



SANOFI

A Sanofi Bangladesh Report

**Launching of Leveron:
Report on a new anti-Epileptic product launching of Sanofi**

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In conclusion I might want to thank my associates working in Sanofi Bangladesh Limited for giving me profitable data concerning my study.

Letter of Transmittal

August 31, 2016

Mrs. Afsana Akhtar
Assistant Professor
BRAC Business School
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Subject: **Submission of internship report**

Dear Madam,

As a part of the internship program, I have prepared this report on the topic "Launching of Levevon: Report on a new anti-Epileptic product launching of Sanofi". The report contains an itemized study and analysis of the product launching process of a multinational pharmaceutical organization in Bangladesh. I judged the matter through the designed program in which I needed to participate as an internee.

I have attempted my best to use the chance of doing the task as an internee in a set up pharmaceutical organization like Sanofi Bangladesh Limited. This report depends on data gained from the CNS item portfolio dispatching venture at the organization. I have kept up the internship learning according to the directions.

I am delighted in making this report since it gave me a better chance to build the understanding of product launching procedure at a pharmaceutical organization. I thank you for such an open door. I will be accessible for any clarification whenever it might suit you.

Sincerely yours,

Mahmudul Hasan
ID: 12104194
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Executive Summary

For a nation like Bangladesh, pharmaceutical segment is a great example of overcoming adversity. Under the promising of 1982 medication law, the area boomed and the nation gradually became self-sufficient. The business sector is developing in a staggering rate. In only five years the extent of the business sector has become double. Pharmaceutical organizations are applying their best push to acquire piece of the overall industry and be a part of the development. Sanofi Bangladesh Limited is no exception. Along with other strategies like bringing up their own research product to Bangladesh market, they are additionally attempting to win more noteworthy offer of the generic market. Launching CNS product was a choice in compatibility to their development arrangement. This report was set up as an internship report to satisfy the system completion prerequisite of the BBA Program at BRAC University and the preparation work was done in Sanofi Bangladesh Limited. In the preparation program, firsthand experience was picked up with respect to pharmaceutical item dispatch by working in the CNS portfolio launching project. The expectation of the internship training was to acquire some certifiable experience by working in a viable situation. Pharmaceutical marketing is a sensitive job; product launching is considerably more than that. The inter-departmental nature of the work makes it to a great degree of communication. The product manager needs to oversee such a large number of partners that he must be exceptionally cautious about keeping up the equal balance. Starting from the market analysis and profit-loss investigation, careful subjective and target basic leadership capacities are required. Meeting the due date is constantly critical however it turns out to be all the more so if there should arise an occurrence of product launching. Product launching is additionally a critical experience for a manager because it requires collaboration with each of the department of a pharmaceutical organization. This is assumed that the most ideal method for getting an inside and out of the pharmaceutical marketing sector. Being included in the product launching team at Sanofi Bangladesh Limited was an outstanding experience.

1 Introduction

1.1 Background

Pharmaceutical area is a standout among the most flourishing sectors in Bangladesh. The 1982 drug ordinance coordinated the entire business in such a good course, to the point that in the late years Bangladesh is practically independent in delivering drug. The neighborhood local drug producers thrived in the most recent three decades, crossing the multinational pharmaceutical organizations from leading position in the business sector. The multinational organizations are battling back with a superior quality suggestion and keeping on offering new items. Despite the fact that the oppositions are ruling, the shoppers are being profited by the tough competition among the local and multinational organizations.

Being one of the main multinational pharmaceutical organizations working in Bangladesh, Sanofi Bangladesh Limited is applying its best push to wind up one of the main 5 organizations in the nation. The company is making new launching of originator products and also generic products to stay in line with the market dynamics. This report is the study of an upcoming product of Sanofi Bangladesh Limited. The new launch "Leveron" has been subjected to study to keep an eye on the starting strategy of a pharmaceutical product.

1.2 Origin of the report

This report was made as an internship report to meet the project completion necessity of the BBA Program at BRAC University. The report was finished on the proposed topic "Launching of Leveron: Report on a new anti-Epileptic product launching of Sanofi". The expectation was to increase some true experience by working in a reasonable domain in a relative field. The internship supervisor was Dr. Imtiaz Ahmed Firoz, Head of Business Unit, CNS, Sanofi Bangladesh Limited and the faculty advisor was Mrs. Afsana Akhtar, Assistant Professor, BRAC Business School, BRAC University.

1.3 Objective of the report

The objective of this report was to find out the followings:

- ✓ The way new product feasibility study is done in a pharmaceutical company
- ✓ Product launch plan formulation
- ✓ Execution of product launching
- ✓ Personal findings and analysis on overall activities
- ✓ Required recommendations

The result of the intensive study done at the time of internship has been spoken to and united in this report to satisfy the goal of this report.

