

**Summer Training at  
Micro Labs Ltd.(International Division),  
Gurgaon**

**Overview of the Functional Areas of a Pharmaceutical Organization – A  
Case Study of Micro Labs, Gurgaon**

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**Under the guidance of  
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**MBA Pharmaceutical Management  
2015-2017**



**The IIHMR University, Jaipur  
2016**

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. Vrinda Mathur** student of MBA Pharmaceutical Management (MBA-PM-07) from the IIHMR University, Jaipur has undergone Summer Training at **Micro Labs Ltd(International), Gurgaon** from 11.04.2016 to 21.05.2016.

The Candidate has herself completed the project assigned to her during summer training. Her approach to the project was sincere and proactive. This summer training is partial fulfillment of the course requirement recommended for the award of MBA in Pharmaceutical Management.

I wish her all success in all her future endeavors.



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### **TO WHOM IT MAY CONCERN**

This is to certify that Ms. Vrinda Mathur D/o Mr. Y.P Mathur, a student of IIHMR University has successfully completed 06 weeks (From 11<sup>th</sup> April – 21<sup>st</sup> May'2016) Summer Training programme at Micro Labs Ltd., Gurgaon (International Division), under the guidance of Mr. Akshat Sharma (Manager- International Marketing).

During the period of her training programme with us, she was found punctual, hardworking, committed, has good learning skills and accomplished the assigned task.

We wish her success in life.

Authorized Signature

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## **ACKNOWLEDGEMENT**

The satisfaction and euphoria that accompany the successful completion of the project would be incomplete without the mention of the people who made it possible.

First of all, I express my sage sense of gratitude and indebtedness to **Mr. Tavinder Jit Singh Vasudeva, Micro Labs Ltd (International Division)**. I would like extend my sincere and heartfelt thanks to sir for providing me an opportunity learn and develop professionally.

I would also like to express my deep sense of gratitude to **Mr. Akshat Sharma , Manager International Marketing , Micro Labs Ltd**. I am greatly indebted to him for providing his valuable guidance at all stages of the internship, his advice, constructive suggestions, positive and supportive attitude and continuous encouragement, without which it would have not been possible to complete the project.

To place on record, I owe a debt of gratitude to **Dr. Sandeep Narula, Associate Professor, IIHMR University** for grooming me and for the inspiration needed to work with dedication and motivation throughout as an Intern at Micro Labs Ltd (International Division)

I hope that I can build upon the experience and knowledge that I have gained and make a valuable contribution towards the industry in coming future.

Last but not the least I am also thankful to all those who have directly or indirectly rendered help in completion of my summer internship.

**VRINDA MATHUR**

## **COMPANY PROFILE**

Micro Labs Limited is a multi-faceted healthcare organization with a proficient marketing team, state-of-the-art manufacturing facilities and R&D center's that are at par with international standards.

Micro Labs is composed to achieve unparalleled status in the global pharmaceutical industry. Micro Labs Private Limited was founded in 1973 at Madras (now known as Chennai) by Mr. G C Surana. Micro Labs too had a modest beginning with the manufacturing of ethical pharmaceutical preparations.

The glittering stars of the company are 13 oral formulation plants including an injectable unit; a bulk drug facility, offices located overseas, and a strong distribution network. Company's marketing efforts span into 14 divisions, with each division specialized to cater to various therapeutic segments.

Micro Labs has been in a continuous stage of growth ever since it's founding years and continues to chart its course as a leader in the global pharmaceutical vertical.

Latin America, North America, East Europe, and North Africa , East Africa are locations where the company is raising its flag.

Mr. Tavinder Jit Singh's perseverance and leadership is going to take Micro Labs Gurgaon, from its modest start to its eventual success as a leading name and a shining star in the international business of Micro Labs Ltd.

## WEEKLY OBJECTIVES

| Weekly Objectives         |                                              |                                                                                                                                                                                                                                                                                                                                                       |
|---------------------------|----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Weeks</u>              | <u>Project Name</u>                          | <u>Sub- objectives</u>                                                                                                                                                                                                                                                                                                                                |
| Week 1 ( 11Apr- 16Apr)    | <b>HR overview of the organization</b>       | <ul style="list-style-type: none"> <li>• <b>Basics of organizational behavior</b> – corporate etiquettes , do's and don'ts of Workplace , Net-etiquettes</li> <li>• of marketing manager</li> </ul>                                                                                                                                                   |
|                           | <b>KOL Engagement</b>                        | <b>Brand loyalty club invitations</b>                                                                                                                                                                                                                                                                                                                 |
| Week 2 ( 18 Apr – 22 Apr) | <b>Marketing Project 1 (Pain management)</b> | <b>Therapy overview</b> <ul style="list-style-type: none"> <li>• Physiology of pain , its types , causes .</li> <li>• Usage of molecules in pain management</li> <li>• Product background studies for NSAID's</li> </ul>                                                                                                                              |
| Week 3 ( 25 Apr- 30Apr)   |                                              | <ul style="list-style-type: none"> <li>• Comparative studies of Aceclofenac and Mefenamic acid over others</li> </ul> <b>Secondary market research –</b> <ul style="list-style-type: none"> <li>• competitor analysis</li> <li>• research on communications by the competitors</li> </ul> <b>Questionnaire designing</b><br><b>Survey of chemists</b> |
| Week 4 ( 2 May – 7 May)   |                                              | <b>Medico-marketing</b> <ul style="list-style-type: none"> <li>• preparation of <b>visual aid for aceclofenac and mefenamic acid</b></li> </ul>                                                                                                                                                                                                       |
|                           | <b>Marketing Project 2 ( Ophthalmology)</b>  | <b>Therapy Overview</b> <ul style="list-style-type: none"> <li>• Ocular anatomy</li> <li>• Physiology of indications of eye</li> <li>• Usage of molecules- prostaglandin analogs in glaucoma</li> <li>• Comparative studies – Bimatoprost , Latanoprost , Travoprost.</li> </ul> Brief overview of diagnostic tools and their brands                  |
| Week 5 ( 9 May – 13 May)  |                                              | <b>Medico marketing –</b> <ul style="list-style-type: none"> <li>• Visual aid development</li> <li>• USP's of travoprost</li> </ul> <b>Questionnaire designing</b> for chemists and doctors<br><b>Survey of Chemists</b>                                                                                                                              |
|                           | <b>Supply Chain Management</b>               | <ul style="list-style-type: none"> <li>• Production planning and control</li> <li>• MRP</li> <li>• Physical distribution and logistics of finished products and promotional inputs like gifts.</li> </ul>                                                                                                                                             |

## **INTERNSHIP SUMMARY**

The summer internship at Micro Labs, Gurgaon spanned for duration of 6 weeks, starting from the 11<sup>th</sup> of April 2016 which has provided me with the best of knowledge and a robust understanding of the Pharmaceutical marketing vertical. During the internship I have made significant learning's which were very insightful and I look forward to equip myself and the industry with the key learning's made here.

There were various important projects I worked upon and gained valuable knowledge of how marketing activities are carried out.

The projects are as follows:

### **I. Human Resource Overview of the Organization**

The work organizations are also described as authoritatively co-ordinated human enterprises. There are certain important HR policies which are to be followed in these enterprises. The two of them which are mentioned below were briefly understood.

#### **A. Basics of Organizational behavior**

The basics consist of the following different etiquettes for professionals which are meant to be inducted in the work culture:

1. **Corporate etiquettes**
2. **Do's and Don'ts of a workplace**
3. **Net-etiquettes**

#### **B. Key Responsibility Area's**

A brief understanding of what is KRA's and how they form a part of the appraisal system. KRA's are the areas where a quantitative result will assist in the achievement of the set objectives or goals. I prepared the KRA's for a marketing manager.

### **II. Marketing Project 1 – Pain Management**

This project comprises of the understanding of the pain management and the following were the accomplishments:

#### **A. Brand Plan Understanding**

A brief about what is a brand, the brand elements and how a brand plan is formed was learnt. Also how a strategic brand plan is made and successfully followed was understood.

## **B. Therapy Overview**

### **1. Executive Summary**

In this the physiology of pain, the types of pain and its causes were studied.

### **2. Marketing aspect of the disease.**

In this I studied and understood the usage of drug molecules in the treatment of acute and chronic pain.

