

Summer Training Report

By

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MICRO LABS LTD GURUGRAM**TITLE OF INTERNSHIP****Fundamentals of Marketing Campaign. Marketing Campaign for Citicoline****Training Details:**

Training started on 3 April 2020 and was conducted regularly via Video Conferences. Assignments were given and submissions were made on regular basis. Final presentation was given towards the end via Video Conference.

Contents:

- a) Etiquette; Netiquette; Corporate Etiquette; Business Communication Etiquette.
- b) Understanding Marketing Campaign.
- c) Importance Of Marketing Campaign In Pharmaceutical Sector.
- d) Creating E- Library
- e) Steps to Design a Marketing Campaign
- f) Marketing Campaign Citicoline
- g) Designing LBL

Etiquette

Formal manners and rules that are followed in social or professional settings.

Netiquette

It means to know one's manners when using technology. Communication over internet, social media, emails, chats. One has to check messages promptly and respond without using rude or bad language.

Basic: Research before communicating.

Sending: Be brief; stay on topic; send attachments; do proper formatting.

Replying: Be updated with current information; summarize for the group.

Confidentiality: Never send any data which you have not read yourself; respect copyright.

Corporate Etiquette

Set of rules an individual must follow while at work. One has to dress formally; be punctual; avoid casual attitude; keep the workstation clean and tidy; respect all; be polite.

Business Communication Etiquette

Building Blocks : Face to face meetings; phone call; email; video conference; social media.

Effective Communication: Confident; competent; calm; clear; concise; considerate; creative; tone; empathy; skilled listening; problem solving.

Respect : Time; clients; customers; company managers and staff..

Mannerism: Kindness; confidence; sincerity; assertiveness in business.

Body Language: Convey confidence and sincerity; practice smiling and looking pleasant; eye contact.

Work with dignity: Know your gadgets before usage; listen before speaking; do not be boastful or arrogant.

Understanding Marketing Campaign

Is a series of activities carried out by a company for informing, reminding or persuading its target customers about the product or service. Perfect way to reach your customers, clients and leads. Promote your products, services or brand. Important activity to support sales revenue.

One can promote – Brand and / or Product

Company Brand



Product Brands: Coca Cola/Diet Coke/Sprite/ Fanta / Fresca /Schweppes/Appletiser..



Communication Mediums

Advertising: TV Ads; Radio Ads; Outdoor Ads; In Store Display; Newspaper; Magazines; Journals.



Digital Advertising: Social Media- Facebook; Instagram; Twitter. Internet- Company Website; Email Campaign.



Sales Promotion: Personal Selling; Trade Shows; Exhibitions; Coupons; Free Schemes(1+1); Seminars; Conferences; Press Releases.



Importance of Marketing Campaign in Pharmaceutical Sector

Enables pharmaceutical companies to boost their products and brands as well as to understand and influence their customers.



Enables Product Launch- Usually for the launch of a new product.
(SANOFI launches “Aubagio” for Multiple Sclerosis).



Rebranding- Promoting a new Identity as in cases of Mergers & Acquisitions.

Brand Launch –Building brand identity, brand promise. It may include products and services.

Relaunch- Promote the same product or brand with additional or improved promise.

Enhance Customer Relationships. It is necessary to get products in front of healthcare professionals and patients.

Towards physicians or directly to consumers for OTC products (Zantac).



Created E- Library for CNS and DIABETES



Assignment 2- E - Library.zip

Steps to Design a Marketing Campaign

This includes SEVEN STEPS.

Goals	>	Target Market	>	Offering	>	Message	>	Medium	>	Budget	>	Campaign Effectiveness
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Goals. Define the objective of a marketing campaign. Launch new products or services. Target new customers. Enter new markets

Internationally or locally. Increase sales. Build brand awareness.



Target Market. Is the specific group of people you want to reach with your marketing message. Three main activities are: Segmenting/ Targeting/ Positioning which is referred to as S-T-P Marketing Process.

Offering. Is more than the product itself and includes elements that represent additional value to your customers, such as availability, convenient delivery, technical support or quality of service.

Message. A good message should be engaging, to the point, memorable, and lead to a purchase decision. Focus on a few themes and simple message. Differentiate your product or service from competition. Emphasize what is new about your products or services.

Medium. Select the mediums to be used- Print newspapers, magazines, journals. Television Radio Telemarketing Internet, Email. Social media.

Budget. Is the planned amount of money you will spend for the campaign? Time frame?

