

**Summer Training at
Micro Labs Limited
Bangalore
(April 10-June 15, 2017)**

Study on Competition and Promotional Strategies for Moxigram Eye Drop

**By
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**Under the guidance of
Dr. Saurabh Banerjee**

**MBA Pharmaceutical Management
2016-2018**

The logo for IIHMR University, featuring the letters 'i' and 'H' in a stylized purple font, followed by 'IIHMR' in a bold, black, serif font, and 'UNIVERSITY' in a smaller, black, sans-serif font.
School of Pharmaceutical Management
The IIHMR University, Jaipur
2017

CERTIFICATE

This is to certify that **Mr. Rushi Shah** has undergone summer training in **Micro Labs Gujarat** from 10th April to 14th June 2017.

The candidate himself completed the project assign to his during summer training. His approach to the 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 her future endeavors.



Col. (Dr.) Ashok Kaushik

Dean (Academic & Student Affair)

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MICRO LABS LIMITED

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Date: November 14, 2017

TO WHOM IT MAY CONCERN

This is to certify that **Mr. Rusi Shah**, student of Master of Business Administration program of IIHMR University, Jaipur, has successfully completed dissertation entitled "**Market Research**" at Micro Labs Ltd, Baroda starting from April 10, 2017 to June 15, 2017.

We found him sincere, hardworking, technically sound and result oriented. He worked well as a part of team during his tenure. We wish him all the best for his future.

For MICRO LABS LIMITED

Krishnamurthy
GM - Human Resources

ACKNOWLEDGEMENT

I have taken efforts in this project. However, it would not have been possible without the kind support and help of Micro Labs specially Vice President Dr Ashok Sir, Sales Executive Mr Akshay Dewlalikar, Regional Manager Mr Sunil rai, Area Manager Mr Dhaval Prajapati And All Medical Representative of Ahmedabad Territory, Our institute, project guide and colleagues. I would like to extend our sincere thanks to all of them.

I would also like to extend our gratitude towards my university guide Mr. Saurabh Bannerjee, Asst. Professor, School of Pharmaceutical Management, The IIHMR University who helped me throughout the project.

My thanks and appreciations also go to our family, our colleagues, and students of MBA PM 08 who have willingly supported us throughout the project.

RUSHI SHAH

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About Organization

-Micro labs is a Versatile Healthcare organization with a outstanding manufacturing Facilities, R&D centres & expert marketing Team. Rank wise Micro Labs Situated at 14th place among Prescription & 19th among in Sales. Basically, Micro Labs has 24th Division. One of the Micro Labs Best Divisions Is Micro Vision. Micro Vision Having approximately 41 Brand, one of the Best brand is Lubrex, which is Highest Prescribing Brand in All over India, according to 2015-2016 Annual Statement Micro vision Revenue was Around 100 Crore.

Vision

- Want to Make Leader in Development, Manufacturing & sales Of Pharma Product

Mission

-Set on attaining the 1st Billion-mark By2020

Introduction

Ophthalmic products have a niche segment in the Pharmaceutical industry. India's ophthalmic market is expected to grow at a compound annual rate (CAGR) of 6.9 percent a year to \$US1.8 billion by 2021. It means there would be a huge competition among the pharmaceutical Companies. Analysis of the competitors plays a major role to understand the promotional strategies used by Different Pharmaceutical Companies and also helps to Make another Strategies.

-Eye Diseases and it's information

1)-Age related macular Degeneration

-AMD is a physical Commotion that affects the centre of the retina, called the macula. The macula is the part of the eye responsible for our most acute vision, which we use during reading, driving, and performing other activities.

2)-Bluging Eyes

-Also called as proptosis it occurs when one or both eyes extend from the eye sockets due to swelling of the muscles.

3)-cataract

-It is a eye disease in which the lens gradually becomes Blurred and vision Would be over.

4)-crossed Eyes

-Also called as strabismus it occurs when a person's eyes are not able to align on the same point at the same time and appear to be misaligned.

5) Glaucoma

- Glaucoma occurs when Increases of fluid in the eye and it creates pressure in eye & damaging the optic nerve.

