

**Summer Training at
Vartice Life Science, Indore
(Sept. 15-Nov. 6, 2017)**

**Market Research and Promotional Strategies on Antibiotics Products in
Indore**

**By
Chandresh Upadhyay**

**Under the guidance of
Dr. C. Remesh**

**MBA Pharmaceutical Management
2016-2018**

 **IIHMR UNIVERSITY**
School of Pharmaceutical Management
The IIHMR University, Jaipur
2017

CERTIFICATE

This is to certify that **Mr.Chandresh Upadhyay** has undergone summer training in **vartis life sciences** from 15th September to 6th November 2017.

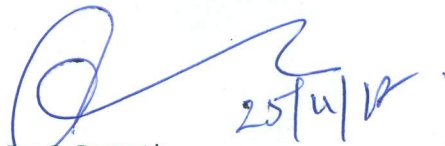
The candidate himself completed the project assign to his during summer training. His approach to the project was sincere and proactive. This summer training is in partial fulfillment of the course requirement recommended for the award of MBA in Pharmaceutical Management.

I wish him success in all her future endeavors.



Dean (Academic & Student Affairs)

The IIHMR University, Jaipur



Dr. C. Ramesh

Dean, Pharmaceutical Management

The IIHMR University, Jaipur



VARTIS

LIFE SCIENCES

Marketing of : Foods, Drugs & Chemicals

To

Mr. Chandresh Upadhyay

70, Shyam Nagar (NX)

Sukhliya Indore (M.P.)

Pin Code - 452010

Certificate of Training

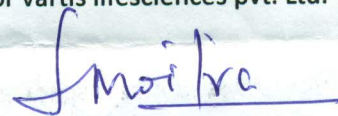
This is to certify that **Mr. Chandresh Upadhyay** has been attend practical field training program on prescriptions demand of our products from 15th September 2017 to 06th November 2017 at indore.

During the course, trainee has displayed keenness to learn new things, showed initiative and his conduct and discipline were found to be satisfactory.

Date : 09/11/2017

Place : Indore

For vartis lifesciences pvt. Ltd.


Signature

Shibaji Moitra

Business Development Manager

Mob. No. - 08827780432



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Acknowledgement

.I humbly owe the completion of this Summer Intern work to the almighty and my family whose love and blessing will be with me in every movement of my life.

.I would like to thank to Mr. Sivaji Moitra Business development manager, Vartice Life Sciences. for providing me an opportunity to learn and develop professionally.

.I solicitly felicitate my Project Coordinator Mr Sivaji Moitra for his valuable suggestions, support and keen interest throughout the study that helped me in completing this work. I thank him for the freedom of thought, expression and trust which was greatly bestowed upon me. I would also like to pay my gratitude to his entire team of Vartice Life Sciences who has helped me by sparing their valuable time, extend support and guidance to achieve my task successfully.

.I would like to express my deep sense of gratitude for my Academic mentor and Intern coordinator “Dr. Sandeep Narula Associate Professor, IIHMR University, Jaipur, Rajasthan. I am greatly indebted to him for providing their guidance at all stages of the study, his constructive suggestions and continuous encouragement helped me to complete this project.”

.I am very much indebted and thankful to all the Doctors, Chemists and Stockists for their participation and cooperation.

.I would like to thank all those who helped me directly and indirectly to complete this work.

.At last but not least most importantly I am thankful to the God who is the creator and director of all that initial and final modes to reach the destiny.

CHANDRESH UPADHYAY

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Executive Summary

The Project assigned was “MARKET RESEARCH AND PROMOTIONAL STRATEGIES ON ANTIBIOTICS PRODUCT IN INDORE with primary objectives being:

- To identify and assess the competition of ANTIBIOTICS products.
- To analyze the promotional strategies ANTIBIOTICS for products.

The project was carried out in 3 stages:

- First stage was to study the competition of antibiotics products like Varnof Tab.
- Second stage was to visit out the **Doctors** to understand the promotional strategies of products.
- Third stage was to carry out **RCPA of VARNOF Cap** and its competitor products.

The following results were obtained after the completion of the entire project:

- **RCPA Audit:**
- The **top 4 brands competitor of VARNOF cap.** in terms of number of **prescriptions and sales** per month in Indore are,
 - **Zanocin – Sun Pharmaceuticals**
 - **Oflox – Cipla Ltd**
 - **Oflacin – Microlabs**
 - **Ronflox- Alkem Pharmaceuticals**

➤ **Doctors Survey:**

- The Pharmaceutical sales representatives (Medical representatives) are the **Back-Bone** for the company in the Promotion of Products.
 - Overall, **85-95% of the Doctors** are in the opinion that the **Clear, Appropriate and in depth information** shared by the sales representative about the product is the best way of remembering the product and also it is the best way of promotion.
- Ultimately, focusing on the Competitors will help in designing the Strategies for Product Promotion.

