

Summer Training

At



April 1 2019 to May 31 2019

**A STUDY TO EVALUATE RETAIL PUSH COMPONENT IN PRESCRIBED
MEDICINE.**

(FOR O2 TABLET- OFLOXACIN & ORNIDAZOLE)

IN KOLKATA, WEST BENGAL

BY:

RAHUL KUMAR

MBA Pharmaceutical Management

2018- 2020

UNDER GUIDANCE OF

DR. ABHISHEK DADHICH

Associate Professor, IIHMR University Jaipur, Rajasthan

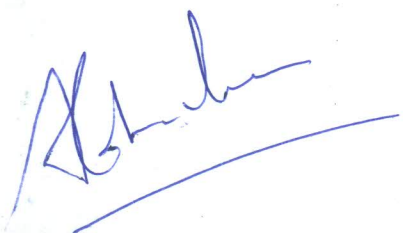


CERTIFICATE

This is to certify that **Rahul Kumar** has undergone Summer Training at **Medley Pharmaceuticals Ltd.** from 1st April 2019 to 31st May 2019.

The candidate himself completed the project assigned to him in summer training. His approach to project was sincere and proactive. This Summer Training is in partial fulfillment of the course requirement recommended for the award of MBA in Pharmaceutical Management.

I wish him success in all his future endeavors.

A handwritten signature in blue ink, appearing to read 'Abhishek Dadhich', with a long horizontal line extending from the end.

Dr. Abhishek Dadhich
Assistant Professor
School of Pharmaceutical Management
IIHMR University, Jaipur

A handwritten signature in blue ink, appearing to read 'Sandeep Narula', with a long horizontal line extending from the end.

Dr. Sandeep Narula
Dean- in- Charge and Associate Professor
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Date: June 27, 2019

CERTIFICATE

In partial fulfillment of his MBA in Pharmaceutical Management from **IIHMR University, Jaipur**, **Mr. Rahul Kumar** has successfully completed his training with us from 01st April, 2019 to 31st May, 2019.

During his tenure, he worked in Marketing, Nutrakare Division under the supervision of Mr. Sunil Deshmukh – Dy. General Manager (Marketing).

We wish him luck and success in his future endeavors.

For Medley Pharmaceuticals Ltd.

Raunak Singh

Dy. General Manager – Corporate HR

ACKNOWLEDGEMENT

The journey to become a wise and responsible professional does not confine to classroom learnings. The experience that I gained while working with **MEDLEY PHARMACEUTICALS LIMITED** during my summer internship acquainted me with the practical aspect of the course & implementation of the theory in the real field. Any compliments require the effort of many people and this work is no different. My sincere thanks to all for taking me ahead in this journey.

I would like to extend my sincere gratitude to **Mr. Supriyo Lahiri**- Senior vice president, Medley Pharmaceuticals Limited for provided us an opportunity to learn and develop professionally.

I would like to extend my sincere and heartfelt thanks to **Mr. Sunil Deshmukh** for providing me an opportunity to learn and develop professionally. I extend my regards for being constant support and guidance and sharing their expertise and knowledge.

I am grateful to the entire employee of medley Pharmaceuticals Limited, who helped me to complete this project directly or indirectly.

I also express my special thanks to **Dr. Abhishekh Dadhich** for his guidance throughout the training period.

Lastly, I would like to thank my family for their constant support and for keeping me motivated throughout the journey.

RAHUL KUMAR
MBA Pharmaceutical Management
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ORGANIZATION PROFILE

Medley may be a world company in operation since 1969 from Mumbai, India. Since based the corporate consolidated its position with a powerful producing and selling infrastructure. In the year 1976, a formulation plant with fashionable facility was discovered at Aurangabad followed units at Daman and Jammu.

Medley has state of the art facilities maintaining top quality standards at each any stage in producing method with strict adherence to the nice producing Practices (GMP).

Medley prescription drugs restricted may be a multidivisional and multi-location organization with sturdy presence in Pharmaceutical formulations.

The specialties embrace Haematinics, opposed ulcerants, Anti-bacterial, Pain management, medicine & vas medication. we tend to concentrate on Iron preparations, our mega whole being R.B.Tone Syrup. we tend to even have several first time in Republic of India brands to our credit like Dompan (Domperidone & Pantoprazole), O2 (Ornidazole & Ofloxacin), Tazocel (Tazobactam & ceftriaxone) & Ostium Mount Godwin Austen (1st whole of nutriment K27 combination in India).

