

# 1. TARGET COUNTRY:

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We have been assigned the country Laos to make a product for. Following is a bit of basic information on Laos:

## 1.1 Country:

Laos (Map of Laos given in Appendix 9.3)

## 1.2 Motto:

"Peace, independence, democracy, unity and prosperity"

## 1.3 Geographical Location:

Laos is a landlocked nation in Southeast Asia, northeast of Thailand, west of Vietnam, which covers 236,800 square kilometers in the center of the Southeast Asian peninsula, is surrounded by Burma (Myanmar), Cambodia, and the People's Republic of China, Thailand, and Vietnam.

## 1.4 Population:

10 Million

## 1.5 Language:

Lao, Isan, Thai and French

## 1.6 Currency:

Lao Kip (1 US Dollar = 8,101.16 Lao Kip )

## 1.7 Religion:

Of the people of Laos 67% are Theravada Buddhist, 1.5% are Christian, and 31.5% are other or unspecified according to the 2005 census. Buddhism has long been one of the most important social forces in Laos.

### **1.8 Ethnicity:**

The people of Laos are often considered by their altitudinal distribution (lowlands, midlands and highlands) as this approximates ethnic groups.

### **1.9 GDP 2011:**

\$ 6.341 billion. 137<sup>th</sup> in world ranking.

### **1.10 Literacy:**

The total literacy rate is 73% (2010 estimate).

### **1.11 Demographics:**

Laos has the youngest population of any country in Asia with a median age of 19.3 years.

### **1.12 Economy:**

The Lao economy depends heavily on investment and trade with its neighbors, Thailand, Vietnam, and, especially in the north, China. Subsistence agriculture still accounts for half of the GDP and provides 80 percent of employment. Rice dominates agriculture, with about 80 percent of the arable land area used for growing rice. Laos is rich in mineral resources but imports petroleum and gas. Metallurgy is an important industry, and the government hopes to attract foreign investment to develop the substantial deposits of coal, gold, bauxite, tin, copper and other valuable metals. In addition, the country's plentiful water resources and mountainous terrain enable it to produce and export large quantities of hydroelectric energy. The country's most widely recognized product may well be Beerlao which is exported to a number of countries including neighbors Cambodia and Vietnam. It is produced by the Lao Brewery Company.

### 1.13 Diseases:

Food or waterborne diseases: bacterial and protozoa diarrhea, hepatitis A, and typhoid fever.

Vector borne diseases: dengue fever and malaria. <sup>1</sup>

## 2. COMPANY OBJECTIVES:

### ASH'S PHARMACEUTICALS

#### 2.1 Our Mission:

*We want to discover, develop and successfully market **innovative products** to prevent and cure diseases, to ease suffering and to enhance the quality of life.*

*We also want to provide a shareholder return that reflects **outstanding performance** and to adequately reward those who invest **ideas and work** in our company.*

#### 2.2 Our Healthcare Portfolio:

We believe our portfolio best meets the varied and often complex needs of patients and societies. ASH's Pharmaceuticals is positioned to lead in innovation, partner with others and offer solutions to patients across a broad healthcare spectrum. In addition, a diverse portfolio reduces financial risk, bringing greater value to those who invest in our company.

Our unique portfolio focuses on science-based healthcare sectors that are growing rapidly, reward innovation, and enhance the lives of patients. ASH's Pharmaceuticals is the only company with leading positions in each of these key areas:

- **Pharmaceuticals:** innovative patent-protected medicines

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<sup>1</sup>[http://en.wikipedia.org/wiki/Demographics\\_of\\_Laos](http://en.wikipedia.org/wiki/Demographics_of_Laos)

<http://en.wikipedia.org/wiki/Laos>

[http://www.indexmundi.com/laos/major\\_infectious\\_diseases.html](http://www.indexmundi.com/laos/major_infectious_diseases.html)

- **Consumer Health Care:** self-medication products and treatment
- **Nutritional Health Care:** Supplements to provide nutrition and necessary vitamins
- **Vaccines and Diagnostics:** vaccines and diagnostic tools to protect against life-threatening diseases
- **Oral Health Care:** Mouth washes and toothpastes to improve the quality of teeth and gums

## **2.3 Our Strategy:**

Our strategy is to provide healthcare solutions that address the evolving needs of patients and societies worldwide.

# **3. MARKET MIX:**

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## **3.1 Introduction:**

Marketing mix is a broad concept which includes several aspects of marketing which related to creating awareness and customer loyalty. The term is often summarized as referring to the "four P's": price, promotion, product, and placement.

Elements of the marketing mix are often referred to as the "*Four 'P's'*", a phrase used since the 1960's

### **3.1.1 Product:**

It is a tangible good or an intangible service that is mass produced or manufactured on a large scale with a specific volume of units. Intangible products are service based like the tourism industry & the hotel industry or codes-based products like cellphone load and credits. Typical examples of a mass produced tangible object are the motor car and the disposable razor. A less obvious but ubiquitous mass produced service is a computer operating system. Packaging also needs to be taken into consideration. Every product is subject to a life-cycle including a growth phase followed by an eventual period of decline as the product approaches market saturation. To retain its competitiveness in the market, product differentiation is required and is one of the strategies to differentiate a product from its competitors.

