

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

**Significance of Effective Communication Strategies for
Pharmaceutical Marketing**

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

**MBA Pharmaceutical Management
2015-2017**



TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ashima Kaushik**, student of MBA Pharmaceutical Management from The IIHMR University, Jaipur has undergone Summer Training Project at **Micro Labs Pvt. Ltd. Gurgaon, in International Marketing** from **28th March to 7th May, 2016**.

The Candidate has successfully carried out the study designated to her during Summer training and her approach to the study has been sincere, scientific and analytical. This training is in fulfillment of the course requirements.

I wish her success in all her future endeavors.



Col (Dr.) Ashok Kaushik
Dean, Academics and Student Affairs
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TO WHOM IT MAY CONCERN

This is to certify that Ms. Ashima Kaushik D/o Mr. Tarun Kaushik, a student of IIHMR University has successfully completed 06 weeks (From 28th March– 7th May'2016) Summer Training programme at Micro Labs Ltd., Gurgaon (International Division), under the guidance of Mr. Nitender Yadav (Manager- Regional 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

ACKNOWLEDGEMENT

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At the very outset, I would like to express my deepest gratitude to Mr. Tavinder Jit Singh for the encouragement and guidelines for this summer internship and giving me this opportunity to work under his guidance. I take this opportunity to express my gratitude to the people who have been instrumental in the successful completion of my internship at Micro Labs Pvt. Ltd., (International Division) Gurgaon.

I would like to show my greatest appreciation to Mr. Nitender Yadav and Mrs. Seema Singh, who gave me the opportunity to work on such important topics. Without their encouragement and guidelines this project would not have materialized.

I am even thankful to Dr. Saurabh Kumar for his aspiring guidance, and advice during my entire project work. I am sincerely grateful to him for sharing his truthful and illuminating views on a number of issues related to the project.

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

S Singh
(SEEMA SINGH)
7/5/16

Nitender
(NITENDER YADAV)
7/5/16

Tavinder *CMD*
TAVINDER JIT SINGH VASUDEVA
7/5/2016

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I. BACKGROUND

Micro Labs Private Limited was founded in 1973 at Madras (now known as Chennai). Micro Labs too has a modest beginning with the manufacturing of ethical pharmaceutical preparations. Over the years, Micro Labs has reinforced its position as an industry leader. The company today, is a multi-faceted organization with an annual turnover of Rs.1500 crore, including exports that contribute Rs.450 crore.

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. Their marketing efforts span into 14 divisions, with each division specialized to cater to various therapeutic segments such as Cardiology, Diabetology, Pain management, Dermatology, Veterinary, Neurology, etc.

Micro Labs is on the threshold of achieving the prestigious status of a 'Big Generic Company' in the global pharmaceutical space. The group has presence in over 30 countries with ground level operations in 15 countries, exporting all major dosages on every therapeutic segment. Mr. Tavinder Jit Singh's perseverance and leadership is to take Micro Labs Gurgaon, from its modest start to its eventual success as a leading name and a shining star in the pharmaceutical industry.

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 centers that are at par with international standards. All this, robustly backed by a strong distribution network and path-breaking research work has placed us amongst India's fast growing transnational healthcare organizations.

Ranking 10th among prescriptions and 20th in sales, Micro's brand portfolio includes some of the topmost brands in various specialties like Cardiology, Diabetology, Anti-infective, Ophthalmology, Pain, etc. Amidst our proud achievers is Dolo, an award-winning brand highly prescribed for fever management.

The company is also at the forefront in social contribution, striving to be a model corporate citizen in terms of Environmental Protection & Social Initiatives with significant contributions in the areas of education and health.

Micro Labs is poised to achieve unparalleled status in the global pharmaceutical industry. Backed by a profound and resolute vision, we now have our eyes set on attaining the \$1 billion mark by 2015.

VISION

Our vision is built around a desire to being not just the best, but a leader in the development, manufacture and sales of premium pharmaceutical products. We wish to raise the flag of Micro Labs in India as well as abroad. Micro Labs is dedicated to manufacturing medicine of the highest standard and market it at affordable prices across the globe.

ASPIRATIONS

To become an organization answering to the highest standards of professionalism, Micro Labs aspires to deliver value through high quality pharmaceutical products and build strong brands across therapy segments. This can be achieved through our scientifically supported segments and processes, and strong implementation capabilities.

BUSINESS BELIEFS

Micro Labs is built around certain beliefs and ethics that propelled us to the place where we are today – a frontrunner in the pharmaceutical industry. Our four pillars of Business Beliefs are:

Quality - A driving force for the organization across the value chain

Ethics - Manage businesses by imbibing best practices of governance and Ethics

Customer Focus - Seek to understand customer needs and focus on Customer Satisfaction

Respect for People - Our most important belief: Respect people and their contribution.

II. OBJECTIVES

- To study the various aspects of Brand Management for effective Pharmaceutical Marketing.
- To design various communication strategies for Promotion of CNS, OTC and Cardiac Products.

III. INTRODUCTION

My internship at Micro labs began on 28 of March 2016 from where I started learning about basics of organisational behaviour – Work place Etiquettes, Dos and don'ts of workplace and net etiquettes.

During my entire six weeks of learning at micro labs I got an opportunity to work on major therapies of the pharma industry like CNS, OTC and cardiac. Pathophysiology along with complete pharmacology of these segments were studied.

In CNS I studied major causes of CNS disorders like trauma, stroke, infections, degeneration etc. along with CNS disorders and drug classification for example we use anti-Parkinson drugs like levodopa carbidopa for curing progressive degenerative disorder called Parkinson's.

