



## BRAND NAME AND SYMBOL WITH POSITIONING STATEMENT IS THE FATE OF A PRODUCT OR SERVICE TO GENERATE LONG TERM PROFITS FOR PHARMACEUTICAL ORGANIZATIONS

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### Abstract

As per our ancient values and beliefs, we all have a unique name assigned based on time, date, place of birth and the various position of planets and other celestial bodies, which help to recognize an individual. We all have different physical appearance which helps us to differentiate from one another. Similarly, before the launch of a product or service, an organization has to assign a name (unique combinations of symbol, numeric and image etc.) which will help customers to identify it easily from various homogeneous products/services. But in pharmaceutical organizations, this task is very difficult because doctors should first recall that particular brand of medicine when he/she is prescribing drugs to the patient with preference to other homogenous medicines. Here, the medical representative's role is vital in introducing that drug to various doctors. This paper deals with how to give a brand name or symbol to drugs with all primary and necessary information in a pharmaceutical organization with dummy example.

IGNOU, New Delhi	BAOU, Ahmedabad
	
<ul style="list-style-type: none"> <li>➤ The above symbol is a sign with the name of a university with a combination of Hindi and English words.</li> <li>➤ Positioning Statement "The People's University"</li> </ul>	<ul style="list-style-type: none"> <li>• The above Symbol is a sign of growing seed which reflect university objective with a blend of Sanskrit phrase.</li> <li>• Positioning Statement "Education for All"</li> </ul>

**Keywords:** Brand Name, Symbol, Profit, Life of Product and services

### INTRODUCTION

Each pharmaceutical organization has many challenges like types of drugs which are homogeneous to produce, targeted doctors and role of medical representatives and extensive market research. As per WHO estimates, the economic impact of pharmaceuticals is substantial - especially in developing countries. While spending on pharmaceuticals represents less than one-fifth of total public and private health spending in most developed countries, it represents 15 to 30% of health spending in transitional economies and 25 to 66% in developing countries. In most low-income countries, pharmaceuticals are the largest public expenditure on health after personnel costs and the largest household health expenditure. And the expense of serious family illness, including drugs, is a major cause of household impoverishment. Despite the potential health impact of essential drugs and despite substantial spending on drugs, lack of access to essential drugs, irrational use of drugs, and poor drug quality remain serious global public health problems:

India is among the countries with the highest Out Of Pocket (OOP) expenses on health care. Expenditure on drugs constitutes over 67% out of pocket expenditure on health care (NSSO 68th Round 2011-12). High Level

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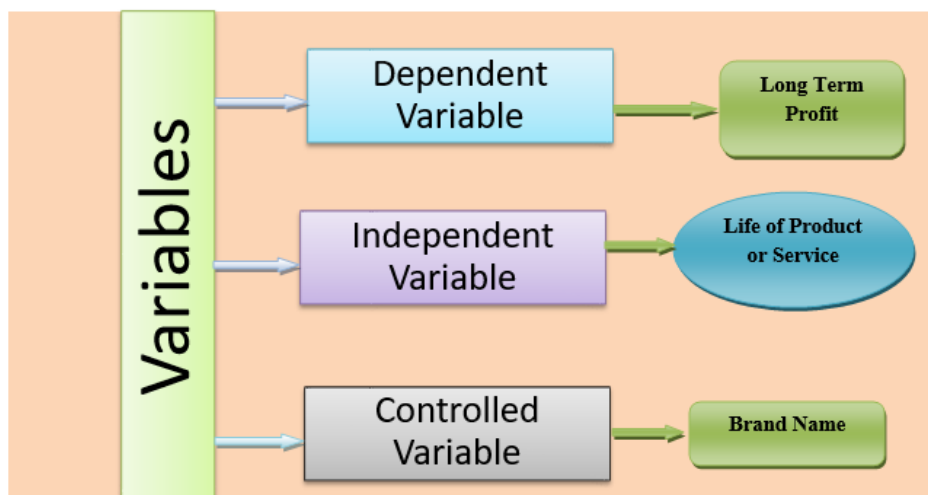
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Expert Group Report (HLEG) on Universal Health Coverage (UHC) for India recommended that an increase in the public procurement of medicines from around 0.1% to 0.5% of GDP would ensure universal access to essential drugs, greatly reducing the burden of out-of-pocket expenditures and increasing the financial protection for households. As per WHO study estimates, about 65% of the Indian population lacks regular access to essential medicines. This is a paradox given that India is one of the largest manufacturers and suppliers of generic drugs to the world.

Moreover, doctors hardly prescribe medicines by generic names, but by brand. In some states, instructions were issued that doctors should prescribe by generic names only. But this has not brought relief to the consumers/patients since the chemist would give him/her a list of brands with the same chemical/generic name and ask him/her to choose. In the process they end up buying the costliest brand because of the notion that 'the costlier the better'.

### VARIABLES OF THE TOPIC



STEPS (WITH A EXAMPLES) TO BE FOLLOWED BEFORE LAUNCHING A DRUGS. { Brand Name, Assigning Symbol, Market Research and Budgetary Plan etc.}

**Brand Plan:**  
**Dolphin-Domperidone -Tab**

**Name of Molecule** Domperidone 57808-66-9, Motilium, Nauzelin, Domperidonum, Domperidona.

**More About:** Domperidone is specific blocker of dopamine receptors. Its speeds gastrointestinal peristalsis, causes prolactin release, and is used as antiemetic and tool in the study of dopaminergic mechanisms.