### **3. Product Background**

- I understood and studied the usage of a) aceclofenac and b) mefenamic acid in the treatment of acute or chronic pain.
- I also worked on the comparative studies of these drugs from which I made some inferences.
- These inferences helped in the development of the USP's of the molecules

## **C. Secondary Market Research –**

In this I worked on the following sub-objectives:

### **1. Competitor Analysis –**

An analysis of competitors of molecules –

a) **Aceclofenac**

b) **Mefenamic acid was done.**

### **2. Secondary research on marketing communications and strategies of competitors for the above mentioned molecules.**

## **D. Primary Market Research –**

The following were the sub-objectives upon which I worked and learnt the importance of primary market research after secondary market research :

### **1. Questionnaire designing for chemists and doctors**

### **2. Survey of chemists**

One day of field work was done doing the survey of chemists which was based on pain management to get an actual exposure of the market scenario of the molecules.

## **E. Medico marketing and KOL engagement**

This includes preparing the positioning strategies of the brand, preparation visual aids, campaign, and the unique selling propositions of the brand.

1. **USP's of Aceclofenac and Mefenamic acid**
2. **Visual aid preparation**
  - a) **Aceclofenac**
  - b) **Mefenamic acid**
3. **Promotional mix, its usage and application.**

In this I learnt about what promotional mix is and how 4 P's of marketing are used and applied in developing strategic marketing plans.
4. **KOL Engagement**

Under this, I worked on quoting brand loyalty club invitations for the physicians. Also I understood what brand loyalty is and how customer value is proposed.

### **III. Marketing project 2 – Ophthalmology**

The second marketing project which I carried out was ophthalmology and I made the following valuable understandings out of this project:

#### **A. Therapy Overview**

1. **Understanding of ocular anatomy.**
2. **Physiology of indications of eye**
3. **Usage of molecules – prostaglandin analogs in glaucoma**
4. **Comparative studies of prostaglandin analogs – bimatoprost, latanoprost, travoprost**

#### **B. A brief overview of the diagnostic tools used and their brands.**

#### **C. Secondary Market Research –**

1. **Competitor Analysis –**

An analysis of competitors of Travoprost was done.

#### **D. Primary Market Research**

1. **Questionnaire designing for chemists and doctors**
2. **Survey of chemists.**

**E. Medico marketing**

1. USP's of Travoprost
2. Visual aid development of Travoprost.

**IV. Supply Chain Management**

I also got an opportunity to learn what supply chain is all about and I briefly understood the following concepts:

**A. Production planning and control**

**B. MRP**

**C. Physical distribution of finished products and promotional inputs like gifts.**

My overall experience here was overwhelming and filled of knowledge and encouragement to work further. I am blessed to get an opportunity to work on such important and robust assignments.

# **KEY LEARNINGS**

## **I. Human Resource Overview of the Organization**

Human Resource Management, the management of work and people towards desired ends, is a fundamental activity in any organization in which human beings are employed. HRM is an inevitable consequence of starting and growing an organization.

To make the best use of an organization's human resources, it is necessary to manage not only its people but also the corporate structure and culture.

Therefore, to maintain a motivated work culture the basics of organizational behavior need to be inducted in these organizations. Thus the first and the foremost thing after entering an organization is to get acquainted and adapted to the corporate etiquettes, the net-etiquettes and the do's and don'ts of a work place.

### **A. BASICS OF ORGANIZATIONAL BEHAVIOR**

**Etiquettes** - Etiquette refers to guidelines which control the way a responsible individual should behave in the society.

#### **Need for Etiquettes –**

- Etiquette enables the individuals to earn respect and appreciation in the society.
- No one would feel like talking to a person who does not know how to speak or behave in the society.
- Etiquette inculcates a feeling of trust and loyalty in the individual.
- One becomes more responsible and mature. Etiquette helps individuals to value relationships.

#### **A. Corporate Etiquettes**

- Corporate Etiquette refers to set of rules an individual must follow while working in an organization.
- One must respect his organization and maintain the decorum of the place.
- Corporate Etiquette refers to behaving sensibly and appropriately at the workplace to create an everlasting impression.
- It is important to behave well at the workplace to earn respect and appreciation.

## B. d r

- Never adopt a casual attitude at work.
- Don't peep into other's cubicles and workstations.
- Put your mobile phone in the silent or vibrating mode at the workplace.
- Put your hand phone in the silent or vibrating mode at the workplace.
- It is bad manners to sneeze or cough in public without covering your mouth.
- Don't open anyone else's notepads registers or files without his permission.
- Popping chewing gums in front of co-workers is simply not expected out of a professional.
- Stay away from nasty politics at the workplace. Avoid playing blame games.
- Keep your workstation clean and tidy. Put a label on top of each file to avoid unnecessary searching.
- Never criticize or make fun of any of your colleagues. Sit with your colleagues, discuss issues face to face and decide on something which is mutually acceptable.
- Take care of your pitch and tone at the workplace.
- Never attend meetings or seminars without a notepad and pen. Wait for your turn to speak.
- Communicate through written modes of communication preferably through emails.
- Discipline must be maintained at the workplace. Be punctual.
- No organization likes to have a shabbily dressed employee.
- Don't pass lewd comments to any of your fellow workers.
- While having lunch together, do not start till the others have received their food. Make sure your spoon and fork do not make a clattering sound.
- Respect your fellow workers and help them whenever required.
- It is unethical to share confidential data with external parties and any other individual who is not related to the organization.
- Taking any office property back home is equivalent to stealing.
- Make sure you turn off the monitor while you go out for lunch or tea breaks. Switch off the fans, lights, printer, fax machine, scanner before you leave for the day.
- Don't bring your personal work to office.
- Park your car at the space allocated to you.
- Never ever drink while you are at work. Smoke only at the smoking zones.
- Do not leave the restroom with taps on.
- Female Employees should stick to minimal make up.

## C. Netiquettes (Network + Etiquette)

Netiquette also called **Internet Etiquette** refers to a set of rules an individual needs to follow while communicating through mails, writing blogs, sharing views on online portals or any other online forum.

Some basic netiquettes are:

- Make sure you reply to all your mails. Don't add members just for the sake of it. Don't send mails to individuals who have nothing to do with your information. It is a sheer waste of yours as well as their time.
- Don't write anything in your mail which might you fall back on. Read your mail twice before hitting the send button.
- Employees should not open illegal or porn sites at workplace. Read carefully the terms and conditions before opening any website. Do not open any site which might harm your office computer.

- Take care of spelling errors, punctuation marks and grammar. Wrong spellings irritate the readers. Be polite and soft in your communication.
- Avoid using short forms or abbreviations in official mails.
- It is important to respect other's privacy. Don't check anyone's mails in his absence.
- The mail meant for a particular individual should be marked only to him. Do not mark anyone else in bcc. Communicate with him in private.
- Use words like "regards", "thanks", "yours sincerely" to close your mails.
- Avoid attaching heavy files to your mail.
- Do not upload objectionable photographs in any networking site.
- Respect the other person's views while sharing information on various online forums.
- Start your mail with formal greetings.
- Format your emails correctly. Justify your text.
- Keep all related members in loop. Do mark a blind copy to your reporting boss for him to know what you are up to?
- All official emails must have signatures at the bottom. Your signature should include your name, your company's name and designation and contact details. Make sure your signatures do not have incorrect information.

## **B. KEY RESPONSIBILITY AREAS**

Key responsibility areas refer to general areas or outcomes or outputs for which a role is responsible. A typical role targets three to five KRA's.

Key responsibility area is a strategic factor either internal to the organization or external where strong positive results must be realized for the organization to achieve its strategic goals and therefore move toward realizing the organization's longer term vision of success.

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 | Succesful launch of New Products                  | 1 Mark |

## II. MARKETING PROJECT 1 – PAIN MANAGEMENT

This project comprises of the understanding of pain management and following were the sub – learning's:

### A. Brand Plan Understanding:

A brand is seen as one of its company's most valuable assets. It represents the face of the company, the recognizable logo, slogan, or mark that the customer associates with the company.

A company's brand carries with it a monetary value in the stock market (if the company is public), which affects stockholder value as it rises and falls.

To create a brand, the company should be able to choose the following elements

1. Name
2. Logo
3. Symbol
4. Package
5. Design
6. Other attributes

Elements used to express/represent and identify/differentiate the brand are known as brand elements. The consistent use of Brand Elements in all marketing programs helps communicate the Brand Character to the marketplace.

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.

A brand strategy is a formal brand plan used by a business to create a particular image of itself in the minds of current and potential customers.

