Research Synopsis

Title: Evaluating and Understanding the Scope of Portfolio Optimization, Potential New Product Launch, and Divisionalisation through Secondary Research

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Abstract

This study focuses on the strategic evaluation of Corona Remedies' therapy-wise brand portfolio using secondary data, with the goal of identifying underperforming areas, proposing portfolio optimization opportunities, and assessing the feasibility of new product launches. The project analyzes therapy alignment, growth trends, and market gaps through data sourced from Pharmartrac (MAT April 2025), emphasizing data-driven decision-making.

The study includes an in-depth analysis of nine key therapy divisions, competitive benchmarking, and suggests strategic re-clustering of brands (e.g., Telmisartan combinations in CVD). Additionally, a new combination—Tamsulosin + Finasteride + Vitamin D3—is proposed to exploit a therapeutic gap in the urology space. The findings aim to assist corporate strategy teams in rationalizing the product mix and improving market responsiveness.

Introduction

Pharmaceutical companies operating in highly competitive environments must constantly reassess their brand portfolio to remain agile, relevant, and growth-focused. Portfolio optimization involves re-aligning brands based on therapy trends, competitive positioning, and market opportunity.

This dissertation is rooted in the real-time secondary analysis of Corona Remedies' therapeutic divisions. Through MAT-based performance evaluation, competitor mapping, and therapy benchmarking, the study explores how effective repositioning and division-based realignment can improve brand reach and ROI.

The work also proposes evidence-backed new product strategies based on market potential and therapy need gaps.

Main Research Question

How can Corona Remedies optimize its product portfolio and leverage new product launches and divisional restructuring for strategic growth, based on secondary data analysis?

Supporting Sub-Questions

1. Which existing brands underperform despite therapy-level growth, and why?
2. How do Corona's focus brands compare with their top three competitors?
3. What therapy gaps and divisional misalignments currently exist in the brand portfolio?
4. What new product opportunities can be explored based on therapy trends?
5. How can a data-driven approach support long-term brand planning?

Objectives of the Dissertation

- To analyze therapy-wise brand performance across nine divisions using Pharmartrac.
- To benchmark top focus brands against leading competitors.
- To identify under-leveraged therapies and overlapping brands.
- To propose re-alignment of brands into appropriate therapy-based divisions.
- To evaluate the feasibility of a new product launch in the urology division.
- To present strategy-based recommendations for improving brand presence and ROI.

Materials and Methods

1. Research Design:
Secondary data-based research project using comparative and evaluative analysis.

2. Data Source:
- Pharmartrac MAT April 2025 (Therapy performance and brand contribution)
- Internal strategic data from Corona Remedies

3. Tools Used:
- Microsoft Excel (Pivot tables, growth calculation, therapy gap mapping)
- Pharmartrac Analysis Reports
- Therapy-level growth benchmarking charts

4. Sample Framework:
Analysis included Corona's focus brands and top 3 competitors across 9 therapy divisions.

5. Ethical Considerations:

No primary or sensitive data collected. Confidential company data used solely for academic purposes with due permission.

Data Analysis Plan

• Brand-wise growth comparison over 5-year MAT values.
• Competitor benchmarking using contribution indices.
• Therapy gap analysis using secondary data trends.
• Brand clustering & division mapping for strategy formulation.
• Dashboard creation for visualizing findings and suggesting actions.

Ethical Considerations

• No personal or patient-level data was collected.
• Internal documents were used under company mentorship.
• Data used only for educational purposes.
• Findings reviewed by both industry and faculty mentors.

Implications of the Research

This study provides actionable insights for pharma portfolio strategy teams. It highlights how brand re-alignment and new product planning, when guided by data, can result in better therapy coverage, optimized resource allocation, and improved business outcomes. It demonstrates the power of secondary data tools like Pharmartrac in shaping smarter product and division strategies.

Weekly Plan

Week 1: Orientation and understanding divisions
Week 2: Collection of brand-wise secondary data
Week 3: Therapy and division-wise mapping
Week 4: Competitor benchmarking and trend visualization
Week 5: Identification of underperformers and gap analysis
Week 6: Drafting brand realignment proposals
Week 7: Suggesting new product opportunities
Week 8: Dashboard creation and internal review
Week 9: Final strategy deck preparation
Week 10: Drafting report and preparing final presentation
Week 11: Mentor review and dissertation submission
Week 12: Viva preparation and closure

References

1. Pharmartrac Data Reports – April 2025
2. Frost & Sullivan – Indian Pharma Market Trends 2024
3. Kotler, P., & Keller, K. (2016). Marketing Management (15th ed.), Pearson
4. IQVIA Insights – Brand Portfolio Planning
5. AIOCD AWACS Therapy Trend Reports
6. Internal Reports – Corona Remedies Pvt. Ltd. (Confidential, used with permission)