Company Profile

Name of the Organization – Vartice Life Sciences

Headquarter - Mumbai

Type of the Company - Pharmaceutical Marketing and Sales Company

Email Address - varticelifesciences@gmail.com

Regd Office - M-58 B Veena Nagar, Indore (M.P)

Corp. Office - 603 vasudeo Chamber, Mulund Goregaon Link Road Mulund (W),
Mumbai-80.

Summary Description –

Vartice Life Sciences is a Pharmaceutical Marketing company deals with the Marketing of Pharmaceutical Products and Food and Cosmetic products. Vartice life science is a Mid-size company for Marketing of Pharmaceutical and Cosmetic Products Providing Marketing and Sales services to the Pharmaceutical companies by providing effective marketing and sales strategies to introduce and promote the product into the markets.

Products –

1. Oxywar Syrup (Lycopene, Methylcobalamin, Bacterotene, Vitamins, and Anti-Oxidents)
2. Varnof Tablets (Ofloxacin 200 mg)
3. Varnof OZ (Ofloxacin-200mg, Ornidazole-500mg)
4. PNV-DSR (Panntoprazole 40mg & Domparidone 30mg SR Tablets)
5. FEZ-XT (Ferrous Ascorbate 100mg, Folic acid 1.5mg, Zinc-7.5mg per tablets)
6. FEZ-XT Syrup
7. VLF (Levofloxacin 500mg Tab.)
8. VLC-M (Levocetirizine 5mg, Montelukast 10mg Tab.)
9. Vardin (Paracetamol 500mg, Phneylaphrine HCL-10 mg, CPM 2mg, Caffine 30mg per Tab.)
10. Vardin-DX Syrup
11. Vini-P (Nimesulide-100mg, Paracetamol-500mg)

Introduction

Antibiotics, (from ancient Greek antiviotika) also called antibacterials, are a type of antimicrobial drug used in the treatment and prevention of bacterial infections. They may either kill or inhibit the growth of bacteria. A limited number of antibiotics also possess antiprotozoal activity. Antibiotics are not effective against viruses such as the common cold or influenza; drugs which inhibit viruses are termed antiviral drugs or antivirals rather than antibiotics.

Sometimes the term antibiotic (which means "opposing life") is used to refer to any substance used against microbes, synonymous with antimicrobial. Some sources distinguish between antibacterial and antibiotic, antibacterials are used in soaps and disinfectants, while antibiotics are used as medicine.

Antibiotics revolutionized medicine in the 20th century. Together with vaccination, antibiotics have led to the near eradication of diseases such as tuberculosis in the developed world. However, their effectiveness and easy access have also led to their overuse, prompting bacteria to develop resistance. This has led to widespread problems, so much as to prompt the World Health Organization to classify antimicrobial resistance as a "serious threat that is no longer a prediction for the future, it is happening right now in every region of the world and has the potential to affect anyone, of any age, in any country".

Medicinal Use

Antibiotics are used to treat or prevent bacterial infections, and sometimes protozoan infections. (Metronidazole is effective against a number of parasitic diseases). When an infection is suspected of being responsible for an illness, but the responsible pathogen has not been identified, an empiric therapy is adopted. This involves the administration of a broad-spectrum antibiotic based on the signs and symptoms presented and is initiated pending laboratory results that can take several days.

When the responsible pathogenic microorganism is already known or has been identified, definitive therapy can be started. This will usually involve the use of a narrow-spectrum antibiotic. The choice of antibiotic given will also be based on its cost. Identification is critically important as it can reduce the cost and toxicity of the antibiotic therapy and also reduce the possibility of the emergence of antimicrobial resistance. To avoid surgery, antibiotics may be given for non-complicated acute appendicitis.

Antibiotics may be given as a preventive measure (prophylactic) and this is usually limited to at-risk populations such as those with a weakened immune system (particularly in HIV cases to prevent pneumonia), those taking immunosuppressive drugs, cancer patients and those having surgery. Their use in surgical procedures is to help prevent infection of incisions made. They have an important role in dental antibiotic prophylaxis where their use may prevent bacteremia and consequent infective endocarditis. Antibiotics are also used to prevent infection in cases of neutropenia particularly cancer-related.

