

Objective - To launch the brand URIFLO (**Silodosin**) in the market.

Secondary objectives - To prepare marketing strategies and launch plan of brand URIFLO.

METHODOLOGY

Research Design: Descriptive Study

Type of data: Secondary Study

Duration: 6 Weeks

URIFLO (SILODOSIN)

INTRODUCTION

- URIFLO brand contain Silodosin drug which is used in treatment of Benign prostatic hyperplasia (BPH).
- BPH is non malignant (non cancerous) enlargement of the prostate gland which is a common occurrence in older men.
- Prostate gland is a small organ about the size of a walnut. It lies below the bladder and it surrounds the urethra . The prostate makes fluid that helps to nourish sperm as part of the semen .

RESULTS AND FINDINGS

BPH Market

- The **global BPH therapeutics market** was valued at \$10,688.73 million in 2017, and is projected to reach \$20,096.69 million by 2025 at a CAGR of 8.2% from 2018 to 2025.
- Global prevalence of BPH varies from 20 – 62% in men over 50 years and this includes USA, UK, Japan and Ghana.
- In South Africa, reports indicate that 1:3 men 45 years old experience LUTS due to BPH and 50% of men at 60 years have symptoms due to BPH.
- Annual sales of Silodosin is \$198.5 million in the US.

PACK SHOT DESIGNING



Visual aid Designing

Now live a happy and healthy life with

URIFLO-8

Silodosin 8 mg caps.

Silodosin

- ✓ A new α_{1A} -adrenergic receptor antagonist
- ✓ FDA approved to reduce the risk for acute urinary retention.
- ✓ For symptomatic benign prostatic hyperplasia (BPH) in men with enlarged prostate.
- ✓ Lower urinary tract symptoms due to BPH.

Dosage

Once daily is safe , improves both symptoms and urine flow.

Uriflo....Gives a better life to BPH patients

COMPETITORS ANALYSIS

Brand Name	Company	Price/10 Cap.
RAPILIF	IPCA laboratories	Rs.185
SILOFAST	Cipla ltd.	Rs.190
SILODAL	Sun Pharmaceutical	Rs.213
SILDOO	Dr Reddy's Laboratories	Rs.276
GERIPOD	Alembic Pharmaceuticals	Rs.241
SILOTIME	Intas Pharmaceuticals	Rs.246
MAXVOID	Alkem Laboratories	Rs.347

SWOT

STRENGTHS

- 1.Silodosin is the most efficacious with rapid onset of actions.
- 2.US FDA approved drug.
- 3.Manufactured in GMP certified plant

WEAKNESS

Silodosin has more adverse events when compared to tamsulosin and alfuzosin

OPPORTUNITIES

- 1.Increasing Prevalence of disease globally.
- 2.Increasing Demand in the market due to its efficacy.
- 3.Does not fall under DPCO

THREATS

- 1.Growing competition from MNC's is high .
- 2.Possiblity of coming new molecule.
- 3.New Regulations might be a threat.

PROMOTIONAL STRATEGIES

CONSUMER LEVEL (PATIENT)

- 1.Free Medical Camps
- 2.Patient education
- 3.Public Relations

CHEMIST/PHARMACY

- 1.Discounts and Schemes
- 2.Product stand and fliers

COSTUMER LEVEL (DOCTORS)

- 1.Samples / give a ways.
- 2.Seminars , symposia ,CME
- 3.Hospital/ward improvement programs
4. E-Marketing and mobile apps

PROMOTIONAL EXPENSE

Promotional Inputs	Amount (for one quarter)
Samples	50,000
Leave Behind Literatures & Visual Aids	30,000
Gifts	60,000
Activities (CMEs, Health Cam-paigns)	50,000
Incentives	45,000
Other discounts and offers	10,000
Total	2,45,000

Marketing Campaign

The focus can be divide into main customers like :

Civil hospitals

Private hospitals

Corporate hospitals

• Aware-ness and value can be created in the doctor's mind by telling the benefits of the molecule.

• Something related to the molecule can be given to the doctor as a reminder.

• CSR activities can also be performed.

GIFTS FOR PROMOTION



SALES FORECASTING

Quarter (3 months)	No of Dr	No.of visits	Total Visits	Success Rate	Sucessful visits	Rx/dr/ month	No.of Rx	No of Mr's	Total Rx
1 st qtr.	100	2	200	15%	30	2	60	100	6000
2 nd qtr.	100	2	200	20%	40	2	80	100	8000
3 rd qtr	100	2	200	25%	50	2	100	100	10,000
4 th qtr	100	2	200	30%	60	2	120	100	12,000