<https://www.gapinterdisciplinaries.org/>

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## Dolphin-**Domperidone** -Tab

- Details of Pharmacokinetic and Pharmacodynamics
- **Bioavailability**- Oral 13-17%, Intramuscular 90%
- **Protein Binding**-92%
- **Metabolism**- Hepatic and Intestinal
- **Excretion**-
  - Fecal-66%
  - Urine-32%
  - Breast Milk-Small Quantity
- **Elimination**- Half Life 7.5 hours

## Dolphin-**Domperidone** -Tab

### SWOT

[Strength, Weakness, Opportunity and Threat]

- **Strength**-Well known quality Brand
- **Weakness**-Few side effects & Lower market share
- **Opportunity**-High demand in market due to lifestyle and climate change
- **Threat**- Competitor have some advantages i.e. low cost and traditional reach

## Dolphin-Domperidone -Tab

- **Market Scope**

- ❖ Regional-50%
- ❖ National-30%
- ❖ International-20%

- **Competition**

- a) **From Competitors**

Many companies are in competition with same types of molecules and brands

- b) **Others**

- I. Low Price
- II. Simpler Brands
- III. Quality
- IV. Features of Brands etc

## Positioning

- **Dolphin-Domperidone -Tab**

**Packs**-5+(1 free) and 10+(2free) in 10 mg and 20 mg

**Uses**- To prevent Gastrointestinal symptoms associated with the use of Dolphin-Domperidone against antiparkinsonian agents and pediatric reflux

*Helping Hands*



**Bhatotia Pharmaceutical Ltd.**  
**Helping Hands**

## Segmentation

a) Based on Types of Drs.

Innovators (16%)    Early Majority (34%)    Late Majority (34%)    Laggards (16%)

b) Others

- Geographical
- Demographic
- Psychological
- Behavioral
- Social economical

## Target Doctors

Following Drs. Will be approached

- General Physician
- Pediatrician
- Gynecologist
- Cardiologist



**Indication**

To prevent Gastrointestinal symptoms associated with the use of Dolphin- Domperidone against antiparkinsonian agents and pediatric reflux



**Bhatotia Pharmaceutical Ltd.**  
Helping Hands



**Pack and Dosage**

- A) Packs
  - 5+(1 Free)
  - 10+(2 Free)

*Both are available in 10mg and 20mg*
- B) Doses
  - B1-10 mg for pregnant women & children
  - D1-20 mg for others

## Copy Matter

- **Sample**-One pack of both B1 & D1 free samples to Drs. Every 15 days for first quarter
- **Banner** -Dolphin-Domperidone -Tab



- **Literature**- It will give explanations about the drugs ,molecules, doses, side effect, warning, MRP, MFD. And EXP. Dates, B. No, storage in cool and handling etc

## Copy Matter for Literature

- **Dolphin Domperidone -Tab**
- **Contains**- Lactose, Cornstarch, Microcrystalline Cellulose, Povidone , Magnesium Separate, Sodium Decussate 85%, Sodium Benzoate-5%, Titanium Dioxide.

**Packs**-5+(1 free) and 10+(2free ) in 10 mg and 20 mg with two tab called B1 and D1

**Uses**- To prevent Gastrointestinal symptoms associated with the use of Dolphin-Domperidone against antiparkinsonian agents and pediatric reflux

**Warning** Side effects associated with Dolphin- Domperidone includes dry mouth, Abdominal Cramps, Diarrhea, Nausea, Rosh, Itching, Hives and Hyper Prolactinemia

**Doses**- Half-Life 7.5 hours or As directed by physician

*Helping Hands*

*Store in cool dry place*

- MRP-Rs.20 for B1 and Rs. 40 for D1
- MFD-March18 & EXP. Feb20



### Promotional Plan

• Budget : Rs.1,00,000

- a) Primary-**
- i) Rs. 40,000 on seminars every month for first quarter
  - ii) Rs.10,000 Via MRs –Free samples to Drs.
- b) Secondary**
- i) Rs. 40,000 Attractive Packing
  - ii) Rs. 60,000 supply chain, storage and distribution

### Limitations Of the Study

- a) Example taken in the study is totally based on various assumptions.
- b) Investigator highlighted the primary process to launch a drugs based on assumption about assigning name etc. and their promotional plan.
- c) There is no real data in plan.



### FINDINGS

- ✓ After the study above, we can say that the name is a unique one which differentiates this drug from other homogenous drugs.
- ✓ Symbol is very much assigning the drugs.
- ✓ It is very easy to remember for doctors during prescription.
- ✓ The combination of word “**Helping Hands**” and “**Dolphin**” both are justifying their relation to the drug.

### SUGGESTIONS

- Every organization should emphasize more on the brand name of a product or service which make unique their products or services from homogenous market drugs.
- Brand name should reflect the use and benefits of the drugs.
- Symbol should be suitable to identify the drugs.
- It should be easily differentiable from homogenous products.
- Brand name should be easily memorable to doctors during prescription, prior to other homogenous drugs.
- A good brand name will serve the organization for a longer time.

### CONCLUSION

Today, in the present era, there is very much importance of brand name and symbol in the life and business of an organization. Our lifestyle changed in a different manner and most people are preferring big branded name products or services, which causes prestige within society. As a result, high cost products or services are more in demand. Therefore, brand name in Pharmaceutical companies has a major role to play as a force for the future. Both interrelated, drug brand name as well as adequate profit to the Pharmaceutical Company are interdependent. The pharmaceutical organizations should focus on the well-being of the Planet-People-Profit. Brand name can ensure to all citizens, young and old, they are knowledgeable about the changes that are needed, capable of envisioning alternative futures, committed to democratic ways of achieving them and sufficiently skilled and motivated to work actively for a change.

The progress of an organization is not possible without precarious brand name in pharmaceutical fields. For that, every Pharmaceutical organization should develop a brand name in that field on the right path. India needs quality drugs at all levels and in all fields. This requires proactive roles from all the stakeholders.

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