### **3.1.2 Price:**

The price is the amount a customer pays for the product. The business may increase or decrease the price of product if other stores have the same product.

### **3.1.3 Promotion:**

Promotion represents all of the communications that a marketer may use in the marketplace. Promotion has four distinct elements: advertising, public relations, personal selling and sales promotion. A certain amount of crossover occurs when promotion uses the four principal elements together, which is common in film promotion. Advertising covers any communication that is paid for, from cinema commercials, radio and Internet adverts through print media and billboards. Public relations are where the communication is not directly paid for and includes press releases, sponsorship deals, exhibitions, conferences, seminars or trade fairs and events. Word of mouth is any apparently informal communication about the product by ordinary individuals, satisfied customers or people specifically engaged to create word of mouth momentum. Sales staff often plays an important role in word of mouth and Public Relations (see Product above).

### **3.1.4 Placement:**

A way of getting the product to the consumer and/or how easily accessible it is to consumers.

## **3.2 Our Product:**

Our product, Malcure is a vaccine that is used for the treatment of malaria and to help prevent you from catching malaria.

### **3.2.1 Name of the Product:**

Malcure

### **3.2.2 Variety:**

We make injections for vaccination and tablets for treatment

### **3.2.3 Quality:**

Our product is most effective in curing and vaccinating against Malaria.

### 3.2.4 Function:

Our vaccine works by attacking the parasites once they have entered the red blood cells. It kills the parasites and prevents them from multiplying further. Vaccine is safe and can effectively reduce related health trouble caused by influenza in the elderly, infant and high-risk population.

### 3.2.5 Brand Name:

ASH's Pharmaceuticals

### 3.2.6 Ingredients:

- H<sub>2</sub>O Distilled 80%
- Quinolinemethanol hydrochloride
- Ammonium-calcium alginate
- Corn starch
- Crospovidone
- Lactose
- Magnesium stearate
- Microcrystalline cellulose
- Poloxamer #331
- Talc

### 3.2.7 Dose:

- For vaccination

You are required to take one injection per 6 months

- For treatment

Children under 10: half 150 mg tablet daily

11-18: one 150 mg tablet daily

18+: one tablet 150 mg, twice a day

### 3.2.8 Packaging:

The tablets and injection come in a bottle with detailed labels. (Label given in Appendix 9.5)

### 3.2.9 Features (Modification of our product):

We have added distinct features to our product to give us an edge over our competitors already residing in the market. Our biggest competitor 'Mefloquine'

is said to have major side effects. It causes nausea, vomiting, and dizziness and sleep disorders. It has known to cause anxiety, paranoia, depression, hallucination and psychotic behavior in soldiers it was administered to protect them from Malaria. These side effects have caused some soldiers to commit suicide or kill family members while in psychotic states caused by Mefloquine. Taking advantage of the DE marketing of Mefloquine we have introduced our own anti-malarial drug, Malcure which is free from any such side effects.

### **3.2.10 Precautions:**

Before taking malcure, tell your doctor or pharmacist if you are allergic to it; or if you have any other allergies. This product may contain inactive ingredients, which can cause allergic reactions or other problems. Talk to your pharmacist for more details.

This medication should not be used if you have the following medical conditions: active or recent depression, anxiety disorder, psychiatric disorders, seizure disorders.

Before using this medication, tell your doctor or pharmacist your medical history, especially of: heart problems, liver problems.

This medication may cause dizziness or loss of balance. Do not drive, use machinery, or do any activity that requires alertness until you are sure you can perform such activities.