Objectives

- ☐ To analyse the market Profit of the Moxigram.
- ☐ To identify and assess the competition of Moxigram.
- ☐ To suggest the strategies to improve the sales of Moxigram

Product Information

Product Name	Moxigram
<u>Class</u>	Antibiotic
Active Constituent	Moxifloxacin
<u>Use</u>	Eye Infection
<u>Price</u>	Rupees 118 For 5 ml
<u>Competitors</u>	Moxicip, Milflox, 4Quin, vigamox

Methodology

Study design

-Exploratory study was Conducted to know what is exactly going in Market.

Sampling Method

-Non-probability purposive sampling was taken.

Sample population

-Pharmacists and Ophthalmic Doctors of Baroda Territory was selected for sampling.

Time period

-Total period of Project was 63 days

Sample area

-Specially Baroda Territory, Gujarat was selected for Sampling.

Sample size

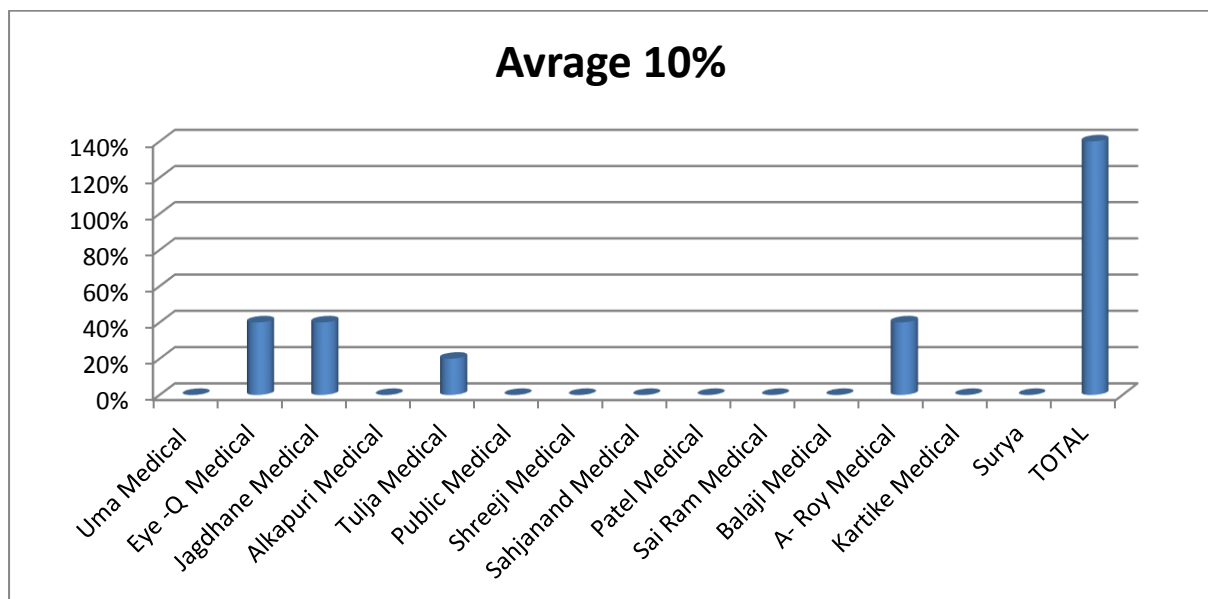
1) Ophthalmic Doctors: -70 (2) Pharmacist: -15to20

Collection of Data

-The study was conducted by the personal interview with doctors and Also pharmacists and the