It is the cycle of creating the brand consists of the following steps in order to successfully build a brand :

1. **The executive summary** – This summary consists of the brief overview and introduction to the brand plan.
2. **Marketing Aspects of the Disease-** Before the development of the brand or the product , all the aspects related to the disease are studied which includes the pathophysiology of the disorder , its epidemiology facts also its diagnosis and the various treatment option for the studies.
3. **Product background** - This includes all the attributes related to a product which are the pharmacological characteristics of the product , its patents registered and also the key clinical study results are analyzed in alliance with the comparative studies between the drug product and the other molecules of the same class of drugs.
4. **Target market** : This aspect of brand plan includes the following points –
  - Market Definition
  - Market volume
  - Market potential
  - Regulatory aspects
  - Market research results.
5. **SWOT analysis** – The strengths , weaknesses , opportunities and threats analysis is done of the company and the product/ brand .
6. **Commercial Goals and Financial forecasting** – This aspect is planned in two parts :

Quantitative Objectives – This includes the forecasting that how much sales will be achieved of the product.

Qualitative Objectives – This includes as to how the targeting would be done, how the brand would be positioned in the market and how the brand would create its customer value .
7. **Positioning / Product story / Unique Selling Propositions.** – This includes the designing and preparing the positioning strategies of the brand , the product story to be detailed to the customers through visual aids, campaigns , leave behind leaflets ,promotional inputs and gifts , the unique selling propositions of the brand
8. **Branding Guidelines** – This includes carving out the brand elements which include the brand name , logo , its typography , its images , the visual aids .
9. **Target Group** – Target group defines the target physicians, the key opinion leaders, the patients who are targeted , the pharmacists , the paramedical and the distributors.
- 10 **Pricing Strategy** – The competitors pricing , the average price of the product if it is an existing one , the psychological pricing , the skimming process ,the predatory pricing , the introductory pricing is studied.

11. **Packaging** – the packaging of the product is important. The design of the product package is made and the material is designed.

12. **Budget** – Planned Marketing and Sales Investment: It includes the budget planning of marketing activities and also the costing of the planned activities.

13. **The profit & loss accounts** – the budgeting process is carried for the product, its profit and loss account is created.

## **B. THERAPY OVERVIEW**

### **1. Executive Summary –**

In this the physiology of pain, its types and causes were studied

Pain is defined as an unpleasant sensory and emotional experience associated with actual or potential tissue damage.

It is a complex experience consisting of a physiological and a psychological response to a noxious stimulus. Pain is a warning mechanism that protects an organism by influencing it to withdraw from harmful stimuli; it is primarily associated with injury.

#### **➤ Types of Pain**

Pain is classified according to its severity, its types and its duration.

☐ According to its severity it is described as follows :

- Mild
- Moderate
- Severe

☐ According to its type it is described as follows :

- Nociceptive pain - Pain that is caused by direct stimulation of specific receptors ( Nociceptive) which are free nerve endings located in the skin, muscle, joints , bone and the viscera.
- Inflammatory pain- Pain that is not caused by direct stimulation of Nociceptive receptors but caused due to certain injury or inflammatory processes.
- Neuropathic pain.-- Pain in which activation of neural plasticity plays an important role. This is caused due to certain neural activity in the brain

☐ According to its duration it is described as follows :

- Acute pain

- Chronic pain

➤ **Causes of Pain**

There can be many causes for pain:

- ✓ **Inflammatory pain** could also be caused due to injury leading to bruises in the skin tissue and formation of wounds and could result in flares which would generate nociceptive pain. Some other causes of inflammatory pain could also be ulcers in the skin membrane or membrane lining the cells. All disorders which lead to inflammation causes inflammatory pain . Inflammation is reported in disorders like rheumatoid arthritis,gout, muscle ruptures or sprain injuries etc.
- ✓ **Nociceptive pain** is described as the acute pain sensation which is caused due to several factors :
  - arthritis
  - Gout
  - Back pain
  - Joint pain
  - Muscle rupture
  - Headaches
  - Rheumatoid arthritis
  - Osteoarthritis
  - Fibromyalgia
  - Bone fractures
  - Myofacial pain
  - Burns
  - Certain heart disorders can also cause nociceptive pain – myocardial infarction , ischaemic colitis.
  - Obstructions in the bile duct, gall bladder, ureter, kidney or urinary bladder which are due to adhesions or impacted stones.
- ✓ **Neuropathic pain** – it is caused when nerve fibres gets damaged or become dysfunctional or injured due to which there is a change in the nerve fibre. The various causes of neuropathic pain are :
  - Alcoholism
  - Amputation
  - Chemotherapy

- Diabetes
- Facial nerve problem
- AIDS or HIV infection
- Multiple Sclerosis
- Spine surgery.

## 2. Marketing aspect of the disease

In this I studied and understood the usage of drug molecules in the treatment of acute and chronic pain.

Three classes of drugs were studied in brief and their usage in the treatment of acute or chronic pain which are as follows:

1. Non-steroidal anti-inflammatory drugs
2. Opioid analgesics
3. Glucocorticoids.

Nonsteroidal anti-inflammatory drugs ( NSAID'S) are a drug class that groups together drugs that provide

1. analgesic (pain-killing)
2. antipyretic (fever-reducing) effects,
3. in higher doses, anti-inflammatory effects.

NSAIDs act by inhibiting cyclo-oxygenase-1 (COX-1) and COX-2 enzymes, which are involved in prostaglandin synthesis, resulting in their analgesic, anti-inflammatory, and antipyretic effects

Among NSAID's two major classes were studied in brief which are

- a) Acetic acid derivatives (Aceclofenac)
- b) Fenamates ( Mefenamic Acid)

NSAIDs are generally used for the symptomatic relief of the following conditions:

- Osteoarthritis
- Rheumatoid arthritis
- Mild-to-moderate pain due to inflammation and tissue injury
- Low back pain
- Tennis elbow
- Headache

- migraine
- Acute gout
- Dysmenorrhea(menstrual pain)
- Postoperative pain
- Pyrexia(fever)

Opioid Analgesics - The drugs used to alleviate moderate to severe pain are either opiates ( derived from the opium poppy) or opiate – like ( synthetic drugs) . These drugs are together called as opioids.

Opiates : morphine , codeine

Opiate like : fentanyl , meperidine , methadone, tramadol

Opioid analgesics, also known as narcotic analgesics, are pain relievers that act on the central nervous system.

Glucocorticoids - Glucocorticoids are a class of steroid hormones. These are those cortico- steroid hormones which have effects on carbohydrate,protein , and fat metabolism. The major effect of glucocorticoids except metabolism is the inflammatory response. These are given in the treatment of acute pain and chronic pain.Also used for anti –inflammatory effects in arthritis , asthma and inflammatory bowel disease. The classification is as follows:

☐ **Short Acting –**

- Hydrocortisone

☐ **Intermediate Acting –**

- Prednisolone
- Methylprednisolone
- Triamcinolone

☐ **Long Acting –**

- Dexamethasone
- Betamethasone

### 3. Product background

#### a) *Aceclofenac* –

1. Aceclofenac is a non-steroidal anti-inflammatory drug (NSAID) analog of Diclofenac – an acetic acid derivative.
2. It is used for the relief of pain and inflammation in rheumatoid arthritis, osteoarthritis and ankylosing spondylitis.
3. The dose is 100 mg twice daily.
4. It is contraindicated in patients with severe ulcers, gastrointestinal bleeding and hypersensitivity.

The benefits of action of aceclofenac are as follows:

1. Reduced joint inflammation
2. Improves mobility
3. Decreased duration of morning stiffness
4. Decreased pain intensity
5. Reduces pain severity
6. Improves functional capacity of joints like knee

The side effects are Diarrhoea, Nausea, Headache, Indigestion, Heartburn, Abdominal pain, Flatulence. It is also contraindicated in gastrointestinal bleeding, ulcers and hypersensitivity.

Clinical Findings of Aceclofenac –

1. In large trials of 2-6 months, Aceclofenac significantly reduced pain & improves functional capacity & mobility in the following disease – a) osteoarthritis b) rheumatoid arthritis c) ankylosing spondylitis.
2. It also reduced inflammation in patients.
3. Use in Osteoarthritis - Its significant efficacy is reported in osteoarthritis and is also has better patient compliance.
4. Use in Rheumatoid arthritis – It showed greater improvement in hand grip strength. Adverse GI events were reportedly less with aceclofenac.
5. Use in Dental pain – The analgesic efficacy as single doses of 100mg has been assessed in patients with moderate to severe tooth pain & in extraction of impacted third molars. It is more efficient in controlling pain when administered before surgery.