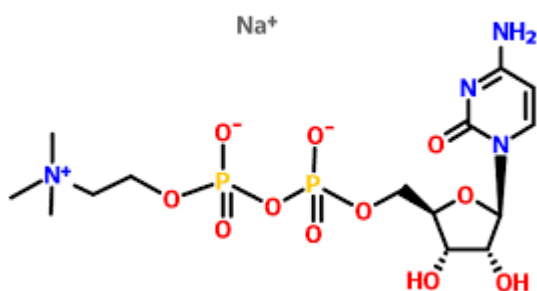
Duration of the campaign?

Campaign Effectiveness. Understand what elements of the campaign worked well, not so well. Learn the response of the target audience.

Review effectiveness of the campaign versus objectives. Discuss the campaign with key stakeholders.

Marketing Campaign – Citicoline

Drug-**Citicoline**



To design a Marketing Campaign. Brand Name and Punch Line had to be conceptualized.

BRAND NAME - *NEUROBOOST*

PUNCH LINE - *LIVE BETTER....*

Traditional Name: Neurocholine. Other Name: Cytidine diphosphate choline.(CDP- Choline) or Cytidine 5-diphosphate.

IUPAC Name: 5-O-[hydroxy({hydroxy[2-(trimethylamine)ethoxy]phosphoryl}oxy)phosphoryl]cytidine.

MECHANISM OF ACTION OF Citicoline. Increases blood flow and oxygen consumption in the brain. It is also involved in the biosynthesis of Lecithin. It also increases a brain chemical called Phosphatidylcholine. This chemical is important for brain function.

PHARMACOKINETICS Citicoline. Is water soluble. More than 90% oral bioavailability. Excreted as CO₂ in respiration. Remaining excreted through urine 24 hours after ingestion.

PHARMACODYNAMICS Citicoline. Is the only drug that in a number of different clinical stroke trials proves neuroprotective benefit. Serves as a choline source in the metabolic pathways for biosynthesis of acetylcholine. It has beneficial effects both in degenerative and in vascular cognitive decline. Stimulates brain neurotransmitter systems including dopaminergic system. Dopamine is a major neurotransmitter in retina and postretinal visual pathways.

USES AND EFFECTIVENESS. Recovery in stroke patients. Bleeding in the brain. Alzheimer disease. Parkinson disease. Bipolar disease. Amblyopia. Improve vision in people with glaucoma. Cerebral Malaria. Dietary Supplement..

MARKET COMPETITION

CITICOLINE- Vial

Brand	Dosage	Company	Price Rs.
Somanzia	2ml 500mg	Dr. Reddy Laboratories	120
	4ml 1000mg	Dr. Reddy Laboratories	190
Citiflo	2ml 500mg	Mankind Pharma	121
	4ml 500mg	Mankind Pharma	143
Citinova	2ml 500mg	Ipca Lab	128
Citilin	2ml 500mg	Unichem Lab	89
Citimed	4ml 500mg	Medihealth Lifesciences	98
Citinex	2ml 500mg	Next Lab	105
Strocit	4ml 1000mg	Sun Pharma	182
	2ml 500mg	Sun Pharma	95
Neurospark	2ml 500mg	Venus Remedies	98
Clinaxon	2ml 500mg	Piramal Healthcare	79
	4ml 1000mg	Piramal Healthcare	110

MARKET COMPETITION**CITICOLINE-500mg 10 tablet**

Brand	Company	Price Rs
Criticoline	UCB	426
Storcit	Sun Pharma	430
Cognolin	Cipla	468
Citinova	Ipca Labs	473
Citinerve	USV	481
Prexaron	Intas	531
Storax		487
Citilin	Unichem	496
Neurocol	Micro Labs	500
Clinaxon	Abbot India	506
Stolin	Torrent Pharma	510
Citistar	Lupin	543

MARKET COMPETITION**CITICOLINE- Syrup**

Brand	Dosage	Company	Price Rs
CDP	500mgx5ml- Volume- 60ml	Invision Medi Sciences	465
Strocoz	100mgx5ml- Volume- 60ml	Emcure Pharma	500
Citicolin	500mgx5ml-Volume- 100ml	Saphnix Lifesciences	450
Ceham	500mgx5ml-Volume- 60ml	Alkem	400

Market Segmentation

Product Form	No.of Brands
Injection	10+
Tablet	14+
Syrup	4+

Recommendations

To Launch New Product / Brand for Citicoline as Syrup - 200ml Volume 500mgx5ml
 Advantages: Less competition/ More revenue per unit sale/ Easy to administer to target patients.