- Gabapentin, pregabalin, diazepam, lorazepam are used to treat epilepsy.
- Chlorpromazine, risperidone, thiopentone, phenobarbitone are used to treat schizophrenia. These drugs act as anti-psychotic and hypnotics.
- Escitalopram (ssri), venlafaxine, diazepam, are used for the treatment of depression.
- Anti-depressant drugs whose pharmacology was studied in detail were S-CELEPRA and VENFAX-ER.
- Other classes of drugs studied in detail were anti-psychotic drug RISPOND.
- Anti-epileptic drug GABALEPT
- Anti-Parkinson drug PARDOPA a drug combination of levodopa and carbidopa.
- Cerebral activator NEUROCETAM and anti-convulsant lamotrigine.

Topics like branding, positioning and different communication tools were studied and understood in respect to pharma market.

Visual aids for these drugs were then prepared. Visual aids are short, crisp and memorable detailing of products.

OTC product profile was also studied. How OTC differs from OTX, FMCG and prescription drugs.

XONADINE, SYLIBON and MECONERVE FORTE were studied and their USPs were formulated to prepare visual aids.

Next I studied was all about brand and promotion. Covering topics like brand awareness, brand recall, brand association, brand history, brand plan and brand personality.

- I got an opportunity to get an exposure of supply chain management and how material, information and funds flow in supply chain.
- Other segment which I got to work upon was marketing mix. In this section I studied how pharma companies develop strategies to increase their sales.
- How four Ps of management are brought into action and how promotion the major tool for marketing is used.
- How companies make purchase requisition and purchase order to vendors for promotional gifting.

And lastly I worked on my final project at micro on cardiac. Here I studied complete pharmacology of cardiac drugs and diseases with special emphasis on Hypertension.

I studied AZILSARTAN in detail and prepared visual aid for the same.

One day field work was also done regarding anti-allergic.

Over all my entire experience at micro labs had been quite fruitful as I gained a lot of knowledge on major market segments and how marketing mix is brought into action.

IV. KEY LEARNINGS

V. PROMOTIONAL INPUTS

"Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers - directly, or indirectly - about the products and brands that they sell."
(Kotler and Kellter).



PROMOTION –

Promotion refers to raising customer awareness of a product or brand, generating sales, and creating brand loyalty. It is one of the four basic elements of the market mix, which includes the four P's: price, product, promotion, and place.

Promotion is also defined as one of five pieces in the promotional mix or promotional plan. These are personal selling, advertising, sales promotion, direct marketing, and publicity. A promotional mix specifies how much attention to pay to each of the five factors, and how much money to budget.

Fundamentally, there are three basic objectives of promotion. These are:

1. To present information to consumers and to the customer.
2. To increase demand.
3. To differentiate a product.

The purpose of a promotion and thus its promotional plan can have a wide range, including: sales increases, new product acceptance, creation of brand equity, positioning, competitive retaliations, or creation of a corporate image.

All about branding –

Brand Management the process of creating relationship between a company's products and building customer loyalty towards that product and maintaining, improving, and upholding a brand name is associated with positive results. Brand management involves a number of important aspects such as cost, customer satisfaction, in-store presentation, and competition.

- ❖ Brand – A brand is a combination of its unique design, sign, symbol and words that identifies the product and makes it different from its competitors.
- ❖ Brand personality – Brand personality is a way a product speaks and behaves. It means assigning human personality traits/characteristics to a brand so as to achieve differentiation.
- ❖ Brand history – Brand history means the complete knowledge of how the brand was evolved in the market and what practices have been done in past to promote that brand in the market.
- ❖ Brand awareness – It is an extent to which a brand is recognized by its potential customers, and is correctly associated with a particular product. Brand awareness is the primary goal of advertising in the early months or years of a product's introduction.
Brand Recall - Brand recall refers to the ability of the consumers to correctly generate and retrieve the brand in their memory. Basically it's a qualitative measure of how well a brand name is connected with a product type or class of products by consumers.
- ❖ Brand plan – A brand plan is the development of a successful brand in order to achieve specific goals. A well-defined and executed brand plan affects all aspects of a business and is directly connected to consumer needs, emotions, and competitive environments.
- ❖ Market segmentation – Narrowing down your market according to the strengths of the product.

General introduction of Pharma market with respect to Brand Management

What is branding?

Branding is your reputation, your interaction with every customer, how people think and feel about your product and the culmination of experiences that your logo and identity invoke.

How a brand is distinguished from competitors?

Through:

- a. Name
- b. Logo
- c. Trade mark
- d. Patent number
- e. Package design

It represents, to the customer, the source of the product which leads him/her to associate with the brand.

POSITIONING

It is the act of communicating company's offer so that it occupies a distinct position in the mind of the customer.

There are certain ways to position the brand:

- a. **Use situations** – analyse customer's perception of existing competitor brand in different use situation
- b. **Emphasizing tangible benefits** – provide tangible benefits to the customer (specific features or price)
- c. **Linking to use** – All possible uses of a brand (Gabalept is not just an epileptic drug but also helps in treating alcohol dependency.)
- d. **Head-on Competitive Positioning** – Place a firm's brand next to the leader in the market and try to uproot it on a specific tangible variable.
- e. **Lifestyle positioning** – Position the brand as a lifestyle concept.
- f. **Benefits offered** – Highlight the benefits of your product.

Communicating the Brand's Positioning Strategy -

It isn't just important to arrive at a positioning strategy .Communicating it in a meaningful and convincing manner to the customer is equally important.

This is where the role of **Product Manager** becomes important.

His/her main role is to increase the brand value and profit.

He/she prepares the promotional/communication tools for the sales and promotion department. These tools include:

- a. Visual-Aid
- b. Leave Behind Leaflet (LDL)
- c. Remainders
- d. Pamphlets
- e. Samples
- f. Banners etc.

Any new product or innovation which is introduced in the market take time to diffuse and get adopted in the market-place. Customers can be grouped as:

- a. **Innovators** – more open to change (2.5% of total market) .Also known as “Brand Switchers”
- b. **Early Adopters** – immediately next in buying to innovators (13.5% of total market)

- c. **Early Majority and late Majority** – Wait for a positive recommendation from innovators and early adopters (68% of total market)
- d. **Laggards** – Loyal to existing brands and products (16% of total market)

The Product Manager needs to understand the characteristics of the target market and accordingly plan communicating strategies.