## **b) Mefenamic Acid**

Mefenamic acid is an analgesic, antipyretic and a weaker anti – inflammatory drug which inhibits COX as well as antagonizes certain actions of prostaglandins. It exerts peripheral and central analgesic action.

### **MEDICAL USES -**

1. It is primarily used as analgesic in muscle , joint and soft tissue pain.
2. It is also quite effective in dysmenorrhea , menorrhagia and maybe useful in some cases of rheumatoid arthritis and osteoarthritis.

Its adverse effects are diarrhoea , epigastric distress , skin rashes , dizziness , haemolytic anaemia.

Mefenamic acid inhibits the enzymes cyclooxygenase (COX)-1 and COX-2 and reduces the formation of prostaglandins and leukotriene's.

The menstrual pain is thought to be due to increased abnormal uterine activity and uterine ischemia( a decreasing or ineffective blood supply to the uterus) , & is probably induced by the release of PGF<sub>2</sub>alpha and PGE<sub>2</sub>.

Thus mefenamic acid is used to treat menstrual pain by inhibiting prostaglandin synthetase.

The dosage for mefenamic acid is as follows :

- Usual Adult Dose for Pain  
500 mg orally followed by 250 mg every 6 hours as needed
- Usual Adult Dose for Dysmenorrhea  
500 mg orally followed by 250 mg every 6 hours starting with the onset of menses
- Usual Pediatric Dose for Pain  
14 to 18 years: 500 mg orally followed by 250 mg every 6 hours as needed, not to exceed 7 days

### **➤ COMPARATIVE STUDIES OF THE DRUGS**

| <b>Acetoclofenac</b>                                                                                                      | <b>Ibuprofen</b>                                              | <b>Celecoxib</b>                       | <b>Acetaminophen</b> | <b>Diclofenac</b> | <b>Piroxicam</b> |
|---------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|----------------------------------------|----------------------|-------------------|------------------|
| <b>1.In clinical studies 76% of the patient who take acetoclofenac showed improvement in osteoarthritis of knee joint</b> | <b>1.With ibuprofen only 64% patients showed improvements</b> |                                        |                      |                   |                  |
| <b>2.The chronic intake or utilization of</b>                                                                             |                                                               | <b>2.Celecoxib is more hepatotoxic</b> |                      |                   |                  |

|                                                                                                                                                                                                                                                                                                   |  |                                                                |                                                                                                                                                  |                                                                                                                                                                                 |                                              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|----------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|
| higher doses of Celecoxib and Aceclofenac lead to fatty liver changes . The studies reveal that aceclofenac is less hepatotoxic in therapeutic doses.                                                                                                                                             |  | than aceclofenac and shows more pronounced fatty liver changes |                                                                                                                                                  |                                                                                                                                                                                 |                                              |
| 3.Clinical studies on patients with symptomatic OA of knee showed greater improvement in pain and functional capacities with aceclofenac.                                                                                                                                                         |  |                                                                | 3.Acetaminophen showed less efficacy and improvement in pain and functional capacity of the knee joints in patients with symptomatic OA of knee. |                                                                                                                                                                                 |                                              |
| 4.With aceclofenac greater improvement in knee movement and reduced pain movement was shown. It is significantly more effective than diclofenac in improving knee flexion . Also it has fewer GI adverse effects and is well tolerated. It is a superior and effective analgesia than diclofenac. |  |                                                                |                                                                                                                                                  | 4.It shows less improvement in complete knee movement than aceclofenac. It is also less effective in improving knee flexion .Has poor tolerability and more GI adverse effects. |                                              |
| 5.Therapeutically more efficacious and well tolerated NSAID                                                                                                                                                                                                                                       |  |                                                                |                                                                                                                                                  |                                                                                                                                                                                 | 5.Compared to aceclofenac , less efficacious |

|                                                |  |  |  |  |                                        |
|------------------------------------------------|--|--|--|--|----------------------------------------|
| alternative in the treatment of osteoarthritis |  |  |  |  | therapeutically in the treatment of OA |
|------------------------------------------------|--|--|--|--|----------------------------------------|

## C. Secondary market research

In this I worked on the following sub objectives:

### 1. Competitor Analysis :

This includes the analysis of competitors of the drugs and also include the secondary research on marketing communications and strategies of competitors.

#### a) Competitors of aceclofenac

| 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      |

***b) Competitors of Mefenamic Acid***

| S.NO | NAME         | STRENGTH | COMPANY                 |
|------|--------------|----------|-------------------------|
| 1.   | MEFTAL TAB   | 250mg    | BLUE CROSS LABORATORIES |
| 2.   | MEFTAL TAB   | 500mg    | BLUE CROSS LABORATORIES |
| 3.   | PONSTAN TAB  | 250mg    | PFIZER                  |
| 4.   | PONSTAN TAB  | 500mg    | PFIZER                  |
| 5.   | PONSTAN SUSP | 50mg/5ml | PFIZER                  |
| 6.   | MEFLUP TAB   | 250mg    | LUPIN                   |
| 7.   | MEFLUP TAB   | 500mg    | LUPIN                   |
| 8.   | MEFTAL-P TAB | 100mg    | BLUE CROSS LABORATORIES |

**D. Primary Market research –**

The following were the sub- objectives upon which I worked and learnt the importance of primary market research after secondary market research.

Primary market research is tailored to a company's particular needs and is conducted by the company or by the outsourced company. Focus groups, surveys, interviews and observation are examples of primary market research.

**1. Designing of questionnaire for the survey of chemists and doctors**

A Questionnaire is a set of questions designed to generate the statistical information from a specific demographic needed to accomplish the research objectives. It is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents.

**a)      *Questionnaire for the survey of chemists:***

SHOP NAME -

SHOP ADDRESS

LOCATION

Q.1. Which is the highest selling drug molecule among the following in the treatment of acute pain ?

(Please tick the favorable answer)

a) Aceclofenac    b) Ibuprofen    c) Mefenamic acid

Q.2. Which is the highest and the most selling brand of Aceclofenac 100mg tablets?

Q.3. What is the retail price of the highest selling brand?

Q.4. What is the price to the retailer himself?

Q.5. How many tablets of it are being sold in a month?

**b)      *Questionnaire for the survey of doctors -***

**Q.1. Personal Information**

**a) Name –**

**b) Gender –**

**c) Location –**

**Q.2. In which disease indication, do you specialize?**

**Q.3. How many patients do you examine weekly?**

| 0-10 | 11 - 20 | 21- 30 | 31-40 | Above 40 |
|------|---------|--------|-------|----------|
|      |         |        |       |          |

**Q.4. Which is the leading cause of muscles, joints or soft-tissue pain?**

1 2 3 4 5

Likely ☐ ☐ ☐ ☐ ☐ Unlikely

( Please mark the indication 1 which is the most likely and suits best to your answer and 5 which is the most unlikely.)

| S.No |                        | 1 | 2 | 3 | 4 | 5 |
|------|------------------------|---|---|---|---|---|
| 1.   | Injury or Trauma       |   |   |   |   |   |
| 2.   | Rheumatoid arthritis   |   |   |   |   |   |
| 3.   | Ankylosing Spondylitis |   |   |   |   |   |
| 4.   | Osteoarthritis         |   |   |   |   |   |

**Q.5. Which is the leading molecule that is prescribed the most in the treatment of Rheumatoid arthritis?**

(Please tick the most favourable answer)

| S.No |             | Always | Frequently | Occasionally | Rarely | Never |
|------|-------------|--------|------------|--------------|--------|-------|
| 1.   | Ibuprofen   |        |            |              |        |       |
| 2.   | Celecoxib   |        |            |              |        |       |
| 3.   | Aceclofenac |        |            |              |        |       |
|      |             |        |            |              |        |       |

**Q.6. Which is the leading molecule that is preferred the most which is given in the treatment of mild-moderate acute pain?**

(Please tick the most favourable answer)

| S.No |                | Prefer most | Neutral | Prefer Least |
|------|----------------|-------------|---------|--------------|
| 1.   | Ibuprofen      |             |         |              |
| 2.   | Aceclofenac    |             |         |              |
| 3.   | Mefanamic Acid |             |         |              |

**Q.7. Which more preferred?**

a) Monotherapy of NSAID's .