Medley employs over 3000 folks, of that about 2200 ar a part of the business department, around 700 associates in company& producing across Republic of India & one hundred in International Business.

Medley ranks amongst the highest forty pharmaceutical firms in Republic of India as per ORG IMS.

Medley believes that quality may be a continuous method AND not an isolated stage within the method.

We have an in-depth distribution network across the country with six Depots, seventeen C/Fs & over 1800 stockiest that caters to the retailers.

MISSION:

At piece of music integrity is core to everything that we tend to do.

VISION:

Achieving excellence in aid business through integrity in drugs, High customary of quality, productivity, innovation.

PROJECT REPORT

RETAIL PUSH COMPONENTS FOR PRESCRIPTION MEDICINE

Introduction

Anti-Diarrhoeal-O2 Tablets

Description

Diseases brought about by more than one sort of living beings are called as blended contaminations and the best remedial alternative for their treatment is to join two unique medications with various system of activity. O2 is a blend of ofloxacin and ornidazole. Ofloxacin is second era fluoro-quinolone anti-infection which restrains bacterial DNA gyrase compound, meddling in the blend of DNA in the microscopic organisms and shows bactericidal activity. Ornidazole is a more up to date nitroimidazoles with predominant adequacy and longer term of activity. It slaughters helpless microorganisms by meddling with DNA working. Thus, mix of these two medications demonstrated higher adequacy, expansive antimicrobial range, least frequency of symptoms and both are very much endured.



Indications

- Diarrhoea and dysentery
- Pelvic Inflammatory disease

Post-surgical care

- Prophylaxis in elective surgery
- Post Appendectomy
- Intra-abdominal infections
- Hernia Repair

Dental infections

- Root canal infections
- Periapical abscess
- Periodontal abscess
- Pre-& post-operative care

ENT

- Infections
- Skin and soft tissue infections

Composition

- Each film coated tablet contains:
 - Ofloxacin-200 mg
 - Ornidazole-500 mg

Dosage

- O2 for adults-One tablet twice daily.

Adverse reactions

Few incidences of nausea, vomiting, headache and metallic taste.

Contraindications

Known hypersensitivity to either ingredient.

Pregnancy

Presentation

O2 is available as a strip of 10 tablets.

STUDY RATIONALE

Pharmacists play very important role in generic market. They are one of the best stock holders to push the product in the market. So, in this study I have mainly find out what are the major components on which pharmacist focus while push selling.

OBJECTIVE

- To know about chemist's perception for the product in different locations of West Bengal.
- To know about what retailer pharmacy expect from the company to push the products.
- To identify the most preferred drug among the doctors to treat diarrhoea and dysentery

RESEARCH METHODOLOGY

- Source of Data: Chemists
- Study Design: A cross sectional, questionnaire-based study was conducted with different chemists in different location in Kolkata, West Bengal.
- Type of Data: Primary Data.
- Data collection technique: Survey
- Data collection tool: Questionnaire,
- Data analysis: By Excel
- Study locations: Kolkata,
- Sample size: Chemists-160

LIMITATIONS OF THE STUDY

- Survey was carried out in Kolkata.
- Some respondent did not answer all questionnaires.
- To take permission from owner. Many of them didn't allowed me to do survey due time or confidentiality.

