

SUMMER TRAINING

At:

MICRO LABS LTD



MICRO LABS LIMITED

(May 2021 – July 2021)

A Report By

Mr. ANUP NIVRUTTI SHELKE

MBA Pharmaceutical Management

2020-22



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ACKNOWLEDGEMENT

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I would like to express my gratitude towards my parents for their kind co-operation and encouragement which help me in completion of this project. Last but not least praises & thanks to the God, the Almighty, for showering blessings & giving strength to complete this work.

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SUMMER INTERNSHIP REPORT

(January 2021 – June 2021)

Submitted To
MICRO LABS LTD



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Contents

Abbrevations	4
Introduction.....	5
Vision.....	5
Mission.....	5
Objectives	5
Drug Profile	6
Description Of Drug.....	6
Disease Overview.....	6
Therapy Type	10
Why Olanzapine?	10
Pharmacokinetics Profile.....	11
Mechanism Of Action	12
Pharmacodynamic Profile	13
Clinical Trials.....	14
Brand Name	16
Giving Brand Name In Pharmaceutical Industry	16
Trademark	18
Marketing Strategy.....	18
Marketing Campaign & Its Importance	18
Market Analysis	18
Marketing Plan For Olancare	20
Pre-Launch Strategy:	20
Key Competitors:.....	21
Launching Strategy Of Olancare:	22
Post-Launch Strategy.....	22
Questionnaire	23
Introduction:	23
Types Of Questionnaires	23
Advantages Of A Well-Designed Questionnaire	24
Questionnaire For Survey.....	26
References.....	28

Figure Index

Figure 1: Structure of Olanzapine.....	6
Figure 2: Number of cases as per the age of Schizophrenia & Schizophrenic Spectrum.....	8
Figure 3: Prevalence of Bipolar Disorder as per the age	10
Figure 4: Graphical Representation of Psychic Diseases & Disorders.....	11
Figure 5: Mechanism of action of Olanzapine on D2 & 5HT Receptors	12
Figure 6: Regional Growth of Schizophrenia Drug Market.....	19
Figure 7: Market Size & growth Forecast of Schizophrenia Drug Market.....	19
Figure 8: SWOT Analysis of OlanCare.....	20
Figure 9: LBL of OlanCare	23
Figure 10: Types of Questionnaires.....	24

Table

Table 1: Common Treatment-Emergent Adverse Events Associated with the Use of Olanzapine in 6-Week Trials – SCHIZOPHRENIA	14
Table 2: Common Treatment-Emergent Adverse Events Associated with the Use of Olanzapine in 6-Week Trials – Bipolar Disorder	15
Table 3: Percentage of Patients Reporting Adverse Events based on Dosage Regimen.	15
Table 4: Key Competitors of OlanCare	21

ABBREVIATIONS

5HT: 5-Hydroxy-tryptamine
A.G. Certificate
ADR: Adverse Drug Reactions
AI: Artificial Intelligence
ANSI SQL: American National Standards Institute Structured Query Language.
API: Active Pharmaceutical Ingredients
BI: Business Intelligence
BPII: Bipolar Disorder type II
CAGR: Compound Annual Growth Rate
CME: Continues Medical Education
CSR POLICY: Corporate Social Responsibility Policy
CYP: Cytochrome P 450
D2: Dopamine 2 receptor
DCGI (India): Drugs Controller General of India
DSS: Decision Support Systems
EEG: Electroencephalogram
FDI: Foreign Direct Investments
FMCG: Fast-Moving Consumer Good
fMRI: Functional Magnetic Resonance Imaging
HVAC system: Heating, Ventilation, and Air Conditioning System
KOLs: Key Opinion Leaders
KPI: Key Performance Indicators
LI: Location Intelligence
MDX: Multidimensional Expressions
MNC: Multinational Companies
MOU: Memorandum of Understanding
OTX: Products which can be sold as prescription and over the counter.
PIN: Permanent Identification Number
PLC: Product Life Cycle
PSK: Pharmaceutical Society of Kenya
RTM: Route to Marketing
SaaS BI: Software-as-a-Service Business Intelligence
SFDA (USA): United State Food & Drug Administration
TM-48: Trademark-48 Form
USD: United State Dollars
USP: Unique Selling Points
VAT: Value Added Taxes
XML: extensible markup language

INTRODUCTION

Organization Profile: Micro Labs Ltd.

Micro Labs Limited is a one of the leading healthcare organization in India, which was Established in 1973, with a skilful marketing team, Avant-grade business facilities along with the R&D centres that are equivalence with international standards.

A privately held company, founded by late Mr. G. C. Surana, the company is currently under the leadership of Mr. Dilip Surana & Mr. Anand Surana. Micro Labs occupies leading positions in select therapeutic areas like Cardiology, Diabetology, Ophthalmology, Dermatology, Pain / Analgesics etc.

I am fortunate to be able to work as an intern of an esteemed organization like Micro Labs International Division, Gurgaon, under the leadership of Mr. Tavinder Jit Singh Vasudeva, an industry expert. While Mr. Neeraj Alawadhi guided & motivate throughout the duration of the internship.

During the internship I came to know that the developing the marketing strategy of any product is one of the essential work company needs to look after to successfully Launch & Market the product and pharmaceutical products are not excluded from this as well. In this project the key focus was on some of the key aspects of the promotion & branding along with the understanding the basics & naming the product.

During this project we worked on the atypical antipsychotic drug Olanzapine. It is 2nd line of drug used in the treatment of the Schizophrenia & Bipolar Disorder type 2. In this We are studying, analysing & developing the epidemiology of the disease, pharmacology of the drug along with the clinical trial studies, market analysis followed by the naming the brand, developing the strategy for launching the OlanCare by performing the SWOT analysis, defining the USP of the OlanCare, analysing the potential competitors & market survey as well.

Vision

Our vision is to become a leader in the pharmaceutical industry by the manufacturing the medicines of higher standard and provide quality products at the affordable price to the society. We wish to raise the flag of Micro Labs globally.

Mission

Our mission is to contribute towards the treatment of psychotic diseases, to spread the awareness about the mental health & psychosis and to create customer value and satisfaction.

Objectives

1. Learning the basics of marketing strategy & product profile
2. Creating a brand launch marketing campaign for OlanCare
 - a. Market research

- b. Data collection and analysis
- c. Launch event planning
- d. Budget plan (cost estimations and sales projections)

Short Term Goal:

- To achieve maximum market share in the year of product launch.

Long term objective:

- To be in Top brands 5 brands of Olanzapine market by 2025.

