



MARKETING BRAND PLAN AND IMPLEMENTATION OF DIGITAL STRATEGY FOR GOODMINIC-DX

Presented By:

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MBA Pharmaceutical Management
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ORGANIZATIONAL PROFILE



GHC is one of the fastest developing Indian drug organization settled in Mumbai. GHC was set up in the year 2020 with the aim to bring inventive and excellent prescriptions. Each GHC meds and administration is a demonstration of its good quality principles. GHC is committed to empower people to live healthier at every stage of life. GHC manufactures high quality medicine for global markets.

VISION-To be in top 10 ranking in IPM by 2030.

MISSION- To serve the community through good quality medicines.

PRODUCT OVERVIEW

GOODMINIC-DX – Tastier Solution For Rapid Relief



In Dry Cough associated with URTI

GOODMINIC™ DX SYRUP
Dextromethorphan HBr 10mg + Phenylephrine HCl 5 mg + Chlorpheniramine Maleate 2 mg / 5ml Syrup

Tastier Solution for Rapid Relief

DEXTROMETHORPHAN HYDROBROMIDE

- Cough Suppressant that relieves cough by reducing the activity of cough center in the brain

CHLORPHENIRAMINE MALEATE

- Anti allergic that relieves allergy symptoms like runny nose, watery eyes and sneezing

PHENYLEPHRINE HYDROCHLORIDE

- A decongestant that narrows the small blood vessels providing relief from congestion & stuffiness in the nose.

COMPOSITION

SYRUP
Each 5 ml contains:

Dextromethorphan HBr	10 mg
Phenylephrine HCl	5 mg
Chlorpheniramine Maleate	2 mg

DOSAGE

SYRUP

- 2-6 years: 2.5 ml thrice Daily
- 6-12 years: 5-10 ml thrice Daily

Delicious PAN MASALA Flavour



Brand name :	GOODMINIC-DX
Brand launch date :	2021-2022
Generic name :	Dextromethorphan Hydrobromide, Phenylephrine Hydrochloride, Chlorpheniramine Maleate
Formulation:	5/2/10 mg
Packs:	100ml syrup
Key Indication(s):	Dry cough associated with URTI
Target Market Segment (s):	Antitussive, Decongestant, Anti-allergic

COUGH SYRUP MARKET

Cough Syrup Market

OPPORTUNITIES AND FORECAST,
2020-2027

Cough Syrup Market is
expected to reach
\$6,108 million by 2027.

Growing at a **CAGR of 2.8%**
(2020-2027)



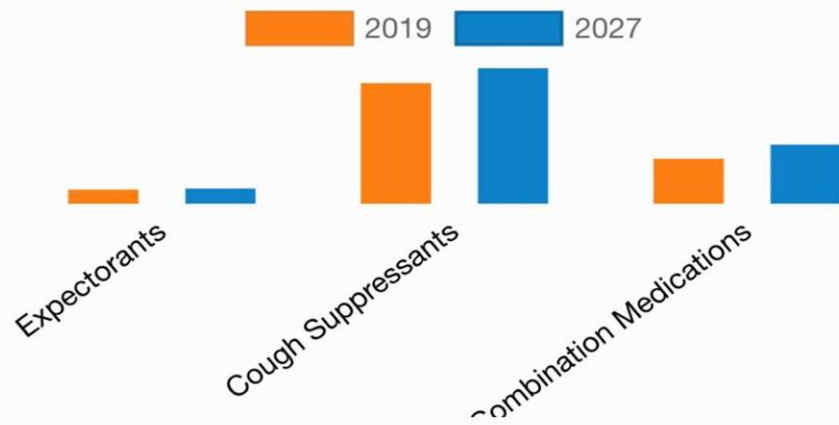
In 2019, The Global cough syrup market size was valued at \$5,232.73million.

Market size is projected to reach \$6,108.25million by 2027, registering a CAGR of 2.8% from 2020 to 2027.