DATA ANALYSIS

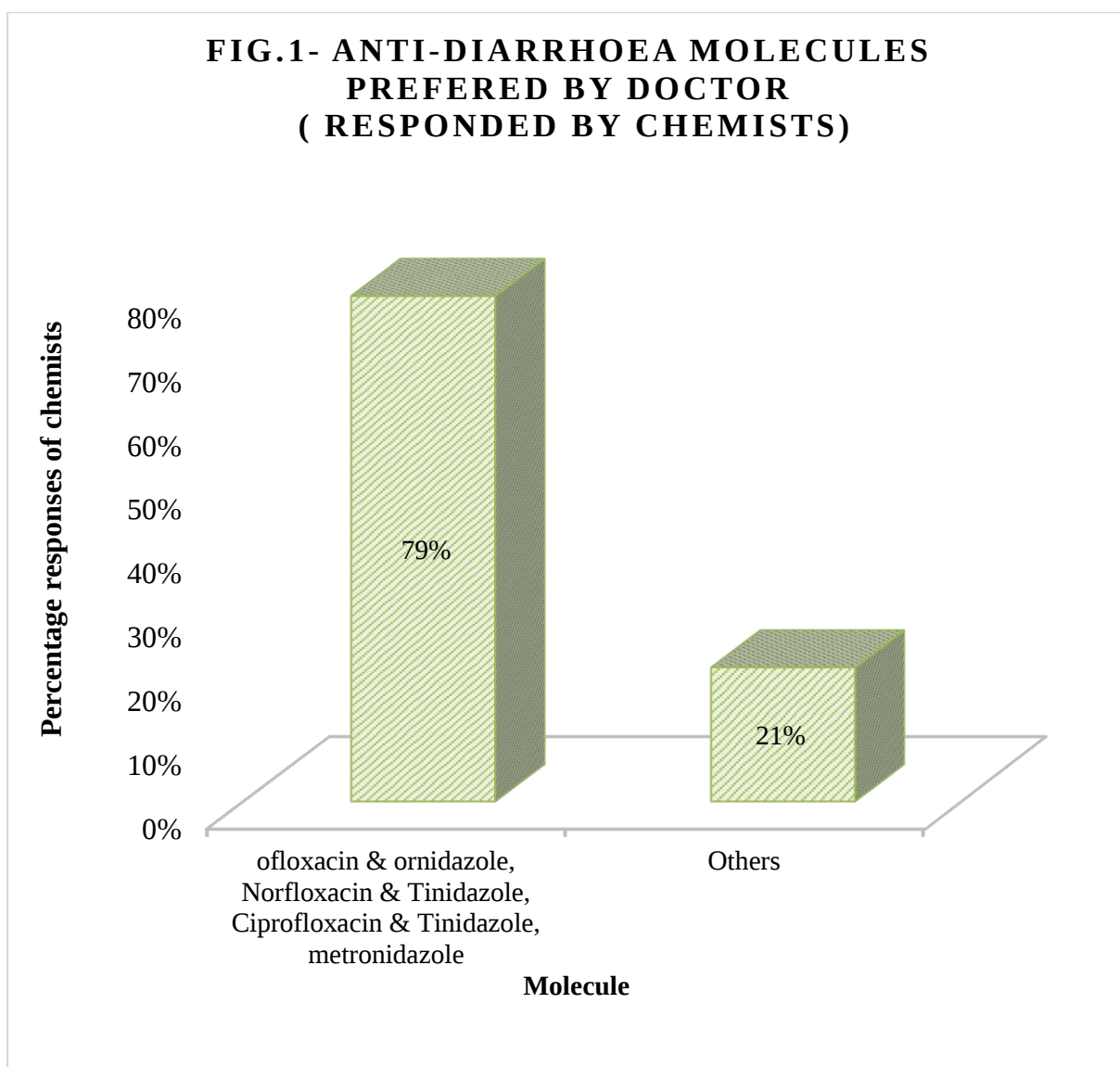


FIG:1

Interpretation: As per the data shown in figure 1, 79% of the chemist responded that doctor prefer molecule Ofloxacin & Ornidazole or Norfloxacin & Tinidazole or Ciprofloxacin & Tinidazole or Metronidazole and 21% chemist responded that doctor prefer rest of the other molecule.