One of the most important promotional tool in Pharma market is visual-aid.

VI. Visual-Aid

It is the primary tool for the promotion of a product.

It contains all the necessary information about the product, which includes:

- a. Key features of the major ingredients/components.
- b. Studies that have been conducted on the product.
- c. How our product is different or in comparison to other competitors.
- d. Indications

A good visual-aid is one which:

- a. Contains strong and hard core message of the product.
- b. Is short, crisp and memorable.
- c. Is easy for the medical representative (MR) to detail.
- d. Associate brand with the practical world.

How to prepare a visual-aid?

- Go through all the studies and relevant literature related to the product and its major ingredients/components.
- Prepare a summary of your studies.
- Take out the attributes and USPs of the product.
- Copyrighting – It is basically preparing a story for the product, which makes detailing effective.
- Finally, designing is done and then it is printed.

VII. Supply chain management –

Supply chain management (SCM) is the management of the flow of goods and service. It is the oversight of materials, information, and finances as they move in a process from supplier to manufacturer to wholesaler to retailer to consumer. It involves coordinating and integrating these flows both within and among companies. The ultimate goal of SCM is to reduce inventory.

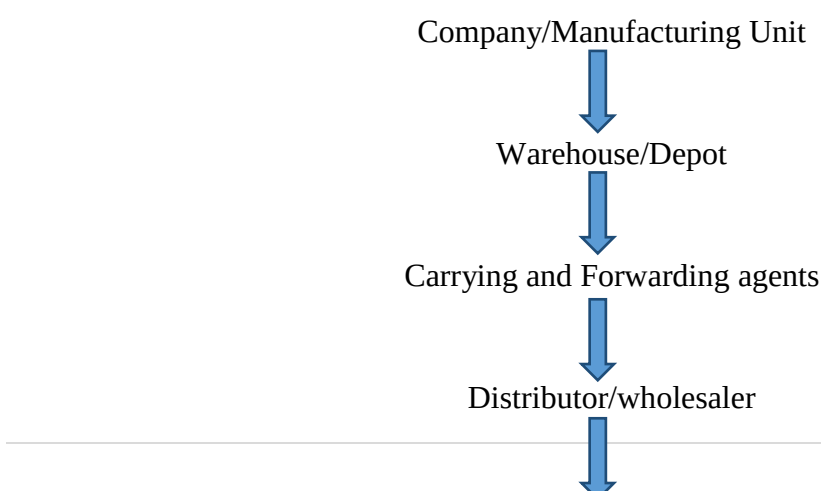
Supply chain management has been defined as the "design, planning, execution, control, and monitoring of supply chain activities with the objective of creating net value, building a competitive infrastructure, leveraging worldwide logistics, synchronizing supply with demand and measuring performance globally.

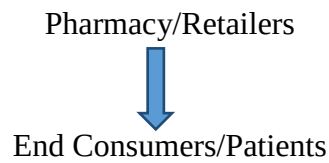
Supply chain management flows can be divided into three main flows:

- The product flow - The product flow includes the movement of goods from a supplier to a customer, as well as any customer returns or service needs.
- The information flow - The information flow involves transmitting orders and updating the status of delivery.
- The finances flow - The financial flow consists of credit terms, payment schedules, and consignment and title ownership arrangements.



Distribution of Medicines in Pharma Market





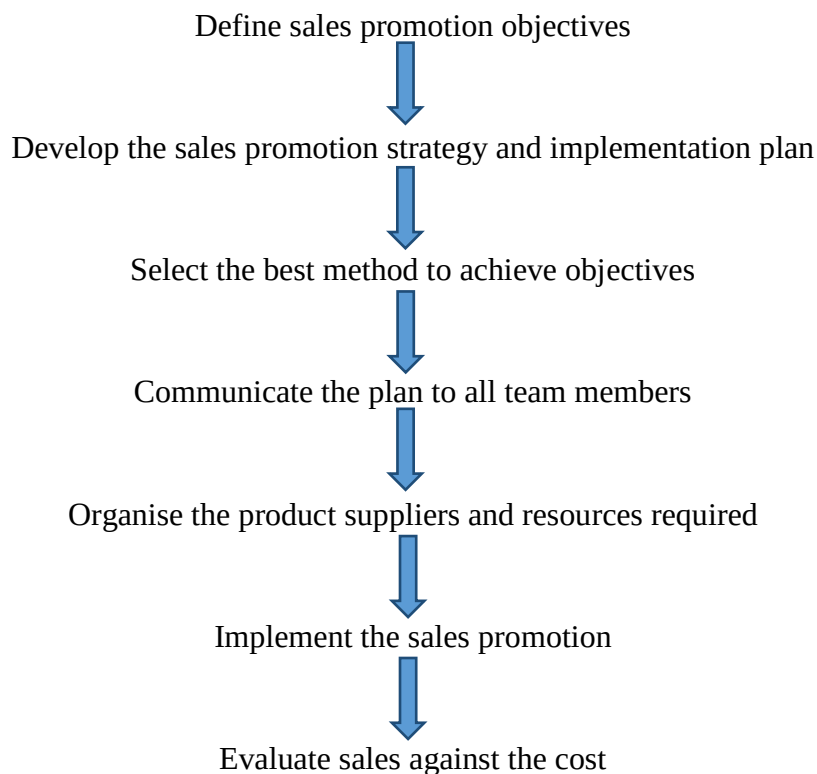
Types of sales in Pharma Market- Primary sales – primary sales is when the carrying and forwarding agents directly sells the goods to the distributor or wholesaler.

- The invoice is raised against the wholesaler in case of primary selling.

Secondary sales – secondary sales is when the goods are sold to the pharmacy or to the retail shops by the wholesaler or the distributor.

