“A Strategic Analysis of Product Pricing, Promotional Schemes, and Market Positioning of Mectec Pharmaceuticals: A Competitive Perspective”

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“Final Dissertation & Internship Presentation – MBA Pharmaceutical Management”

About the Company – Mectec Pharmaceuticals

Company Overview

- **Head Office:** Jaora Compound, Indore (Madhya Pradesh)
- **Established:** Over a decade ago (2014)
- **Nature:** Privately held, ethically operated pharmaceutical organization
- **Business Model:** Field-force driven operations with active doctor engagement in semi-urban zones
- **Coverage Area:** Indore, Ujjain, Dewas, Mhow, Barwah, Sanawad, and surrounding towns in Madhya Pradesh

Therapeutic Presence

- **Orthopedics**
- **Nutraceuticals**
- **Antibiotics**
- **Pain Management (NSAIDs)**
- **Pediatrics**
- **Gastroenterology**
- **Gynaecology**

My Role in the Company – Sales Executive Intern

Internship Duration:
10th March 2025 – 31st May 2025

Location of Deployment:
Indore HQ and surrounding Tier-2 & Tier-3 zones: Dewas, Ujjain, Mhow, Sanawad, Barwah

Functional Role & Structure:

- Designation: Sales Executive Intern
- Reporting To: Regional Marketing Manager

Scope of Work

- Followed SWP and MR field protocol
- Assisted in doctor visits and product promotion
- Observed CRM cycle and doctor tiering (A/B/C)
- Supported data collection and CRM entries
- Studied brand positioning in field markets

My Contributions to the Company – Value Delivered During Internship

Field-Level Contributions:

- Visited **40+ doctors** across Indore, Dewas, Sanawad & Barwah
- Collected **30+ CRM feedback forms** on brand perception and usage
- Converted **12+ doctors for trial**-based adoption of Mectec products
- Facilitated **4 chemist orders**, particularly for Glucomac and Macosteo
- Suggested **scheme positioning improvements** (10+1 vs 15% competitors)

Strategic Inputs (from Research & Field Observation):

- Conducted **MRP/PTR scheme benchmarking** for 5 top brands
- Identified **gaps in CRM funnel** — lack of segmentation & follow-up consistency
- Recommended **new CRM dashboard structure** to Marketing Manager
- Proposed **brand repositioning canvas** for Macosteo and Moxtec LB
- Contributed insights to update LBL design with QR-based MOA videos

Challenges Faced, Solutions Applied, and What I Learned

Challenge 1: Limited Initial Doctor Engagement

- Some doctors were hesitant to respond to interns

Solution: Used product knowledge + support from senior MR to build trust

Learning: Consistency, confidence, and listening skills build credibility

Challenge 2: Scheme Comparison Complexity

- Tracking real-time market offers vs Mectec schemes was difficult

Solution: Created a manual price-scheme tracker by cross-checking chemists and online portals

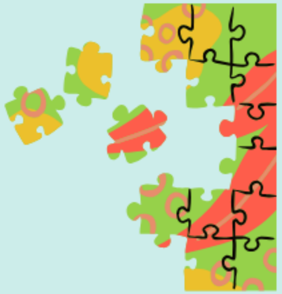
Learning: Competitive intelligence requires hands-on validation beyond desk research

Challenge 3: CRM Observation Limitations

- Initial CRM feedback lacked structure or doctor-wise tagging

Solution: Suggested CRM segmentation (A/B/C) and tracking sheet format

Learning: Small process innovations improve long-term doctor engagement



Challenge 4: Product Detailing Confidence

- Explaining complex compositions during visits was tough at first

Solution: Prepared pre-visit composition summaries & used simplified MOA analogies

Learning: Scientific communication must match the doctor's time, tone, and context

Problem Identified (Based on Field Observations)

Despite Mectec's strong field presence and competitive pricing, multiple field-level insights revealed critical gaps impacting sustainable growth and prescriber loyalty:

Weak Brand Recall Among Doctors

- GPs and specialists recalled national brands more than Mectec's, especially for antibiotics and pain products

Limited Visual Differentiation in Promotional Tools

- LBLs lacked QR integration, infographics, or strong scientific storytelling
- Most brands followed a generic format, reducing impact

No Brand Prioritization Framework at Field Level

- All brands pushed uniformly despite different stages in product life cycle
- MR effort was diluted across performing and underperforming brands equally

CRM Process Not Segmented or Structured

- No formal tiering (A/B/C) of doctors
- Follow-ups were inconsistent or verbal — not digitally recorded

Gaps in Competitive Pricing Intelligence

- Field team lacked a consistent tracker for comparing schemes vs market leaders
- Pricing discussions were reactive, not strategically planned

Research Objectives (From Dissertation)

Primary Objective:

- To evaluate Mectec Pharmaceuticals' pricing, promotional schemes, and product positioning in comparison to its competitors — and recommend strategic improvements.