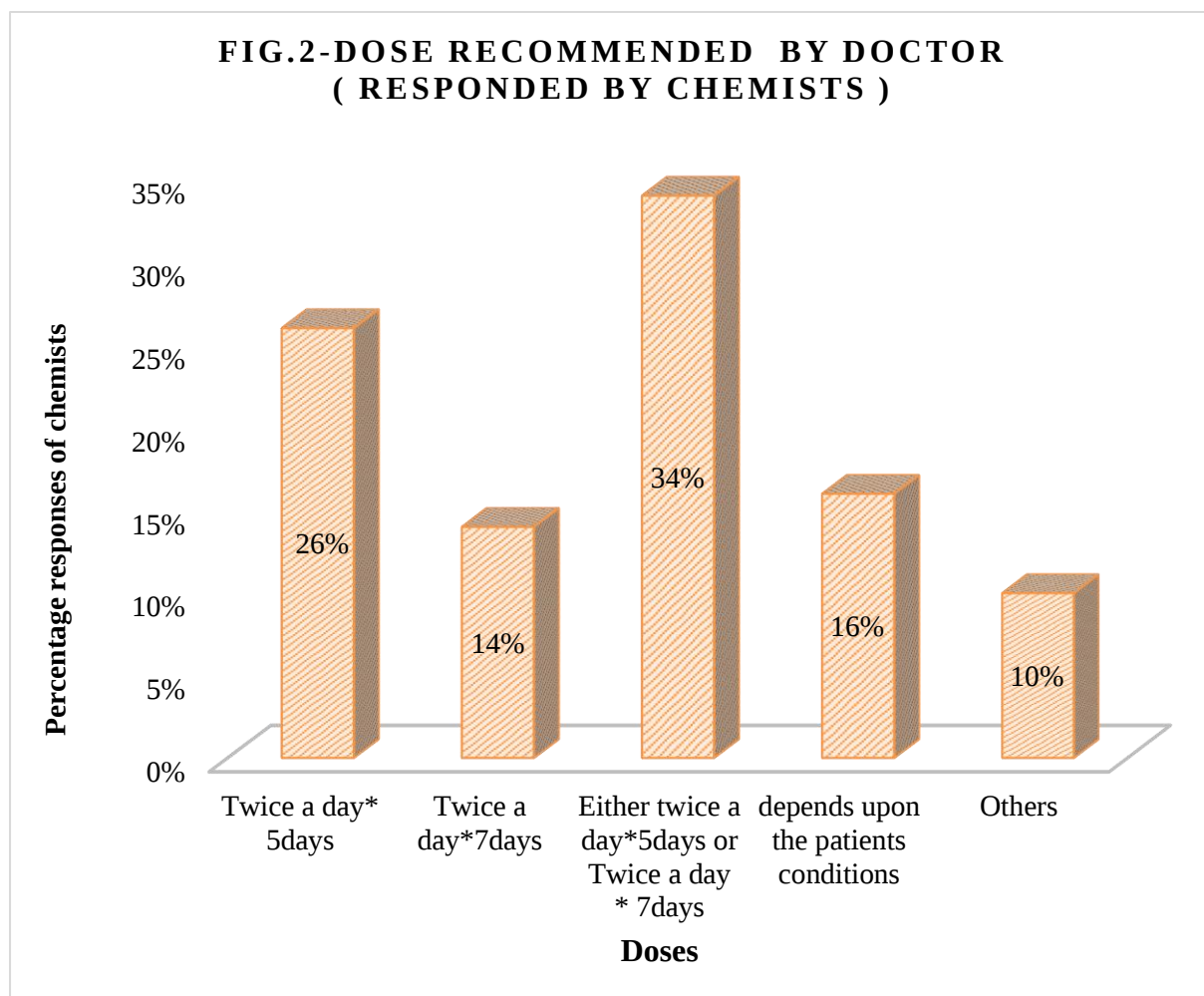


FIG:2

Interpretation: As per the result obtained from figure 2, 34% of chemists responded the doctor either recommend “Twice a day for 5 days or Twice a day for 7 days. And 16% of the chemist responded that dose recommendation is done based on patient condition.