(Please tick the most favourable answer)

| Prefer most | Neutral | Prefer least |
|-------------|---------|--------------|
|             |         |              |

b) Combination of drugs used in pain management.

(Please tick the most favourable answer)

| Prefer most | Neutral | Prefer least |
|-------------|---------|--------------|
|             |         |              |

**Q.8. Out of acetic acid derivatives class of Non – selective COX inhibitors, which molecule do you prescribe the most?**

(Please tick the most favourable answer)

| S.No |              | Prefer most | Neutral | Prefer Least |
|------|--------------|-------------|---------|--------------|
| 1.   | Aceclofenac  |             |         |              |
| 2.   | Diclofenac   |             |         |              |
| 3.   | Indomethacin |             |         |              |

**Q.9. Which brand comes to your mind first when you think of prescribing Aceclofenac 100mg?**

**Q.10. Indicate on the scale below , how much are you satisfied by the above brand keeping in mind patient compliance.**

(Please tick the most favourable answer)

| Completely Satisfied | Somewhat Satisfied | Neutral | Somewhat dissatisfied | Completely dissatisfied |
|----------------------|--------------------|---------|-----------------------|-------------------------|
|                      |                    |         |                       |                         |

## 2. Survey of Chemists –

The field work comprising of getting the survey forms filled was completed in areas of Yusuf Sarai, New Delhi and in Sector-76, Noida, UP with the following objectives

- To know which is highest selling drug molecules in the indications in the Treatment of acute pain or chronic pain
- To know about the highest selling brand of Aceclofenac
- To know the retail price of the drug and the price to the retailer.
- Also to know about the no. of strips being sold in a months.

### **RESULTS**

Total chemists surveyed was 10 chemists and following are the results

- Out of 10 chemists , seven said the highest drug molecule sold in the treatment of acute pain was aceclofenac and 3 reported that it was mefenamic acid while two said it is ibuprofen.
- The highest selling brand of aceclofenac was Zerodol from IPCA laboratories followed by Hifenac from Intas Pharma which was inferred from the survey results
- The retail price of Zerodol is Rs.28.50 for 10 tablets
- The retailer gets 20% discount on each strip of 10 tablets
- Since the chemist shops surveyed in the areas of Yusuf Sarai are near to the hospitals like AIIMS and Safdarjung Hospital, therefore approximately 90- 100 strips of Zerodol and 60-70 strips of Hifenac are being sold in a month.

## **E. MEDICO MARKETING AND KOL ENGAGEMNT**

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

In this I prepared the unique selling propositions of aceclofenac , preparation of visual aids , campaigns

## **1. USP's of Aceclofenac and Mefenamic Acid**

### ***a) For Aceclofenac –***

- 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.

### ***b) For Mefenamic acid***

- Mefenamic acid exerts peripheral as well as central analgesic action.
- It produces analgesia within 2 hours with better therapeutic efficacy than other NSAID's.
- Helps in lower back pain and inflammation.
- It alleviates dysmenorrhea and reduces blood loss during the menstrual cycle .
- It inhibits prostaglandin synthetase , in turn inhibits the release of prostaglandins and ceases the pain sensation

## **2. Visual aid preparation for aceclofenac and mefenamic acid**

Visual aid is an important tool for the promotion of a product. It is a short, crisp, memorable story of the product. It is the promotional tool used extensively by the medical representatives for the efficient detailing of the product/drug molecule to the physician.

It includes the following necessary information:

- Composition of the product
- Key features of the product.
- Clinical studies that support the USP's
- Indications
- Unique selling propositions of the product.

a) *Visual aid prepared for aceclofenac*

**ALL DAY PAIN , AND ALL DAY IN VAIN ?**

**WITH ACE2FAST , AVOID PAIN !!**



In

- Acute inflammatory pain
- Rheumatoid arthritis
- Osteoarthritis
- Ankylosing Spondylitis

**ACE2FAST**  
Aceclofenac 100mg tablets

**A superior analgesic – A superior Win**



- ✓ Produces analgesia in 1.5 hours and gets rapidly absorbed .  
(Ref – Drugs, July 1996, Volume 32 , Issue 1, pp 113-124, Aceclofenac)
- ✓ Less reported GI adverse effect compared to other NSAID's.  
(Clin Rheumatol 1993 Nov;14(6) : 636-62)
- ✓ Superior & effective analgesic than ibuprofen in osteoarthritis of knee joint.  
(Ref- Annals of Medicine & Healthcare Research ;2009, p236)
- ✓ Reduces joint inflammation and improves mobility.
- ✓ Aceclofenac suppresses the production of PGE2 at the site of inflammation.  
(Ann Rheum Dis 2006 Aug;65(8):998-1003.Epub 2006 Feb 13)

*b) Visual aid for mefenamic acid*

**WISHING FOR A PAIN FREE DAY ?**

**MEFALGESIC SHOWS YOU THE RIGHT WAY!**



**REASSURING FOR A HAPPIER DAY**



In

- Mild , moderate pain in muscles , joints and soft tissue.
- Dysmenorrhea
- Menorrhagia

**MEFALGESIC**  
Mefenamic acid 500mg tablets

**Hit the pain; right in the place!!**



- ✓ Mefenamic acid exerts peripheral as well as central analgesic action.  
(Ref - mefenamic acid C15H13NO2 - PubChem)
- ✓ It produces analgesia within 2 hours with better therapeutic efficacy than other NSAID's.
- ✓ Helps in relieving lower back pain and inflammation.  
(Ref - mefenamic acid C15H13NO2 - PubChem)
- ✓ It alleviates dysmenorrhea and reduces blood loss during the menstrual cycle .  
(Ref- Am J Obstet Gynecol.1992 May ;166(5):1419-28.)
- ✓ It inhibits prostaglandin synthetase, in turn inhibits the release of prostaglandins and ceases the pain sensation.  
(Ref - mefenamic acid C15H13NO2 - PubChem)

### **3. Promotional mix and its usage and application**

The promotional mix is one of the 4P's of the marketing mix. It consists of public relations, personal selling, advertising and sales promotion.

The marketing plan is focused on the target market and is made up of four key elements. These four elements are also known as 4P's of marketing. One P is called the promotional mix.

It is used as a tool to communicate to the target market and produce organizational sales goals and profits.

Marketing mix is used to describe the different kinds of choices organizations have to make in the whole process of bringing a product to the market. The 4 P's is one way – probably the best known way of defining the marketing mix.

The 4 P's are:

- Product
- Place
- Price
- Promotion

For effective marketing strategy development, the marketing mix has a versatile application and the 4P's of marketing are necessary to be analyzed before any strategy is made.

The 4P's have now extended to three more and are known as 7 P's of marketing., which are as follows:

- Physical distribution
- Process
- People

### **4. KOL engagement**

Under this, I worked on quoting the brand loyalty club invitations for the physicians.

KOL Engagement -

As physicians strive to choose from a myriad of drug options for their patients, they often turn to fellow key opinion leading physicians for knowledge and advice on specific drugs. Key opinion leaders possess a unique credibility, as their validity often stems from years of industry experience and medical affiliations. KOL management and Customer Relationship Management enable organizations to better manage those important and often complex relationships through systems, processes, and procedures. Essentially, the goal of both customer and KOL management systems is to create and maintain lasting and mutually beneficial relationships.

## **LOYALTY CLUB LETTER OF INVITATION**

Dear Doctor,

Greetings from Micro Labs.

Celebrate Life's precious moments of good health with Micro Labs as you have treated many patients and provided good health with quality and affordable products of ours.

We appreciate your patronage and consistency in cooperation and providing us a platform to be a pacesetter in the Healthcare world.

### **III. MARKETING PROJECT 2 – OPHTHALMOLOGY**

The second marketing project which I carried out was of ophthalmology and I made the following valuable understanding out of this project .

#### **A. THERAPY OVERVIEW**

##### **1. Understanding of ocular anatomy**

- Vision is by far the most used of the five senses and is one of the primary means that is used to gather information from surroundings.
- More than 75% of the information is received about the world consists of visual information.
- The eye is often compared to a camera. Each gathers light and then transforms that light into a "picture."
- Just as a camera focuses light onto the film to create a picture, the eye focuses light with the help of a lens onto a specialized layer of cells, called the retina to produce an image.
- The eyeball is a spherical structure, about 2.5 cm (1 in) in diameter, set in a protective cone-shaped cavity in the skull called the orbit or socket.
- It is 7.5gms in weight
- The vision which this organ gives is known as the binocular vision.