As a part of promotional strategies, Mr. Fesenmaier discussed some of the current marketing programs to patients and physicians by the firms. They are:

- ✓ Work with a physician recruiter
- ✓ Market with physicians and efficient audit.

Study Rationale

The competition assessment for particular pharmaceutical products is its position in the market. By understanding the competition and promotional strategies in the industry, the drug companies can determine and frame the promotional strategies for them.

Competition can be tracked by the collection of specific database in case of pharmaceutical industries in India from Doctors and Pharmacists as respondents. Every promotional strategy is based on understanding the competition. The success of the firm is based on understanding of competition and promotional strategies in the industry.

Objectives

- To identify and assess the competition of Antibiotics products.
- To analyze the promotional strategies for Antibiotics products.

Methodology

- **Study design:** Exploratory study
- **Sampling:** Non-probability purposive sampling
- **Sample population:** Chemists and Doctors
- **Sample area:** Indore
- **Sample size:**
 - ✓ Chemist: 21 (according to given area)
 - ✓ Doctors: 180
- **Collection of Data:** The study was conducted by the means of personal interview with pharmacists and the information given by them was directly recorded.
- **Time Period:** 8 weeks.
- **Data Analysis:** The data from Chemists survey has been drawn and has analyzed using MS-EXCEL and interpreted.

Findings and Interpretation

Stage-1: Chemist Audit

1) Varnof Tab Prescriptions per month in Sep 2017 in Indore.

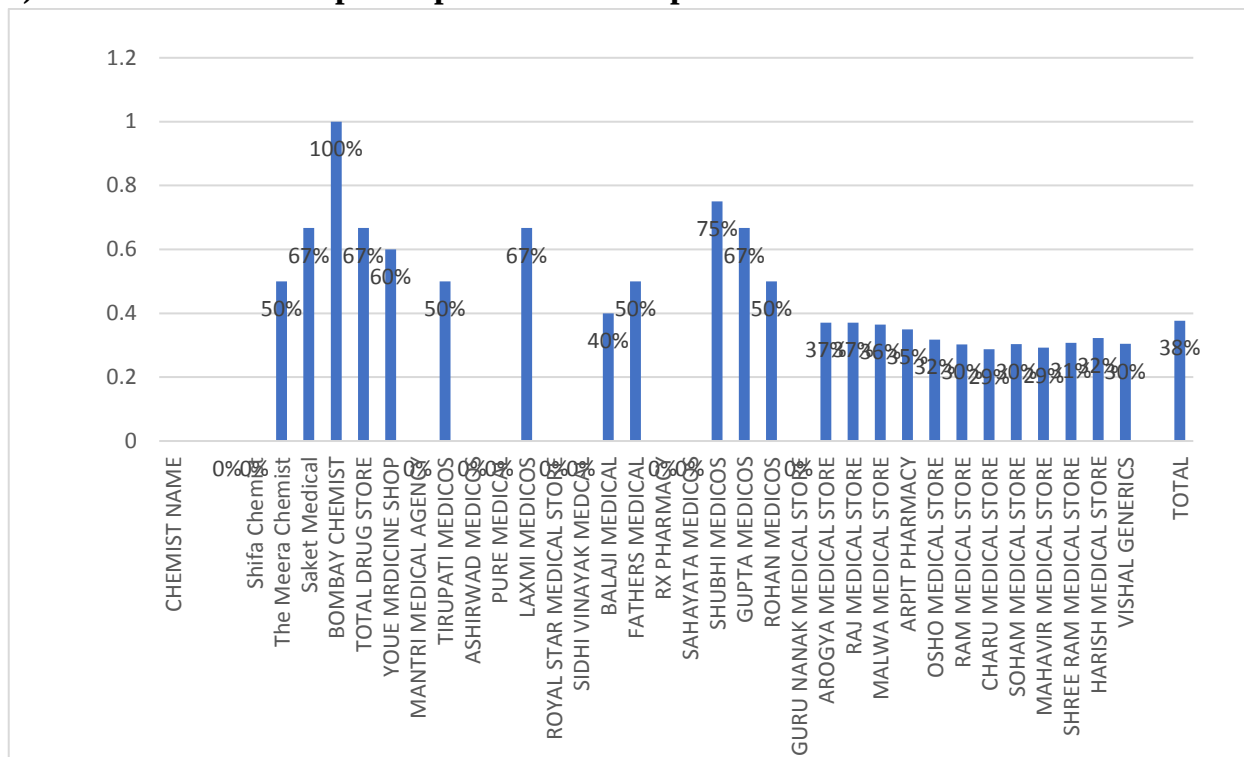


Figure 1: Varnof Tab. Prescriptions per month in Indore

It is found that total 38% Varnof is available with the chemist as compared to other brands.