The growth of the global cough syrup market is mainly driven by rise in respiratory disorders. In addition, increase in geriatric population and immense air pollution further drive the growth of market.

Cough Syrup Market

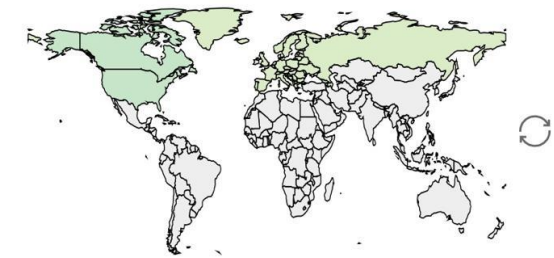
By Product



Cough Suppressants segment holds a dominant position in 2019 and would continue to maintain the lead over the forecast period.

Cough Syrup Market

By Region



2027

Asia-Pacific ↑

North America

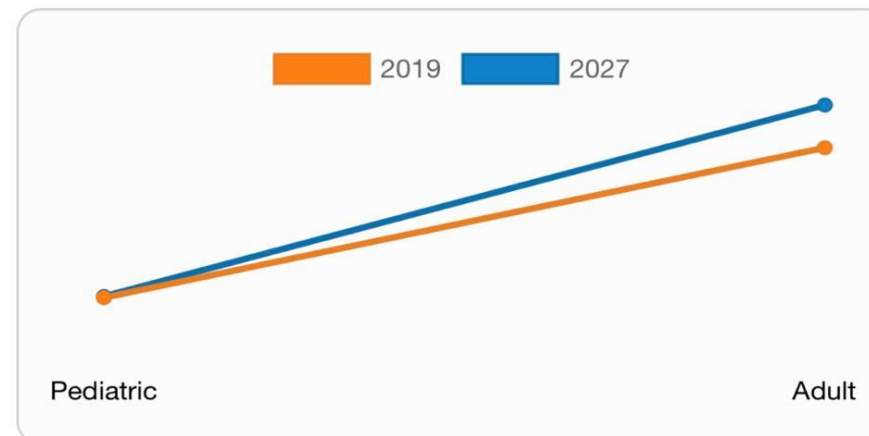
Europe

LAMEA

LAMEA region would exhibit the highest CAGR of 3.9% during 2020-2027.

Cough Syrup Market

By Age Group



Adult Segment is projected as one of the most lucrative segment.

BRAND PLAN

AWACS ANALYSIS

PARTICULAR RD	COMPANY	MAT VAL APR 2019	MAT VAL APR 2020	MAT VAL APR 2021		
				Val	Val gr	Unigr
DEXTROME THORPHAN HYDRBROM IDE+PHENY LEPHRINE HCL+CHLOR PHENIRAMI NE MALEATE		303.5	387.1	335	-13.5	-18.8
ASCORIL D PLUS	GLENMARK PHARMACEU TICALS LTD	52	64	64	0.2	-4.2
KOFKUL	FINECARE PHARMACEU TICALS	0.9	0.8	0.5	-38.5	-38.5
VENTRYL D	MICROLABS LTD	6.4	6.9	4.4	-35.7	-35.7

Competition landscape

Parameter	GOODMINIC-DX	ASCORIL D PLUS	VENTRYL D	KOFKUL
Positioning	Goodminic DX is positioned for dry cough associated with upper respiratory tract infections.[Children]	Dry cough along with allergic rhinitis.	Dry cough also relieve allergic symptoms like runny nose, watery eyes, throat irritation.	Dry cough along with nasal congestion associated with allergy.
Daily cost of Therapy	93/-	113/-	98/-	69/-
Key Specialty	General Practitioner/Pediatrician	GP/Pediatrician/ENT/CP	GP/Pediatrician/ENT/CP	CP/GP/Pedia
Packaging	100mL bottle	100ml amber coloured bottle	100ml bottle	100ml bottle
Sales force size	-	-	-	-
Strength	Good packaging	The most trusted brand among physicians.	Marketed well	Good packaging
Weakness	New in market so less recognition.	Rashes, dry mouth, blurred vision, dizziness.	Trouble sleeping, anxiety, upset stomach	Nausea, Vomiting, Loss of appetite
Key Interpretations from Data Analytics	<u>Expected sales target - 11.21 lakh in 2021</u>	0.2% growth rate	-35.7% growth rate	-38.5% growth rate