DRUG PROFILE

Description of Drug

- Compound Name: Olanzapine
- Class: Thienobenzodiazepine

OlanCare (olanzapine) is a psychotropic agent that belongs to the thienobenzodiazepine class. The chemical designation is 2-methyl-4-(4-methyl-1-piperazinyl)-10H-thieno[2,3-b] [1,5]benzodiazepine. The molecular formula is $C_{17}H_{20}NS$, which corresponds to a molecular weight of 312.44. The chemical structure is:

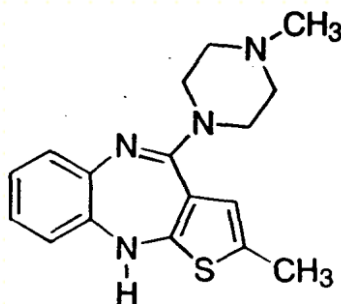


Figure 1: Structure of Olanzapine

- Olanzapine is a yellow crystalline solid, which is practically insoluble in water.
- It is one of the atypical antipsychotic drugs indicated to use in the treatment of Schizophrenia & Bipolar Disorder type II.

Disease Overview

- **Schizophrenia:**
 - Schizophrenia is a mental illness involves a psychosis, a type of mental illness in which a person cannot distinguished the real from what is imagined.
 - It is type of chronic & sever psychotic disorder characterized by the distortion in thinking, perception, emotions, language, sense of self & behaviour.
 - Common occurrences include hallucinations (hearing voices or seeing things that are not there) and delusions (fixed, false beliefs) among other.

- Individuals with psychotic disorders lose touch with reality. The world may seem like a jumble of confusing thoughts, images, and sounds which affects their behaviour to be very strange and even shocking.
 - A sudden change in personality and behaviour, which happens when people who have it lose touch with reality, is called a psychotic episode.
 - These psychotic episodes vary from patient to patient as some may experience the single episode whereas other may show the multiple episodes in a lifetime.
 - Thus, the symptoms get worsen and improved in between cycles called as the relapses and remissions.
- **Causes:**
 - The exact cause of schizophrenia is still unknown. It is believed to be caused by the combination of the factors such as genetics, brain chemistry and environment lead to development of the disorder.
 - Neuroimaging studies show differences in the brain structure and central nervous system of people with schizophrenia.
 - These differences indicate the problems with certain neurotransmitters such as dopamine and glutamate which are believed to contribute to schizophrenia.
- **Symptoms:** Symptoms of schizophrenia are classified into two classes.
 1. **Positive symptoms:** hallucination, delusions, disorganized thoughts, restlessness, insomnia, anxiety, fighting, aggressions
 2. **Negative symptoms:** apathy, loss of insight & volition, emotional blunting, affective flattening, poverty of speech, social withdrawal
- **Prevalence:**
 - ◆ The prevalence of schizophrenia typically ranges from 0.2 to 0.4 percent across the world. It is estimated that 20 million people in **world** had schizophrenia in 2017.
 - ◆ Overall, the prevalence of schizophrenia is slightly higher in men than women (around 10 million each).
 - ◆ Prevalence studies of schizophrenia in **India** report rates of between 1.5 to 2.5 per 1000.
 - ◆ There appears to be no consistent difference between rural and urban areas in the frequency of the illness, and no clear pockets of high or low prevalence.
 - ◆ Incidence studies are few, with estimates of an annual incidence of 0.35 to 0.38 per 1000 in urban populations and 0.44 per 1000 in the rural population.

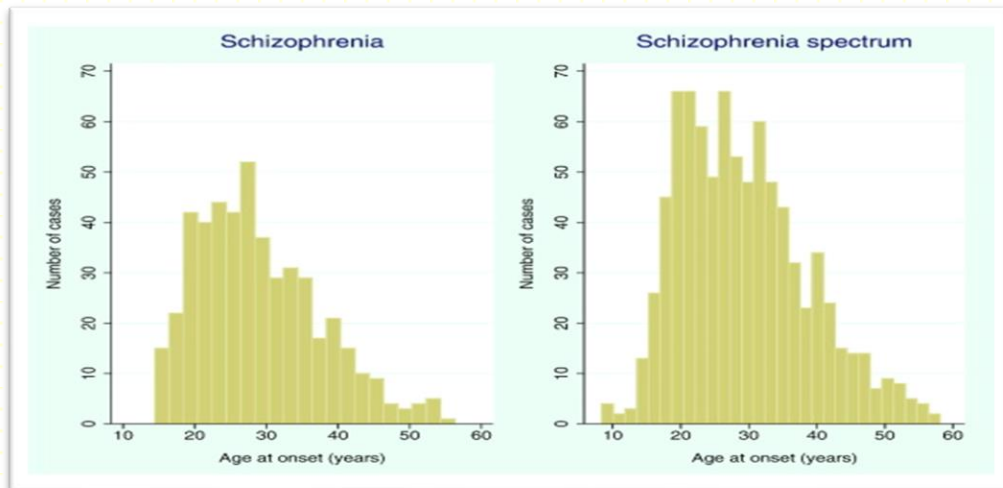


Figure 2: Number of cases as per the age of Schizophrenia & Schizophrenic Spectrum

- **Bipolar Disorder:**

- Bipolar disorder, also known as manic depression, is a mental illness that brings severe high and low moods and changes in sleep, energy, thinking, and behaviour.
- People who have bipolar disorder can have periods in which they feel overly happy and energized and other periods of feeling very sad, hopeless, and sluggish. In between those periods, they usually feel normal. You can think of the highs and the lows as two poles of mood, which is why it is called bipolar disorder.
- Most people with bipolar disorder spend more time with depressive symptoms than manic or hypomanic symptoms.

- **Causes:**

- There is no single cause of bipolar disorder. For example, sometimes it can be genetics. The way brain develops may also play a role, but scientists are not exactly sure how or why as no conclusive evidence has been found.

- **Symptoms:**

- Symptoms of mania ("the highs"):
 - ◆ Becoming more impulsive
 - ◆ Being easily distracted
 - ◆ Drug and alcohol abuse
 - ◆ Excessive happiness, hopefulness, and excitement
 - ◆ Increased energy and less need for sleep
 - ◆ Larger sense of self-confidence and well-being
 - ◆ Less need for sleep
 - ◆ Loss of an appetite
 - ◆ Making grand and unrealistic plans
 - ◆ Rapid speech and poor concentration

- ◆ Restlessness
- ◆ Showing poor judgment
- ◆ Sudden changes from being joyful to being irritable, angry, and hostile.
- ◆ Unusually high sex drive
- During depressive periods ("the lows")
 - ◆ Appetite changes that make you lose or weight gain.
 - ◆ Feelings of hopelessness or worthlessness
 - ◆ Forgetfulness
 - ◆ Inability to feel pleasure.
 - ◆ Insomnia
 - ◆ Irritability
 - ◆ Less of a sex drive
 - ◆ Loss of energy
 - ◆ Needing more sleep
 - ◆ Not enjoying things, they once liked
 - ◆ Sadness
 - ◆ Talking slowly
 - ◆ Thoughts of death or suicide attempting suicide.
 - ◆ Trouble concentrating
 - ◆ Trouble making decisions.
 - ◆ Uncontrollable crying
- **Prevalence:**
 - Lifelong prevalence of bipolar disorder is nearly 0.3 – 1.5%, globally. Whereas the prevalence of bipolar disorder ii is 0.4%.
 - In India, this rate is 0.51 - 20.1% per thousand people & it is 6 – 9% compared to other psychiatric diseases.
 - BPID is slightly higher in female than male, but studies has shown the equal male to female ratio in terms of prevalence.
 - BPID is generally diagnosed from childhood to 50 years of age, but the prevalence is more between the age 15 – 24 years.