**FIG.3- DOSE PURCHASED BY PATIENTS FOR DIARRHOEA
(RESPONDED BY CHEMISTS)**

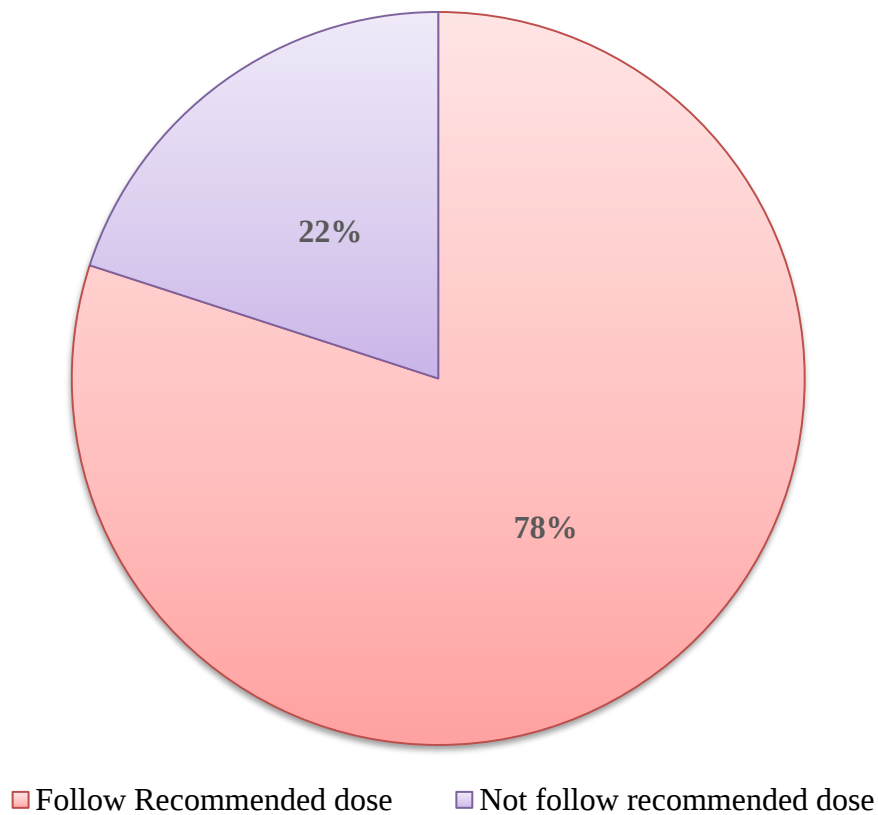


FIG:3

Interpretation: As per the result shown in fig. 3, 72% of the chemists said that patients purchase the recommended dose prescribed by doctor while 28% of the chemists responded that patients does not follow recommended dose.