India Data – Stroke

1.7 million to 2 million new stroke cases every year. 258 persons/lakh of population suffers stroke. 13% of these stroke cases are fatal. Nearly half of the strokes occurred in 46-65 years group and one thirds in over 65 years age group. Mean age 49.06 years ([www.oatext.com>incidence-of-stroke-in-adults-according-to-age-sex-and-subtypes-in-urban-indian-population.php](http://www.oatext.com/incidence-of-stroke-in-adults-according-to-age-sex-and-subtypes-in-urban-indian-population.php)). Around 3000 Neurologists with 65% living in Metros and State Capitals.

India Data- Alzheimer

More than 4 million people suffer from Alzheimer's and other forms of dementia. Symptoms first appear after age 60. About 3% of people in the age group 65 to 74 have the disease. Nearly half of those age 85 and older have the disease. Around 9000 Psychiatrists.

INDIA DATA- Glaucoma/Amblyopia

Glaucoma - 12 million patients. Estimated prevalence is 2.65% people above age 40. Amblyopia (Lazy Eye)- Affecting 1 to 4% of children below age group 6. Number of Ophthalmologists - About 12000.

TARGET MARKET



Marketing Strategy

Fully responsive medical website design. Research papers for doctors, product details including benefits for customers, company contact details. Email Marketing to doctors and distributors. Video Testimonials or insights with a research team. Compete on brand excellence and quality. Distribute foc samples to select doctors and distributors.

ROUND TABLE MEETING

Company discussion on proposed new product *NeuroBoost* Citicoline Syrup. Personnel from Sales, Marketing and Finance to attend. Feedback will be taken and incorporated in the Marketing Campaign.

MEDICO-MARKETING CME

Do's: Brochures, flyers, electronic content pre- approved by Office of CME. Content, planning and selection of a speaker for a CME activity must be free from commercial interest and influence.

Dont's: Commercial supporter cannot directly pay the speaker honorarium. No commercial marketing material in the room where educational activity taking place.

Essentials: Requirement of laptop, projector ,mike and pen drive . Participate in :Neurology CME ;Psychiatry CME;Ophthalmology CME

Goal

Objective of Marketing Campaign is to Launch of New Product Citicoline Syrup 200ml(500mgx5ml) .Brand Name : **NeuroBoost ... Live Better**. To achieve sales of Rs 468 lakhs in 12 months of launch.

Region	Sales Rs Lakhs
East	108
North	120
West	120
South	120
Tital	468

Offering

NeuroBoost – Citicoline Syrup 200ml Volume – 500mgx5ml . Price /Bottle :Rs. 1250/-
Price/Carton : 20 bottles: Rs 25,000/-High Quality Safe product meeting International Standards as per CE and FDA.Readily available at the nearest chemist store as well as online availabe.Research Study papers available at company website:

www.xyzco.com/neuroboost/researchstudypapers

Message

- 1) **NeuroBoost.....** Citicoline Syrup 200ml- 500mgx5ml.
- 2) **NeuroBoost.....** International Quality CE/ FDA.
- 3) **NeuroBoost.....** Boost your Brain.
- 4) **NeuroBoost.....** Boost your Vision.
- 5) **NeuroBoost.....** Boost your Diet.
- 6)**NeuroBoost.....** Safe and easy to take.

Medium

Ads in Medical journals for Psychiatrists, Neurologists and Ophthalmologists.

5 Journals Psychiatry : Total 12Ads

5 Journals Neurology : Total 24 Ads

2Journals Ophthalmology : Total 12Ads

Email campaign to select Psychiatrists, Neurologists and Ophthalmologists. Stall display at Annual / Regional Conference of Psychiatrists +Neurologists + Ophthalmologists .Total 6 Conference participation in a year . Free samples to select doctors and distributors vide sales team

Budget

Planned amount of money to be spent for the campaign of new product **NeuroBoost** is Rs 33 Lakhs (7% of Sales). Duration of the campaign will be one year.

Campaign Effectiveness

Feedback will be obtained from Leading doctors. Will approach 100 neurologist+100 psychiatrists +100 ophthalmologists.Wholesalers(100) + Retailers(100)- Regarding product and price acceptance in the market.Round table conference. New ideas and inputs from sales and marketing team. Analysis of sales achieved for **NeuroBoost** Vs budgeted sales.