1.4 Scope of the report

This report studies a single product: 'Leveron' of the upcoming CNS department of Sanofi Bangladesh Limited. The internship period of the report is from May 3,2016 to July 31, 2016.

1.5 Methodology

The report has been made on the premise of essential information gathered from the real life activity and secondary data gathered from productions and web. The gathered information was analyzed properly. The information analysis process supported by the organization has been utilized to analyze information for the report.

1.6 Limitations

In some instances, actual numerical figures were not presented in the report due to confidentiality issue. Another limitation is the scientific description provided by the internal doctors of the company which may or may not be accurate. Due to a different expertise area, I could not verify by myself but taken other doctors references on that case.

2 Overview

2.1 Industry Overview

Pharmaceutical industry is mechanically the most amassing manufacturing industry in Bangladesh and the third greatest industry in terms of government's revenue. The business contributes around 1% of the total Gross Domestic Product. There are around 250 authorized pharmaceutical makers in the nation, however, as of now somewhat more than 100 organizations are in operation. It is exceedingly focused as main 20 organizations produce 85% of the income. As per IMS, a US-based statistical surveying firm, the retail advertise size is evaluated to be more than BDT 84 billion as on 2015.

Directorate of Drug Administration and Pharmacy Council of Bangladesh are controlling the pharmacy sector in Bangladesh. Bangladesh Pharmaceutical Society is partnered with worldwide associations International Pharmaceutical Federation and Commonwealth Pharmaceutical Association.

Bangladesh pharmaceutical companies concentrate principally on branded generic formulations, generally utilizing imported APIs (Active Pharmaceuticals Ingredient). Around 85% of the medicines sold in Bangladesh are generics and 15% are protected drugs - the structure contrasts essentially from the worldwide business sector. Marked generic medicines cover around 25% by and large of overall pharmaceuticals sales. Compare to the growing markets like China, India and Latin America, marked generic drugs may play a huge role in sales within 12 years. Bangladesh makes around 450 molecule medicines for 5,300 enlisted brands which have 8,300 distinct types of measurements and qualities.

Local medicine makers hold up to 97% of the medicine sales in the local market while whatever remains of the 3% are transported in. This is a completed turnaround over from two/three decades back when imports used to overpower the market place. The imported drugs include essential lifesaving drugs and other high quality drugs. The ratio will further rise due to the local production players. As communicated some time recently, the degree of the retail publicizes

accomplished BDT 84.0 billion as on 2015 checking IMS report. The report further expressed that, retail deals in the local business sector accomplished 23.6% development in 2015 after 23.8% and 16.8% development in 2014 and 2013 individually. High development in the most recent three years (78.8% combined and 21.4% CAGR) implied that the Bangladesh Pharmaceutical business sector multiplied in a little more than four years. The retail market additionally crossed USD 1.0 billion in size in 2015. It is one of the speediest creating sections in the country with a yearly typical improvement rate of 17.2% all through the latest five years and 13.1% over the span of the latest decade.

In any case, considering that IMS excludes rural part in their research, the genuine size of the business will move fairly (5%-10%). It is assumed that the retail marketing addresses 90% of the total business in such manner the total business segment size (counting the rural market) is depended upon to be over BDT 90.0 billion at present. Government burning through degree is much lower than that in various districts - it is one possible reach where future advancement may begin from. Since the base is still low, we expect the late improvement in the area retail market to continue in the present decade. According to my level of understanding, some other factors that will also boost the industry growth include:

- Mass people are becoming more health conscious
- Increase amount of exported pharmaceutical products
- Increase in level of treatment provided in the hospitals with improved diagnostic equipment
- Increase in number of modern hospitals
- Growing the income level of the mass people

If these steps are implied, we can be hopeful of some massive economic growth of pharmaceuticals industry in our county.

2.2 Sanofi Worldwide

Sanofi, a main worldwide pharmaceutical organization, finds, creates and circulates helpful arrangements. Sanofi is the one of world's driving Pharmaceutical organizations and the biggest in Europe. Present in more than 100 nations, with around 11,000 researchers, Sanofi has around 100,000 representatives attempting to enhance wellbeing and prosperity. The Global central command is in Paris, France

Sanofi focuses its activities on 7 major therapeutic areas:

- ✓ Cardiovascular
- ✓ Thrombosis
- ✓ Oncology
- ✓ Central Nervous System (CNS)
- ✓ Metabolic Disorders
- ✓ Internal Medicine
- ✓ Vaccines

With more than 25 research centers on three continents, Sanofi facilitates its Research and Development on an overall premise. The Sanofi yearly R&D spending plan surpasses 4 billion Euros and positions among the three biggest spending plans of worldwide pharmaceutical industry. Sanofi currently possesses one of the richest and most innovative portfolios in the industry with more than 100 molecules and vaccines in development, half of which are in advanced stages. The group devotes its research in finding innovative, effective and safe medicines that give new and better solution for patients.