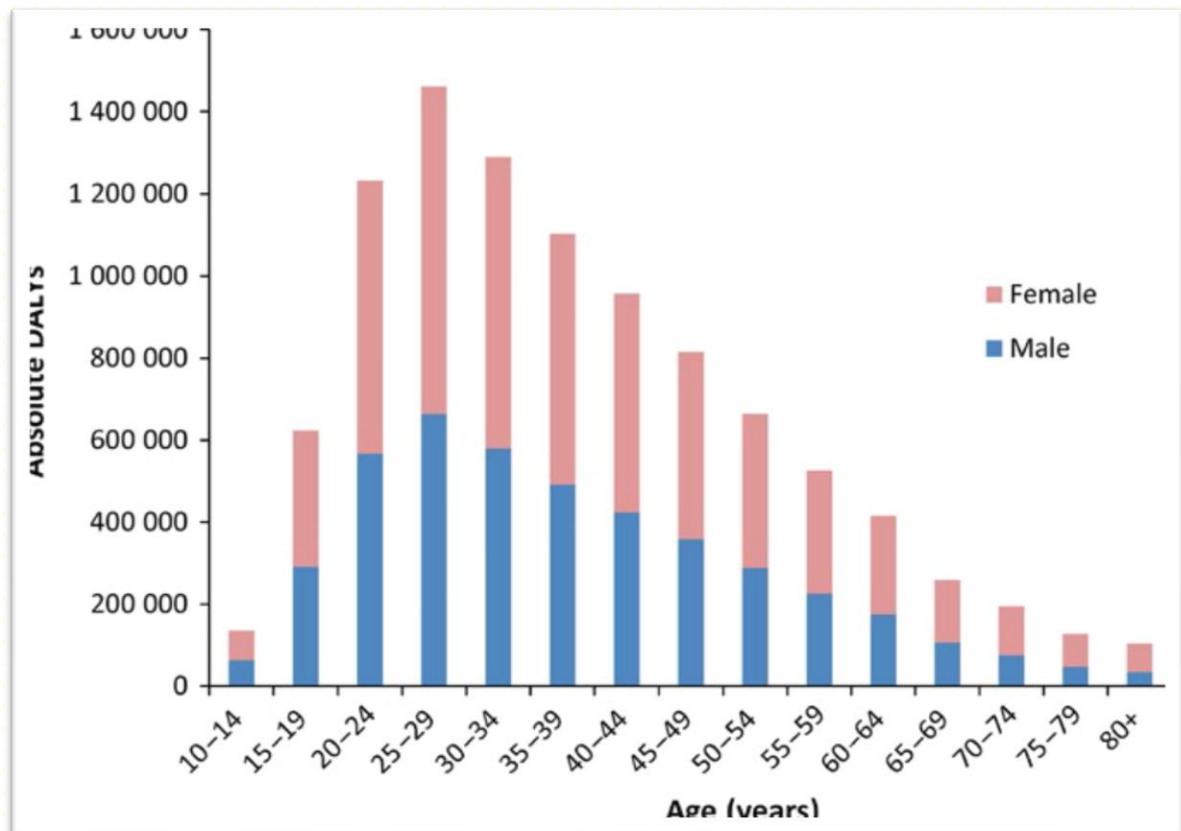


Figure 3: Prevalence of Bipolar Disorder as per the age

Therapy Type

- Patients having the schizophrenia or bipolar disorder type ii are generally prescribed with olanzapine along with antidepressants & antianxiety drugs.
- Atypical antipsychotics do not only help in improving the management of signs & symptoms of disease but also reduces the chances of side effects & fatality.
- The goal is to provide the effective treatment at low & safe dose by effectively managing the sign & symptoms.

Why olanzapine?

- Olanzapine is a 2nd generation atypical anti-psychotic drug used in the treatment of schizophrenia and bipolar disorder.
- Olanzapine is prescribed to the patients older than 13 years old generally.
- It is a novel antipsychotic agent with broad efficacy, producing a significant response in both the positive and negative symptoms of schizophrenia.

- Compared with traditional antipsychotic agents, olanzapine causes a lower incidence of extrapyramidal symptoms and minimal perturbation of prolactin levels.

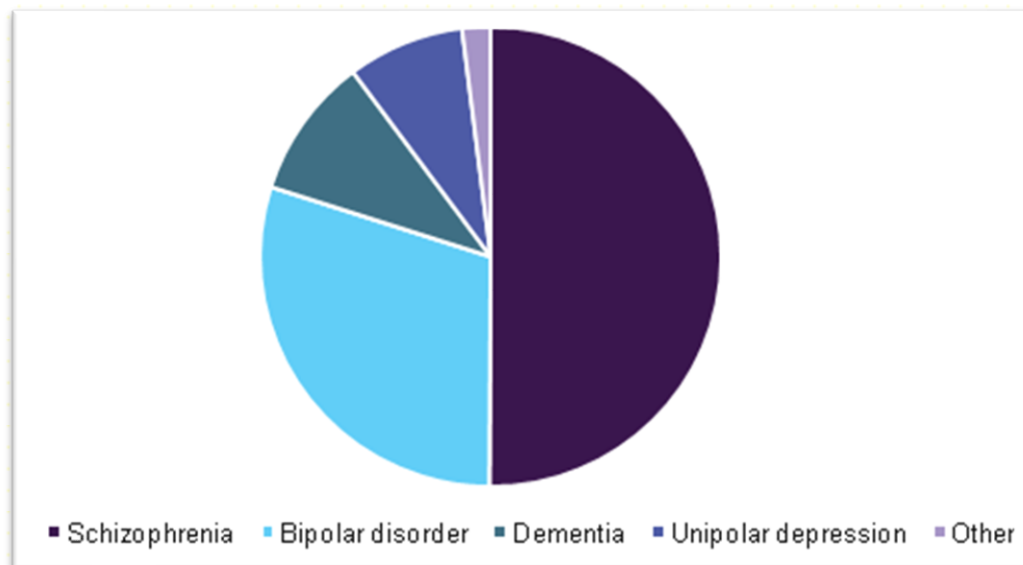


Figure 4: Graphical Representation of Psychic Diseases & Disorders

Pharmacokinetics Profile

▪ **Absorption:**

- ◆ The absorption of olanzapine is not affected by the administration of food. The pharmacokinetic profile of olanzapine is characterized by reaching peak plasma concentration of 156.9 ng/ml approximately 6 hours after oral administration.
- ◆ Thus, it presents a linear pharmacokinetic profile and after daily administration, it reaches steady state in a week.