The following anatomical parts of the eye were studied in brief

1. The accessory visual structures, also called as the protective structure of the eye. These are the eyebrows, eye lid , eye lashes and lacrimal apparatus.

2. The ocular protective coats which are conjunctiva , cornea , sclera , choroid , iris , and ciliary body also the vitreous chamber and the retina.
3. The optic disc and the optic cup. The extra ocular muscles were also studied.
4. Also the physiology of the blood supply to the eye.

## **2. Physiology of indications of the eye.**

There are various indications of the eye. The following disorders were overviewed in brief :

1. Age related macular degeneration
2. Cataract
3. Diabetic retinopathy
4. Glaucoma
5. Myopia
6. Hyperopia
7. Presbyopia
8. Astigmatism
9. Conjunctivitis
10. Blepharitis
11. Uveitis
12. Scleritis
13. Retinal vasculitis
14. Retinal detachment
15. Ocular hypertension

## **3. Usage of molecules – prostaglandin analogs in glaucoma'**

Prostaglandin analogs are the class of drugs used widely in open angle glaucoma to reduce the intra ocular tension. These drugs work by increasing the outflow of fluid from the eye.

The drugs included in this class are Bimatoprost , Latanoprost , Travoprost , Tafluprost , Unoprostone.

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

Mechanism of action of prostaglandin analogs –

- Low concentrations of PGF<sub>2</sub>alpha was found to lower intra-ocular tension without inducing ocular inflammation.

- It acts by increasing the uveoscleral outflow , by increasing the permeability of tissues in ciliary muscle or by an action on episcleral vessels .Trabecular outflow is also increased.

#### **a) Product Background – Travoprost**

Travoprost ophthalmic solution is a topical medication used for controlling the progression of glaucoma or ocular hypertension. It is a synthetic prostaglandin analog that works by increasing the outflow of aqueous fluid from the eyes.

It is given once daily and its dose is 40 microgram/ml .Studies have shown that travoprost works by reducing intraocular pressure and it also improves optic nerve head blood flow.

#### **Side effects –**

1. Blurred vision
2. Eyelid rashes
3. Permanently darken eye lashes
4. It may cause eye discomfort
5. May cause permanent darkening of the iris to brown
6. Temporary burning sensation during use
7. Thickening of the eyelashes
8. It may cause inflammation of the prostate gland, restricting urine flow.

#### **4. Comparative studies of prostaglandin analogs – bimatoprost , latanoprost , travoprost**

| <b>Travoprost</b>                                                                                                                                                                                                                                          | <b>Latanoprost</b>                                                                                                                                                                                                     | <b>Bimatoprost</b> |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 1. Clinical studies shows that between the two glaucoma medications , travoprost showed significantly less toxicity than latanoprost.<br>2.Travoprost provided a statistically and clinically significant reduction in IOP of 3.2mmHg for patients who had | 1.Latanoprost has shown to be the most toxic among the prostaglandin analogs.<br><br>2.Latanoprost was not able to reduce IOP and therefore due to its greater side effects and less reduction in the IOP , it is less |                    |

|                                                                                                                                                                                                                                                       |             |                                                                                                                                                                           |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| not been successfully treated with latanoprost monotherapy.                                                                                                                                                                                           | prescribed. |                                                                                                                                                                           |
| 3.Both the drugs bimatoprost and travoprost effectively lowered the IOP in patients with glaucoma and ocular hypertension.<br>4.Clinical studies also show that both drugs also resulted in the improvement of the central retinal artery blood flow. |             | 3.Bimatoprost also effectively lowered the IOP in patients with glaucoma.<br><br>4.Bimatoprost also resulted in the improvement of the central retinal artery blood flow. |

## **B. A brief overview of the diagnostic tools and their brands.**

The various instruments used for diagnosing the indications of the eye are :

1. Auto refractors.
2. Direct ophthalmoscopes
3. Indirect Ophthalmoscopes
4. Vision acuity charts.
5. LCD vision charts
6. Functional vision analyzer
7. Tonometer
8. Optical coherence tomography
9. Slit lamp microscopes.

The brands overview of the diagnostic tools are given below :

| <b>Screening Test</b>     | <b>Diagnostic Tool</b>                                | <b>Company</b>                          | <b>Price of the Diagnostic Tool</b> |
|---------------------------|-------------------------------------------------------|-----------------------------------------|-------------------------------------|
| a) Direct Ophthalmoscopy  | PocketScope Direct ophthalmoscope                     | Welch Allyn                             | Rs.3500                             |
|                           | HEINE BETA®200 S LED OPHTHALMOSCOPE                   | Heine                                   |                                     |
|                           | Heine Mini 3000 Direct Ophthalmoscope                 | Heine                                   | Rs. 9600                            |
|                           | PanOptic Ophthalmoscope                               | Welch Allyn                             | Rs.40000                            |
|                           | Professional Ophthalmoscope                           | Keeler Ophthalmic Instruments           | \$398.00                            |
|                           | Pocket Ophthalmoscope                                 | Keeler Ophthalmic Instruments           | \$330.00                            |
|                           | Specialist Ophthalmoscope                             | Keeler Ophthalmic Instruments           | \$708.00                            |
|                           |                                                       |                                         |                                     |
|                           |                                                       |                                         |                                     |
| b)Indirect Ophthalmoscopy | Binocular indirect Ophthalmoscopes                    | Keeler Ophthalmic Instruments           | \$2,110.00                          |
|                           | Welch Allyn 12500D Binocular Indirect Ophthalmoscopes | Welch Allyn                             | \$1,495.00                          |
|                           | Keeler Spectralris Spectacle                          | Keeler Ophthalmic Instruments           | \$1,899.00                          |
|                           | Heine Omega 500                                       | Heine                                   |                                     |
|                           | Keeler AllPupil - II Indirect                         | Keeler Ophthalmic Instruments           | \$1,623.00                          |
|                           | keeler wireless All pupil II Bio Indirect             | Keeler Ophthalmic Instruments           | \$2,697.00                          |
|                           | Keeler Vantage Plus Indirect                          | Keeler Ophthalmic Instruments           | \$2,382.00                          |
|                           | Welch Allyn with Yellow Diffuser                      | Welch Allyn                             | \$2,283.00                          |
|                           | Welch Allyn with Blue Diffuser                        | Welch Allyn                             | \$2,159.00                          |
|                           | Topcon Indirect Ophthalmoscope                        | Topcon                                  | \$325.00                            |
|                           |                                                       |                                         |                                     |
| c) Visual Acuity Testing  | Functional Vision Analyzer                            | Stereo Optical Inc.                     |                                     |
|                           | Vision acuity Charts                                  | Multicare Surgical Products Corporation |                                     |
|                           | LCD Vision Chart                                      | Bio Vision                              | Rs.30000                            |
|                           |                                                       |                                         |                                     |
| d) Tonometers             | Riester Schiotz Tonometer                             | Riester                                 | Rs.7000                             |
|                           | Applanation Tonometers                                | AticoMedical                            |                                     |
| Page   40                 | Keeler Applanation Tonometers type R                  | Keeler Ophthalmic Instruments           | \$1,284.00                          |

|                                 |                                                   |                               |              |
|---------------------------------|---------------------------------------------------|-------------------------------|--------------|
|                                 | Pulsair Desktop Tonometer                         | Keeler Ophthalmic Instruments | \$6,477.00   |
|                                 | D-KAT-Z Type Digital Keeler Applanation Tonometer | Keeler Ophthalmic Instruments | \$1,295.00   |
|                                 | Air Tonometry                                     | Essilor Instruments           |              |
|                                 |                                                   |                               |              |
| e) Optical Coherence Tomography | BaySpeck Deep View INR                            | BaySpeck                      |              |
|                                 | Cirrus HD-OCT                                     | Carl Zeiss                    |              |
|                                 | Spectralis Heidelberg OCT                         | Heidelber                     | Rs.2475891.0 |
|                                 | Avanti- Widefield Enface OCT                      | Optovue Inc.                  |              |
| f)Fluoroscein Angiography       | Fundus Camera - Topcon 50 EX                      | Topcon                        |              |
|                                 | Spectralis fluorescein angiography                | Heidelberg                    |              |
|                                 |                                                   |                               |              |

## C. Secondary Market research

### 1. Competitor analysis.

The competitors of travoprost are as follows :

| 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    |

**D. Primary Market research :**

**1. Designing of questionnaire for chemists and doctors.**

***a) Questionnaire for the chemists -***

SHOP NAME -

SHOP ADDRESS

LOCATION

Q.1. Which is the highest selling drug molecule among the following in wide-angle glaucoma?