2.3 Sanofi worldwide: Timeline

Sanofi is the beneficiary to a long history that incorporates a portion of the major scientific advances of the 19th and 20th century. In 1718, Laboratories Midy was established by a group of drug specialists. In 1980, the ClinMidy gathering was gained by Sanofi.

Laboratories Dausse was established in 1834 and is Laboratories Robert and Carriere in 1901. They converged to make Synthelabo in 1970. In 1860 the drug specialist Etienne Poulenc made Wittmannet Poulenc Jeune. What's more, in 1910 the ball was in Rorer's court. The two organizations in the long run converged to frame Rhône-Poulenc Rorer in 1990.

In 1863, a gathering of scientific experts, sales representatives and laborers set out on the assembling of colors in a little production line toward the west of the town of Hoechst in Germany. This was the root of the organization Hoechst, which converged with Roussel (established in 1911) to frame Hoechst Marion Roussel. In 1887, Marcel Merieux, an understudy of Louis Pasteur, establishes the Merieux Biological Institute which, in 2004 got to be Sanofi Pasteur, the Sanofi's vaccine division.

The two young groups Sanofi and Synthelabo converged in May 1999 to make a big new pharmaceutical company. Sanofi dated back to 1973 and Synthelabo to 1970. In December 1999, Rhone-Poulenc and Hoechst Marion Roussel formalized their merger with the making of the Franco-German gathering Aventis, one of the world's biggest pharmaceutical organizations.

In August 2004, Sanofi-Synthelabo procured Aventis. The takeover was concluded on December 31 of that year, bringing forth Sanofi-Aventis.

On May 6, 2011, Sanofi-Aventis simplified its name to Sanofi.

2.4 Company Overview: Sanofi Bangladesh Ltd.

I consider myself fortunate enough to work with a company like Sanofi Bangladesh Limited. Sanofi is one of the world's driving pharmaceutical organizations which are devoted to the innovation, advancement, creation and distribution of meds and vaccines for all throughout the world. Sanofi is the biggest worldwide pharmaceutical organization in Bangladesh with a dedicated group of more than 1200 workers.

Sanofi Bangladesh Limited is the face of three legitimate substances Aventis Limited, Fisons (Bangladesh) Limited and Hoechst Marion Roussel Limited. The legal integration process has taken few years after the global merger between Sanofi - Synthalebo and Aventis in 15 September 2004 and finally the existing three legal entities have amalgamated as Sanofi-Aventis Bangladesh Limited on December 11, 2007. The head office of Sanofi Bangladesh Limited is now in Segun Bagicha, Dhaka - 1000.

Sanofi Bangladesh Limited has distinctive pharmaceutical products includes prescription medicines, vaccines and nonprescription medicines. Our specialist endorsed meds run across over different zones, for instance, anti-bacterial, respiratory, psychiatry, oncology, gastrointestinal, cardiovascular and distinctive contaminations. The association is the business segment pioneer in most of the supportive classes in which it works. They offer a scope of vaccines for the avoidance of hepatitis A, hepatitis B, obtrusive sickness brought about by H, flu, chickenpox, diphtheria, pertussis, lockjaw and others.

Locally, Sanofi incorporates Sanofi Pasteur, a world pioneer in antibodies. In Bangladesh, antibodies like TetavaxTM, VerorabTM, Euvax BTM, AvaximTM, ACT-HIBTM, TyphimViTMetc are incorporated into the portfolio.

3 Responsibilities during Internship

The internship program was started on May 3, 2016. The internship was to last for three (3) months and as a result the internship period came to an end on July 31, 2016.

Sanofi Bangladesh Limited was planning to launch a new product portfolio, consisting of psychiatric products. The author of this report was assigned to the CNS new launch project and this report is based on the experience obtained there. The major brand of the CNS portfolio, 'Leveron' was decided to be the brand of interest of this report.

3.1 Major Job Responsibilities (but not limited to):

- Understand and find new market opportunities
- Know relevant top KOLs across country and develop strong association with them
- Develop promo materials to establish brands as per policy and measure effectiveness of the materials
- Organize and conduct planned seminars for the new product
- Organize sales training for new product and updated information
- Analyze data and share with respective field colleagues
- Monitor Rx Survey in 4P and Business Unit Online Platform
- Managing congress for doctors as per their potentialities

4 Product Overview

4.1 Product

One of the upcoming products of Sanofi Bangladesh Ltd.: ‘Leveron’, is the subject of interest of this report.