Market Summary & Insights

- Dextromethorphan+ Phenylephrine HCL+ CPMis used for the treatment of cough & upper respiratory symptoms associated with allergy in children by many physicians
- The key player of this market is Ascoril D plus by glenmark pharmaceuticals which is showing a growth of 0.2 crores [as per MAT Apr 21].
- This is due to the reason that it's a well trusted brand since decades, holds 4th position in this segment, have a major focus on core therapy areas, covering more doctors in this segment.
- The company has taken various initiatives to enhance the knowledge of doctors in different therapy areas and conducted several awareness programmes for patient education.

SWOT ANALYSIS

STRENGTHS

1. Easy doses and symptomatic relief from cough.
2. Rapid M.O.A Combination therapy
3. Falls under acute care.

WEAKNESSES

1. Phenylephrine may cause dizziness, headache, upset stomach.

SWOT ANALYSIS

OPPORTUNITIES

1. Largest therapeutic segment.
2. Increased awareness about the indications.
3. Untapped reach of competitor prescribers.

THREATS

1. Competitors
2. Other combination brands
2. Attractive packaging of competitor products.

DIGITAL MARKETING STRATEGIES

BRAND NAME – GOODMINIC-DX





BRAND OBJECTIVES

To create a strong customer base by increasing brand awareness.

Reach the target physicians using digital platform.

Ensure the effective supply to the Tapped market.

Ensure double digit growth in value and unit wise sales.



- 1. Segment and Prioritize Target Physicians**
- 2. Customize Emails for Each Segment**
- 3. Subject Lines should be concise, relevant and understandable.**
- 4. Keep the Emails Short , Sweet and to the point.**
- 5. Include and Track Compelling Links in Emails.**



SENDING E-MAILS TO DOCTOR

Good morning/afternoon/evening Dr.

Pleased to inform you that 'GHC Drugs and Pharmaceutical Ltd 'have introduced a new product GOODMINIC-DX [tastier solution for cough relief] in the market. GHC was set up in the year 2020 with the goal to bring inventive and excellent prescriptions. Kindly go through the detailing the product attached with this mail.



Good Quality for all

We Promise to provide

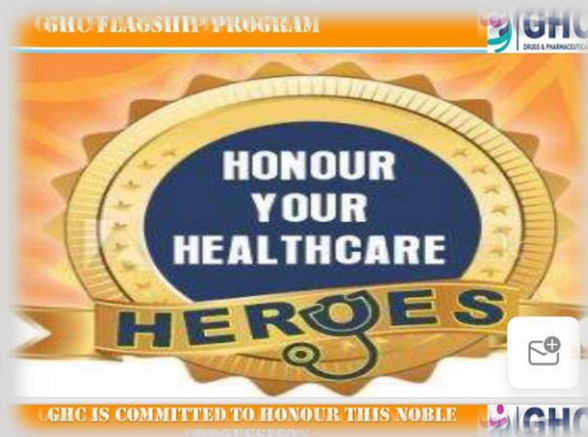
G3

*Good Product, Good Science & Good Relationship
through*

H3

*Purpose of Happiness,
Culture of Helpfulness &
Philosophy of*

Honoring Healthcare Heroes



ATTACHMENTS WITH MAIL



In Dry Cough associated with URTI

GOODMINIC™ DX SYRUP

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Delicious
PAN MASALA
Flavour





MYTHBUSTERS

Most of the people who catch COVID-19 can recover and eliminate the virus from their bodies. If you catch the disease, make sure you treat your symptoms. If you have cough, fever, and difficulty breathing, seek medical care early – but call your health facility by telephone first if possible. Most patients recover thanks to supportive care.