2) Zenocin Prescriptions per month in Oct 2017 in Indore.

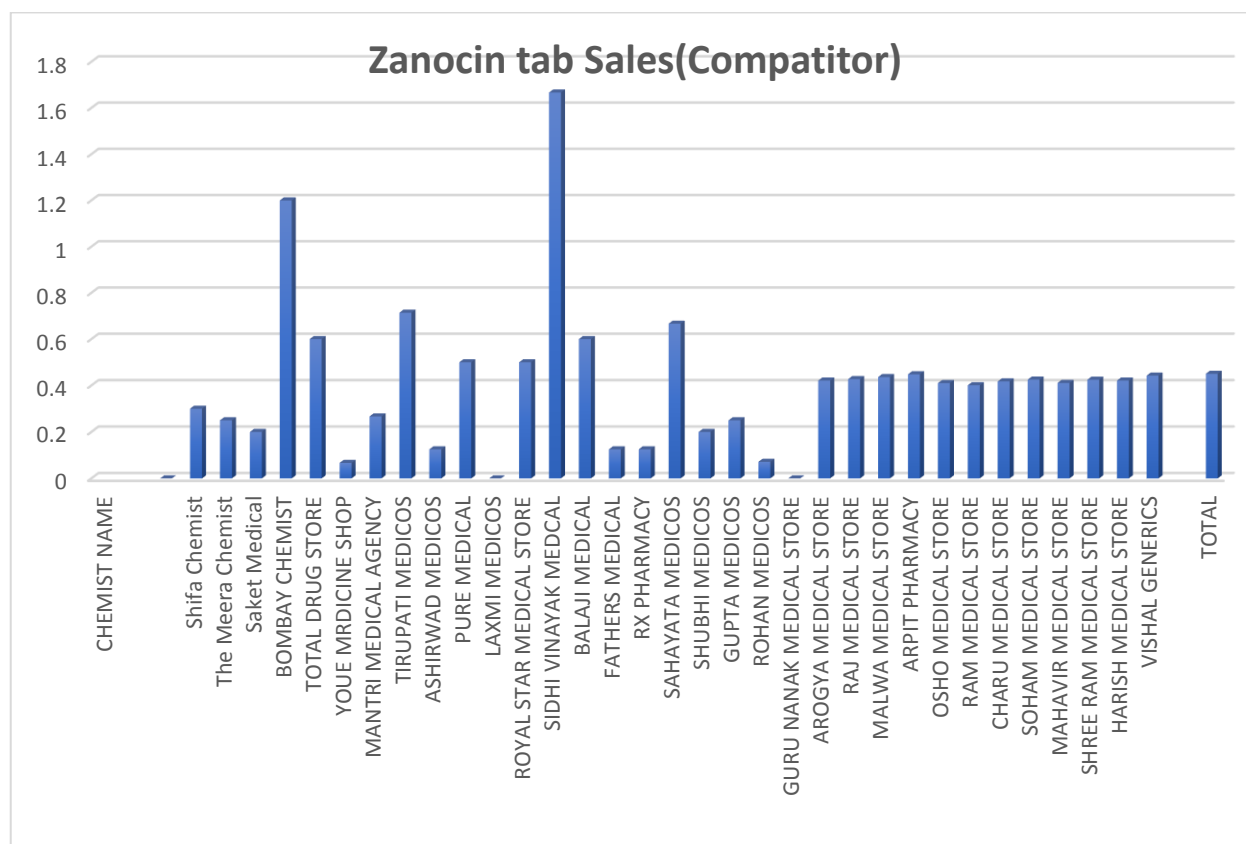


Figure 2: Zenocin prescription per month in Indore.

It is found that total 45% Zanocin is available with the chemist as compared to other brands.

