



Executive Summary

This report has been prepared as a requirement of the internship program working under one of the most important departments in the Square pharmaceutical Limited, Product Management Department (PMD). The report deals with the changing trend and preference of doctors regarding any generic under top ten therapeutic classes. The broad objective of this report is to explore the trend of generic shifting over a particular time period (June, 2006-June, 2010). The main focus is to analyze the shifting in preference of molecule by the whole pharmaceutical industry in Bangladesh and SPL's progress to cope up with the changing trend. Information used to prepare this report has been collected from both primary and secondary sources. Primary information was collected from the product managers working in SPL's Product Management Department for relevant therapeutic classes. For this report data from June 2006 to June 2010 was collected from IMS software are used for analysis. Data of prescription statistics were collected from Market Research and Planning Cell (MRPC), one key functional department in SPL. Different websites were also used for information on the pharmaceutical industry worldwide and Bangladesh. Lack of time and technical knowledge and data unavailability were the major limitations for this report preparation. The global pharmaceutical market grew to \$808 billion in 2009, at a compound annual growth rate of 9.3% between 1999 and 2009. The top 10 companies ranked by pharmaceutical sales generated total sales of \$317 billion. The top 100 blockbuster drugs generated sales of US\$285. The pharmaceutical market in the Asia Pacific region was \$69 billion in 2009 as against \$56.95 billion in 2008. In Bangladesh the pharmaceutical sector is one of the most developed hi-tech sectors which is contributing in the country's economy. This sector is providing 97% of the total medicine requirement of the local market. Local pharmaceutical sales have grown to 21 percent in the April-June period, a rise from 19 percent in the first three months of this year. Bangladesh have reached the international market spreading over 72 countries around the world including Pakistan, Nepal, Sri Lanka, India, Thailand and China and are now trying to penetrate into the medicine market of European and African continents. SQUARE Pharmaceuticals Limited (SPL) is the leading branded generic pharmaceutical manufacturer in the country producing quality essential and other ethical drugs and medicines. Since 1985, SPL is the top company among the national and multinational pharmaceutical companies operating in the market. SPL is the key member of Square Group

made its humble debut in 1958. At first it was a partnership firm and started with 12 people and Tk. 55,000 in capital in floor space of 3000 sft. SPL first proprietary medicine “Estons syrup” was launched in 1959. The first compressed tablet was introduced in 1962 under the generic name “Santonin”. From 1990, Square Chemical division was operated for producing pharmaceuticals raw materials worth an investment of tk. 130 million and currently it is producing 7 pharmaceuticals bulk raw materials. In 1991. It was converted into a public limited company and than in 1994 it first offered share to the people. In the year of 2007, SPL was awarded UK-MHRA certificate which makes the position of SPL strong in the market. The company’s vision, mission and objectives are to emphasize on the quality of product, process and services leading to growth of the company imbued with good governance practices. At the present time SPL had 20 (twenty) functional departments for its operation. PMD is the core and centralized department for managing the total marketing effort for the company. Sales Department pay regular visit to the doctors, show the benefits of new existing products with the help of promotional tools. Distribution Department ensures smooth distribution of products to all over the country. SPL has latest technologies for production of wide varieties of dosage forms including Tablet, Sustained Release formulation, Capsule, Metered Dose Inhaler (MDI), Injectable, Syrup and so on. The company has an increase of 10.47% in net profit (After Tax) in this financial year of 2009-2010 as compared to previous. SPL is now selling its finished goods in many countries of Asia and Europe including: Cambodia, Myanmar, Nepal, Pakistan, Russia, Sri Lanka, Ukraine, Yemen etc. SPL is committed to ensure strict compliance with cGMP norms and regulatory requirements in every phase of manufacturing, quality assurance, and distribution of medicines. Their ultimate motto is to ensure customer satisfaction by exceeding their level of expectations. Value wise and share percentage wise, SPL is the leader company among all the manufacturers followed by Incepta Pharma and Beximco. . Top 20 products represent 14% of total market and among them there are nine products of SPL. There are several reasons that influence the market or doctors to shift their preference from one generic or molecule to another. Global pharmaceutical industry is a huge market and to be as a good player in that market it very important to cope up with the trend of the world market. Many times generic shifting occurs when there is a more effective generic available in the market than the current one. Often dosage convenience of the generic shift preference from one generic to another as it is more comfortable and cost effective for the patients. For better coverage of disease level many time new generics

are introduced in the market. Doctors' preference and market trend shifts over time according to patients need also and safety to patients is also an influencing factor behind generic shifting. Different companies influence generic shifting knowingly or unknowingly also. Again regarding the overall trend, findings are, sales trend can only be expected to be according to remaining potentiality of the generic as everything has a lifespan. The market is shifting now toward Eesomeprazole molecule though the market for the generic Omeprazole is still booming. Paracetamole, Cefixime and Diclofenac are still the most preferred molecule by the doctors and other generics are used according to patient's needs. Popularity of Erythromycin is decreasing and Clindamycin is increasing but Azithromycin is still the most popular molecule. The present trend is showing that by 2012, Clindamycin would be the second top preferred molecule under its class. According to analysis, recommendations are also provided to the company in this report. SPL should focus on now to their brand with Eesomeprazole for future benefits and should promote doctors more to prescribe their brand. SPL should focus more on their brand with Ceftriaxone. SPL should promote their entire brand using all the tools effective to actively participate in the market and also to cope up with the changing market trend. According to market condition and shifting trends, Square Pharmaceuticals strategize and make plans to improve and sustain in the business. SPL use lucrative gifts, price reduction offer, as their promotional tools. Improved compliant management is one significant part of SPL planning and they continuously tries to improve the medicine quality. Healthy growth is likely to encourage the pharmaceutical companies to introduce newer drugs and newer research products,