- The bill in this case is raised against the retailer or the pharmacy.

Steps in developing sales promotion –

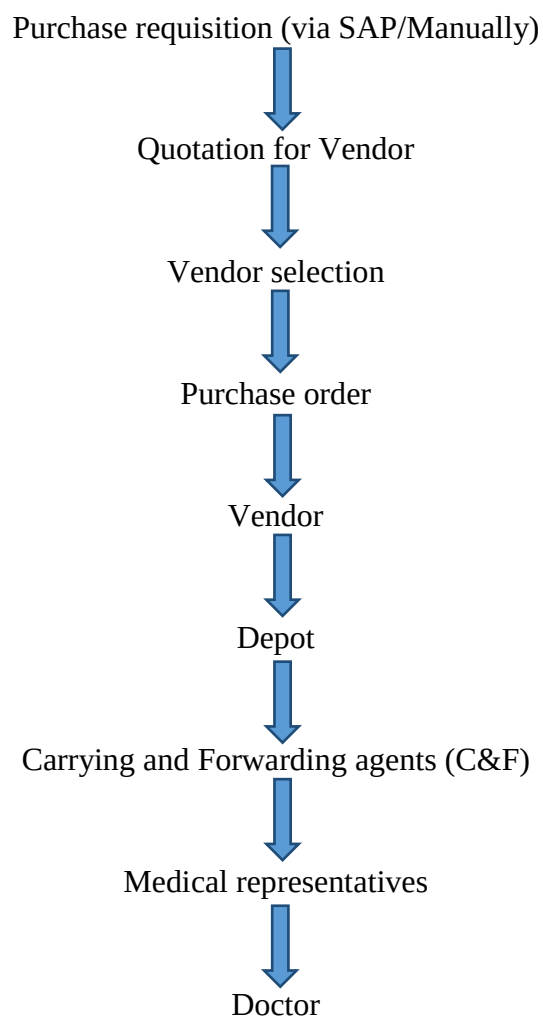


VIII. Promotional input:

Gifting –

Many pharmaceutical companies offer gifts to the doctors to increase prescription and thus increase their sales. This influential treatment of doctors by pharma companies is mainly done to create brand association and ultimately resulting in brand recall to make it easier for the doctors to write their brand name.

Steps of placing an order to a vendor for promotional gifting:



IX. RESULTS AND FINDINGS

The study was performed on the CNS products:

CENTRAL NERVOUS SYSTEM

Pathophysiology along with classification of drugs acting upon CNS and CNS disorders were studied in detail in order to prepare medical information guide booklet for selected therapies and molecules.

A central nervous system (CNS) disease can affect either the brain or the spinal cord, resulting in neurological or psychiatric disorders, such disorders result in neurodegeneration that is featured by progressive dysfunction of the cells and ultimately leads to the death of the cell.

Causes of CNS disorders –

- Trauma
- Infections
- Degeneration
- Autoimmune disorders
- Structural defects
- Tumors and
- Stroke

Following classification along with drugs were studied:

Anti-Depressant –

- ❖ S-Celepra (Escitalopram)
- ❖ Venfax ER (Venlafaxine)

Anti-Psychotics –

- ❖ Rispond (Risperidone)

Anti-Epileptics –

- ❖ Gabalept (Gabapentin)

Anti-Parkinsons –

- ❖ Pardopa (Levodopa+Carbidopa)

Cerebral Activators

- ❖ Neurocetam (Piracetam)

X. VISUAL AIDS FOR CNS DRUGS

Various aspects of Brand Management related to the CNS Products were analysed and given below are the findings.

S-Celepra

Indication –

- Depression
- Major depressive episodes
- Obsessive compulsive disorder
- Panic disorders
- Anxiety disorders

Side effects –

Decrease in sex drive, Constipation, Runny nose, Nausea, Heartburn, Excessive sweating, Changes in sex drive, Drowsiness, Dizziness and tiredness, Increased appetite, Stomach pain, Sneezing, Increased sweating, Diarrhea, Dry mouth, Flu like symptoms, Excessive tiredness.

Warnings and Precautions –

- No alcohol to be consumed with S-Celepra.
- Dangerous interaction with Theophylline and Aminophylline.
- It may increase the risk of suicidal thoughts or actions in children, teenagers and young adults, so patient must be watched carefully.
- Pregnancy category C.

Other drugs in the same market -

- Zoloft (Sertraline) - Pfizer
- Prozac (Sertraline) – Eli Lilly and company
- Paxil (Paroxetine) - GSK
- Lexapro (escitalopram) – Forest Labs
- Cymbalta (duloxetine HCL) – Lilly
- Celexa (citalopram) – Forest Pharma
- Pristiq (desvenlafaxine) - Pfizer

Lost the joy in you??

S-celepra

Regain what you lost



Page 1

In

- Clinical Depression
- Panic and Anxiety Disorders

Escitalopram 5/10/20mg tablets

- Superior to other SSRIs in severe depression.
- Rapid onset of action.
- Effective in the treatment of mild dementia associated agitation in nonpsychotic patients.
- Treats obsessive compulsive disorders effectively.
- High rates of remission.



Page 2

GABALEPT

Indication – Epilepsy, Neuropathic pain

Strengths – 100mg, 300mg, 400mg

Packaging – Capsule, Tablet

Pack size – 1×10

Side effects –

- Drowsiness,
- Fatigue,
- Rash, itching,
- Viral infection,
- Ataxia,
- Fever, and dizziness.

Warnings and Precautions –

- Cimetidine may reduce gabapentin clearance from body.
- Absorption of Gabalept may reduce with antacids.
- Sudden withdrawal of drug may lead to withdrawal syndrome.
- Contraindicated in pregnancy.