Figure 1: Brand logo

The product is scheduled to be launched on June, 2016. Details of the brand are given below:

Criteria	Details
Therapeutic class	LEVETIRACETAM
IMS Code	N03A
Original company / brand	UCB- Keppra
Product type	ANTI-EPILEPTICS
Indications	Treating partial-onset, myoclonic, or generalized tonic-clonic seizures in patients with epilepsy
Dosage, strength & pack sizes	250mg Tab (20's); 500mg Tab (10's); 500mg 50 ml Solution (1's); 500mg 5 ml Injection (6's)
No. of Clobetasol brands	Six (6)
Market size	122 M BDT (76% CAGR growth '13-'16)

Table 1: Product details

4.2 Competitors' Products

There are currently 5 other Levetiracetam brand present in the market, which are the direct competitors of the brand 'Leveron'. The major competitors are as follows:

Brand Name	Generic Name	Company	Presentation	Pack Size
ERATA	Levetiracetam	Sandoz	Tablet	250mg (20's)
			Tablet	500mg (10's)
CITAZAR	Levetiracetam	ACI	Tablet	250mg (20's)
			Tablet	500mg (10's)
IRACET	Levetiracetam	Square	Tablet	250mg (20's)
			Tablet	500mg (10's)
			Solution	500mg 50 ml (1's)
			Injection	500mg 5 ml (6's)

Table 2: Major competitors

5 Launch Planning

5.1 Launch Planning at Sanofi

The initiation point of product launching at Sanofi is the NPC (New Product Committee). This committee is headed by the Managing director and consists of the following members: Director Business Operations, Director Specialty Business, Director Business Excellence, Director Supply Chain, and Director Industrial Affairs.

This committee continuously analyzes the market information and explores the potential of new products. Any proposal of new launch is initiated by a NPC member in its meeting. If any molecules seem significantly potential in the primary analysis, then it is preceded for feasibility analysis.

5.2 Market analysis

Based on the available IMS data, market analysis has been done and projection has been done for 'Leveron' up to year 2015:

Value K BDT		2013	2014	2015	2016
LEVETIRACETAM (IMS Code: N05A)		22,287	39,058	77,472	121,946
TC Growth 76%		18%	43%	98%	57%
Competitors					
<i>ERATA</i>	Sales	16,991	27,420	42,322	57,859
Sandoz	M.S	76%	70%	55%	47%
	Growth%	40%	61%	54%	37%
<i>IRACET</i>	Sales	719	5,443	21,728	39,851
Square	M.S	3%	14%	28%	33%
	Growth%	205%	657%	299%	83%
<i>CITAZAR</i>	Sales	3,058	3,715	6,463	9,496
ACI	M.S	14%	10%	8%	8%
	Growth%	15%	21%	74%	47%
Sanofi Product					
<i>LEVERON</i>	Sales	0	0	0	6,474
Sanofi	M.S	NA	NA	NA	5%
	Growth%	NA	NA	NA	NA

Table 3: Market Analysis

This is a primary analysis and the forecast will be adjusted after launching in accordance with market dynamics, product performance and sales force size.

5.3 Go-No Go decision

The market analysis of the molecule Levetiracetam demonstrated that it has a noteworthy business sector volume in Bangladesh and has a solid development prospect. In light of the business sector investigation it is discovered that the Levetiracetam brand will contribute fruitfully to the business. This elaborate analysis enabled the NPC to decide ‘GO’ for a Levetiracetam brand and the launching responsibility was handed over to the marketing team CNS. The brand name was set to be ‘Leveron’.

5.4 Pricing and Forecast

Evaluation of pricing of a product is done considering two elements: Gross Profit and contender's cost. Considering the competitors value, the cost of a recently launched product is set in a manner that it would contribute no less than 78% gross benefit. Altogether higher or lower cost than the competitors is extraordinary in pharmaceutical industry. Just in the event of some premium product, cost is set at a premium rate. Since "Leveron" is neither a premium item nor an originator's item, the customary valuing approach was used to set the brand's cost. The two info elements: COGS and competitors cost was important deciding parameters here. The cost while set equivalent to the competitors cost appeared to produce huge gross benefit. Through calculation of diversified cost and returning gross benefit, it was chose that the price will not be varied from the contenders. The at last chose cost of "Leveron" is as per following:

Brand Name	Presentation	MRP/Pack	TP/Pack
Leveron	250mg Tablet (30's)	482	361
	500mg Tablet (20's)	602	451

Table 4: Pricing

While fixing the price, a primary forecast has been done by the marketing department for the brand:

	2016		2017		2018		2019		2020	
Brand Name	Vol	Val	Vol	Val	Vol	Val	Vol	Val	Vol	Val
Leveron	51	9111	97	13911	136	19475	176	25318	221	31648
* volume in K Unit, ** value in K BDT										

Table 5: Five-year forecast

5.5 Budget allocation

The initial step of allotting cost spending plan is to decide the business spending plan of a product. Every year a business spending plan is set to be accomplished by the specialty unit. This business spending goes about as the objective to be accomplished and set by the product manager. This budget plan is then looked into and concluded after feasibility evaluation and the business operations head affirms the last sales budget. Depending on the targeted sales budget, AnP budget (Advertising and Promotion budget) is allotted for a product. The brand 'Leveron' is not a budgeted product in 2016, meaning it does not have any targeted sales budget which is to be achieved in 2017. So the expense budget cannot be allocated based on sales budget. Since it's a new launch, special approval expense budget has been allocated for the brand to start promotion in 2016. Structure year 2017 and onward, "Leveron" will be a planned item (i.e. will have a business spending plan, which will must be accomplished by the specialty unit) and will have cost spending plan distributed on the premise of that business spending plan.

6 Pre-launch Activities

6.1 Marketing Strategy

A marketing system structure was created for the item 'Leveron'. Recorded beneath are the progressions of the marketing methodology system:

Step 1: Background studies

Through background studies were done to access the necessity of Neurological product in the current market.

Step 2: Situation Analysis (SWOT)

SWOT investigation distinguishes the opportunities and difficulties in the Neurological market.

Step 3: Target Audiences

Target gathering of people is distinguished to solidify the customer base and build up the best possible showcasing strategies. Here, Neuromedicine and Medicine doctors are our first target.

Step 4: Marketing Goals

Based on the background analysis, situation analysis and target audience analysis, marketing goals were set.

Step 5: STP (Segmentation-Targeting-Positioning)

Segmentation and targeting was done with through data analysis. Proper positioning was done keeping the target market and consumers in mind.

Step 6: Development of promotional plan

After executing STP exercise, a through promotional plan was developed to convey the positioning statement to the mind of the targeted customers.

6.2 Analyzing Customer Base

Pharmaceutical products are different from other products (like FMCG products) in several ways. Among different angles, customer base is one of the major separating components. In pharmaceutical industry the purchasers of the items are not the target customers of the pharmaceutical organizations. When diagnosing a disease, the Physicians recommend the medication to the patients. In Bangladesh, doctors are allowed to recommend any brand of a drug molecule fitting to the patient's neurotic condition. On the off chance that a patient is determined to have partial epilepsy, a doctor can endorse any brand to that specific patient, the length of he feels that particle is the proper pharmaceutical for the patient. The patient then goes to the scientist shop/drug store with the remedy and the drug specialist/scientific expert fills the solution with the brand of the medication endorsed by the doctor. From this situation it is clear that the doctor specifically impacts the offers of the brand yet the real buy is finished by the patient. In the vast majority of the cases the patient or the drug specialist does not change the brand of the prescription while the genuine deal happens. Special case is watched just in the event of some OTC (over the counter) tranquilizes, brand substitution may happen there.

This element must be remembered while doing the customer base investigation for any pharmaceutical brand. The brand of enthusiasm of this report, "Leveron" is a physician recommended solution. That is the reason; examining the prescriber base of the molecule of "Leveron" was considered as the suitable method for getting an unmistakable thought of the Brands customer base.

To examine the customer base, prescription information acquired from a pharmaceutical statistical surveying firm: 4P marketing consultancy was utilized. 4P gives week by week medicine study information to its clients. Sanofi is a customer of 4P advertising consultancy and gets prescription information from them on an occasional premise. The statistical surveying wing of the business excellence department of Sanofi dissects the information as per the need of the business units and scatters the report to the entire Specialty Care unit.

The CNS project additionally gets the prescription overview information on every single existing brand of Levetiracetamin a week after week premise. This database was used to create target customer investigation report. A one-year time line (April 2015 to March 2016) was been the time allotment. The report comprised of around 16500 instances of prescription generation of the applicable brands. From that point, 4500 interesting specialists were distinguished and most potential 1680 specialists were masterminded in a pool to be focused on. This essential report was shared to the current sales line of the Sanofi Specialty Care unit to confirm the subtle elements and location of the targeted doctors. The District Managers of Sales were permitted to include or subtract name and points of interest of the potential doctors. Subsequent to getting the updated list from the District Managers of Sales, segmented information base was merged to conclude the target doctors.