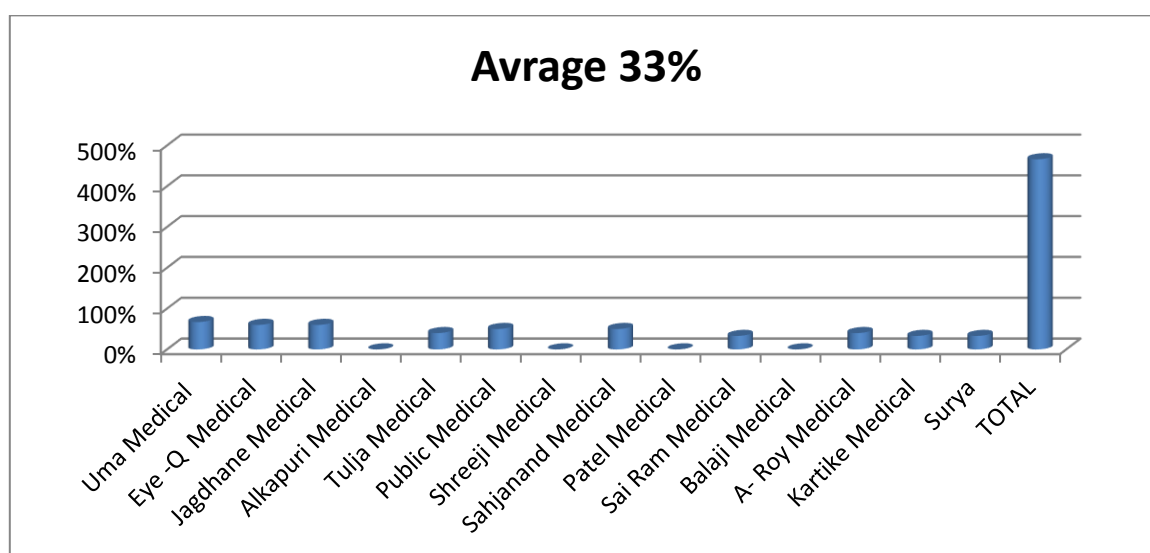
Finding & Interpretation

Moxicip Eye Drops Prescriptions till 15th April 2017 in Baroda Territory, Gujarat



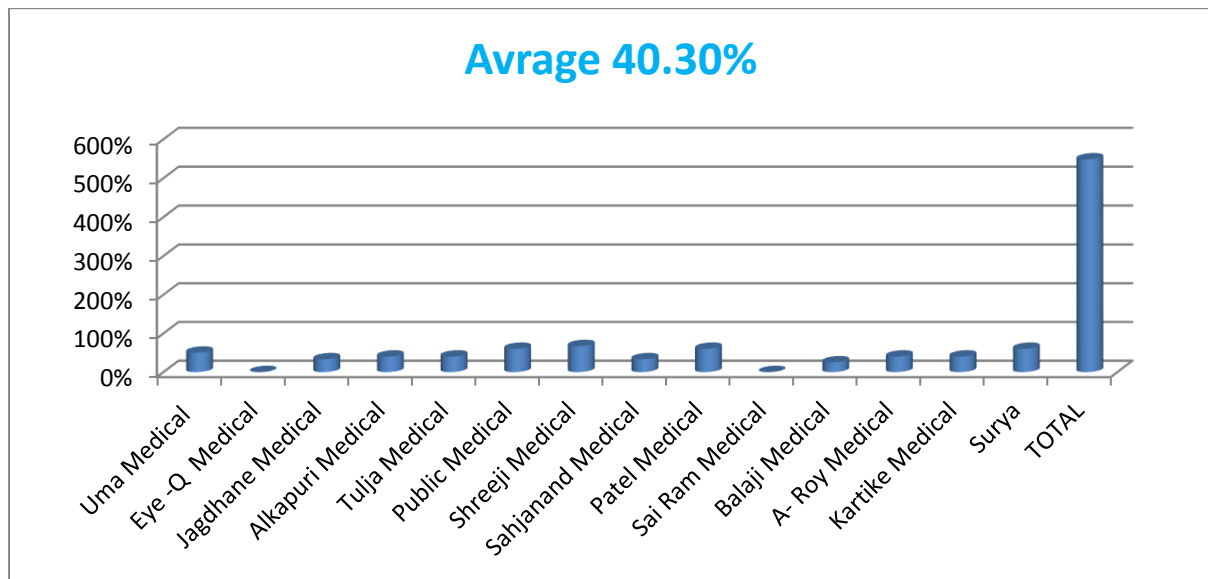
It was found that Average 10% Moxigram was available with the chemist as compared to other brands.

Moxigram Eye Drops Prescriptions till 15th April 2017 in Baroda Territory, Gujarat