Major competitors –

- Lyrica (pregabalin) – Pfizer
- Neurontin (gabapentin) – Pfizer
- Gralise (gabapentin) – Depomed
- Horizant (gabapentin) – Xenoport

Because it's Fast and it Lasts



In

- Epilepsy
- Neuropathic pain

GABALEPT

Gabapentin 100/300/400mg

- Effective in management of Postherpetic Neuralgia in adults.
- Controls secondarily generalised tonic-clonic seizures.
- Manages nerve pain in people with diabetes or shingles.
- Relieves hot flushes in women with breast cancer and women who have passed menopause.
- Mild side-effect profile as it passes through body unmetabolized.
- Treats spasticity in multiple sclerosis, tremors, mood disorders and attenuation of disruptive behaviours in dementia.



Reopen the closed doors, let fresh air blossom through

Page 2

PARDOPA

Indication – Anti-Parkinson's

Strengths –

- Carbidopa 10mg + levodopa 100mg
- Carbidopa 25mg + Levodopa 100mg
- Carbidopa 25mg + Levodopa 250mg

Packaging – oral tablets

Pack size – 1×10

Side effects –

Abdominal pain, Blurred vision, Difficulty in urination, Dryness of mouth, Hallucinations, Loss of appetite, Uncontrolled movements of the body, Uncontrolled muscle movements in your face, Urge to vomit, Vomiting, Weight changes, Worsening of tremors

Warnings and Precautions –

- High fat meals delays absorption.
- Do not take it when suffering from narrow angle glaucoma and when on reserpine or tetrabenazine.

Competitors –

- Azilect (rasagiline) – Teva
- Mirapex (pramipexole) – BoehringerIngelheim
- Requip (ropinirole) – GSK

Competitors with same molecule – Carbidopa + Levodopa

- Duopa – AbbVie
- Sinemet – Merck and Co.
- Stalevo – Novartis
- Rytary – Impax Pharma



With Pardopa no more Stiffness only
Fitness

In

- Parkinson's
- Antidyskinetic

PARDOPA

Carbidopa(10mg) + Levodopa(100mg)

Pardopa

Pack-shot

Carbidopa + Levodopa

- Lesser side-effects in comparison to other Anti-Parkinson drugs.
- Effective in treatment of Post-Encephalitic Parkinsonism and Symptomatic Parkinsonism.
- Treats well the symptoms that develop after Encephalitis (swelling of brain) or injury to the nervous system.



Join us to fight Parkinson's
Converting illness to wellness.

NEUROCETAM

Indication – Anti-Psychotic

Strengths –

- Neurocetam 800mg tablet
- Neurocetam 400mg capsule
- Neurocetam 500mg/5mL syrup -100mL
- Neurocetam 200mg injection – 15mL
- Neurocetam 200mg injection – 60mL

Packaging –

- Tablets
- Capsules
- Injections

Side effects –

- Epigastric distress,
- CNS stimulation,
- Dizziness,
- Skin rash,
- Sleep disturbances,
- Diarrhoea,
- Depression, weight gain.

Warnings and Precautions –

- Cerebral vascular accidents and cerebral insufficiencies, ischemic or even haemorrhagic acute accidents, Mental retardation in children, Behaviour and psychotic problems in old age.
- Hypersensitivity, severe renal impairment, hepatic impairment.
- Impaired renal or hepatic functions, cardiac disorders. Paediatrics: Reduce dose according to weight/age.
- Pregnancy & Lactation: Use with caution.
- Elderly: No special problem.
- Inhibits and reverse sickling of RBCs.

Market competitors –

- Risperdal (risperidone) – Janssen Cilag
- Abilify (aripiprazole) – BristolMayers Squibb
- Zyprexa (olanzapine) - Lilly
- Geodon (ziprasidone) - Pfizer
- Seroquel (quetiapine) – Astra zenca

XI. OTC PROFILE PRODUCTS

- OTC medicines that are sold over the counter without any need of a prescription.
- These items can be found easily in any grocery/departmental stores.
- OTC drugs are based on the need of the consumer.
- They are majorly healthcare products.
- The detailed labelling of the products is of keen importance.
- OTC advertisements majorly focuses on spreading education and generate awareness among the consumer about the product and its usage.
- Totally R&D in case of OTC is comparatively higher in comparison to FMCG goods.
- OTC products are cost effective.
- Taxes to be paid to the government is also low as they care healthcare products.
- OTC products are priced under DPCO 1995.
- Trade margins (wholesale and retail) also restricted under DPCO.
- Selling of product higher than MRP not permitted for OTC medicines.

Differences between OTC drugs and Prescription drugs

A drug is a substance intended for use in the diagnosis, cure, mitigation, treatment, or prevention of disease. Here are the main differences between OTC drugs and prescription drugs.

Prescription drugs are:

- Prescribed by a doctor.
- Bought at a pharmacy.
- Prescribed for and intended to be used by one person.
- Regulated by FDA through the New Drug Application (NDA) process.

OTC drugs are:

- Drugs that do NOT require a doctor's prescription.
- Bought off-the-shelf in stores.
- Regulated by FDA through OTC Drug monographs. OTC drug monographs are a kind of "recipe book" covering acceptable ingredients, doses, formulations, and labeling.

Comparative studies between Cetirizine, Levocetirizine, Fexofenadine, Loratadine:

	Cetirizine	Levocetirizine	Fexofenadine	Loratadine
Cmax	311 ng/mL(10mg)	270ng/mL (5mg)	142ng/mL(60mg) 427ng/mL(120mg) 494 ng/mL(180mg)	26.1ng/ML(40mg)
Tmax	1 hour	0.9hrs	2-3 hrs	1-1.5 hrs
Plasma protein binding	93%	91-92%	60-70%	97-99%
Elimination half life	8.3hrs	8-9 hrs	14.4hrs	8.4hrs
Total body clearance	53mL/min	85.4%		
**On set of action	59min-2hrs	1 hr	60 min	1hr 45min

XII. VISUAL AIDS FOR OTC PRODUCTS

Various visual aids of the OTC products were designed.