6.3 Segmentation

Levetiracetam (the active pharmaceutical ingredient of the brand 'Leveron') is the most potential prescribers of the molecule were analyzed for doctor specialty distribution. The information was broken down to discover the quantity of specialists in every claim to fame portion for the 1680 benchmark prescribers. From among them the most and the minimum potential fragments were distinguished. It was observed that the Neuromedicine and General Medicine claim to fame are the most potential fragments and Surgery and Gynae are the least potential sections.

6.4 Targeting

From among the segmented sectors, the most potential ones were focused on and the slightest possibilities were prohibited. To support the 1680 baseline prescribers, more specialists for the focused on sections were included from the database. Majors for the targeted segments were added from the database. The targeting scheme makes the orientation more engaged and it will make it less demanding to position the items in the focused on portions. The focus on specialists fragments of "Leveron" are the General Medicine and Neuromedicine specialists.

6.5 Positioning

Positioning implies the discernment work in the brain of the customer about the product. For the item 'Leveron', the undertaking of positioning was a technical stuff to do. Since there is an extremely settled brand: Erata, is overwhelming the business sector, it was important to give a basic and exact message to the focused on client base to create discernment about the brand. The particular disease class was focused on and "Leveron" was positioned as the viable and safe alternative to oversee partial epilepsy.

6.6 Planning and Developing Promotional Material

Creating and planning promotional material is an extremely basic stride in pharmaceutical advertising. If there should be an occurrence of a starting item, the significance is further extended to the starting special materials should make the buzz among the target customer, who are habituated to recommend different brands. For the upcoming brand 'Leveron', printed promotional materials have been developed for the starting month. Printed promotional materials include literature, drop card, slip pad, leaflet and scientific journal article.

Promotional material for 'Leveron'	Description
Literature	Contains fundamental experimental data with respect to the disease, logical study showing the medication's potential and safety and security profile, pack info, recommending information. Contains brand logo.
Single card	Contains all the information contained in an item writing in a brief structure. Contains brand logo as well.
Slip pad	Endorsing pad containing extremely short data. Contains brand logo.
Leaflet	Contains overall information and rule to the disease management. May contain brand logo.
Scientific journal	Article concentrating on the disease.

Table 6: Promotional materials

All promotional material needs to experience two distinctive investigation forms. Inside the Medical and regulatory affairs department of Sanofi gets to the reason and propriety of the special material. At that point everyone must be affirmed by the national regulatory body: The Drug Administration.

All the promotional materials are made for 'Leveron' has undergone this process and all of them are finally granted to be circulated among our target doctors.

6.7 Field Force Deployment

Man power arranging was done as per geographic distribution of the target clients. The sales line which will execute the sales movement of the brand "Leveron" is the CNS sales line. This will be the sales line committed to all CNS brands among which "Leveron" is the leader brand.

A table has been given below for better understanding:

Region	Number of target doctors	Number of sales reps
Dhaka I	300	5
Dhaka II	300	5
Chittagong	180	3
Comilla	180	3
Sylhet	300	5
Bogra	240	4
Khulna	180	3
Total	1680	28

Table 7: Field Force Deployment

In 2016, the CNS sales line agents will be dealing with Levaron along with other brands of this business unit. This sales line is divided in 7 regions nationwide, having a District manager (DM) or a Regional Sales Manager (RSM) for every region.

The newly appointed sales reps will be reporting to the respective regional sales manager of his respective region. The CNS business unit will not directly supervise the sales activity. The number of target doctors is not equally distributed among all the regions, in highly potential regions like Dhaka-1 and Dhaka-2 the number of target doctors is more than the other regions.

One sales person will be appointed to cover 60 target doctors. As per this policy, Dhaka-I, Dhaka-II and Sylhet will have 5 reps each and all other regions will have three reps to cover the target doctors. Additionally, Bogra region will have four reps. In total, 28 reps will handle the CNS sales line in the launching year (2016). Potential deals reps among the current locales are being met to be conveyed to the CNS sales line. The opening made by the exchange of reps from the current sales line will be topped off by newcomers. Since, CNS sales line will advance a radical new portfolio, the accomplished deals reps are being exchanged from different deals line as opposed to naming newcomers.