Secondary Objectives:

- To conduct a **product-wise comparison** of MRP, PTR, and scheme structures versus competing brands
- To assess the **effectiveness of CRM practices** like SWP, doctor tiering, and visual aids
- To apply strategic marketing tools **(SWOT, BCG, Ansoff, GE–McKinsey)** for brand evaluation
- To suggest brand **repositioning frameworks** for underperforming products
- To recommend **CRM and prescriber engagement strategies** tailored to semi-urban markets

Top 5 Brands – Composition, Pricing & Target Doctors

Top Performing Brands During Internship

Brand	Key Composition	Target Doctors	MRP	PTS	PTR	Scheme
Macosteo	Calcium Citrate Malate + Calcitriol + Zinc + Magnesium	Orthopedics, GPs	₹315	₹202.50	₹225	-
Ceepromac	Cyproheptadine + Multivitamins (Syrup)	Pediatricians, GPs	₹145	₹93.21	₹103.57	10 + 1
Glucomac	Dextrose + Vitamin C + Electrolytes (Energy Drink)	GPs, Rural Clinics, Hospitals	₹70	₹42.71	₹50.40	10 + 1
Moxtec LB	Amoxicillin + Clavulanic Acid + Lactic Acid Bacillus	ENT, Surgeons, GPs	₹250	₹160.71	₹178.57	10 + 1
Enzotech SP	Trypsin + Bromelain + Rutoside + Diclofenac Sodium	Ortho, Post-Surgery, Pain Management	₹100	₹64.29	₹71.43	10 + 1

🔍 Field-Based Insights:

Macosteo and **Glucomac** had repeat demand and strong PTS margins

Ceepromac accepted for vitamin-appetite synergy in pediatrics

Moxtec LB faced national competition (e.g., Augmentin), but Lactic Acid Bacillus offered differentiator

Enzotech SP preferred in surgical recovery kits across ortho clinics

Competitor Benchmarking – Pricing & Schemes (Top 5 Brands)

Brand-wise Competitive Pricing

Mectec Brand	Competitor Brand	MRP (₹)
Macosteo	Shalcal 500 (Torrent)	₹151 / 15 tablets
	Gemcal (Alkem)	₹418 / 15 softgels
Ceepromac	PCL Plus (Theta Lab)	₹110 / 200 ml bottle
	Aptimust (Mankind)	₹159 / 200 ml bottle
Glucomac	Dabur Glucose D (1 kg)	₹280
	Glucon-D (Zydus) (1 kg)	₹255
Moxtec LB	Augmentin 625 (GSK)	₹204 / 10 tablets
	Clavam 625 (Alkem)	₹208 / 10 tablets
Enzotech SP	Zerodol SP (Ipca)	₹139 / 10 tablets
	Aldigesic SP (Alkem)	₹132 / 10 tablets

Strategic Tools Applied

Marketing & Strategic Tools Used During Research

Tool	Application Area	Purpose in Study
SWOT Analysis	Mectec Pharmaceuticals – Org-level	Identify internal strengths/weaknesses + external opportunities/threats
BCG Matrix	Portfolio of Mectec Brands	Classify products: Stars, Cash Cows, Question Marks, Dogs
GE–McKinsey Matrix	Therapeutic investment & brand strength mapping	Guide investment decisions across therapy areas & brands
Ansoff Matrix	Growth planning for core brands	Define penetration, development, and diversification strategy
CRM Funnel	MR call cycle & doctor segmentation	Diagnose follow-up gaps & engagement breakdown
Doctor Persona Table	Field behavior analysis (GP vs Specialist)	Develop targeting strategies based on doctor behavior

Strategic Value of Tools Used:

- Helped **prioritize brands** for investment vs maintenance
- Identified **underutilized therapy areas** and CRM execution gaps
- Translated field inputs into **actionable marketing strategy**

SWOT ANALYSIS OF MECTEC PHARMACEUTICALS

S	W
O	T

Strengths

- Competitive pricing across all major brands
- Strong field coverage in Indore & semi-urban belts
- Loyal MR team with regular doctor contact
- Attractive 10+1 schemes for doctors & chemists

Weaknesses

- Low brand recall vs national brands
- Weak digital & scientific detailing presence
- Inconsistent stockist penetration in nearby towns
- Limited differentiation in LBLs & visual aid