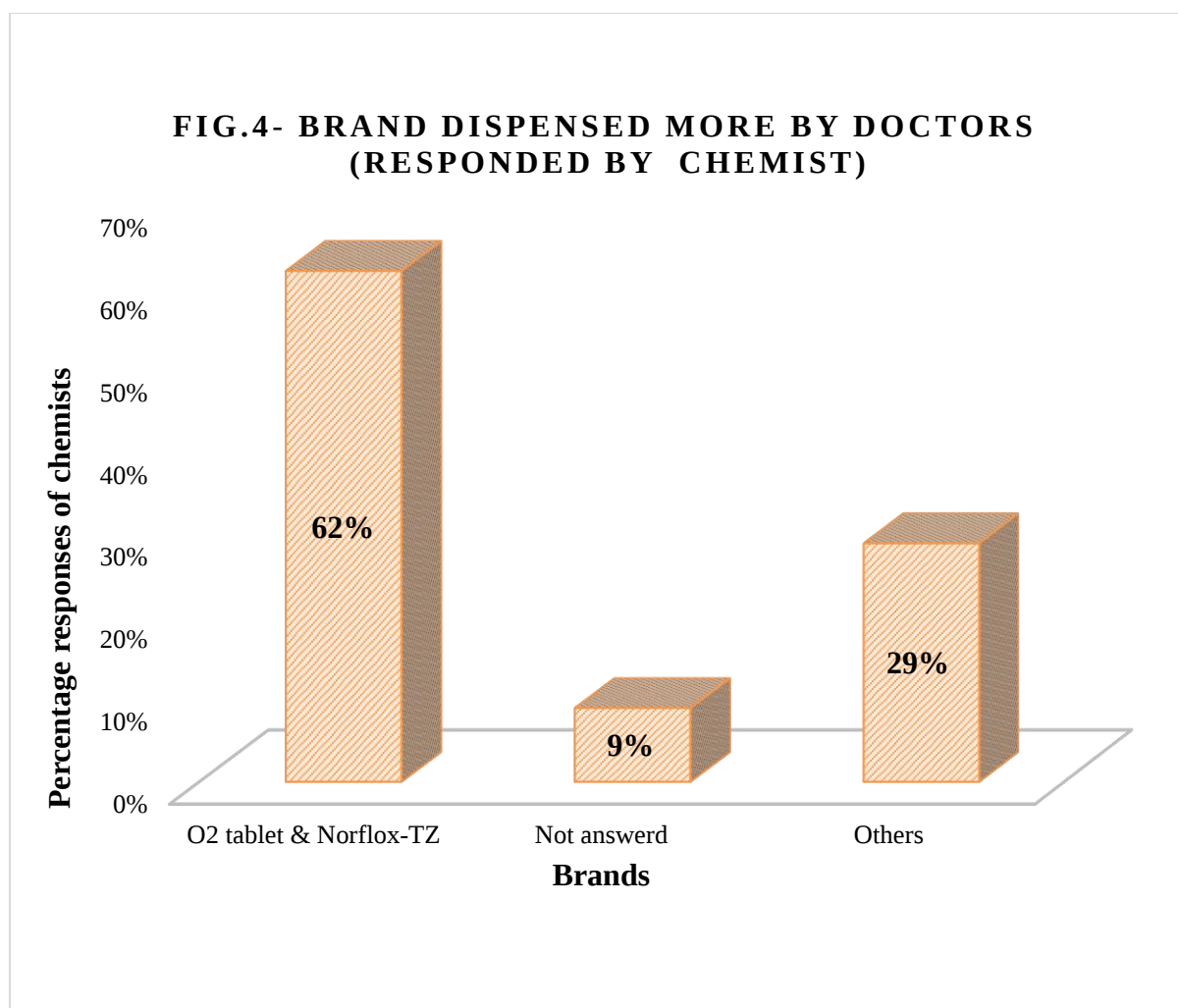


FIG:4

Interpretation: From figure 4, 62% of the chemists said that doctor's first preferable brand is O2 tablet (Ofloxacin & Ornidazole) and Norflox TZ and 29% chemists responded that doctor prefer other than these two brands while 9% of chemist did not answered of the question.