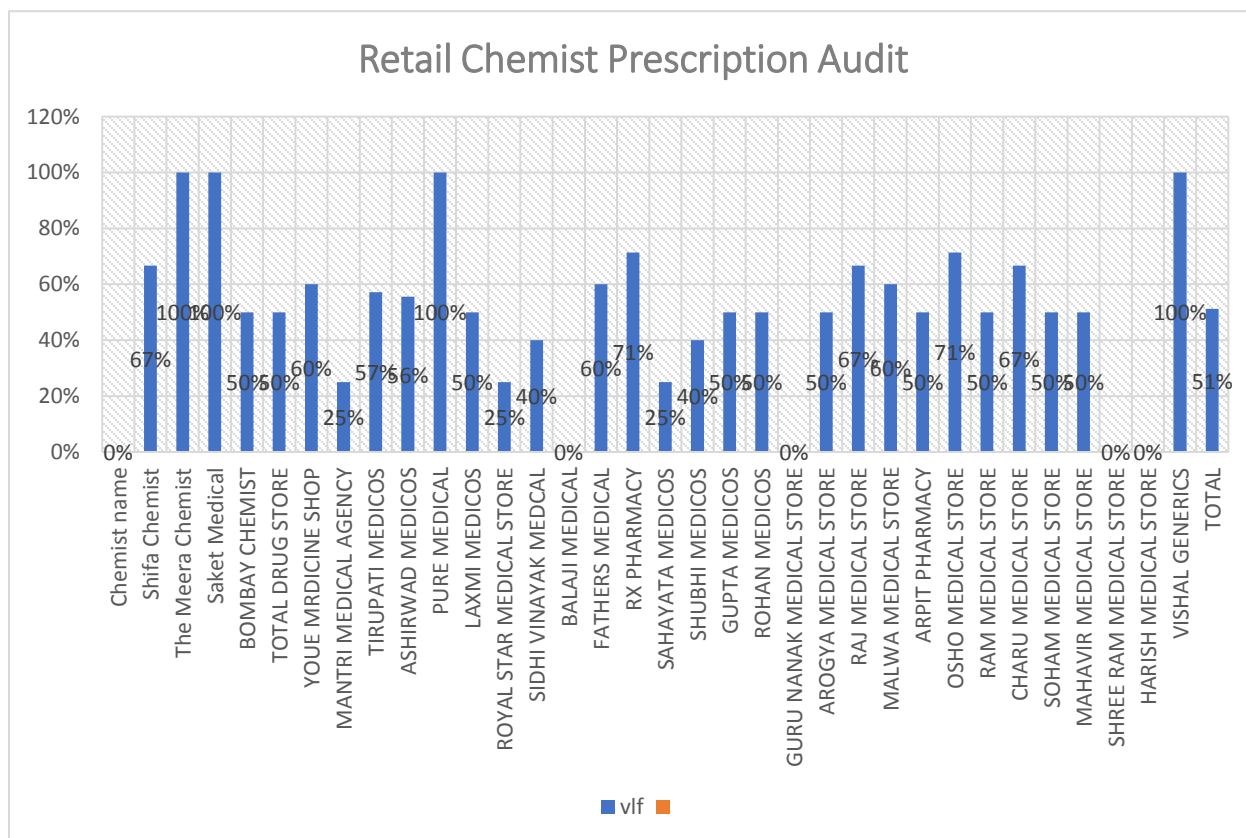


Figure 3: VLF tab. prescription per month in Indore.

It is found that total 51% of VLF Tab is available with the chemist as compared to other brands.