Chemist Survey Details

Survey was conducted in South West Delhi(Dwarka, Janakpuri) .Only one in three chemists was keeping stock of citicoline drug . Largest selling brand was Storax/PR which contained 500mg citicoline + 800mg storax/PR. Average monthly sales was found out to be 120-170 tablets. This refers to 2019 sales as current sales are very low due to covid 19.

Essentialism in Business

Is a mental model that acts as a filter to help us make better decisions. Business leadership is about making good decisions and staying focussed by adopting below steps: Essence: What is the trade off? What to go big on? Explore: Time to focus on what to pursue increases selectivity and leads to more focussed work. Eliminate: To evaluate if an existing specific process, if started from a scratch would require changes. Execute: Routines create behavioural patterns. Schedule should be custom built to allow flow and

Progressivism in Business

Against	For
Corruption	Transparency
Oppression	Accountability
Discrimination	Authenticity and Integrity
	Solidarity

Essentialism and Progressivism applied to Citicoline

Big market segment exists for Citicoline as Dietary Supplement for target group 50 to 85 years as Citicoline slows down cell aging. Citicoline in combination form as: Citicoline 250mg+ Vitamin B6+ Vitamin B12 + Folate. Feedback to be taken from Family Physicians and Internal Medicine Physicians for drug combination and usage potential. Citicoline as 100% vegetarian content will appeal to many patients.

LBL Citicoline

Designed LBL for Citicoline. Brand – **NeuroBoost**. Punch Line- Live Better

NeuroBoost

LIVE BETTER

NeuroBoost Citicoline Syrup 200ml- 500mgx5ml:

Supports:

Healthy cognitive function

Healthy memory, focus and attention

Optimal brain function

Alertness and mental equity



Indications

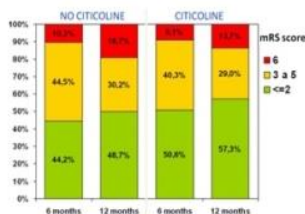
Stroke
Alzheimer
Parkinson
Bipolar
Amblyopic
Glaucoma
Dietary Supplement



Long term treatment with citicoline is safe and effective, improving post stroke cognitive decline and enhancing patient's functional recovery.



Typical dosage is b/w 250-1000mg per day



Ref: Alvarez Sabin and team- Long term treatment with citicoline. *erebrovasc Dis*2013, 35,146-154 Google Scholar. Functional status during follow up. Improvement in mRS score (<2) at 6 and 12 months following strokes.



Boost your brain
Boost your vision
Boost your diet
Safe and Easy to take

Gold Standard Production: Your health and safety means everything for us. For this reason citicoline manufactured by us meets International Standards – CE and FDA. We also adhere to GMP practices and observe stringent quality control.

100% Vegetarian and stabilized organically. All ingredients are 100% vegetarian: this product is free of Egg, Fish and Chicken.



Citicoline is a substance produced naturally in the body and is very helpful for optimizing brain function. Research studies show that citicoline: Is the most effective drug inhibiting memory loss in age 50-85 years old. Protects the brain from harmful agents, offers neuro protective properties.

Slows down cell aging.

Improves mood.



NeuroBoost
LIVE BETTER

ONLINE COURSE

NAME OF THE COURSE : Become a Product Manager... Udemy Course.... Cole Mercer and Evan Kimbrell 13 hours+ Quiz+Reading Material.

COURSE DESCRIPTION:

- a) Overview
- b) Introduction to Product Management
- c) Introduction to Product Development
- d) Ideas and User Needs
- e) Competitive and Market Analysis
- f) Customer Development
- g) Designing and Running Experiments
- h) Conceptualizing the Solution
- i) Metrics
- j) Product Project for Product Managers
- k) Working with people Stakeholders
- l) Skills for Product Manager

OBJECTIVE OF COURSE: Understanding the basics of product management and the role of a product manager.

LEARNING METHODOLOGIES: Lectures / Videos/ PDF/ Quiz/ Reading Material.

KEY LEARNINGS FROM THE COURSE:

Product Manager is a Communications Hub, prioritizer , a researcher, a presenter and is responsible for the ultimate success of the product.

Types Of Product Manager

- 1. Internal Product Manager:** builds tools for other people inside the company.
- 2. Business to Business Product Manager:** the clients are other companies.
- 3. Business to Consumer Product Manager:** the Client is the average consumer. The Product Manager has to get feedback from the users and analyse the data in order to adapt the product.