Below are the Visual presentations prepared for the OTC products.

XONADINE –

Indication –

- runny nose
- sneezing
- red , itchy, watery eyes
- itching nose and throat
- urticarial

Side effects –

- Nausea, diarrhea, upset stomach
- Menstrual cramps
- Drowsiness, tired feeling
- Headaches
- Muscle or back pain.

Warnings and Precautions –

- Avoid taking it with juices especially orange, grapefruit or apple juice as it reduces bioavailability and exposure.
- Not to be taken with aluminium and magnesium antacids.
- Erythromycin and ketoconazole increases the side effects of fexofenadine.

Competitors –

- Allegra (Fexofenadine) - Sanofi
- Claritin (Loratadine) - Merck
- Zyrtec (Cetirizine) - UCB
- Alavert (Loratadine) – Pfizer
- Benadryl (diphenhydramine) – J&J

Missing the fun because you can't run



Breathe free let your Lungs feel the
Freshness Around

In

- Allergic Rhinitis
- Urticaria

XONADINE

Fexofenadine 120/180mg Tablets

CAUTION-Your itching can be your allergy

- Long acting selective peripheral H1-blocker.
- Non drowsy-Non sedative anti-allergic.
- Effective and safe in treatment of Seasonal Allergic Rhinitis.
- Safe in children under 6 months of age or older.

**No more Runny Nose,
NO more Itchy Throat**



SILYBON

Indication – Liver Protectant, Antioxidant, Hepatoprotective

Side effects –

- Diarrhea
- Poor appetite
- Bloated sensation
- Digestive discomfort
- Urge to vomit
- Anorexia, Nausea
- Stomach pain.

Warnings and Precautions –

- The product is contraindicated in patients hypersensitive to Silymarin or any other ingredient. In rare instances, a laxative effect may occur due to increased liver function.
- Silybon may lower blood sugar levels.
- Caution is advised in patients with diabetes and hypoglycaemia.
- Serum glucose level needs to be monitored when on Silybon.
- Interact with body functioning using livers cytochrome P450 enzyme system.

USPs –

- Combination of metformin, silymarin and renin angiotensin blockers have additive kidney protection properties beyond controlling the blood sugar of metformin, to prevent or slowing the progression of diabetic nephropathy. Hence silymarin extract can be safely used with metformin to increase the antioxidant potency.
- Silymarin possess wide range of in vitro and in vivo mechanisms, such as antioxidant, anti-inflammatory, dose dependent anti-apoptotic and modifying cell transporters.
- Silymarin is as active as quercetin and dihydroquercetin in terms of antiperoxidant activity.

Competitor: Limarin – Serum Institute of India Pvt. Ltd.

In

- Alcoholic liver diseases
- Infective hepatitis
- Toxic metabolic liver damages, mushroom poisoning

SILYBON

Silymarin 70mg/140mg tablets



- Improves liver function.
- Helpful in patients with Type 2 Diabetes and Diabetic Nephropathy.
- Protects liver cells from toxic chemicals and drugs.
- Has Antioxidant and Anti-inflammatory effects.
- Effective in treatment of chronic hepatitis, infective hepatitis A & B, cirrhosis of liver and gall bladder.



For a Healthy and Fat Free Liver

MECRONERV FORTE

Indication – Neuropathic Diseases.

Side effects –

- Abdominal pain
- Allergic reactions
- Diarrhea
- Loose motions
- Loss of appetite
- Urge to vomit
- Vomiting

Warnings and Precautions –

- Alpha-lipoic acid can combine with anti-diabetic drugs to lower blood sugar levels, raising the risk of hypoglycemia or low blood sugar.
- Alpha lipoic acid may interfere with some chemotherapy medications.
- Alpha-lipoic acid may lower levels of thyroid hormone.
- Vitamin B₆, interfere with the absorption and effectiveness of antibiotic tetracycline.
- Vitamin B₆ reduces the effectiveness of levodopa, a medication used to treat Parkinson's disease.
- MAO inhibitors may reduce blood levels of vitamin B₆.

Competitors –

- Nurokind Plus – Mankind Pharma Pvt. Ltd.

Treating nerve disease with an ease



Two Dose Daily, No More Scaly

In

- Peripheral neuropathies
- Wenicke-korsakoff syndrome
- Beri-Beri

MECONERV FORTE

Mecobalamin 1000mcg, Alpha-lipoic acid 200mg, Benfotiamine 100mg, Inositol 100mg, Pyridoxine Hcl BP - 3mg, Folic acid BP 1.5mg

Hit where, it effects the most



- Effective in Diabetic and Alcoholic neuropathy.
- Treatment and prophylaxis of vitamin B6 deficiency states, Sideroblastic anaemia (where the bone marrow produces ringed sideroblasts rather than healthy erythrocytes).
- Preliminary treatment for Amyotrophic Lateral Sclerosis.

Meconerv forte – For a better Fortune

Page 2

XIII. CARDIAC PROJECT

Cardiovascular diseases –

The term "heart disease" is often used interchangeably with the term "cardiovascular disease." It is a class of disease that involve the heart and the blood vessels. Cardiovascular disease generally refers to conditions that involve narrowed or blocked blood vessels that can lead to a heart attack, chest pain (angina) or stroke.

Cardiovascular diseases include –

- Coronary artery diseases
- High blood pressure
- Cardiac arrest
- Cardiac heart failure
- Congenital heart disease
- Arrhythmia
- Stroke
- Peripheral artery disease

Causes -

- Diet, Physical inactivity
- Smoke, Tobacco
- Age, Sex
- Pollution
- Cardiovascular risk assessment
- Socioeconomic disadvantage
- High amounts of certain fats and cholesterol in the blood
- High blood pressure
- High amounts of sugar in the blood due to insulin resistance or diabetes
- Blood vessel inflammation.