▪ **Volume of distribution**

- ◆ The volume of distribution of olanzapine is 1000 litres which indicate a large distribution throughout the body.

▪ **Protein binding**

- ◆ Olanzapine is largely bound to plasma proteins due to which about 93% of the administered dose is bound. The main proteins for binding are albumin and alpha-1 acid glycoprotein.

▪ **Metabolism**

- ◆ Nearly 40% of olanzapine is metabolized in the liver by the activity of glucuronide enzymes and by the cytochrome P450 system. The main metabolic enzymes are CYP1A2 & CYP2D6.

- ◆ In phase I of metabolism, 10-N-Glucuronide and the 4'-N-Desmethyl olanzapine formed by the activity of CYP1A2. These metabolites are clinically inactive, and it constitutes around 50-60% in this phase.
- ◆ Whereas the CYP2D6 catalyzes the formation of 2-oh olanzapine and monooxygenase (FMO3) is responsible for n-oxide olanzapine.
- ◆ In phase II of metabolism, UGT1A4 generates the direct conjugation forms of olanzapine.
- ◆ Clearance of olanzapine appears to vary by sex; women have roughly 25% lower clearance than men. Clearance of olanzapine also varies by race; in self-identified African Americans or blacks, olanzapine's clearance was 26% higher.

▪ Elimination

- ◆ 7% of the eliminated drug can be found as the unchanged form. It is mainly excreted in the form of urine (around 53%) & by the feces (about 30%).

▪ Half life

- ◆ The half-life of olanzapine ranges between 21 to 54 hours with an average half-life of 30 hours.

Mechanism of action

- Olanzapine acts by binding with the monoaminergic receptor such as dopamine receptors (D1, D2, D3 and D4), serotonin receptors (5HT_{2A}, 5HT_{2C}, 5HT₃ & 5HT₆), adrenergic receptors, H-1 histamine receptor & multiple muscarinic receptors.
- Thus, it rebalances the concentration of dopamine & serotonin to improve the symptoms related to schizophrenia by showing the antagonism.
- The binding of olanzapine to the dopamine D₂ receptors & 5HT_{2A} receptors is easily dissociable and hence, it allows for a certain degree of dopamine neurotransmission. This defined effect allows for a decrease in adverse effects.

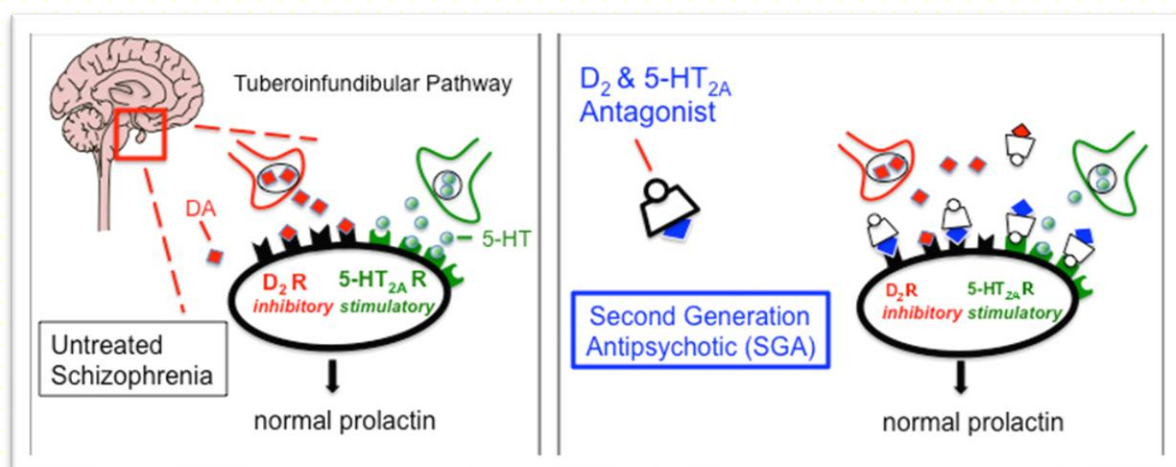


Figure 5: Mechanism of action of Olanzapine on D₂ & 5HT Receptors

Pharmacodynamic profile

- The effect of olanzapine specifically on the D2 receptor is reported. This action produces the positive effects of this drug such as a decrease in hallucinations, delusions, disorganized speech, disorganized thought, and disorganized behaviour.
- On the other hand, its effect on the serotonin 5HT2A receptor prevents the onset of anhedonia, flat affect, alogia, avolition and poor attention.
- Thus, the use of olanzapine is significantly effective in the treatment of schizophrenia and bipolar disorder in adults and acute manic or mixed episodes associated with bipolar disorder in adolescents.
- Indications & usages:
 - Bipolar disorder
 - Schizophrenia
- Contraindications
 - Auoxetine
 - Carbamazepine
 - Cimetidine and antacids
 - Ethanol
 - Hypersensitivity with olanzapine
 - Valproate
 - Warfarin
- Side effects
 - Breast enlargement or discharge
 - Constipation
 - Decreased sexual ability.
 - Depression
 - Difficulty falling asleep or staying asleep.
 - Difficulty walking
 - Dizziness, feeling unsteady, or having trouble keeping your balance.
 - Dry mouth
 - Late or missed menstrual periods.
 - Pain in arms, legs, back, or joints
 - Restlessness
 - Unusual behaviour
 - Weight gain
- Precautions
 - Alcohol
 - Body temperature regulation
 - Dysphagia
 - Hyperprolactinemia
 - Nursing
 - Orthostatic hypotension
 - Pregnancy

- Seizures
- Transaminase elevations
- Warnings
 - Neuroleptic malignant syndrome
 - Tardive dyskinesia

Clinical Trials

- **Commonly Observed Adverse Events in Short-Term, Placebo-Controlled Trials**

The most commonly observed adverse events associated with the use of olanzapine (incidence of 5% or greater) and not observed at an equivalent incidence among placebo-treated patients (olanzapine incidence at least twice that for placebo) were:

Common Treatment-Emergent Adverse Events Associated with the Use of Olanzapine in 6-Week Trials – SCHIZOPHRENIA		
Adverse Event	% Of Patient Reporting Events	
	Olanzapine (N=248)	Placebo (N=118)
Postural Hypotension	5	2
Constipation	9	3
Weight gain	6	1
Dizziness	11	4
Personality disorder'	8	4
Akathisia	5	11

Table 1: Common Treatment-Emergent Adverse Events Associated with the Use of Olanzapine in 6-Week Trials – SCHIZOPHRENIA

Common Treatment-Emergent Adverse Events Associated with the Use of Olanzapine in 6-Week Trials – Bipolar Disorder		
Adverse Event	Percentage of Patients Reporting Event	
	Olanzapine (N=125)	Placebo (N=129)
Asthenia	15	6
Dry mouth	22	7
Constipation	11	5
Dyspepsia	11	5

Increased appetite	6	3
Somnolence	35	13
Dizziness	18	6
Tremor	6	3

Table 2: Common Treatment-Emergent Adverse Events Associated with the Use of Olanzapine in 6-Week Trials – Bipolar Disorder

Above two table shows the common Adverse events related to the Olanzapine after the completion of 6-week clinical trials.