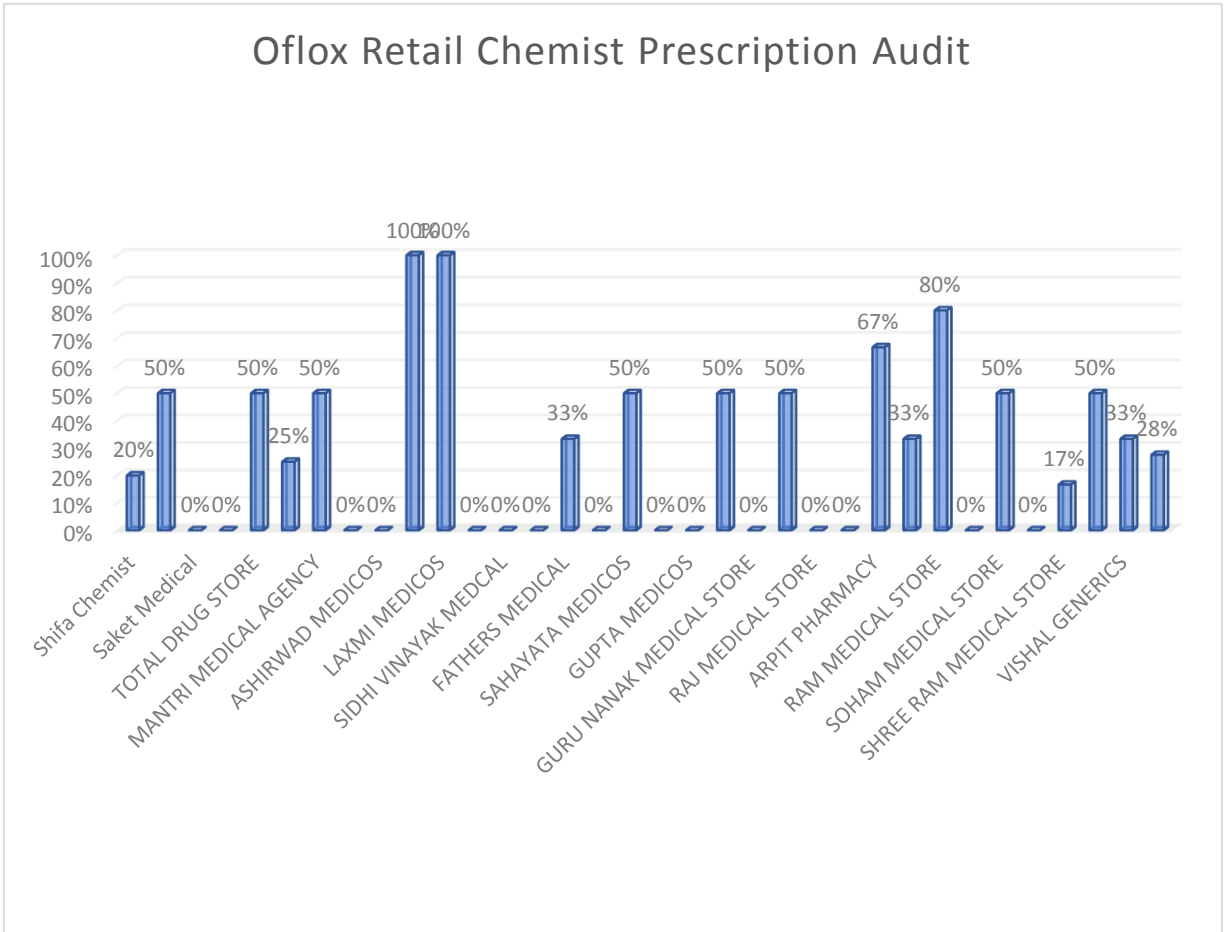


Figure 4: Oflox prescription per month in Indore.

It is found that total 28% of Oflox is available with the chemist as compared to other brands.

5) Ofacin Prescriptions per month in oct 2017 in Indore.