Opportunities

- Expand to Tier-3 towns (Barwah, Sanawad, etc.)
- Launch new nutraceutical SKUs (gynae/pediatrics)
- Use digital CRM tools & WhatsApp detailing

Threats

- Aggressive pricing by national competitors
- Doctor switching due to better CRM & brand recall
- NPPA price control on key molecules

BCG MATRIX – BRAND CLASSIFICATION + STRATEGIC ACTIONS

	High Market Growth	Low Market Growth
High Market Share	⭐ Stars Macosteo Glucomac Ceepromac	💰 Cash Cows Enzotech SP Moxtec LB
Low Market Share	❓ Question Marks Villivita	🐶 Dogs Mactepan DSR Ornitec

Category	Actions for Mectec
⭐ **Stars**	Boost LBL quality, run focused CMEs, improve digital detailing, create doctor-specific case studies
💰 **Cash Cows**	Maintain distribution chain, ensure no OOS (Out of Stock), minimal spend, protect shelf presence
❓ **Question Marks**	Plan KOL trials, create brand story (scientific + emotional), digital sampling in new specialties (Gynecology, Pediatrics)
🐶 **Dogs**	Consider rebranding or discontinuing, use only as shelf fillers or filler SKUs during multi-brand pitching

GE–MCKINSEY MATRIX – BRAND INVESTMENT STRATEGY

	High Industry Attractiveness	Medium Attractiveness	Low Attractiveness
High Business Strength	Macosteo Glucomac	Ceepromac Moxtec LB	Enzotech SP
Medium Strength	Villivita	Rosyne Ornitec	Mactepan DSR
Low Strength	Bioninja	Mactemac (Anti-allergy) Mactedef	Tecfin

📈 Investment Strategy Based on Matrix

Zone	Strategic Focus
🟢 Invest / Grow	Macosteo, Glucomac, Villivita – increase call cycle, launch infographics, CMEs
🟡 Maintain / Support	Ceepromac, Moxtec LB, Rosyne – track Rx, upgrade branding, scientific storytelling
🔴 Deprioritize / Exit	Tecfin, Mactemac, Ornitec – low ROI, may phase out or repurpose

STRATEGIC JUSTIFICATIONS (PER CELL)

Box	Example	Why Placed There
High Attractiveness + High Strength	Macosteo, Glucomac	Strong movement + fast-growing therapy (Ortho & Energy)
Medium Attractiveness + High Strength	Ceepromac, Moxtec LB	Good Rx pull but therapy growth is moderate
Low Attractiveness + High Strength	Enzotech SP	Post-op support steady, but NSAID + enzyme segment is flat
High Attractiveness + Medium Strength	Villivita	Nutraceuticals booming but low Rx penetration yet
Medium Attractiveness + Medium Strength	Rosyne, Ornitec	Rosyne has niche potential, Ornitec is underperforming in a competitive segment
Low Attractiveness + Medium Strength	Mactepan DSR	Crowded PPI market, weak push
High Attractiveness + Low Strength	Bioninja	Pediatrics = growing, but brand is new + lacks pull
Medium Attractiveness + Low Strength	Mactemac, Mactedef	Allergy and steroid use limited; no field momentum
Low Attractiveness + Low Strength	Tecfin	Molecule fatigue, zero visibility, no prescriber interest

ANSOFF MATRIX – STRATEGIC GROWTH PATHWAYS

	Existing Products	New Products
Existing Markets	**Market Penetration** • Increase MR call cycles for Macosteo, Glucomac • Push schemes (10+1) vs Gemcal, Glucon-D • Deepen hospital coverage in Indore belt	**Product Development** • Rebrand Ceepromac with pediatrician testimonials • Launch Villivita drops / sachets • Introduce scientific LBLs with QR-code detailing
New Markets	**Market Development** • Expand to Barwah, Khandwa, Dewas • Appoint stockists in semi-urban MP • Organize OPD camps & CME in Tier-3 towns	**Diversification** • Launch Gynae wellness range (SMEDDS + folic acid) • Explore e-detailing app for remote areas • Evaluate veterinary wound care (inspired by Fibroheal exposure)

Strategic Summary (Field-Driven)

Market Penetration → Key to defending turf against Clavam, Zerodol SP, Gemcal
Product Development → Needed to reposition Ceepromac, Villivita
Market Development → Reach where competitors like Torrent & GSK don't go
Diversification → Build digital & nutraceutical verticals for long-term brand differentiation

CRM FUNNEL

Funnel Stage	MR Action at Mectec
1. Awareness	Product name introduction, first detailing via LBLs, POB material distribution
2. Interest	Sharing of scientific data, MOA visuals, WhatsApp PDFs, and product discussions
3. Trial	Doctor agrees to try samples for a few patients
4. Prescription	Doctor adds brand to prescription cycle (Rx initiated)
5. Retention	MR conducts follow-up visit, shares case results, and builds emotional brand loyalty