FACT:
You can recover from the coronavirus disease (COVID-19). Catching the new coronavirus DOES NOT mean you will have it for life.



The most common symptoms of COVID-19 are dry cough, tiredness and fever. Some people may develop more severe forms of the disease, such as pneumonia. The best way to confirm if you have the virus producing COVID-19 disease is with a laboratory test. You cannot confirm it with this breathing exercise, which can even be dangerous.

FACT:

Being able to hold your breath for 10 seconds or more without coughing or feeling discomfort DOES NOT mean you are free from the coronavirus disease (COVID-19) or any other lung disease.



COUGHING UP



Cough is our body's way of getting rid of an irritant in your airways. But sometimes a cough can be a sign of an approaching illness.

FACTS ABOUT COUGH

Dry cough is a cough that doesn't bring up mucus. It is caused by upper respiratory tract infections like cold, flu, asthma and exposure to irritants like dust or smoke.



WHEN TO SEE A DOCTOR?

It's an emergency if your child is:

1. Choking
2. Difficulty breathing or swallowing
3. Bloody or pink tinged phlegm

DID YOU KNOW?



The incubation period of whooping cough is about 7 to 10 days.



About 3000 tiny droplets of saliva leave your mouth when you cough.



Get To know

YOUR CHILD'S COUGH



DRY COUGH, Also known as a hacking cough, this cough has a consistent tone because it is free from the sound of mucus. It is caused by irritation and inflammation of the airway.



Consult pediatrician If your Child suffers from any of these symptoms



1. If the Child's Cough is accompanied by wheezing, often a high pitched, whistle like sound heard typically when exhaling.
2. If your child has a frequent cough with high fever or rapid breathing.



3. If the child is having labored breathing.



How to help a child's cough?



1. Increase Fluids
2. Eliminate Irritants
3. Adding a cool mist humidifier in child's room
4. Plenty of rest.

TYPES OF COUGH

WET

DRY

PAROXYSMAL

WET

DRY

PAROXYSMAL



Symptoms



Typically brings up mucus. Runny nose, fatigue and post nasal drip



No mucus cough, accompanied by a tickle at the back of the throat.



Uncontrollable and prolonged. Shortness of breath.

Causes



Cold and flu



COVID-19 (major symptom)



Pertussis/Whooping Cough

Self care



Cold and flu medicine..



Cold and flu medicine..



Medical attention



SPRING ALLERGIES

COVID-19

Dry cough

Sneezing

Shortness of breath

Fever

Nasal congestion

COUGH ETIQUETTE

COVER YOUR COUGH



- Cover your mouth and nose with a tissue when you cough or sneeze

OR



- Cover your mouth and nose using your upper sleeve, not your hands, when you cough or sneeze