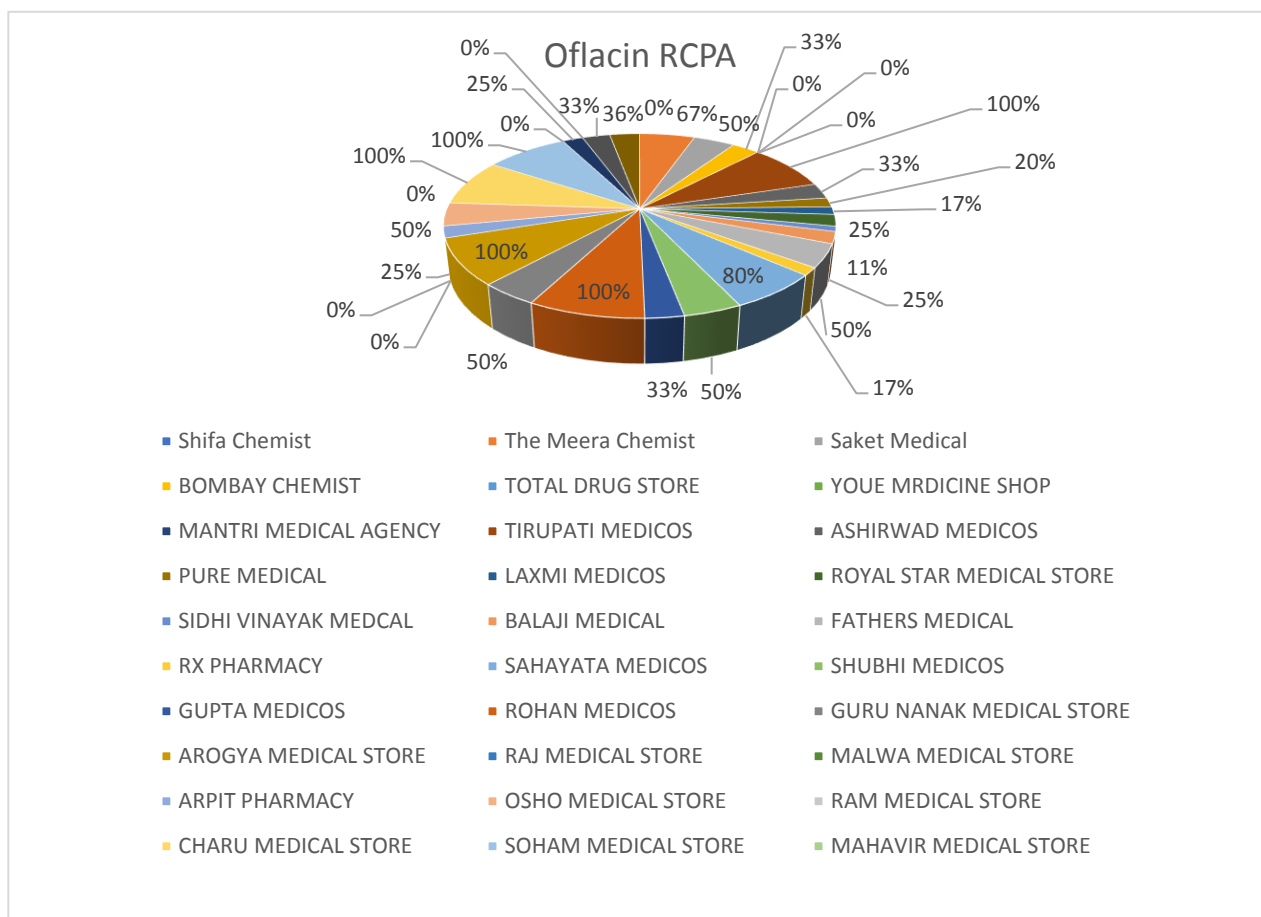


Figure 5: Ofacin prescription per month in Indore.

It is found that total 14% of oflacin is available with the chemist as compared to other brands.

STAGE-2 CHEMIST AUDIT

1) Vernof Tab Prescriptions per month in Nov 2017

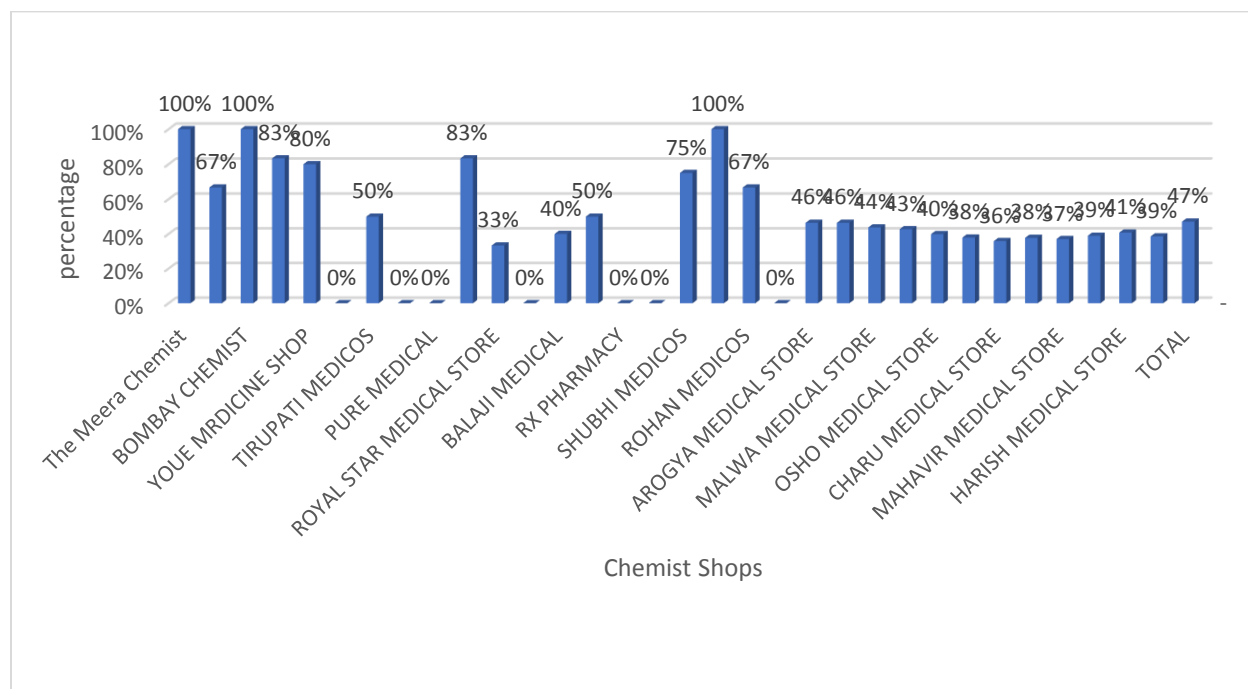


Figure 2.1: Vernof prescription per month in indore.