- **Treatment-emergent extra pyramidal symptoms assessed by adverse events incidence in a fixed dosage range, placebo-controlled clinical trial -- acute phase.**

	Percentage of Patients Reporting Event			
	Placebo (N=68)	Olanzapine 5 ± 2.5 mg/day (N=65)	Olanzapine 10 ± 2.5 mg/day (N=64)	Olanzapine 15 ± 2.5 mg/day (N=69)
Dystonic events	1	3	2	3
Parkinsonism events	10	8	14	20
Akathisia events	1	5	11	10
Dyskinetic events	4	0	2	1
Residual events	1	2	5	1
Any extra pyramidal event	16	15	25	32

Table 3: Percentage of Patients Reporting Adverse Events based on Dosage Regimen.

The above table computes the percentage of patients with treatment-emergent extrapyramidal symptoms as assessed by spontaneously reported adverse events during acute therapy in the same controlled clinical trial comparing olanzapine at 3 fixed doses with placebo in the treatment of schizophrenia.

- **Olanzapine: an updated review of its use in the management of schizophrenia**

Olanzapine demonstrated superior antipsychotic efficacy compared with haloperidol in the treatment of acute phase schizophrenia, and in the treatment of some patients with first-episode or treatment-resistant schizophrenia.

It also reduced the risk of adverse events and therapeutic superiority compared with haloperidol and risperidone in the treatment of negative and depressive symptoms support. Thus, the choice of olanzapine as a first-line option in the management of schizophrenia in the acute phase and for the maintenance of treatment response.

- **A comparative study between olanzapine and risperidone in the management of schizophrenia**

The findings showed the 20% reduction was seen in total scores of saps and sans respectively, in 86.66% and 56.66% of the cases in the olanzapine group and 73.33% and 36.66% in the risperidone group at the end of the assessment. Decrement of mean total score of saps was around 14.78% and 12.83% for olanzapine and risperidone, respectively. According to the findings, both of olanzapine and risperidone were significantly efficient in the improvement of positive symptoms.

While both of olanzapine and risperidone were equally effective for the treatment of patients with schizophrenia, olanzapine showed superior efficacy with respect to negative symptoms, along with lesser extrapyramidal side effects, in comparison with risperidone.

BRAND NAME

Giving Brand Name in Pharmaceutical Industry

- Brand name is more than just a name, it is a big part of company's identity.
- Brand name is a something which should align with your vision, mission, values, and other elements of your strategy.
- In the pharma industry a good balanced brand name has become a strategic tool in the communication of the product and has come to be recognized as a powerful wealth creator also.
- Brand name gives the desired recognition to the product, develops the awareness about the product among the consumers & helps in the effective branding of the product.
- In the pharmaceutical industry brand name is associated with the manufacturer unlike generic which is associated with the product name
- There is no specific rule in the naming of the brand, it could be related to the manufacturer's name or some combination of the generic name or could also be based on the mechanism of action, disease condition, symptoms etc.
- In general brand name is given in the following ways

1. Checking for competitors:

- Checking on competitors' naming pattern gives an edge over repetition or similarities. It also helps to avoid the easy replacement of the brand name with certain other word in generic market.
- Thus, the one can come up with very original names by thinking about the market they are in, unique elements of business' story and may be the synonyms of favourite keywords.

2. Thinking about the consumers:

- Brand name should be memorable and stand out from the crowd.
- Tease out the different strengths and attitudes that define brand.
- A good brief will highlight the things you do well, that are important to the people you want to reach and this also to decide which of those are the most fundamental to the brand.

3. Choose the type of name:

- There are six different types of brand names and pretty much every company in the world falls into one of them:
- Types of brand names:
 - *Acronym names*
 - *Descriptive names*
 - *Fabricated names*
 - *Founder names*
 - *Metaphor names*
 - *Real word name*
- In pharma industry brand name is generally given as a descriptive name, fabricated names, metaphor names, acronym names etc.

4. Embracing the creativity:

- While giving brand name, to make it easy to pronounce and remember, do not skip over the value of creating a brand that is completely unique.
- This makes business more memorable, it can also provide with an opportunity to reflect its back story, giving the name a special meaning.
- State your view or message through the name.
- It should create an image of the product & its positive effects.

5. Keep things short:

- Brand name will not necessarily be more effective if it is short, but it may be easier to remember. It is okay to want a name that is short, easy to pronounce, original, totally cool-sounding, relevant in meaning, absent negative associations.
- Prioritize wish list and be prepared to go with a name that only meets top criteria. Because no name has it all.
- One can also consider using an acronym, but caution as there is an obvious and memorable tie-in, using an acronym can make name too generic to be relatable to your target.

6. Keeping it aside:

- After this keep the list of these name aside & look it after 2/3 days to get another prospective.
- There are chances that the name which sound perfect may get bored or ineffective. In such cases ask for the opinion of your colleagues & friends & reselect a name.

7. Finalizing the name:

- After following the above-mentioned steps, one gets the most suitable name for brand.

Trademark

- The term trademark refers to a recognizable insignia, phrase, word, or symbol that denotes a specific product and legally differentiates it from all other products of its kind.
- A trademark exclusively identifies a product as belonging to a specific company and recognizes the company's ownership of the brand.
- Thus, the Trademarks are generally considered a form of intellectual property rights and may or may not be registered.
- It legally differentiates a product or service from all others of its kind and recognizes the source company's ownership of the brand.
- Trademarks may or may not be registered and are denoted by the ® and ™ symbols, respectively.
- Although trademarks do not expire, the owner must make regular use of it in order to receive the protections associated with them.
- Trademarks can be bought and sold. For instance,
Example: Nike (NKE) purchased the instantly recognizable Swoosh logo in 1971 from a graphic arts student for a one-time price of \$35.
- Trademarks also can be licensed to other companies for an agreed-upon time or under certain conditions, which can result in crossover brands.

MARKETING STRATEGY

Marketing Campaign & Its Importance

Marketing is the process of informing & teaching consumers because they should choose your product or service over those of your competitors and is a form of persuasive communication. It is made up of every process involved in moving a product or service from your business to the consumer.

When the different types of media, such as television, radio, print, and online platforms are used to promote products called as Marketing campaigns. Campaigns can also include demonstrations, video conferencing, and other interactive techniques. Businesses operating in highly competitive markets and franchisees may initiate frequent marketing campaigns and devote significant resources to generating brand awareness and sales.