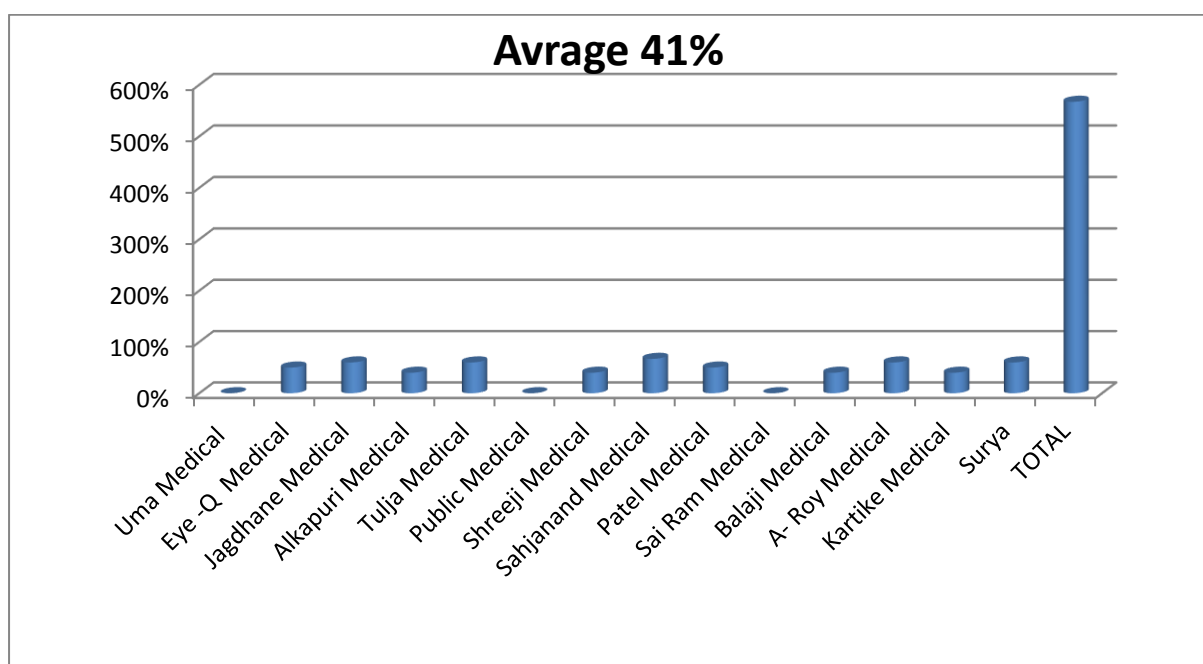
**It was found that Average 10% Moxigram was available with
the chemist as compared to other brands.**

Moxicip Eye Drops Prescriptions till 15th April 2017 in Baroda Territory, Gujarat



**It was found that Average 40.3 % Moxicip was available with
The chemist as compared to other brands.**

Vigamox Eye Drops Prescriptions till 15th April 2017 in Baroda Territory, Gujarat



**It was found that Average 40.3 % Vigamox was available with
the chemist as compared to other brands.**

Recommendations

1) **Choose a Guy with High Knowledge of Medicine use.** (Do not think that we will Give him/her Training & then we will cover it, No practically it is not Possible.

2) **We should Do Market Research Like Make a Questionnaire of Our product.** That would Definitely help us to Understand what we should change in Our Product, should we Reduce our Product price? Should We Moderate our Product Packing? Should We Change our Product Bottle Colour ? Etc.

3) **List out Doctors** Like separate out Which Doctor is of **A Category**, Which Doctor is of B Category, so we can easily focus on that, According to List we should Increase our Visits like Some Doctors having Less Patient & We try to visit more & more than it would not give company Proper Result.

4) **Use Digital Marketing Strategy** like We Should Inform to Doctors that Patients give some Feedback to u, they tell about u, how u treat them etc etc....Because of that Doctors Would Be Impressed By U. Even We can also get the review of patient For Doctors & Add into Website.

5) **We should Do Summer, winter, Monsoon Campaign.**

6) **Use Push Strategy & Pull Strategy** (Pull Strategy means Make Our Product Very Attractive (In packaging, In Price, In Colour of Bottle , Bottle Body Shape, Change Size of Bottle Etc & Push Strategy Means Give Scheme On Product , Give 20%,30% Discount on Product, 2+1 Scheme , 10+3 Scheme etc etc....

7) **Also Give Gift to Chemist or Retailer** Because If ur Relation With them is Good it would Helpful to Company.

8– 8) **Also give Gift to the Administration Department** of Clinics & Hospitals that would Make Your Company Works Smooth.

9- **Should Target on Young Doctors**, At the Young Age They would remember our Product, but Question is How We Can Target them?

Answer is – Make A Case Study & At the end of Case Study Give our Brand Advertisement.

Conclusion

-By preparing the promotional strategies helps in Improving the sales of the product.

□ From the graph it is concluded that there is 23% increase in sales of Moxigram

-Regular visit along with time to time with some activity influence the doctor to prescribe the brand.

Reference

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