(Please tick the favorable answer)

a) Bimatoprost    b) Latanoprost    c) Travoprost

Q.2. Which is the highest and the most selling brand of Travoprost 40microgram/ml?

Q.3. What is the retail price of Travoprost eye ophthalmic solution?

Q.4. What is the price of the ophthalmic solution to the retailer himself?

Q.5. How many ophthalmic solutions of Travoprost 40 microgram/ml is being sold in a month?

***b) Questionnaire for the doctors -***

**Q.1. Personal Information**

**a) Name –**

**b) Gender –**

**c) Location –**

**Q.2. In which disease indication, do you specialize?**

**Q.3. How many patients do you examine weekly?**

| 0-10 | 11 – 20 | 21- 30 | 31-40 | Above 40 |
|------|---------|--------|-------|----------|
|      |         |        |       |          |

**Q.4. Which is the leading disease indication in ophthalmology?**

**Q.5. Which is the leading therapeutic class that is prescribed the most in the treatment of Glaucoma?**

(Please tick the most favourable answer)

| S.No |                               | Always | Frequently | Occasionally | Rarely | Never |
|------|-------------------------------|--------|------------|--------------|--------|-------|
| 1.   | Prostaglandin analogs         |        |            |              |        |       |
| 2.   | Beta Blockers                 |        |            |              |        |       |
| 3.   | Alpha Agonists                |        |            |              |        |       |
| 4.   | Carbonic anhydrase inhibitors |        |            |              |        |       |

**Q.6. Which is the leading molecule that is preferred the most which is given in the treatment of Wide – angle Glaucoma?**

(Please tick the most favourable answer)

| S.No |             | Prefer most | Neutral | Prefer Least |
|------|-------------|-------------|---------|--------------|
| 1.   | Timolol     |             |         |              |
| 2.   | Bimatoprost |             |         |              |
| 3.   | Latanoprost |             |         |              |
| 4.   | Brimonidine |             |         |              |

**Q.7. Which more preferred?**

a) Monotherapy of Prostaglandin analogs .

(Please tick the most favourable answer)

| Prefer most | Neutral | Prefer least |
|-------------|---------|--------------|
|             |         |              |

b) Combination of drugs used in the management of wide – angle glaucoma .

(Please tick the most favourable answer)

| Prefer most | Neutral | Prefer least |
|-------------|---------|--------------|
|             |         |              |

**Q.8. Out of prostaglandin analogs class in the management of wide – angle glaucoma, which molecule do you prescribe the most?**

(Please tick the most favourable answer)

| S.No |             | Prefer most | Neutral | Prefer Least |
|------|-------------|-------------|---------|--------------|
| 1.   | Latanoprost |             |         |              |
| 2.   | Bimatoprost |             |         |              |
| 3.   | Travoprost  |             |         |              |

**Q.9. Which brand comes to your mind first when you think of prescribing Travoprost 40microgram/ml ophthalmic solution?****Q.10. Indicate on the scale below , how much are you satisfied by the above brand keeping in mind patient compliance.**

(Please tick the most favourable answer)

| Completely Satisfied | Somewhat Satisfied | Neutral | Somewhat dissatisfied | Completely dissatisfied |
|----------------------|--------------------|---------|-----------------------|-------------------------|
|                      |                    |         |                       |                         |

## **2. Survey of Chemists**

The field work comprising of getting the survey forms filled was completed in areas of Yusuf Sarai, New Delhi and in Sector-76, Noida, UP with the following objectives

- To know which is highest selling drug molecules in the indication - Glaucoma
- To know about the highest selling brand of Travoprost
- To know the retail price of the drug and the price to the retailer.
- Also to know about the no. of strips being sold in a months.

### **Results –**

Total chemists surveyed were 10 chemists and following are the results

- Out of the 10 chemists surveyed, six said that the highest selling drug molecule among latanoprost, travoprost and bimatoprost is latanoprost and four said that travoprost is the highest sold among the drugs.
- The highest selling brand of travoprost was inferred from the survey results to be Travatan from Alcon Pharmaceuticals.
- The retail price for 2.5ml of Travatan Eye Ophthalmic solution is Rs.652.00
- The price to the retailer for 2.5ml of travatan solution is 20% less on each solution.
- The 5 chemists surveyed in Yusuf Sarai are near to major hospitals so therefore they sold more i.e. 15-20 ophthalmic solutions in a month as compared chemists surveyed in Noida who reported that 5-7 ophthalmic solutions are being sold in a month.

## **E. Medico Marketing –**

### **1. Unique selling propositions of Travoprost**

- 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.
- One dose a day to a brighter sight every day.

## 2. Visual aid development for travoprost- (Option – 1)

**Look through the world ,  
Straight in the eye.**



**Travobright-A brighter solution to a shining eye**



MICRO LABS LIMITED

In

- Open-angle Glaucoma
- Ocular hypertension

**TRAVOBRIGHT**  
Travoprost . 40microg/ml ophthalmic solution .

**ONE DOSE A DAY, TO A BRIGHTER SIGHT EVERYDAY.**



- ✓ Produces clinically significant results in lowering intra-ocular pressure(IOP) in patients with wide-angle glaucoma.  
(Ref-Clin Ophthalmol.2007 Mar ; 1(1) : 11-24)
- ✓ Effective in improving the central retinal artery blood flow.  
(Ref - Ophthalmologica . 2008;222(2) :88-95)
- ✓ Travoprost provides a clinically significant reduction in IOP for patients unsuccessfully treated with latanoprost.  
(Ref - Curr Med Res Opin . 2004 Sep , 20(9) : 1341-5.)
- ✓ No systemic side-effect reported.  
(Ref-Clin Ophthalmol.2007 Mar ; 1(1) : 11-24)
- ✓ Less toxic than latanoprost.  
( Ref - Adv Ther . 2006 Jul-Aug ;23(4) : 511-9)

(Option- 2)



**Eyes with a blurry sight ?**

**Travobright makes it right!!**

In

- Open-angle Glaucoma
- Ocular hypertension

**TRAVOBRIGHT**

Travoprost 40microg/ml ophthalmic solution

**ONE DOSE A DAY, TO A BRIGHTER SIGHT EVERYDAY.**



- ✓ Produces clinically significant results in lowering intra-ocular pressure(IOP) in patients with wide-angle glaucoma.  
(Ref-Clin Ophthalmol.2007 Mar ; 1(1) : 11-24)
- ✓ Effective in improving the central retinal artery blood flow.  
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( Ref - Adv Ther . 2006 Jul-Aug ;23(4) : 511-9)

## **IV. SUPPLY CHAIN MANAGEMENT**

A supply chain is a system of organizations, people, activities, information, and resources involved in moving a product or service from supplier to customer.

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.

It is said that the ultimate goal of any effective supply chain management system is to reduce inventory

I also got an opportunity to learn what supply chain is all about and I briefly understood the following concepts:

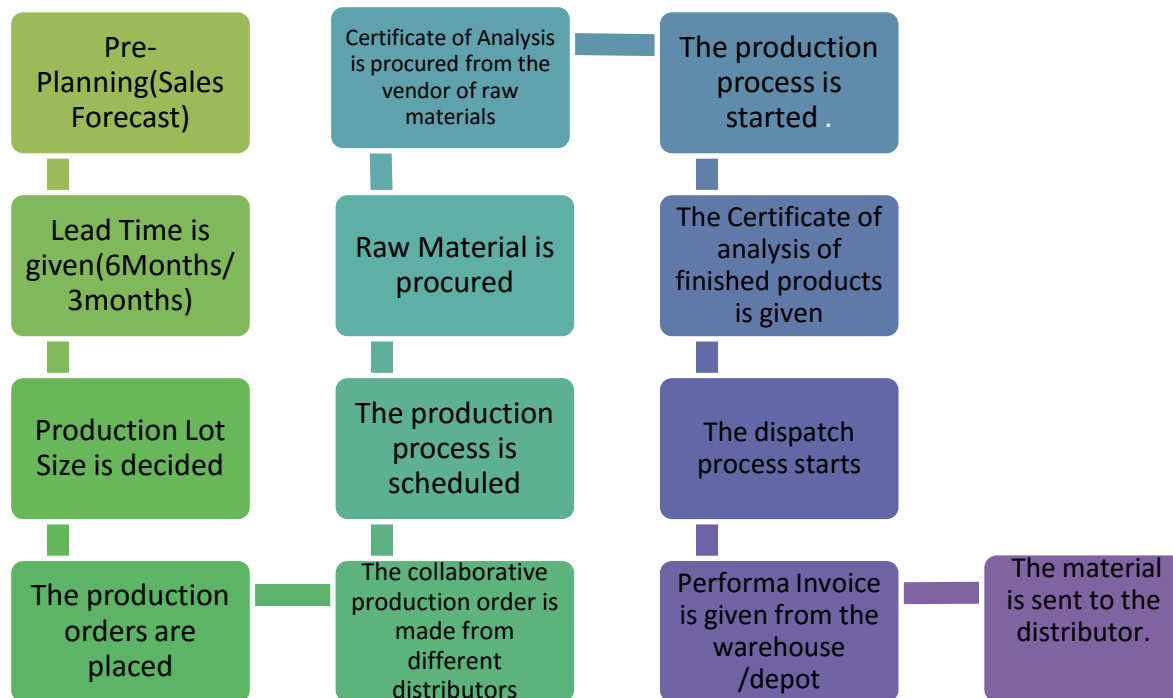
### **1. Production planning and control**