Marketing campaigns are the perfect way to reach the potential customers, clients, and leads. Producing campaigns with a series of touchpoints will grab customer's attention better than a single advertisement. One need to break through the chaos when promoting the brand or product, and marketing campaigns with incentives can do that effectively.

Market Analysis

- The global olanzapine market was valued at 191.5 million USD in year 2020 whereas the global psychiatric medications market was valued at USD 10,255 million in 2020.
- It is expected to 225 million USD by the end of year 2026 with the CAGR of 2.2%.

- In the Asia-Pacific region olanzapine is one of the highest growing drugs for schizophrenia with the aggregate CAGR of more than 26%.
- Asia Pacific holds more than 40% of global population and countries like China, India and Japan which is suffering from heavy population is more affected with the schizophrenia and consumes olanzapine in high quantity.
- Thus, Asia-Pacific is the biggest market for olanzapine as it helps to treat the bipolar disorder or schizophrenia.

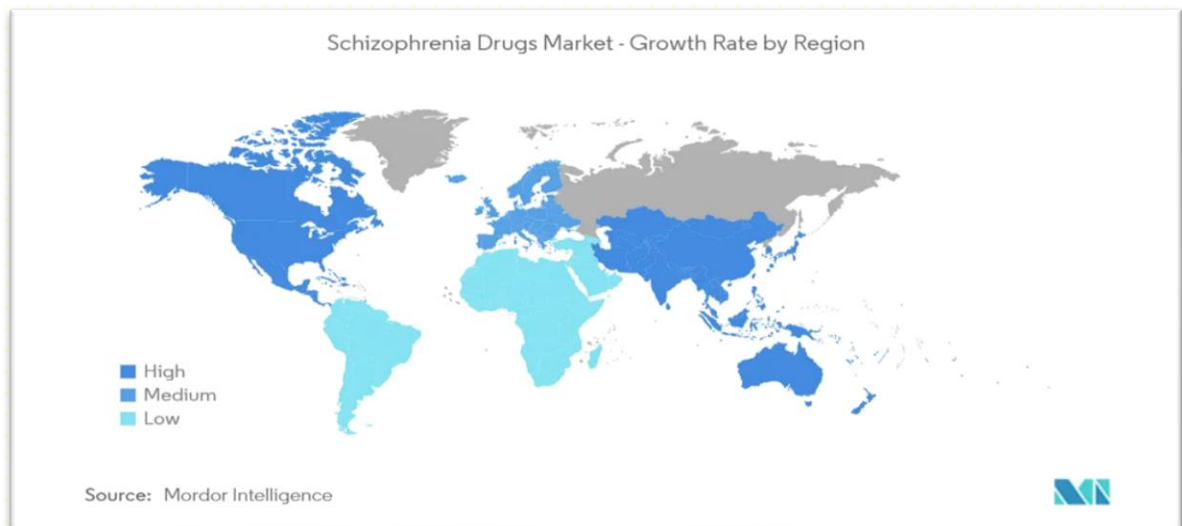


Figure 7: Regional Growth of Schizophrenia Drug Market

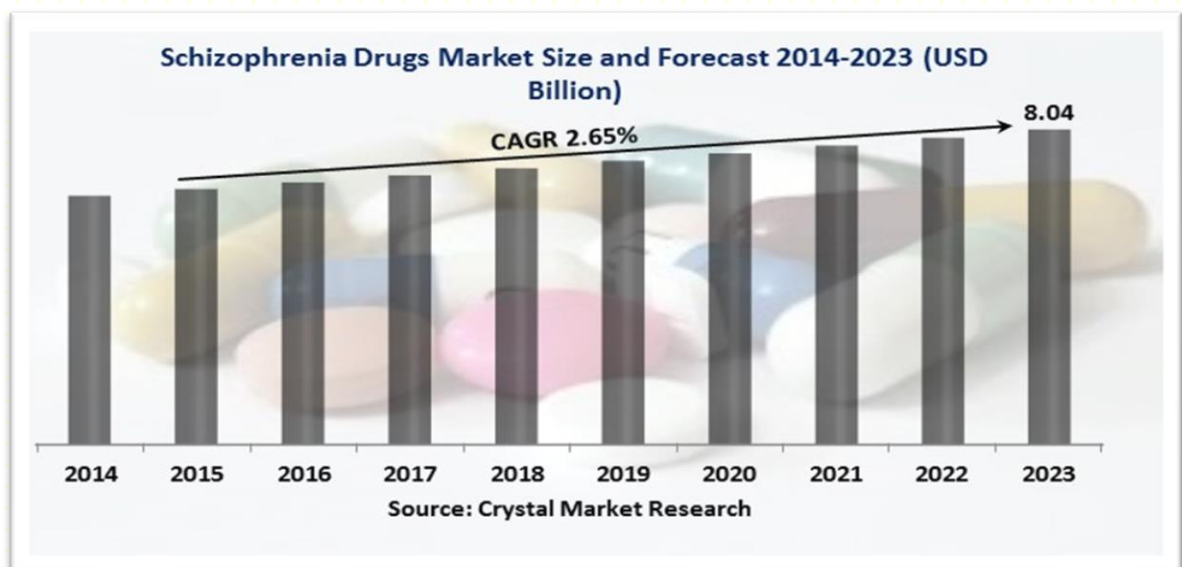
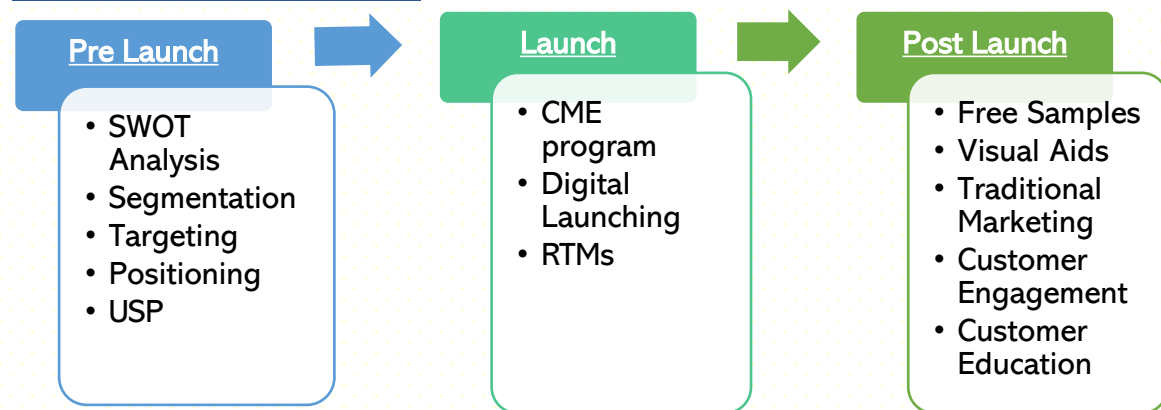