Hypertension –

High blood pressure is a condition where the force of blood against the walls of the arteries is too high. It is a chronic medical condition in which blood pressure is elevated at levels of 140 mm Hg or greater systolic or 90 mm Hg or greater diastolic.

Mainly two types of blood pressures are measured:

- Systolic pressure - the blood pressure when the heart contracts, specifically the moment of maximum force during the contraction. This happens when the left ventricle of the heart contracts.
- Diastolic pressure - the blood pressure between heartbeats, when the heart is resting and dilating (opening up, expanding).

Types of hypertension –

- Essential hypertension
- Secondary hypertension

Signs and symptoms of hypertension –

- Headaches
- Dizziness
- Chest pains
- Palpitations
- Nose bleed
- Difficulty in breathing
- Blurred vision
- Tinnitus
- Frequent urination

Causes of hypertension –

- Obesity
- Stress
- Diabetes
- Smoking, tobacco
- Iodine
- Alcohol

Lifestyle modification to fight hypertension –

- ❖ Lose of weight if overweight.
- ❖ Limit alcohol intake.
- ❖ Increase physical activity.
- ❖ Decrease sodium intake.
- ❖ Keep potassium intake at adequate levels.
- ❖ Take in adequate amounts of calcium and magnesium.
- ❖ Decrease intake of saturated fats and cholesterol.
- ❖ Stop smoking.
- ❖ Eat heart-healthy foods.

Anti-hypertensive drugs –

- Angiotensin converting enzyme inhibitors
- Angiotensin receptor blockers
- Beta blockers
- Calcium channel blockers
- Diuretics

AZILSARTAN

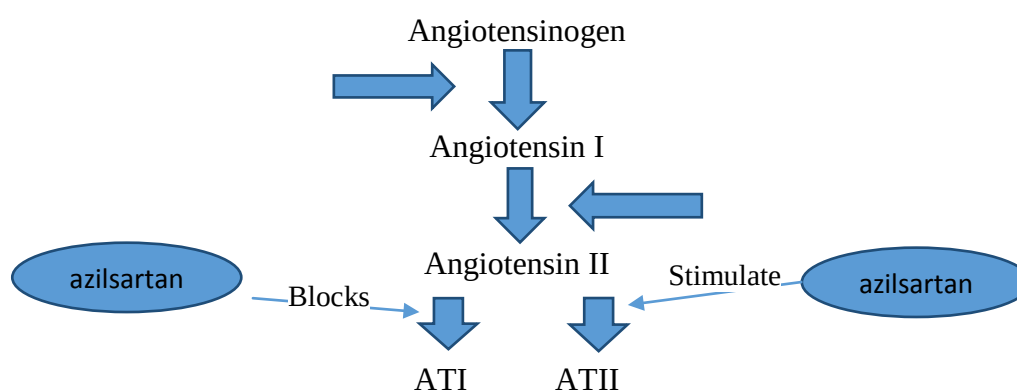
Azilsartan is an angiotensin II receptor antagonist used in the treatment of hypertension, developed by Takeda in 2011.

Azilsartanmedoxomil is a prodrug that undergoes rapid hydrolysis in the gastrointestinal tract after oral administration to the bioactive moiety azilsartan, before systemic absorption. It keeps blood pressure from narrowing.

Azilsartan lowers the blood pressure by blocking the action of Ag II, a vasopressor hormone.

Indication – Mild to moderate essential hypertension either alone or in combination with other hypertensive drugs.

Mechanism of action –



Side effects of Azilsartan include –

- Feeling like you might pass out;
- Frequent urination
- Drowsiness, confusion, mood changes, increased thirst, loss of appetite, vomiting;
- Swelling, weight gain, feeling short of breath.

Unique features –

- Azilsartan + chlortalidone is more dominant in comparison with all other ARBs and treatments.
- Azilsartan, features another modification, biphenyl-5-oxo-1,2,4-oxadiazole, that increases its lipophilicity and bioavailability compared with candesartan.
- Azilsartanmedoxomil provides higher rates of hypertension control within the ARB class.
- AzilsartanMedoxomil is well tolerated and more efficacious at its maximal dose than the highest dose of OlmesartanMedoxomil.
- AzilsartanMedoxomil is highly effective ARB for hypertension control in patients with prediabetes mellitus and T2DM.
- Azilsartan is a powerful 24 hour long acting hypertensive drug, curbing the morning surge in blood pressure compared to any other ARB.

LBL was prepared for the Hypertensive drug Azilsartan, “Azilast” the name proposed by me for the launch of the drug in the market.

Given below is the visual presentation of the LBL along with the Visual aid for the same.



In
Hypertension

AZILAST

Once a day pill for a Healthy Heart to
a Healthier life



- Effectively inhibits binding of Angiotensin II to AT1 receptor.
- 24hrs long action over other ARBs.
- Greater hypertensive effects than Olmesartan and Valsartan.
- Highly effective in patients with Prediabetes mellitus and T2DM



XIV. Basics of Organizational Behaviour

- **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.

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.

Do's and Don'ts at workplace

- 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.

A. 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.
- Avoid writing offensive emails to anyone.
- Take care of your font style and size. Official emails should ideally be written in Arial style with a font size of twelve.
- Make sure you reply to all your mails.
- 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. 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.

XV. Vetting and Proof reading

Calendar for products to be marketed in 17 different African countries.

- Prepared a grid for the calendar. It includes the product that will be present on particular month's page.
- Every country has one or more teams working over there and each team promotes different products, hence there is no repetition of products in the calendar when it comes to teams working in the same country.
- However, a product can have repetitions in in one particular calendar or teams working in different countries can promote the same product.
- **Cost Optimization** –Now to reduce the cost of the calendar, what we do is we try to align the same products that are being promoted in different countries in the same month.
- For example: Avas in promoted in Madagascar and Senegal, so we keep it for the month of January in both the countries in the Grid.
- There is one more thing we take care about, in a calendar first month from starting is followed by last month from the end on its back page. So we try to match the products of that month as well.
- For example: Allercet is promoted in both Cameroun and Senegal, so we keep them for December in both the country.
- There is another thing that needs to be kept in Notice – Products of French language countries will be matched with the same while products of English language countries will be matched together.
- Proof reading for all the calendars was done for any corrections.