- Put the used tissue in a waste basket

- Wash your hands with soap and water

OR



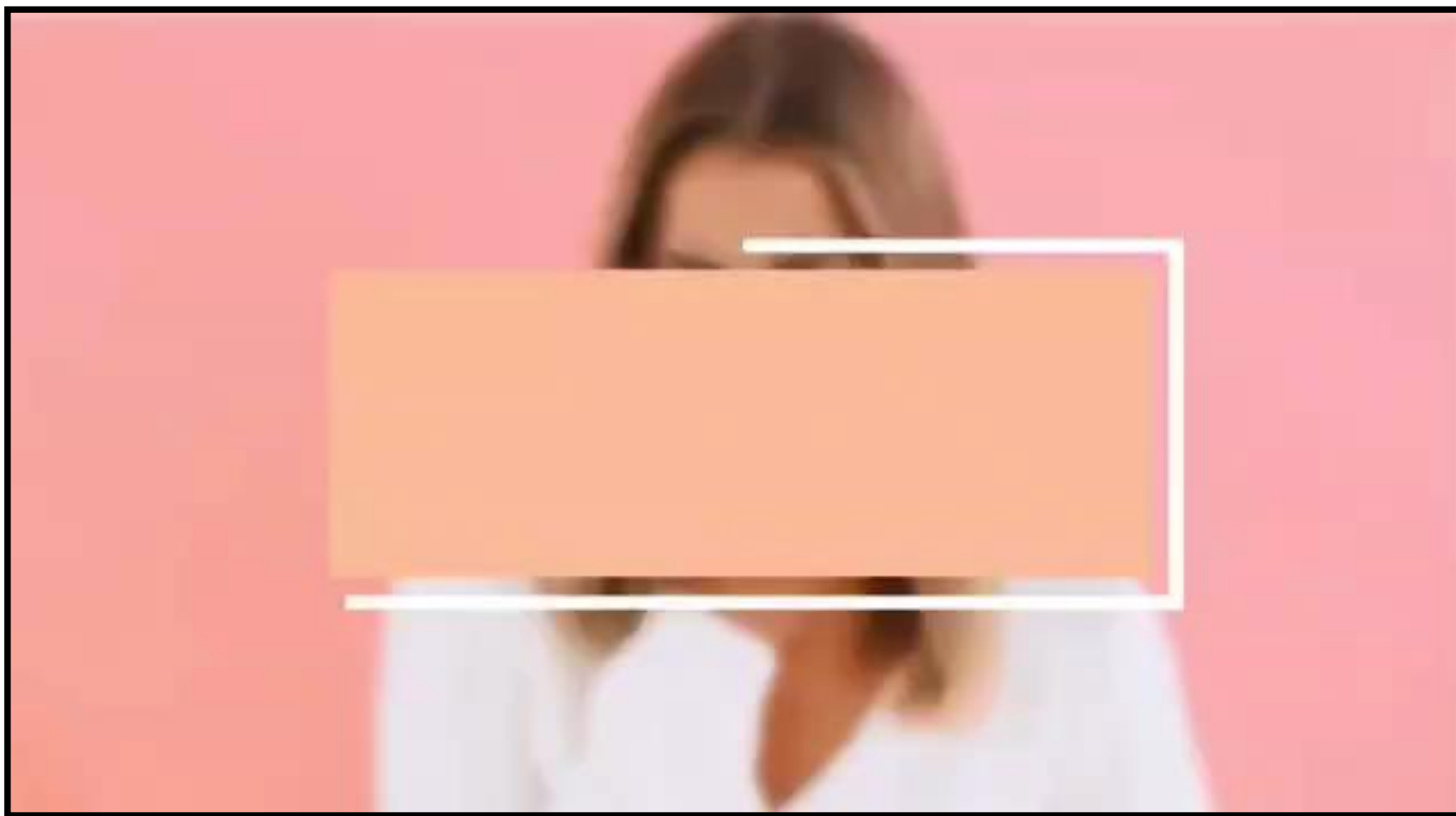
- Clean them with an alcohol-based hand rub if soap and water are not available

If you're visiting a hospital or personal care home when you have a cough or cold, you may be asked to put on a surgical mask to protect others from infection.