Required Qualities Of Product Manager :

Visionary; Detail Oriented; Analytical; Strategic; Confident; Communicative; Problem Solver..

Four Phases Of The Product Life Cycle:

- 1. Introduction:** There is little to no competition. The business typically losses money on the item. Example : Rythm.co
- 2. Growth:** The sales start to rise. There are a few competators. Example: Snapchat
- 3. Maturity:** Sales will reach their peak. More competators will enter the market. Company finds it difficult to compete. Example: Twitter
- 4. Decline:** The sales begin to diminish. Products are phased out from the market place as they become old or irrelevant. Example: Yahoo

STEPS Product Developement Process:

- 1. Conceive:** Collect user problems and brainstorm solutions
- 2. Plan:** Market research on the ideas. Customer interviews and road mapping.
- 3. Develop:** Timelines, features list, specifications, user stories.
- 4. Iterate:** MVP or the early prototype. Assumptions made and tools for testing different versions of the products.

5. Launch: It includes working with marketing team, legal team, sales team and position the product for market launch.

6. Steady State: Collecting metrics and optimizing them.

7. Maintain or Kill: Analyse the data .

Origin of Ideas: EMUC

1. Employees: coworkers, management and yourself

2. Metrics: focus on problems and inefficiencies of the product

3. Users: user feedback from forums, emails, social media.

4. Clients: applies to business to business product managers

Competitive and Market Analysis:

Market Size: Top down: based on finding the total market and then estimating what your share of that market which is an optimistic approach. **Bottom up:** based on thinking about the current sales of similar products and estimating how much of those sales you can capture which is a conservative approach.

Feature Triage: As a product manager, one is in charge of feature triage. The features you choose to build have to get you more users, make your users happy, enhance your brand.

Types of Competitors : **Direct>>** Customers have to make a decision between your brand vs. competitors brands. **Indirect>>** Competitors have a different target customer group which might overlap with yours. **Potential>>** They offer something to the same target customer group. **Substitute>>** Customers could substitute your product with theirs.

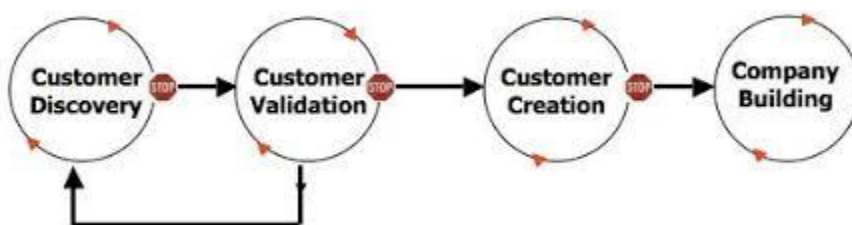
Product managers are most concerned with direct competitors.

Feature Table: Is a comparison chart that is used to compare the product with that of the competitors.

FEATURES	COMPETITORS		
	*1	*2	*3
Price			
Durability			
Quality Standards			
F1			
F2			
F3			

Customer Development:

Customer Development Cycle : Is the practice of establishing a continuous and iterative communication line with your customers, so that you can come up with ideas, hypothesis, try them out, get feedback and adapt the product accordingly.



Customer development approach depends on:

Pre-product	Post-product
potential customers	existing customers
they do not know you	they know you
harder to reach	easier to reach
focus on pain points and validation	focus on satisfaction, usability, pain points

Best practices for getting customer feedback:

Do not	Do
talk about your solution	talk about their problems,needs
share your own opinions	focus on customer ideas
react negatively to feedback	create a comfortable environment
force the conversation	listen more and guide it
ask binary or hypothetical or leading questions	always ask open-ended questions

Sources of Information:

Internal feedback; user test data; online feedback; analytics stats; news; market trends; competitors track.

Designing and Running Experiments:

Minimum Viable Product MVP: A Minimum Viable Product is that version of a new product which allows a team to collect the maximum amount of validated learning about customers with the least effort. There are **7Steps to MVP:**

1. Identifying the problem/solution set.
2. Identifying the assumptions
3. Building testable hypothesis around assumptions.
4. Establishing minimum criteria for success.
5. Deciding on the type of MVP.
6. Executing the MVP experiment.
7. Evaluation and learning from the experiment.



Risk Difficulty Square:

Risk : How risky the assumptions are for the company or product.