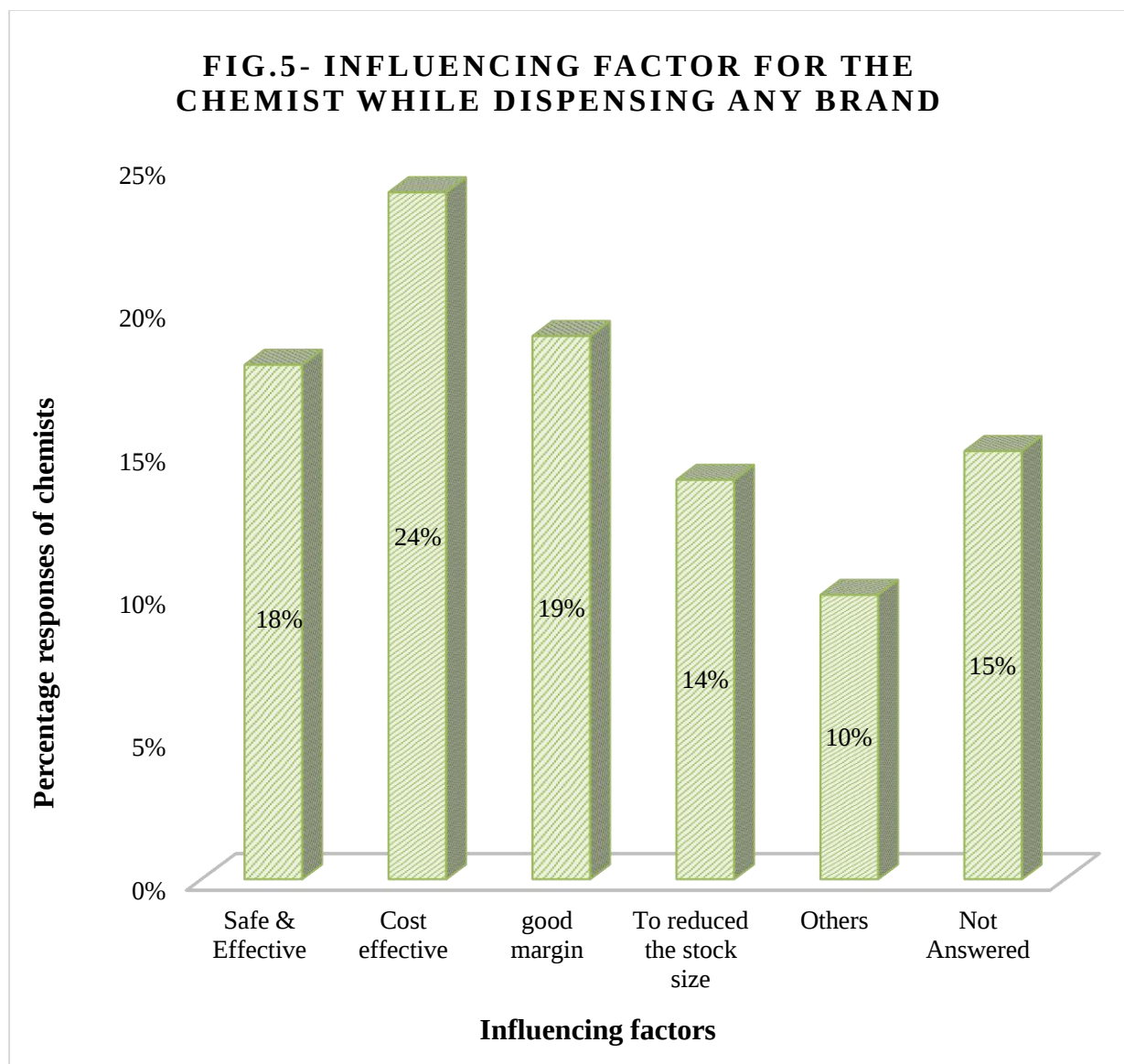


FIG:5

Interpretation: According to the result obtained from the fig. 5, 24% of chemists responded that they dispensed the brand which is more “cost effective” while 19% of the chemist responded that they dispensed the brands which have “good margin” for the chemist while 15% of chemists did not answered.

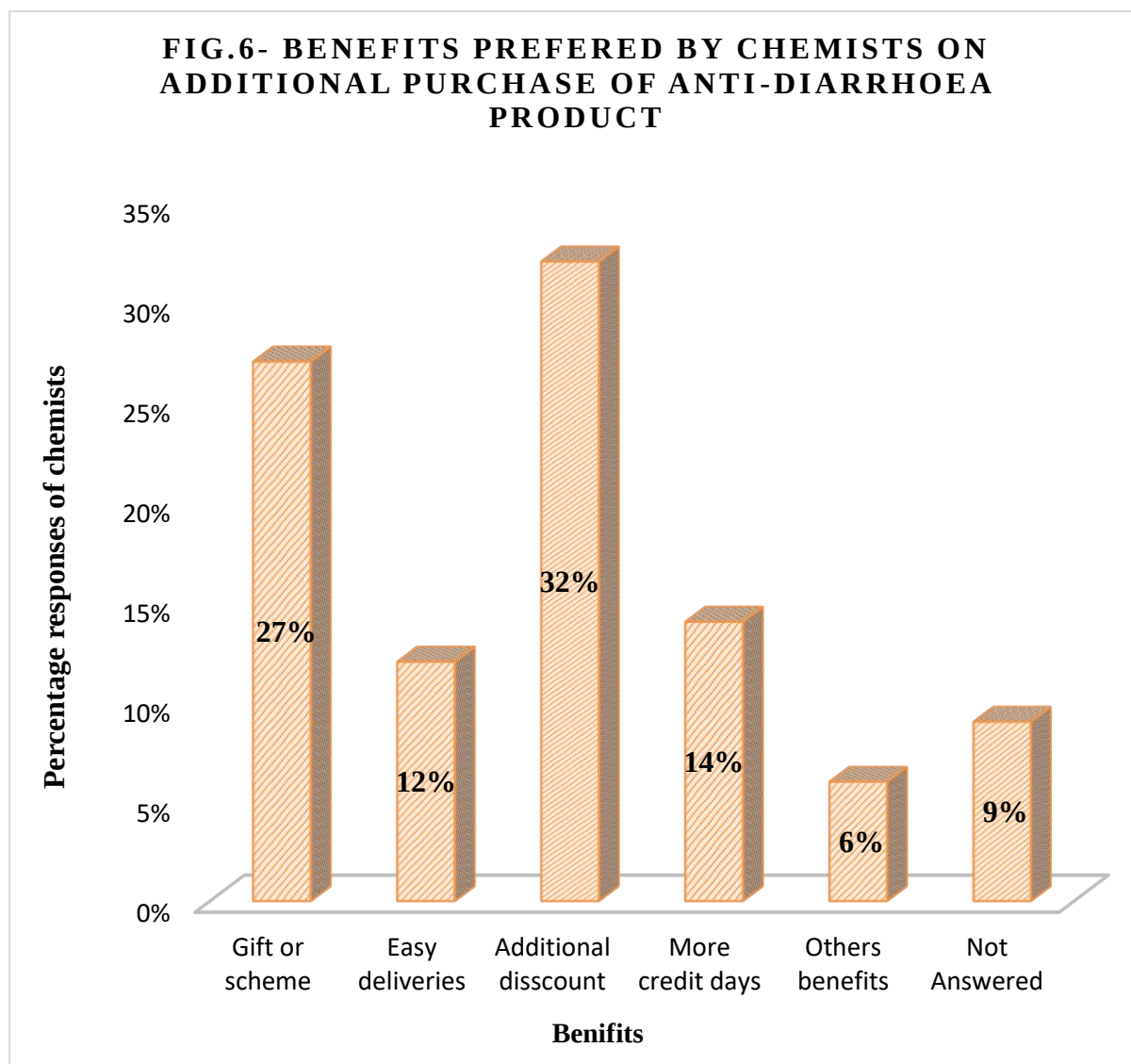


FIG:6

Interpretation: From figure 6, For additional purchase of anti-diarrhoea product, 32% of the chemists want benefits like “Additional discount” while 27% of the chemists want benefits like “Gift or Scheme”.