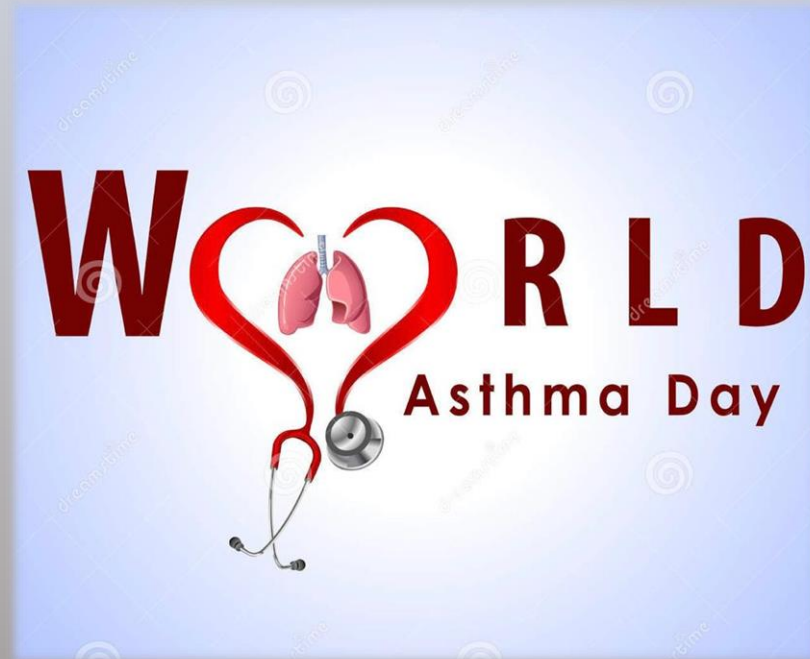


HELP
PREVENT
THE SPREAD OF
INFECTION

VIDEO RELATED TO THE TIPS TO MANAGE DRY AND WET COUGH



SPECIAL DAY CELEBRATIONS



We can take an initiative for providing asthma awareness and care to doctors through zoom meetings.



7 April is World Health Day



FIELD WORK

OBJECTIVES:

1. To generate prescriptions from Doctors.
2. To promote the product among Doctors

BEFORE DOING A CALL TO DOCTORS THE FIRST STEP IS TO PERFORM RCPA



**RETAIL CHEMIST
PRESCRIPTION AUDIT**

- 1. Identify potential customer.**
- 2. Assess potency of customer.**
- 3. Prepare and update prospects list and core doctor list.**

Convert RCPA information in making a pre-call strategy

1.Select doctor for product.

2.Select product for doctor.

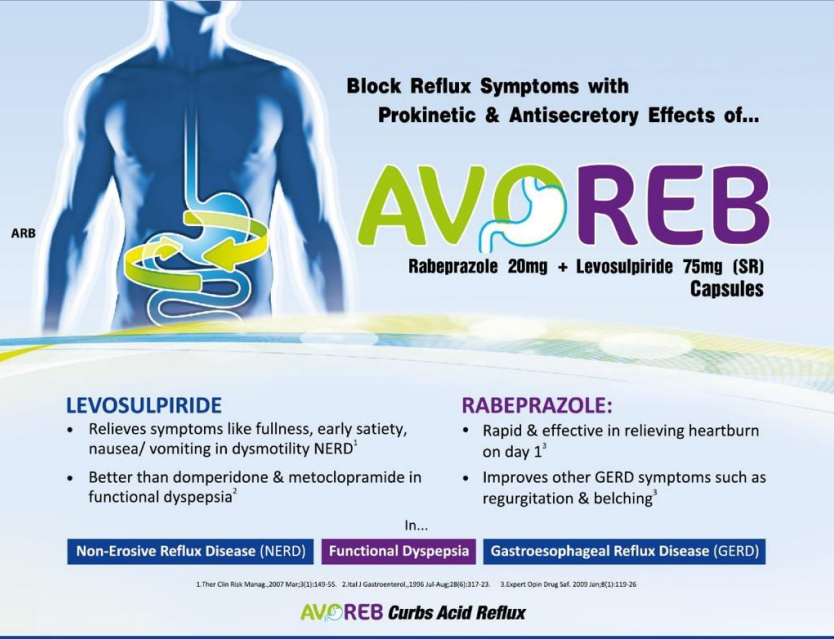
3.Plan input or sample and opening for call.
Quantity RX demand.

Product	Number of Prescriptions	Number of Units (Tab/Caps etc)	MRP	Frequency of Month	Potential
	A	B	C	D	= AxBxCxD
Our Product - _____					
Competitor-1 - _____					
Competitor-2 - _____					

Detailing

Detailing is a preplanned effective communication activity to educate the physician about products and to influence physician to prescribe company's product. It is done to provide mileage in short time

During the field work I did the detailing of the listed products to the doctor:



Block Reflux Symptoms with Prokinetic & Antisecretory Effects of...