Difficulty: How much effort you need to make to test the assumptions.

High risk
Low difficulty
Square 1

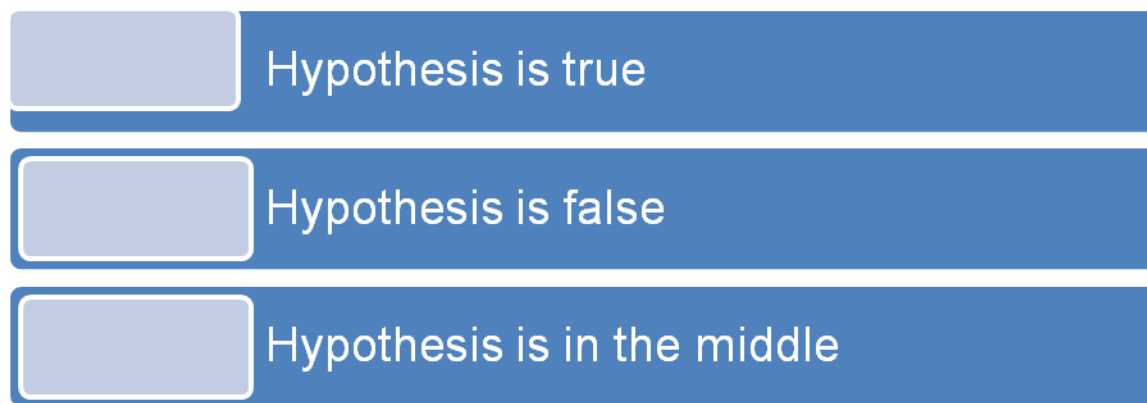
High risk
High difficulty
Square 2

Low risk
Low difficulty
Square 3

Low risk
High difficulty
Square 4

You start testing your assumptions from Square1>> Square2>> Square 3 and rarely, if ever go to Square.

Hypothesis: Is a single, written, testable statement of what you believe to be true, with regards to the assumptions that you have identified. There are three different outcomes to an MVP test.



90% of MVP experiments end up somewhere in the middle.

Minimum Criteria for Success(MCS) is a concept in order to decide whether your product is worth building or not. In the end, the cost must be lower than the reward, for building a new product.

Conceptualizing the Solution:

Terminologies:

Wireframes are visual guides for websites or apps that lay out the rough structure for where the content is going to go. You make these first. Tools: Axure, POP

Mockups are static displays of what the final product looks like. Tools: Photoshop, Sketch

Prototypes they handle usability and highlight potential problems. Tools: Keynote, InVision

Metrics:

Metrics are numbers or measurements that describe what's going on with the product also called KPI- Key Performance Indicators. "What gets measured gets managed"- Peter Drucker.

Types of Metrics: Revenue metrics; User happiness metrics; Engagement metrics; Retention metrics; Growth metrics.

Good Metrics should be: Understandable; Rate or Ratio; Correlated; Changeable.

Metrics Tracking Tools : Google Analytics; CrazyEgg; KISSmetrics; Mixpanel.

Product Project for Product Managers

Epic: Is a grouping of one or more features or functionalities that the company wants to build. This may not result in a new feature for the customer. Epic spec sheets are documents that contain all the requirements for building a product and have four main areas:

- 1.Introduction:** Summary of what the features you are building are for and why you are building them. What metrics you are trying to improve. Marketing plans, legal requirements.
- 2.Product requirements:** What is required for the specific features you want to build.
- 3.Design requirements:** Interacting with designers to complete the sketches, prototypes.
- 4.Engineer requirements:** It contains what must be done on the technology side.

Roadmaps: Executives and investors like to see quarter-based maps. You could be against an actual deadline. The alternative is to sort out things depending on: Near-term, Mid- term, Long-term.

Prioritization methods:

1.Assumption testing: Prioritizing by the assumptions,try the riskiest assumptions first.

2.The BUC method: Business benefits, user benefits, cost. Benefits must outweigh the cost.

3. The MOSCOW method: Organise your tasks into these categories:

Must- things you absolutely have to build >> Could- have built >>Should- be built

>>Would- like to build.

Working with people stakeholders:

Being a communications hub is one of the biggest parts of the products manager job. Learn the art of communicating differently with different types of people.

Meetings; Conference calls; Emails; Informal meetings.

Skills for Product Managers:

Technical skills; User-Centricity; Data understanding; Decision making; An eye for design;
People skills; Business sense

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