Figure 6: Market Size & growth Forecast of Schizophrenia Drug Market

Marketing Plan for OlanCare



Pre-Launch Strategy:

- **SWOT Analysis:**

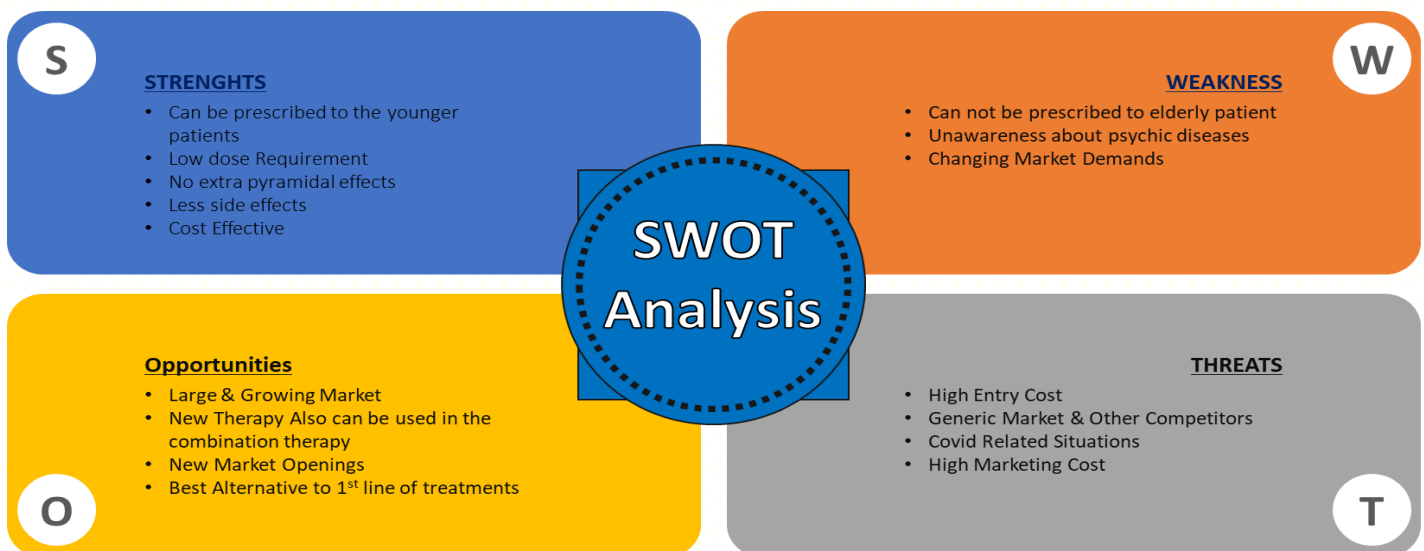


Figure 8: SWOT Analysis of OlanCare

- **Segmentation:**

1. Geographics:
 - Region: Southeast Asia Region
 - Country: USA, UK, India, China, Middle Europe
2. Demographics factors:
 - Age: age group 15-40
 - Gender: males are more susceptible than female
 - Life stage: adults
3. Psychographics:
 - Lifestyle: sedentary behaviour, overweight and obesity, smoking status

- **Targeting:**

Target customers	Target patients
General physician	Patient aged above 15 years
Neurologist	Urban people with high lifestyle
Psychiatrist	
Psychoanalyst	

- **Positioning:**

For the patients with schizophrenia & BPII OlanCare is a cost effective and convenient antipsychotic therapy option which significantly improves & control the signs and symptoms related to both diseases, according to clinical evidence.

- Target: schizophrenic patients & BPII patients
- Benefit: improved signs & symptoms
- Reason to believe leading atypical antipsychotic drug with clinically proven results & less side effects.
- Point of difference: low cost, once a day dose

Key Competitors:

Product	Company	Price (Rs.)
Tolaz 1gm Sachet	Torrent Pharma	5.90
Tolaz MD 5mg Tablet 10s	Torrent Pharma	19.64
Aculanz MD 5mg Tab	Sanofi Aventis	30.50
Meltolan RD 5mg	Alkem Labs	32.30
Olnapra 5mg Tablet 10s	USV	32.34
Oleanz 5mg Tab 10s	Sun Pharma	32.37
Olan 5mg Tab 10s	Micro Labs	33.00
Oleanz RAPItab 5mg	Sun Pharma	33.56
Olanex-5mg Tab	Ranbaxy	33.60
Olanex 5mg Instab	Ranbaxy	33.60
OzAPIn-MD 5mg Tab	Ipca Labs	34.00
Jolyon MD 5mg Tablet 10s	Lupin	35.40

Table 4: Key Competitors of OlanCare

Launching Strategy of OlanCare:

- **CME program:**
 - To help the medical practitioner in learning the recent advancements & drugs therapies by arranging the workshops, seminars, and personally visiting them.
 - By using digital platform this can be done by sending newsletters, blogs by KOLs & research scholars, arranging the webinars of eminent speakers to help the physician getting educated.
- **RTM:**
 - RTM stands for route to marketing in this a product is introduced to right customer.
 - Prior to the launch visiting the target customers periodically to inform them that we are coming with new product by giving relevant hints to generate the excitement.
- **Digital media campaigning:**
 - Digital media is one of the growing & preferred platforms by the physicians these days & right use of this platform could be the best stage for product launch.
 - This includes webinars, blogging, emailing newsletters etc.

Post-Launch Strategy

- Customer engagement:
 - Email marketing
 - Newsletters
 - Physical visits
 - Webinars
- Building customer advocacy:
 - By taking feedbacks
 - Effectiveness of medicines
 - Engaging them in the actual planning & development of patient education policy.
 - Sharing videos
- Customer education:
 - CSR policy
 - Developing the mental health helping campaigning
 - Engaging physicians by asking them to participate in the video content for digital media platform.
 - Spreading awareness about the psychic diseases using social media platforms.

- Leave behind leaflets:



Indications

- Schizophrenia
- Bipolar Disorder 2

Benifits

- Rebalances Serotonin & Dopamine Level
- Improves thinking, mood & behaviour.



OlanCare
A Dose of Love & Care

OLANCARE

Tablet
5 Mg, 10 Mg, 15 Mg
Contains: Olanzapine

OlanCare

Tablet dosage form containing OLANZAPINE Atypical Antipsychotics.

It is used as a 2nd line of treatment in the psychosis.

Figure 9: LBL of OlanCare

QUESTIONNAIRE

Introduction:

- A questionnaire is a research instrument that consists of a set of questions or other types of prompts that aims to collect information from a respondent.
- A research questionnaire is typically a mix of close-ended questions and open-ended questions. Open-ended, long-form questions offer the respondent the ability to elaborate on their thoughts. Research questionnaires were developed in 1838 by the Statistical Society of London.
- The data collected from a data collection questionnaire can be both qualitative as well as quantitative in nature. A questionnaire may or may not be delivered in the form of a survey, but a survey always consists of a questionnaire.