6.8 Developing Training Material

Before launching of any new item, an essential step is to prepare the sales team appropriately. By chance if another item is like any current item (i.e. of the same therapeutic class) it is less hectic to execute the preparation assignment since the reps are familiar with the information of therapeutic class and related ailments. Since there are many existing antibiotic items are actively promoted, the training process of a newly launched antibiotic will be much more convenient. Be that as it may, the task gets to be harder if a pharmaceutical item is of a novel therapeutic class. Since, Sanofi is currently not doing active promotion of any neurological products, sales reps are not acquainted with this type of products. This makes the training process is of much importance for the CNS sales line.

There are two standard training materials which are developed for each and every launching product. These are as follows:

- Training manual and presentation
- Brand book

Training manual:

The training material is a complete rule to the sales agent. This manual covers a huge number of topics, running from fundamental physiological facts to market specific elements. The manual typically comprises of two sections: the disease part and the product part. Based on the reference material a presentation is made which is utilized as a part of the instructional courses of the sales reps.

Brand book:

Another vital training material is the brand book. The brand book depends on the printed promotional materials. A brand book has been created for the starting item 'Leveron'. In the printed promotional material, the experimental data is exhibited in an easy way with helping visual. In the brand book substance of the printed promotional materials are expounded. The sales agents make call to the specialists physically to promote the item and the brand books contains guideline covering each part of a call. It educates how to approach the specialist, how to detail the printed promotional material and how to draw in the specialist. Probable complaints by the specialists are additionally examined in the brand book.

7 Launching

At the point when cost is endorsed by the drug administration, plant is prepared to produce and all the promotional material is prepared then the real Launching operation is started. For the brand 'Leveron', it will be started in the third week of June 2016. There are a few stages in the starting operation. These are discussed below:

7.1 Training program for the sales forces

For each sale, month to month meeting is held in the start of every month. For the CNS deals line, the main such meeting will be hung on the start of the starting month (tentative date: June 19, 2016). In this meeting the preparation of the business powers will be led. In light of the instructions developed, the marketing department will give preparing on the accompanying modules:

- Product overview
- Market overview
- Scientific details of the product
- Marketing and sales techniques

In collaboration with the marketing department, the 'Sales force training department' will provide training on sales techniques.

7.2 Pipeline filling

After the manufacturing plant delivers the first batch of the item, the product manager of the marketing division settles the assignment of the product to the 18 warehouses of Sanofi all around the nation. The portion depends on the geographic distribution of the target customer. The business delegates then approach the scientific expert shops/drug stores with a launching letter and educate them about the launch of the product. At that point, according to the demand from the physicists/drug specialists, supply is started. For Leveron, this pipeline filling activity arrangement has been finalized.

7.3 Initial Communication with target customers

Immediately just after executing the pipeline filling task, the main experience with the target customers (the target doctors) takes place. A useful letter is set up to be conveyed to the doctors by the sales reps in individual. The doctors' letter contains the fundamental data about the starting product, the diseases in which it is successful and some different briefings about the item. For Leveron, the specialists' letter has been arranged and is booked to be circulated to every single one of the 1680 target doctors.

In this first meeting the sales representatives will inform the target doctors about the very essential information about the product: its molecule, indication, relevant patients and price. They will assure the target doctors that the product has been made available in the chemist shops/pharmacies and the product will be available to the patients if it's prescribed.

7.4 Starting the promotional activity

In this stage, the promotional activities are started. Pipeline filling and initial communication with the target customers will create the ground to formally initiate the promotional activity. The promotional activity of 'Leveron', will be done following a monthly plan, which is called cycle plan. The cycle plan clearly defines which promotional activity should be carried out when in a specific month. The cycle plan for the launching month of 'Leveron' has already been developed. To execute the cycle plan, target doctors are arranged in three categories according to their prescribing potential:

Category 'A' doctors: Most potential

Category 'B' doctors: Medium potential

Category 'C' doctors: Average potential

It has been planned that the category 'A' doctors will be visited by the sales representatives eight times a month (twice a week). Category 'B' and Category 'C' doctors will be visited six and four times a month respectively. Each visit will deliver at-least a printed promotional material or a gift. Each visit will generate a strike to the mind of the doctor about the brand. There is also a

rough outline of cycle plan developed for the remaining months of 2016. It is expected that the promotional activity of the launching month will create awareness of the brand among the doctors and analyzing the result the promotional plan of the coming months will be adjusted.

8 Post-launching

After launching the product, the major activities planned to be performed after launching are discussed here. First of all, the performance is monitored in a monthly basis so that the growth of the product can be triggered. After that, the profit loss scenario is reviewed by the specialists. Then the sales force do right sizing. At last, the allocated budget is reviewed according to product performance. So the formalities do not really end after launching the product but continues in further stages

9 Findings

I am a student from business background. So by nature I did not have any involvement with the pharmaceutical business anyhow. This was thus really an interesting opportunity for me to work with Sanofi. I learnt some different tools and mechanisms here what I could not possibly get in any other industry. So my findings list is a bit long. There are some useful findings I have found during my internship in Sanofi. I would like to share those here.

