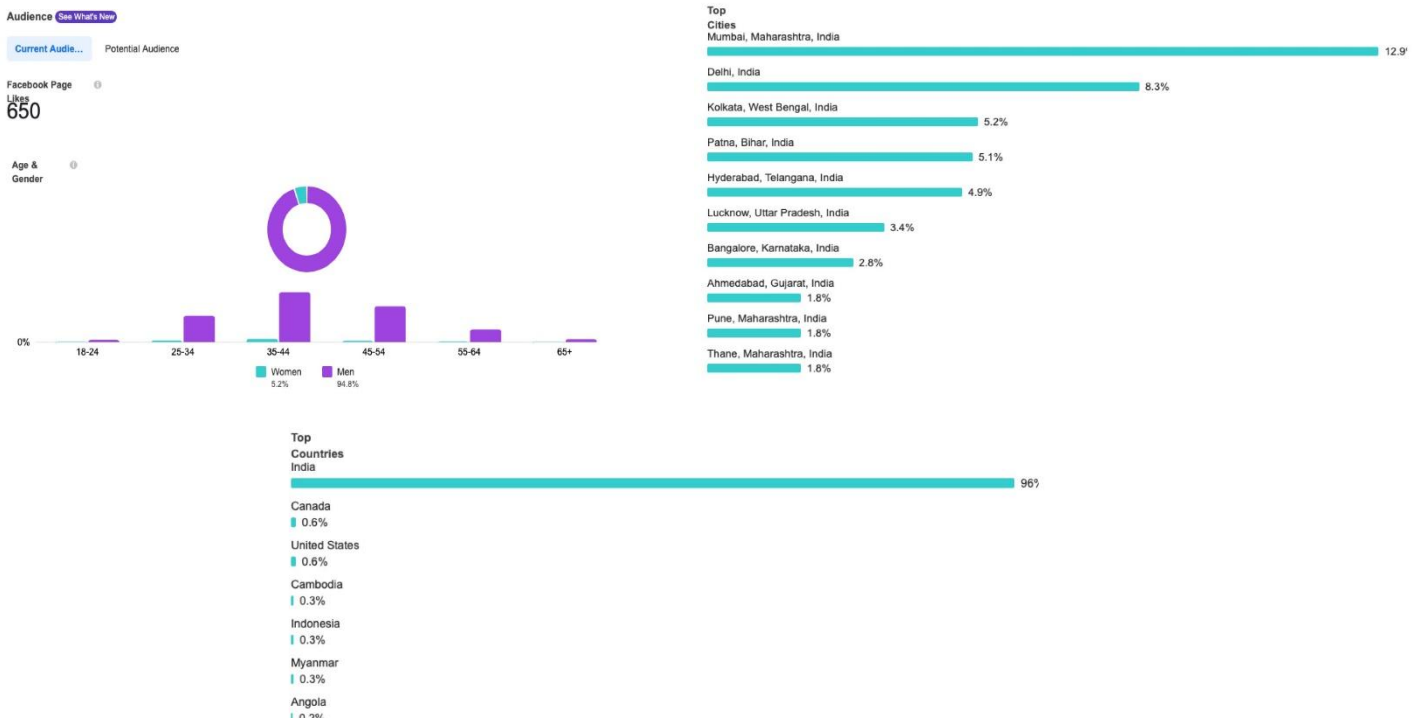
- a. How the patient journey is developed and when it is prepared how it helps to forms the mind in a way that leads to develop a proper marketing plan by understanding the basic need from the point of view of the consumer i.e., patient and from the POV of the healthcare professional.
- b. Various insights from the professionals and other industry mentor gave me the idea as to how to think in the pharmaceutical field for the development of the marking BRAND PLAN for a product or for a company.
- c. Brand plan development from level 0. Also, it taught me the various things that a marketing manager should think to gain success as a manager.
- d. In this digital era working on digital strategy preparation for a company helped to groom the digital skills which will help very much in future.
- e. Development of the social media Content was also a key learning that how the content needs to be developed for the promotion of a pharmaceutical company and for its product.
- f. This project also gave me experience as how the different type of social media works and what type of content we can promote, at which time the peak is there for audience, how the analytics of these applications can be used to develop more content for the Targeted audience.
- g. From the Leadership role I learned how to manage a team which will help me in future in the industry. Throughout the summer training handling a team, conducting meeting, explaining the process, maintain proper balance between the team, maintaining proper relationship with everybody, cording with the industry mentors, were some of the key learnings from this role.

Data Analytics from Different Social media Accounts:

1. From Instagram Page:



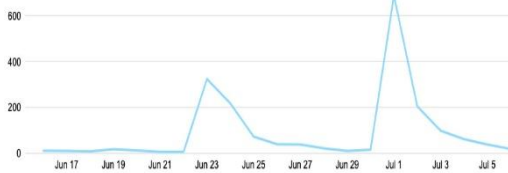
2. From Facebook Page:



Reach Of Facebook Account Posts

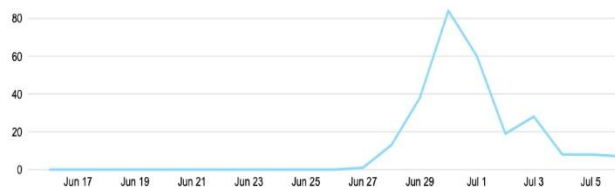
Results

Facebook Page
Reach
1,531 ↑ 219%



Results

Facebook Page
Reach
224 ↑ 100%



3. From LinkedIn Page:

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
Connect Business Solutions Limited	1

34 people who have the title Salesperson viewed your post

Business Owner	34
Student	19
Business Development Specialist	16
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	24
Ahmedabad Area, India	22
New Delhi Area, India	12
Bengaluru Area, India	10
Vadodara Area, India	8
Chandigarh Area, India	7
Indore Area, India	6
Chennai Area, India	6



Jul 1, 2021 | Duration: 1:09

Doctors who have changed the face of Indian healthcare.

#doctorsday #doctors #doctor #doctorslife #nationaldoctorsday #doctorstrange #doctorsoffice #covid #medical #doctors #healthcare #doctor #doctoronline #doctorstobe #surgeon

Your post posted on June 22, 2021
11 reactions

Engagement highlights

Excludes reshares

5 reactions 0 comments 1 share

Video performance Audience

Previous 7 days Weekly

Data is tracked for 25 weeks

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

IIHMR University	3
SUN PHARMA	3
Micro Labs Limited	3
Pharmaceutical Company	2

38 people who have the title Business Owner viewed your post

Salesperson	34
Student	19
Business Development Specialist	14
Executive Director	11

32 people viewed your post from Mumbai Area, India

Ahmedabad Area, India	21
Hyderabad Area, India	21
New Delhi Area, India	14
Surat Area, India	7

Limitations:

- a. Due to COVID-19 I was not able to do field work, which could have been icing on the cake for this summer training.
- b. Face to Face interaction with the mentor was not possible.
- c. Due to the startup company that much exposure for brands performance was not there which led to the less brand exploration.

Suggestions:

- a. Digital marketing strategies which were developed late and started at later stage should have been started earlier so that proper analytics were available to show in the report.
- b. Proper arrangement of field work was needed to be done.

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Plagiarism Report:

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