Types of questionnaires

1. Structured questionnaires: structured questionnaires collect quantitative data. The questionnaire is planned and designed to gather precise information. It also initiates a formal inquiry, supplements data, checks previously accumulated data, and helps validate any prior hypothesis.

2. **Unstructured questionnaires:** unstructured questionnaires collect qualitative data. They use a basic structure and some branching questions but nothing that limits the responses of a respondent. The questions are more open-ended to collect specific data from participants.

Types of Questionnaires based on Distribution

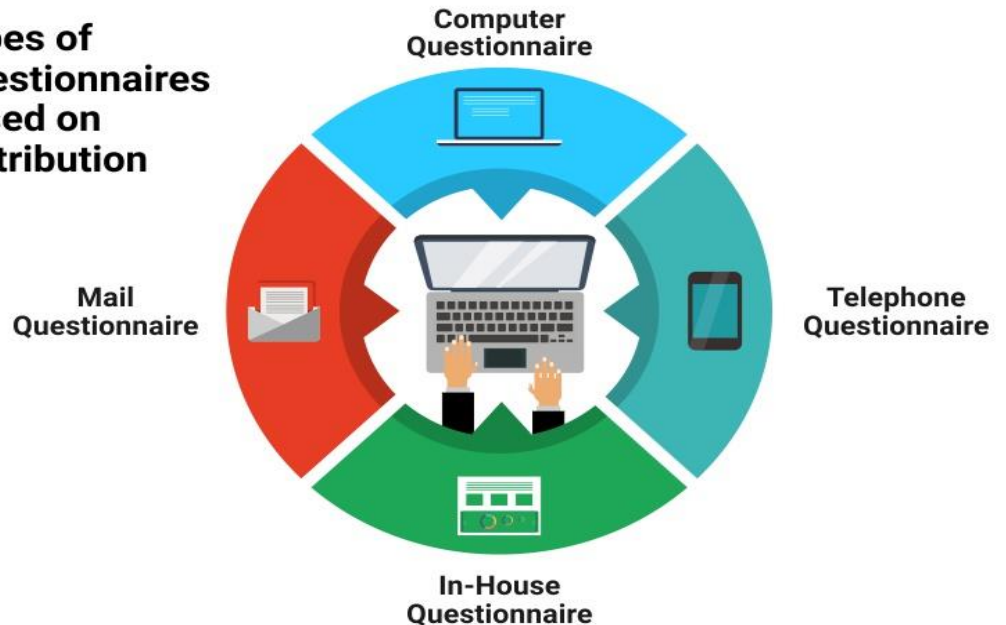


Figure 10: Types of Questionnaires

Advantages of a well-designed questionnaire

- With a survey questionnaire, one can gather a lot of data in less time.
- There is less chance of any bias creeping if one has a standard set of questions to be used to target audience. He/she can apply logic to questions based on the respondents' answers, but the questionnaire will remain standard for a group of respondents that fall in the same segment.
- Surveying online survey software is quick and cost-effective. It offers a rich set of features to design, distribute, and analyses the response data.
- It can be customized to reflect the brand voice. Thus, it can be used to reinforce brand image.
- The responses can be compared with the historical data and understand the shift in respondents' choices and experiences.
- Respondents can answer the questionnaire without revealing their identity. Also, many surveys software complies with significant data security and privacy regulations.

Steps Involved in Questionnaire Design

1. **Identify the scope of your research:** think about what your questionnaire is Going to include before you start designing the look of it. The clarity of the topic is of

utmost importance as this is the primary step in creating the questionnaire. Once you are clear on the purpose of the questionnaire, you can begin the design process.

2. ***Keep it simple:*** the words or phrases you use while writing the questionnaire must be easy to understand. If the questions are unclear, the respondents may simply choose any answer and skew the data you collect.
3. ***Ask only one question at a time:*** at times, a researcher may be tempted to add two similar questions. This might seem like an excellent way to consolidate answers to related issues, but it can confuse your respondents or lead to inaccurate data. If any of your questions contain the word “and,” take another look. This question likely has two parts, which can affect the quality of your data.
4. ***Be flexible with your options:*** while designing, the survey creator needs to be flexible in terms of “option choice” for the respondents. Sometimes the respondents may not necessarily want to choose from the answer options provided by the survey creator. An ‘other’ option often helps keep respondents engaged in the survey.
5. ***The open-ended or closed-ended question is a tough choice:*** the survey creator might end up in a situation where they need to make distinct choices between open or close-ended questions. The question type should be carefully chosen as it defines the tone and importance of asking the question in the first place.
6. ***It is essential to know your audience:*** a researcher should know their target audience. For example, if the target audience speaks mostly Spanish, sending the questionnaire in any other language would lower the response rate and accuracy of data. Something that may seem clear to you may be confusing to your respondents. Use simple language and terminology that your respondents will understand and avoid technical jargon and industry-specific language that might confuse your respondents.

Questionnaire for Survey

CHEMIST SURVEY

Disclaimer: Hello Sir/Madam, I Anup Nivrutti Shelke, intern of Micro Labs is conducting a market survey on Brands of Olanzapine available in market for my internship assignment. I would appreciate if you could assist me with some information which can help me to complete my project. Thanks in advance for your valuable time. And insure you about the confidentiality of your feedback.

Executive Name _____

Shop Name (Optional) _____

Chemist Name _____

Location _____

Email _____

Phone No. _____

1. What is the average number of **antipsychotic drugs** prescriptions do you receive weekly at your pharmacy?

2. What is the average number of **olanzapine drug** prescriptions do you receive weekly at your pharmacy?

3. Which atypical antipsychotics are the most selling molecule with their average weekly Rx?

- | | |
|-----------------|----------------------|
| A. Olanzapine | <input type="text"/> |
| B. Risperidone | <input type="text"/> |
| C. Quetiapine | <input type="text"/> |
| D. Ziprasidone | <input type="text"/> |
| E. Aripiprazole | <input type="text"/> |
| F. Clozapine | <input type="text"/> |

4. What is the different dosage strength/SKU of olanzapine available at your pharmacy? (Specify all)

S. No	Brand	SKU name	Dose/strength	Price
1				
2				
3				

4				
5				

5. Name the top selling five brands of olanzapine in a sequence based on sales in your medical store-

Sr. No	Brand name	Dose/strength	Avg no. Of weekly Rx
1			
2			
3			
4			
5			

6. Are the customers price sensitive towards brands?

Yes ☐

No ☐

7. Is there any growth in demand of anti-psychotic drugs with changes in time?

8. Are the patients aware about the psychotic diseases & medications?

Yes ☐

No ☐

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