AVOREB

Rabeprazole 20mg + Levosulpiride 75mg (SR) Capsules

LEVOSULPIRIDE

- Relieves symptoms like fullness, early satiety, nausea/ vomiting in dysmotility NERD¹
- Better than domperidone & metoclopramide in functional dyspepsia²

RABEPRAZOLE:

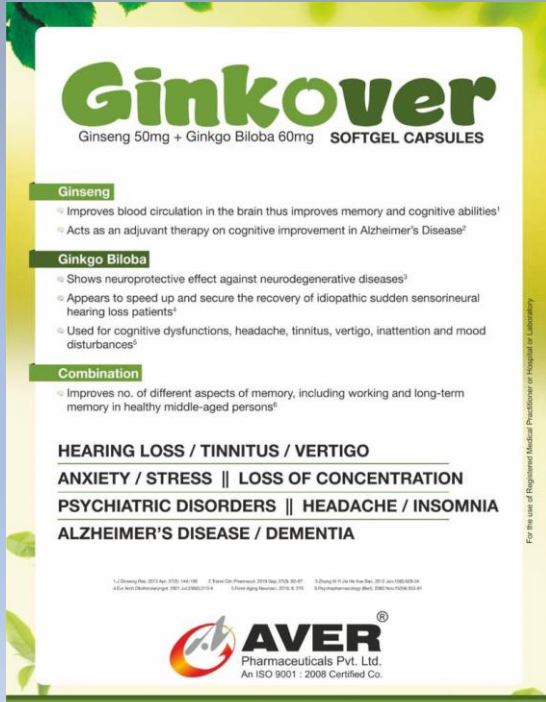
- Rapid & effective in relieving heartburn on day 1³
- Improves other GERD symptoms such as regurgitation & belching¹

In...

Non-Erosive Reflux Disease (NERD) Functional Dyspepsia Gastroesophageal Reflux Disease (GERD)

1. Ther Clin Risk Manag. 2007 Mar;3(1):149-55. 2. Ital J Gastroenterol. 2006 Jul-Aug;28(6):317-23. 3. Expert Opin Drug Saf. 2009 Jan;8(1):129-26

AVOREB Curbs Acid Reflux



Ginkover

Ginseng 50mg + Ginkgo Biloba 60mg **SOFTGEL CAPSULES**

Ginseng

- Improves blood circulation in the brain thus improves memory and cognitive abilities¹
- Acts as an adjuvant therapy on cognitive improvement in Alzheimer's Disease²

Ginkgo Biloba

- Shows neuroprotective effect against neurodegenerative diseases³
- Appears to speed up and secure the recovery of idiopathic sudden sensorineural hearing loss patients⁴
- Used for cognitive dysfunctions, headache, tinnitus, vertigo, inattention and mood disturbances⁵