It is found that total 47% of Vernof is available with the chemist as compared to other brands.

2) VLF Tab Prescriptions per month in Nov 2017 in Indore.

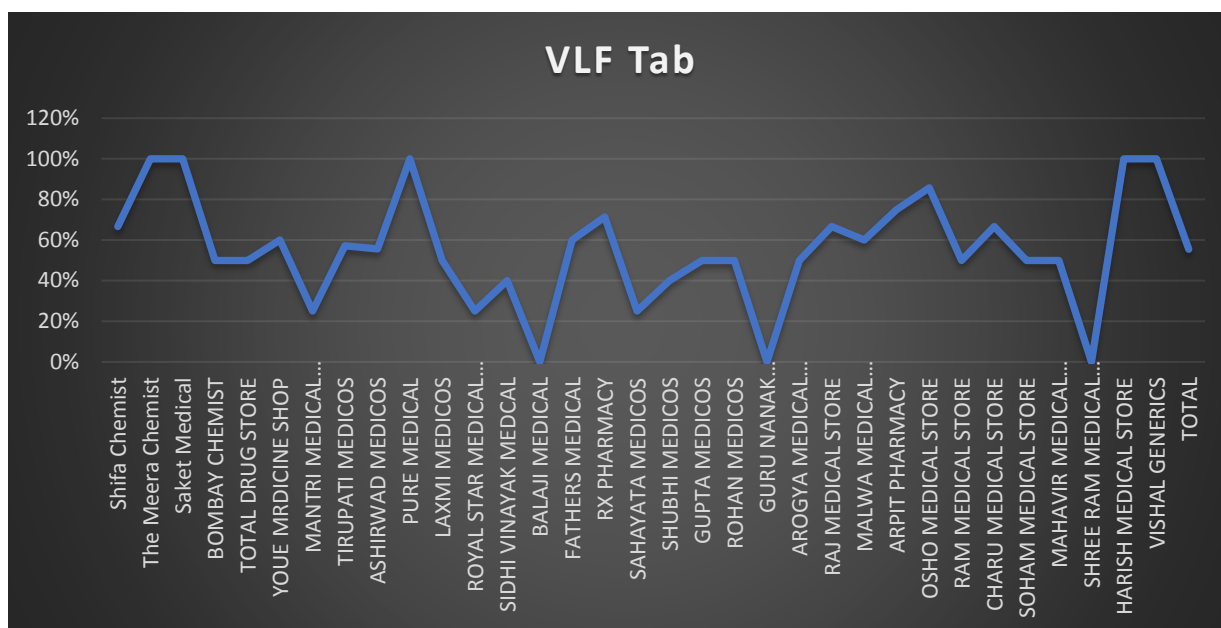


Figure 2.2: VLF Tab prescription per month in Indore.

It is found that total 55% of VLF Tab is available with the chemist as compared to other brands.

Conclusion

The study reveals that,

Chemist Audit:

It is found that after the promotion of drugs to doctor, there is increase in sales of Product-Vernof

1. Earlier it was found to be 38% availability with the chemist and after promotion it was observed that it increased 47%.
2. Hence it is concluded that there is 9% increase in sales of Vernof which can be interpreted by its availability at the chemist shop.
3. Earlier it was found to be 51% availability with the chemist and after promotion it was observed that it increased to 55%.
4. Hence it is concluded that there is 4% increase in sales of VLF Tab which can be interpreted by its availability at the chemist shop.

Suggestions

1. Visiting doctors on regular basis and asking them to give their personal business card, so that they can win a chance to go for some trip or lucky winner will get a gift.

This will help is to be in touch with doctor on regular basis and personally too.

2. Also, we can provide some watches to doctors “labelled” with product name “Vernof” so that if they put it on their wall as a wall clock they will be reminded of Vernof.
3. We can provide some writing pads to doctors consisting each page “labelled” with Vernof which will help him to remember the product name whenever doctor makes a note for himself.
4. We can print eye catchy business cards of marketing representatives consisting name of “Vernof” so that if a appointment with doctor is requested he/she can easily recall the product.
5. Various strategies for promoting a drug can be co-related with newly developing concept of “digital marketing” in which various things can be done like
 - a) live streaming videos on social media like on -instagram, facebook, twitter Etc (account consisting of only doctors and physicians).
 - b) ephemeral content i.e. consisting stories which will disappear after 24hrs after posting.
 - c) adding various links to profile of micro lab on “linked in” consisting about launching of new drugs.
6. Also conducting various seminar for doctors regarding new technologies launched in market.

Also, time to time survey form chemist is also equally important to study the growth of product.

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