

BRAND PLAN FOR TICAGRELOR



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About Organization

Micro Labs Limited is a global pharmaceutical company focused on research, manufacturing, and marketing of high-quality medicines. Operating in 50+ countries, it offers a diverse portfolio across key therapies like cardiology, diabetology, and ophthalmology. With advanced R&D and WHO-GMP-certified facilities

Strength

1. Strong Clinical Evidence
2. Fast and Consistent Onset of Action
3. Broad Use Cases

Weakness

1. Higher bleeding risk compared to Clopidogrel
2. Significantly more expensive than generic Clopidogrel

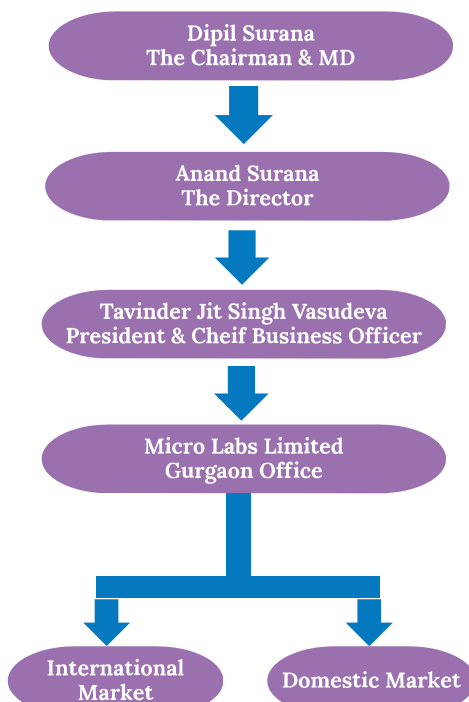
Opportunity

1. Increasing incidence of ACS and MI, especially in urban and semi-urban populations.
2. Growing awareness about poor response to Clopidogrel in certain genetic polymorphisms (CYP2C19).

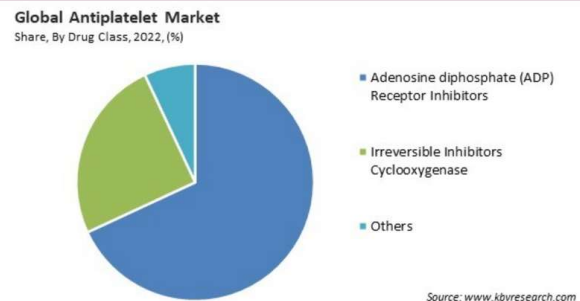
Threat

1. Changing Prescription Trends
2. Generic Competition
3. Regulatory and Reimbursement Barriers
4. Availability of the brand at local stores.

Organization Structure



Anti-Platelet Market



The global antiplatelet market was valued at \$3.8 billion in 2022, and is projected to reach \$5.8 billion by 2032, growing at a CAGR of 4.2% from 2023 to 2032.

Key Learnings

- Corporate Etiquette
- Personal Branding
- Brand Planning
- Neuromarketing
- LBL's Significance
- Market Survey
- Therapy Switchover
- Market Report Study
- Regulatory Compliance
- Digital Marketing

Mission

To enhance global health by providing affordable, accessible, and high-quality pharmaceutical products through innovation, integrity, and a commitment to excellence in-patient care.

Vision

To be a trusted global leader in healthcare by delivering innovative and affordable medicines that improve the quality of life for people everywhere.

Topic	IIHMR University (Theory)	SIP Organisation (Practice)
Corporate Etiquette	Taught through sessions on behavior, grooming, and communication.	Practiced in meetings, emails, and daily interactions.
Brand Planning	Learned using 4Ps, SWOT, and case studies.	Applied in real brand strategies and market planning.
LBL's Significance	Studied as a marketing tool with design and compliance focus.	Observed real LBL usage and development in the field.
Market Survey	Learned survey methods and data analysis techniques.	Conducted surveys and analyzed actual market responses.

Challenges

- Co-operation of the Pharmacists during the market survey
- Difficult to stay engaged without a structured office environment.
- Missed opportunities for informal learning through team interaction.
- Feedback may be delayed or not as detailed as in-person guidance.