

OVERVIEW OF THE FUNCTIONAL AREAS OF A PHARMACEUTICAL ORGANIZATION – A CASE STUDY OF MICRO LABS LTD (INTERNATIONAL)



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INTRODUCTION

Marketing Management is an art and science of choosing the target markets and getting , keeping and growing customers through creating , delivering and communicating superior customer value.



The marketing mix refers to the set of actions , or tactics , that a company uses to promote its brand or product in the market . The 4P's make up a typical marketing mix - Price , Product , Promotion & Place. It has now been extended to three more P's which are - People , Process , Physical evidence.

Medico – marketing is the marketing of drug molecules with a scientific medical rationale. Pharmaceutical Marketing , sometimes called as medico marketing , is the business of advertising or otherwise promoting the sale of pharmaceuticals or drugs with a medical rationale.

OBJECTIVES

➤ To design the brand plan for two drugs –

1. Aceclofenac

2. Travoprost

➤ To prepare the KRA's for a marketing manager.

➤ To understand the process and concept of supply chain management in pharmaceutical industry.

I. MARKETING PROJECT 1 (PAIN MANAGEMENT)

A brand is seen as one of its company's most valuable assets . It represents the face of the company .

A brand plan is defined as a long term strategic plan for the development of a successful brand in order to achieve specific goals . It is a step – by step process followed by a product manager to create the brand.

The brand plan for Aceclofenac 100mg tablets is as follows :

Executive Summary

- Pain is an unpleasant sensory stimuli response to a disease or tissue injury or damage
- Three types of pain – Inflammatory pain , nociceptive pain , neuropathic pain
- Various causes are reported ;some of them are – osteoarthritis , rheumatoid arthritis , etc.

Marketing aspect of the disease

- Usage of molecules in pain management – NSAID's , Opioid Analgesics , Glucocorticoids
- NSAIDs are the first choice of treatment for curing acute pain or chronic pain

Product Background

- Among NSAID's , Aceclofenac – an acetic acid derivative ; an analog of diclofenac
- Aceclofenac is used for the relief of pain and inflammation in rheumatoid arthritis, osteoarthritis and ankylosing spondylitis.
- The dose is 100 mg twice daily.

Target Market

- Tier 1 (Delhi , Hyderabad , Bengaluru , Mumbai)
- Tier 2 (Ahmedabad , Jaipur , Allahabad etc.)

Produces analgesia in 1.5 hours and gets rapidly absorbed.

Less reported GI adverse effect compared to other NSAID's.

Superior & effective analgesic than ibuprofen in osteoarthritis of knee joint.

Reduces joint inflammation and improves mobility.

Aceclofenac suppresses the production of PGE2 at the site of inflammation.

Target Group

- General Physician , Consulting Physician , orthopedics , dentists

Pricing strategy

- Average pricing would be done
- The avg price would be Rs. 21.35 for 10tablets (* refer to competitor analysis)

Packing

- The pack size available for aceclofenac in the market is 10 tablets in a strip .
- The pack size would be 10 tablets in one strip

COMPETITOR ANALYSIS

BRAND NAME	COMPANY	STRENGTH	PACKSIZE	PRICE(Rs.)
ZERODOL	IPCA	100MG	10	28.50
HIFENAC	INTAS PHARMA	100MG	10	25.25
ACECLO	ARISTO	100MG	10	19.93
ACENAC	MEDLEY	100MG	10	23.00
ARFLUR	FDC	100MG	10	16.00
TOPNAC	SYSTOPIC	100MG	10	12.50
DOLOWIN	MICRO LABS	100MG	10	24.50

VISUAL AID – FOR ACECLOFENAC 100MG TABLETS(BRAND NAME – ACE2FAST)

ALL DAY PAIN , AND ALL DAY IN VAIN ?



WITH ACE2FAST , AVOID PAIN !!



A superior analgesic – A superior Win

II.MARKETING PROJECT 2 (OPHTHALMOLOGY)

The brand plan for Travoprost 0.004%w/v Ophthalmic solution is as follows :

Executive Summary

- Glaucoma is a group of eye diseases causing optic nerve damage. This is generally associated with raised (>21mmHg) intraocular tension. It is a disease affecting the efficiency of trabecular meshwork through which the uveoscleral fluid drains which is gradually lost past middle age.

Marketing aspect of the disease

- Usage of molecules in wide – angle glaucoma : prostaglandin analogs , beta blockers , alpha agonists and carbonic anhydrase inhibitors are used .
- The first choice of treatment is prostaglandin analogs and beta blockers.
- Prostaglandin analogs – bimatoprost , latanoprost , travoprost.

Product Background

- Among prostaglandin analogs , travoprost is the newly used molecule and has also shown significant results in lowering the intra – ocular pressure .
- It does not have any systemic side effect.
- It is given once daily , which makes it easy to administer and patient compliant.

Target Market

- Tier 1 (Delhi , Hyderabad , Bengaluru , Mumbai)
- Tier 2 (Ahmedabad , Jaipur , Allahabad etc.

Produces clinically significant results in lowering intra-ocular pressure(IOP) in patients with wide-angle glaucoma.

Effective in improving the central retinal artery blood flow.

Travoprost provides a clinically significant reduction in IOP for patients unsuccessfully treated with latanoprost.

No systemic side-effect reported.

Less toxic than latanoprost.

Target Group

- Ophthalmologists

Pricing strategy

- Average pricing would be done. Per ml price would be seen.
- The avg price would be Rs. 135 per ml (* refer to competitor analysis)

Packing

- The pack size available for travoprost in the market is 2.5 ml or 3 ml solution in one pack.
- The pack size would be 3 ml solution in one pack.

COMPETITOR ANALYSIS

BRAND NAME	COMPANY	STRENGTH	PACKSIZE	PRICE(Rs)
TRAVATAN	ALCON	0.004% W/V	2.5ML	652.00
TRAVO	MICRO LABS	0.004% W/V	3ML	327.00
LUPITROS	LUPIN	0.004%W/V	3ML	150.0
XOVATRA	CIPLA	0.004%W/V	2ML	495.00

VISUAL AID FOR TRAVOPROST 0.004%W/V EYE SOLUTION (BRAND NAME – TRAVOBRIGHT)



III.HR OVERVIEW OF THE ORGANIZATION

Key responsibility areas refer to general areas or outcomes or outputs for which a role is responsible.

The Key responsibility areas also form a part of the performance appraisal system in which accomplishment of each KRA is given some weightage. The key responsibility areas for a marketing manager are as follows:

Criteria	Key Responsibility Area's	Weightage
		Total weightage - 5 Marks
1	Product Planning and Organization	1 Mark
2	Development of Promotional Campaigns	1 Mark
3	Designing of Strategic Marketing Plan	1 Mark
4	Generation of Idea's to increase the market share	1 Mark
5	Successful launch of New Products	1 Mark

IV.SUPPLY CHAIN MANAGEMENT

Supply chain management (SCM) is the management of the flow of goods and services. It includes the movement and storage of raw materials, work-in-process inventory, and finished goods from point of origin to point of consumption.



CONCLUSION

❑ A brand is an asset of the organization , thus designing the brand plan strategically is very crucial for effective Pharmaceutical Marketing.

❑ It is used by a business to create a particular image of itself in the minds of the current and the potential customers.