- It is the planning of production and manufacturing modules in a company or industry.
- It involves the means by which a manufacturing plan is determined , information issued for its execution , data collected and recorded , which will enable the production process to be controlled through all its stages.
- Production planning is an important aspect in the manufacturing process as , it should always be pre-planned so that the other factors of demand and supply are not affected.

Production planning is an important aspect due to the following reasons:

1. If the production process is not planned properly , the demand and supply cycle of products would get hampered , because even if demand exists , the supply would be affected due to improper production planning.
2. The inventory would increase which would lead to expiration of products , increase of overhead costs , pilferage and damage to the products.
3. Also the sales would hamper and the credibility of the customers will be lost.

The process of Production planning is



## B. MRP – Materials Requirement Planning

MRP is a production planning and inventory control system used to manage manufacturing processes.

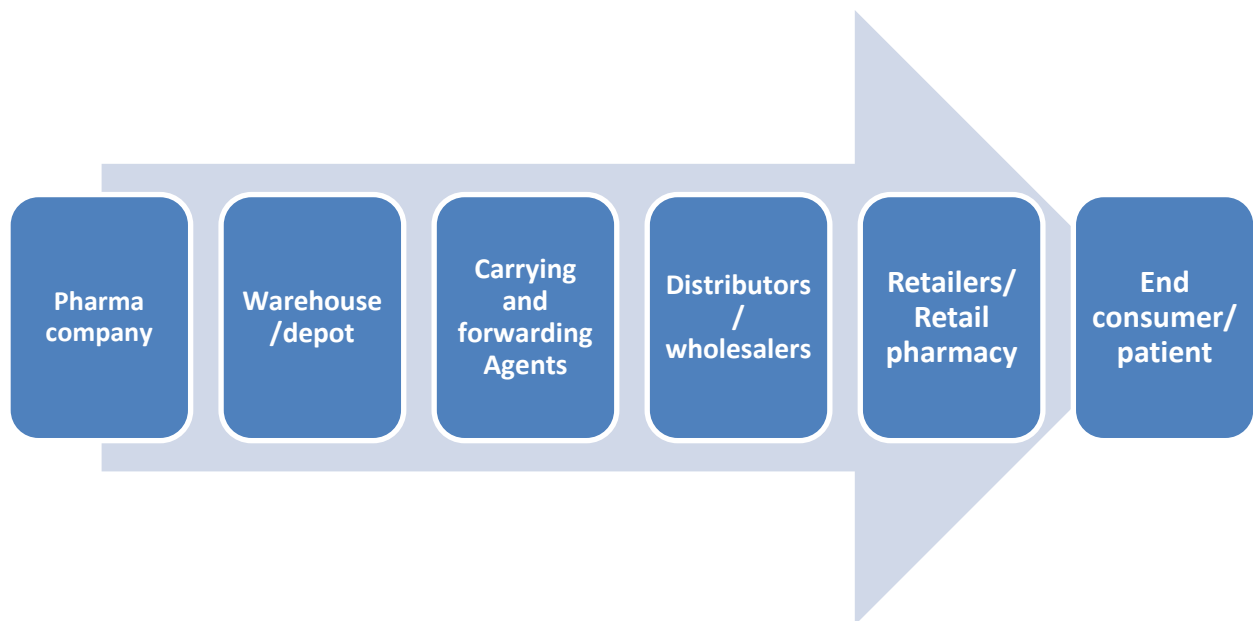
It has three objectives:

- ❖ To maintain the lowest possible level of inventory.
- ❖ To ensure that all raw materials are available for production and finished products are available for sales and to the end consumer.
- ❖ To plan manufacturing activities, delivery schedules and purchasing activities.

### **C. Physical distribution of finished products and promotional inputs like gifts**

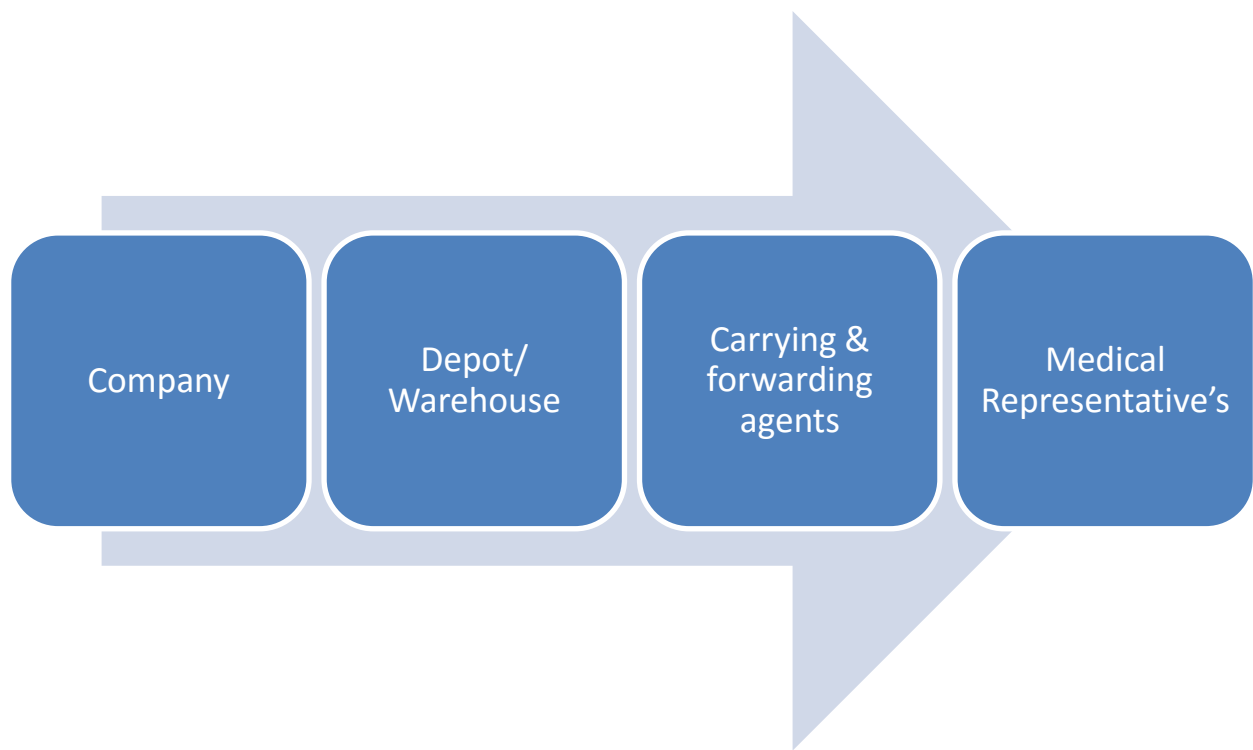
Supply chain management flows can be divided into three main flows:

- The product flow
  - The information flow
  - The finances flow
- 
- **Physical distribution of the finished products from the company manufacturer to the consumer –**



- **Physical distribution of promotional inputs like promotional gifts –**

In the Pharmaceutical Industry, doctors are the core customers and the major thrust is given to build and retain these customers because they are pulling the demand for the products, hence companies also give main emphasis in building and retaining these customers.



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