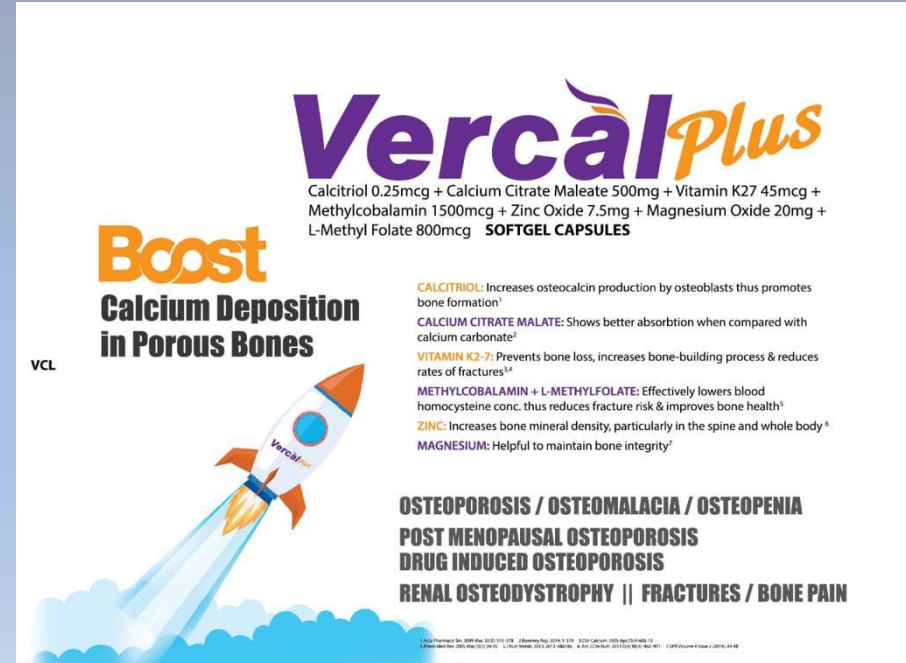
Combination

- Improves no. of different aspects of memory, including working and long-term memory in healthy middle-aged persons⁶

HEARING LOSS / TINNITUS / VERTIGO
ANXIETY / STRESS || LOSS OF CONCENTRATION
PSYCHIATRIC DISORDERS || HEADACHE / INSOMNIA
ALZHEIMER'S DISEASE / DEMENTIA

1. J. Chongqing Med. 2015 Sep; 10(2): 154-158. 2. J. Brain Clin. Pharmacol. 2019 Sep; 10(2): 90-97. 3. Zhongguo Yi Xue Yi Wen Xue Bao. 2015 Jun; 10(2): 90-97. 4. J. Am. Audiol. Soc. 2007; 107: 154-158. 5. J. Am. Audiol. Soc. 2007; 107: 154-158. 6. J. Am. Audiol. Soc. 2007; 107: 154-158.

AVER
Pharmaceuticals Pvt. Ltd.
An ISO 9001 : 2008 Certified Co.



Vercal Plus

Calcitriol 0.25mcg + Calcium Citrate Maleate 500mg + Vitamin K2 45mcg + Methylcobalamin 1500mcg + Zinc Oxide 7.5mg + Magnesium Oxide 20mg + L-Methyl Folate 800mcg **SOFTGEL CAPSULES**

Boost Calcium Deposition in Porous Bones

CALCITRIOL: Increases osteocalcin production by osteoblasts thus promotes bone formation¹

CALCIUM CITRATE MALATE: Shows better absorption when compared with calcium carbonate²

VITAMIN K2-7: Prevents bone loss, increases bone-building process & reduces rates of fractures^{3,4}

METHYLCOBALAMIN + L-METHYLFOLATE: Effectively lowers blood homocysteine conc. thus reduces fracture risk & improves bone health⁵

ZINC: Increases bone mineral density, particularly in the spine and whole body⁶

MAGNESIUM: Helpful to maintain bone integrity⁷

OSTEOPOROSIS / OSTEOMALACIA / OSTEOPENIA
POST MENOPAUSAL OSTEOPOROSIS
DRUG INDUCED OSTEOPOROSIS
RENAL OSTEODYSTROPHY || FRACTURES / BONE PAIN

1. J. Am. Med. Assoc. 2008; 299: 1011-1018. 2. J. Am. Med. Assoc. 2008; 299: 1011-1018. 3. J. Am. Med. Assoc. 2008; 299: 1011-1018. 4. J. Am. Med. Assoc. 2008; 299: 1011-1018. 5. J. Am. Med. Assoc. 2008; 299: 1011-1018. 6. J. Am. Med. Assoc. 2008; 299: 1011-1018. 7. J. Am. Med. Assoc. 2008; 299: 1011-1018.

Name of Doctor	Type	Key Learnings
Dr. Nikhil Monga	General Physician	Points to keep in mind while detailing. Describe the USP of the product. Should have the knowledge of composition and all the indications for which drug is being prescribed.
Dr. Gurpreet Chhabra	Pediatrician	Proper dosage of cough syrup given to children. Other combinations available to treat cough.
Dr. Manmeet Sodhi	Pediatrician	
Dr. Rupinder Jaswal	Pediatrician	
Dr. Madhu Nagpal	Gynecologist	Role of calcium supplements in infertility.