LEARNING FROM DIFFERENT STACKHOLDER

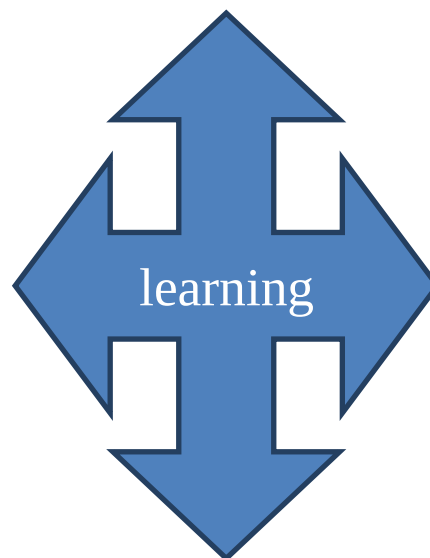
From the Doctors:

- How to do product detailing
- Product differentiation
- What should I focus during detailing
- Doctor's interest to the product
- How to classify doctors or how many times I should visit per month.

Patient compliance:

Medley pharmaceutical is having a lot of product with unique feature like-

- O2M Syrup- is having Ofloxacin & metronidazole, having mango flavour, single pack complete 5 days course
- O2H tablet- is having Ofloxacin & Ornidazole the main feature is NO NEED TO BRAKE the tablet, already available in half dose which is convenience for child dose.
- R.B. TONE KIDS- having 80mg of iron in 5ml.



Competitor of O2 tablet:

- Norflox tz
- Cifran-CT
- Metrogyl
- Zanocin- OZ
- Brakke

How Channel System Works:

Stockist
Distributor
Wholesaler
Retailer

RECOMMENDATION

Medley should work on the supply chain system of the drug in the ruler areas.

Organization should also focus more on the promotion of product in gynae segment because they are very much new in the market.

CONCLUSIONS

- As per the data observation, it's very clear that Norflox TZ is a big competitor for O2 tablet.
- From the data, 79% of the chemist prefer molecule like Ofloxacin & Ornidazole or Norfloxacin & Tinidazole or Ciprofloxacin & Tinidazole or Metronidazole in the condition of diarrhoea and dysentery.
- As per the result obtained 34% of chemist either recommend "Twice a day for 5 days or Twice a day for 7 days.
- As per the above result, 62% of the chemists said that brand like O2 tablet and Norflox TZ they dispensed more.
- According to the result obtained, 24% of chemists said that brand should be "cost effective" while 19% of the chemist said that brands should have "good margin" for the chemist.
- For additional purchase of anti-diarrhoea product, 32% of the chemists want benefits like "Additional discount" while 27% of the chemists want benefits like "Gift or Scheme".

REFERENCES

1. <http://www.medleylab.com/>
2. <http://www.medleylab.com/product/suprakare/antibiotics.html>
3. <https://www.webmd.com/drugs/2/drug-7792/ofloxacin-oral/details>

Annexure

Retail Survey Format

- 1) In a week, how many patients ask for anti-diarrhoea medicines from you?
- 2) Which are the anti-diarrhoea molecules do you prefer to dispense & Why?
- 3) Which anti-diarrhoea brands do you dispense?
- 4) How many tablets do you recommend & how many tablets do patient purchases?
- 5) Which brands you dispense more?
- 6) What is your objective while dispensing any brand?
- 7) What benefit you would like to get for additional purchase of anti-diarrhoea products?
- 8) How many strips of O2 do you dispense in a month & How many strips of O2 do you sell thru prescription?
- 9) Who is the top prescriber of O2?
- 10) Who are the prescribers of
 - o ZENFLOX-OZ
 - o OFLOX-OZ
 - o ORNOF
 - o BRAKKE
 - o ZANOCIN-OZ

- | |
|--------|
| 1. Dr. |
| 2. Dr. |
| 3. Dr. |
| 4. Dr. |
| 5. Dr. |

Retailer's Stamp

Name & Mobile no. of Owner