- a. Marketing Strategy:** The marketing strategy in a product based company is apparently different from a pharmaceuticals company. They do not create advertisements in television or on social media but they take some different initiatives to let their customers know about their new products.
- b. Industry knowledge:** I was open to a new source of information from a different type of industry where probably most of things I learnt in my graduation, was different. I was exposed to diversified knowledge of the company.

- c. **Different Marketing Promotional Materials:** The different promotional materials used by a pharmaceutical company, specifically Sanofi, are literature, single card, slip pad, leaflet, scientific journals and such. The logo is attached to maximum of the Medias so that people easily can relate with the brand.
- d. **Relationship Marketing:** Pharmaceuticals companies are surviving upon relationship marketing. The personal and business relationships maintained with the doctors are the major type of marketing strategy they are using. Sometimes this way seems somewhat exaggerating but lack of proper law makes it easier to practice.

10 Analysis

This part is more in depth knowledge I gathered during the internship period.

- a. First of all, according to my perspective, the aftermath of producing a product and launching it is very time consuming for a pharmaceutical company. After producing any medicine, a test named 'Shelf Life' is executed which means it will be kept for shelf for long 6 months to check its quality. After every three months, the quality is checked. Though Sanofi maintains this step but most of the local companies not really follow these process which leads to further problem of the produced product.
- b. When a new product will be launched, pharmaceutical company's especially multinational companies need government and many other authorized approvals. These processes are slow as well as time consuming in our country. And thus it happens to be a major hindrance to the pharmaceuticals companies.
- c. Next, a pharmaceutical company will obviously need raw material to produce and generate their products. In Bangladesh, the main ingredients are available but there are other ingredients which are not available here and have to be fetched from abroad. This makes the production slower.

- d. Another minor issue for Sanofi is the point at which another medication is being produced; drug stores decline to take the new medication until the specialists generate prescriptions. Then again, specialists likewise get to be hesitant to recommend the new medication until it is available in the store. So it turns out to be practically difficult to propel them two at the same time.

11 Recommendations

Working with Sanofi, I have got to have some personal insights. I have to admire that the way they work is near to perfect but still there are some hindrances that comes in their operations. I have found out there are some approaches to ignore the obstacles that come on the way of launching a product. Completing a 3 month long Internship program at Sanofi and watching their starting exercises, my suggestions for Sanofi would be:

- ✓ Being the largest pharmaceuticals company, there is still lack of awareness in common people in our country who did not even hear the name of Sanofi. May be they do not need public popularity but they should be exposed to a minimum level. In my perspective, Sanofi should come up with a marketing strategy targeting the common people of our country.
- ✓ The launch of different products of Sanofi sometimes gets delayed affected by maintaining too many regulations. So they ought to make their product launching program very earlier so that they do get sufficient time to complete the formalities.
- ✓ As I have already stated above, the company offers gifts to different doctors for free as marketing strategy but I think the government should make proper rules in giving gift materials to the specialists from the pharmaceutical organizations. There will be some sure standards about what sorts of gifts are permitted and what are not took into account pharmaceutical organizations.

12 Conclusion

Bangladesh pharmaceutical business division is spanning in an amazing rate. In just five years (from 2012 to 2016) the measure of the business division has become double. Competition in the market is huge but the potentiality of this market is still there and growing day by day. Sanofi Bangladesh Limited is no exclusion. Along with other techniques like bringing up their own research product to Bangladesh pharma market, they are also trying to win greater share of the generic market. Launching the new product in CNS portfolio is a great step in getting a more conspicuous foothold in the market of generic.

Pharmaceutical marketing is a significant job in this market. When it comes to launch a new product, it's even more challenging. The interdepartmental way of the occupations makes the work more connecting. The head of the CNS portfolio needs to oversee such a large number of partners that he must be exceptionally watchful about keeping up the balance. Meeting the due date is constantly vital for launching new item. A proficient communication way must be kept up between the linkage partners (supply chain & production) to the forward linkage partners (distribution & sales). Additionally, maintaining stakeholders is also a promising task to do.

Experiencing such kind of job, I can boldly claim launching a new product in pharmaceutical company specially in a multinational company is a prominent job to complete. For me this is the most ideal method for getting an inside and out of the pharmaceutical marketing job. Being a part of the launching team and worked with different departments at Sanofi Bangladesh Limited was an outstanding experience along with earning huge knowledge about pharma industry.

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