

About Organization:-

Galcare Pharmaceuticals Pvt. Ltd. Was incorporated in the year 2008 with an objective to provide quality innovative therapeutic solutions. The guiding principle at Galcare is pursuit of “Excellence through People & Innovation”. This dictum forms the basis of all the thinking & action at Galcare.

Our Products:-

Alocal Lotion, Azaprin, Others etc

Vision:-

Our vision is to be celebrated as a premier and beloved leader in the dermatology sector in India, Ignition positive information and groundbreaking innovation for a brighter tomorrow.

Mission:-

Galcare strives to enhance people's health by offering quality therapeutic solutions. They achieve this through continuous innovation and excellence in their products.

Theory vs Practical

Theory:-

Theoretical understanding provide foundation of knowledge about the marketing strategies and the enhance the practical understanding with the theoretical understanding.

Practical:-

Practical exposure to the Pharma market and focus on the real-world experience skill development and learning from the Field work asinteraction with doctor and chemist.

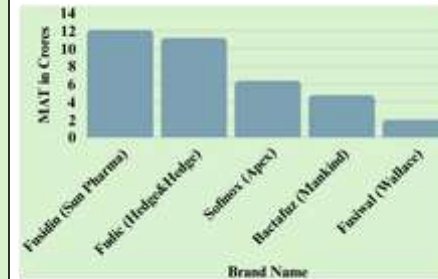
Project Description:-

This project involved creating a comprehensive brand plan for a dermatology product based on Fusidic Acid under the guidance of my mentor. Through fieldwork and RCPA surveys, I explored real-time challenges like limited access to doctors, inconsistent chemist data, and tracking competitor brands. I analysed the product's strengths, market gaps, and growth opportunities, especially in rural areas. I also observed unique branding strategies in the field and contributed to designing visual aids, LBLs, doctor gifts, and sales materials. The project helped me blend theoretical knowledge with practical exposure, sharpened my communication and analytical skills, and gave me a clear understanding of how pharmaceutical marketing works on the ground.

Suggestions:-

A marketing activity was observed by me during my RCPA field visit, a local company of Ludhiana Leeford provides free of cost as well as new flex board rand to chemists with its company name as well as the shop's name. This is a two-way benefit both for the retailer as well as the company as the patients visiting the chemist will read the company's name and it'll be a perfect image building strategy in patient's mind and the retailers get a free of cost as well as brand new flex board for their shop depicting the name of the shop.

The market size of Fusidic acid molecule for year 2024 is 52.1 Crores.



Strengths

1. “GALFIDIC” is derived from the trusted molecule Fusidic Acid.
2. “GAL” integrates the company identity, Galcare.
3. The name ensures easy recall for dermatologists and general physicians.
4. Doctors meet many MRs, so integrated names enhance memorability.
5. A unified brand name reinforces both product and company identity.

Weakness

1. Limited to Fusidic Acid, restricting therapeutic scope.
2. Rising resistance may affect long-term effectiveness.
3. Faces tough competition in crowded antibiotic segment.
4. Lower awareness in Tier 2/3 cities among general practitioners.
5. May face pricing challenges against cheaper generics.

Opportunity

1. Rural India remains underpenetrated by existing fusidic acid brands.
2. High incidence of bacterial infections in rural areas during summer and monsoon.
3. Majority rural population presents a large untapped market.
4. Expanding MR coverage and pharmacy reach can drive rural penetration.

Threats

1. Intense competition from established and low-cost generic brands.
2. Rising antibiotic resistance could reduce clinical effectiveness.
3. Regulatory scrutiny on topical steroid-antibiotic combinations may impact usage trends.
4. Limited brand loyalty in rural markets due to price-driven prescriptions.

Challenges faced during SIP :-

1. Difficult to cover all the doctors during field work.
2. Chemists sometimes withheld the complete information during RCPA.
3. Some doctors were unavailable or unwilling to engage due to time constraints.
4. Difficulty in tracking competitor brand's exact sales volume.



Major Learnings during Internship:-

1. Learnt about market survey & questionnaire (RCPA & Doctor's survey), excel analysis.
2. Learnt to prepare product training & sales strategy PPT for sales team.
3. Learnt to design Visual aids, LBLs, Posters, Product image and doctor's gift.
4. Learnt about pricing like setting of MRP & budgeting .
5. Learnt to prepare an entire brand plan for a molecule.



Organisational Structure :-

CEO

Vice President

Marketing Department

Account Department

Sales Department

Product Manager

Account Manager

Sales Manager

Product Executive

Account Executive

Sales Executive