XVI. Brand Planning

What is a brand plan?

The Brand Plan is a useful and a versatile tool. It is a guide that can also be described as the businessman's best friend. In today's global and highly competitive business environment, enterprises, whether large or small, cannot hope to compete and grow without proper planning.

A brand plan is allocation of your brands limited resources to drive the biggest return. A good product manager is someone who can plan and execute his/her brand well in the market.

A brand plan will provide the following:

- Need for launching the product
- Analysis of current situation
- Division's objectives/ expectations
- Strategies, or the best way to achieve those objectives
- Budgetary needs
- Competitive analysis
- Contingency plans

When do we need a brand plan?

- When we are about to start a new project or venture.
- When we look for a business partner.
- When we require finance, government or EU grants and incentives.
- To manage our business better.
- To measure actual performance compared to what was planned.

A good brand plan includes –

- Where are we – stating the situational analysis of your brand like SWOT analysis.
- Why are we here –it includes key issues like what's driving the strength, how to minimize weakness, what are the untapped opportunities and how can threats be avoided. A manager should know its competitors well and core strengths of the brand.
- Where could we be – setting a good vision, purpose and goal. A good vision should be a balance of aspiration and reality.
- How can we get there – setting strategies and means how can our goal/vision can be achieved, making your product indifferent and separate from other brands.
- What do we need to do – as a product manager once things are lined up a manager should then execute and measure the results.

Executive summary - This section is a brief overview of the whole Brand Plan.

Enterprise description - It is important to demonstrate a clear understanding of the business we would like to be in. One should also explain his/her business concept and the reasons why s/he think it will be a success.

Product or service description - This section helps us to think about the product or service which reflects on our ability to understand and cater for our clients' expectations.

Industry analysis - This section helps us to understand the industrial environment we intend to be working in and through it we can identify important changes that are likely to take place in our market.

Competition analysis - In order to compete successfully in any business we need to know our competitors. It is useful to study how and why they achieve success. Also we need to be aware of their failures to avoid committing the same errors.

SWOT analysis - This section enables us to look closely at the internal strengths and weaknesses of our business, and to identify external threats and potential opportunities.

Marketing sub-plan- It is no use having the greatest product in the world if you cannot sell it. This section focuses on our potential customers and allows us to see whether our products can satisfy their needs.

Operation sub-plan - This section helps us to look at our internal operations in detail to see if our business can be run efficiently and effectively. It draws attention to our team and allows us to develop strategies for good and effective management.

Human resource sub-plan - People are the greatest resource of any business venture. This section focuses our attention on our work force, their training needs as well as their material needs in terms of health & safety, professional development, job satisfaction and remuneration.

The budget - The budget provides the financial planning detail for every aspect of the business e.g. employee costs, rent, IT investments, machinery costs, sales value etc. The ultimate target that should result from the budget is the **budgeted net profit**. It is a key tool for operating the business, and by facilitating comparison of actual performance versus budgeted performance, it highlights the operating VARIANCES to management. The budgeted net profit, after taxation, when expressed as a percentage of the net investment in

the business, gives the Return on Investment - **ROI** - the single most important piece of financial data and the reason for being in business in the first place.

Risk factors - By understanding what can go wrong, we will have a better understanding of how to mitigate those risks, or to have a tactical plan to counter the situation if it arises.

What are the specific risks involved and the contingency plan for each?

- What if we miss the market window? (Launch timing)
- What if we can't source the material at the cost we originally thought? (Alternative source, Price Increase)
- What if the cost of procurement falls drastically? (Stock build-up at higher transfer price)
- What if a competitor hits the market first or with a lower MRP?
- What if our prices are too high? (Price revision/ costs/strategy revamp)
- What if we over-projected/ under-projected our sales? How do we address stock build-up or shortage arising out of it?
- What if the Market growth rate is slower than estimate? (Sales Allocation phasing/Regional Targets)

XVII. Field work

One day field work was done in the areas of civil lines and GTB Nagar with an objective to know which anti-allergic brand is being prescribed the most by the doctors.

Seven chemist were interviewed to learn

- Brand name that comes to mind of pharmacist when thought about anti-allergic.
- The highest selling anti-allergic at their pharmacy.
- Number of MRs visit their pharmacy in a month.
- USP of highest selling anti-allergic brand.
- Speciality of doctors who are prescribing the most anti-allergic.

Conclusion of the survey forms:

- Highest selling anti-allergic drug is cetirizine and is mostly prescribed by doctors.
- Cetzin by GSK gets maximum prescription for allergies.
- Allegra by Sanofi gets the highest number of prescription.
- Other anti-allergics which get good number of prescriptions were: Alerid, Montekast, and Telekast.
- Pharmacies near hospitals said that MRs visit them almost daily putting in a reminder for their products while pharmacies away from hospitals said that MRs visit them twice or thrice in a week.
- Mostly ENT specialist prescribes anti-allergic. Other specialists prescribing these drugs are General physician, Gynaecologists and dermatologists.

XVIII. CONCLUSION

- Effective Brand Management is crucial for success of Pharmaceutical Marketing.
- Effective Communication strategies in the form of Visual-aids, Leaflets can play a vital role in Brand Management.

Fundamentally, there are three basic objectives of promotion are:

1. To present information to consumers and to the customer.
2. To increase demand.
3. To differentiate a product.

Ways to Position a particular Brand in Pharmaceutical Marketing:

- Use Situations
- Emphasising tangible benefits
- Linking to use
- Head on competitive positioning
- Lifestyle positioning.

A good relationship with the target customers can be built via right and effective communication, which is thus essential for Brand Management.

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