CRM Gaps Identified at Mectec

Gap Observed	Proposed Solution (Strategic & Practical)
No structured doctor tiering	Implement A/B/C doctor classification based on Rx volume + specialty
Inadequate sample follow-up	Maintain brand-wise Excel CRM tracker (MR-level) to log trial → conversion
No feedback loop or conversion rate monitoring	Launch Zonal CRM dashboards with weekly update cycle
Visual aids were generic and text-heavy	Develop QR-linked LBLs with infographics and brand differentiation cues

DOCTOR PERSONA TABLE – REALISTIC SEGMENTATION AT MECTEC

Persona Type	**Doctor Example (Observed in Field)**	**Profile Traits**	**Targeting Strategy**
Tier-2 General Practitioner (GP)	**Dr. A.K. Kushwah (Vijay Nagar)**	- Sees 80+ patients/day - Loyal to familiar brands - Responsive to MR visits	- High-frequency visits - Scheme + case-based detailing
Specialist – Orthopedic	**Dr. Ashish Jain (Cloth Market, Indore)**	- Writes bone supplements, SP combos - Wants scientific backup	- QR-linked LBL - Share clinical studies - Re-engage post-trial
Pediatrician	**Dr. Jeniwala (Indore)**	- Focuses on palatability + safety - Interested in patient adherence	- Sample kits - Taste-based feedback - Case-sharing with follow-up
Emerging GP / Low Prescriber	**(Newly visited clinic – Sanawad)**	- Doesn’t recall brand - May follow chemist push	- Visual recall + combo LBLs - Leverage chemist-based reminder loop

KEY FINDINGS & STRATEGIC RECOMMENDATIONS

Key Findings: Based on Field Observations + Strategic Tools

Theme	Key Finding
Pricing Strategy	Mectec’s pricing is highly competitive (10–30% lower than top competitors), but lacks emotional value story.
CRM Execution	Field visits are regular but lack structured follow-up, tiering, and post-sample engagement tracking.
Visual Branding	LBLs lack scientific storytelling, no QR links, inconsistent format; competitors like Alkem use rich formats.
Product Portfolio	Stars like Macosteo and Glucomac are under-leveraged; Dogs like Tecfin consume unnecessary MR bandwidth.
Market Reach	Indore is saturated; towns like Sanawad, Dewas, and Barwah have potential but weak stockist footprint.
Competitor Insight	Brands like Gemcal, Zerodol SP, Clavam dominate due to better recall, scientific push, and brand storytelling.

KEY FINDINGS & STRATEGIC RECOMMENDATIONS

Strategic Recommendations: Action Plan for Mectec (Based on BCG, GE, SWOT, CRM)

Strategic Area	**Recommendation**
1. Brand Repositioning	Redesign LBLs with QR codes, infographics, and doctor testimonials. Include a benefit tagline for each key brand.
2. CRM Optimization	Implement A/B/C tiering, Excel-based trial→Rx tracking, and WhatsApp-based detailing to close funnel gaps.
3. Portfolio Focus	Invest in Stars (Macosteo, Glucomac, Ceepromac), maintain Cash Cows (Enzotech, Moxtec), deprioritize Dogs (Tecfin).
4. Market Expansion	Appoint new stockists in semi-urban towns; run OPD sponsorships and trial campaigns for new doctor acquisition.
5. Digital Engagement	Introduce low-cost e-detailing tools — PDFs, MOA videos, and CRM dashboards for zonal tracking.
6. Competitive Response	Build doctor-centric brand recall tools to counter established competitors like Gemcal and Augmentin.

Mectec is not lacking in products — it's lacking in structured **marketing narrative**, scientific **CRM**, and **precision in field resource allocation**. With targeted repositioning, Tier-2 penetration, and brand-specific CRM cycles, Mectec can not only defend but **gain share against national players.**

CONCLUSION

This research-based project strategically evaluated Mectec Pharmaceuticals' pricing, CRM practices, and brand positioning in comparison with national competitors. While Mectec maintains cost leadership and field strength, the study identified critical gaps in structured CRM execution, scientific branding, and market expansion planning. Strategic tools like BCG, GE–McKinsey, and Ansoff Matrix were applied to reclassify the portfolio, guide investments, and propose actionable growth strategies. With disciplined CRM, brand repositioning, and market-specific execution, Mectec can build stronger recall, enhance prescriber loyalty, and secure long-term growth in Tier-2 and semi-urban markets.

Thank you very much!