## **3.3 Our Price:**

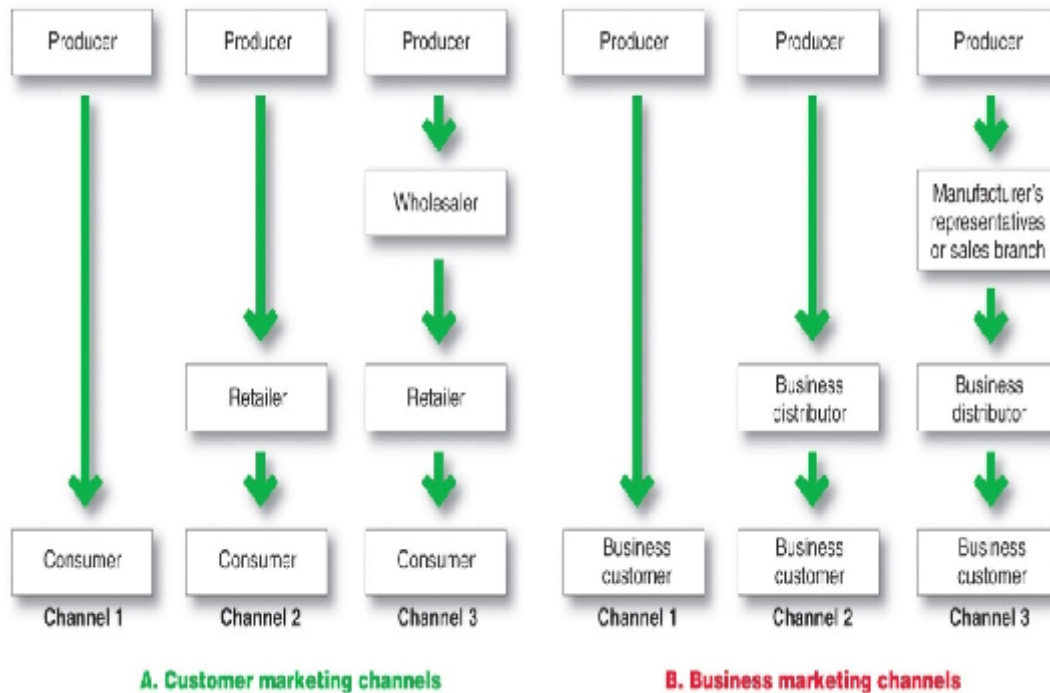
- A bottle of 45 tablets will cost its customers 50 Lao Kip
- One injection dose after every six months will cost its customers 120 Lao Kip

(1 US Dollar = 8,101.16 Lao Kip)

Our costs include manufacturing the vaccine, taking into account the wastage rate; packaging, the costs of distributing and storing the vaccine at central, zonal, district, and facility level; those of managing the vaccination program; the costs of delivery at facility level (including personnel, syringes, safety boxes, and waste management); and those of additional training of personnel and of social mobilization activities.

### **3.4 Our Placement:**

We will place our products through the following channels:



We will be taking the services of various transporters, distributors, wholesalers to make sure our product is readily available to our customers.

After manufacturing or exporting Malcure in Laos, there is a need to decide where we should place our product. We will use several types of options like:

- Online stores
- Company outlets
- Medical centers
- Hospitals
- Clinics
- Medical Camps

To place our product, we will make online stores where people can get our product electronically. We will make company's outlets also in the major cities of Laos such as:

- Vientiane
- Savannakhet



- LuangPrabang

Our target is to have an outlet, even of very small scale in all cities of Laos.

In placing our product we can use two types of Distribution Channel

- Direct channel
- Indirect channel

### **3.4.1 Direct channel:**

A marketing channel that has no intermediary levels. The products will be available on our company outlet at major commercial areas of each city.

### **3.4.2 Indirect channel:**

Channel containing one or more intermediary levels.

It would be difficult to cover our target market by just using direct channel so in order to make it easily available we will use the maximum no. of efficient indirect channels.

## **3.5 Our Promotion:**

### **3.5.1 Slogan:**

We will be promoting our product through the following slogans:

- *Mosquitoes attack but so can we! Let's kill Malaria before it kills us!*
- *Malaria, Buzz OFF!!*

### **3.5.2 Our Policy:**

Public service

### **3.5.3 Promotion Tools:**

We will be promoting our product through the following promotional tools:

- **Billboards:** Billboards on major areas of the major cities of the country will help promoting our product.
- **TV advertisement:** It is a fast and effective way to reach our target audience

Social Media: Through social media websites such as Facebook and twitter, we will be able to reach the youngsters of Laos.

- **Website:** Website would be a convenient way for our consumers to know more about the product.
- **Print advertisement:** By giving ads in Newspapers and Health magazines, we will be reaching to our maximum target market. (Print advertisements given in Appendix 9.2)
- **Medical Camps:** Health camps will be installed frequently in the smaller cities of Laos to get to less privileged people of the country.
- **Health Awareness Campaigns “Malaria Fighters”:** We will organize regular health awareness campaigns to educate people against malaria and inform them about the symptoms, preventions and cures. We will make youngsters our brand ambassadors and they will be called as ‘Malaria Fighters’. They will be educated on different aspects of malaria and then they can go to their respective residential areas and educate people around them of their friends in schools.

## 4. POSITIONING

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We position our product Malcure in the minds of our customers through the slogan:

**“Mosquitoes attack but so can we! Let’s kill Malaria before it kills us!”**

This slogan shows the strength of the vaccine and its high ability to fight Malaria. It also indicates to people the consequences of not vaccinating themselves with the medicine. It is a strong and impactful statement that would make people believe and have faith in the curing abilities of the vaccine and because it is a dire need in the area where they live in, they will readily stock on the medicine for regular doses and vaccination.

## 5. SEGMENTATION

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### **5.1 Segmenting Consumer Markets:**

#### **5.1.1 Need Based Segmentation:**

Malcure will fulfill the needs of its consumers by preventing and curing Malaria which is a dominant disease of the area where they live in.

## **5.2 Segmentation Variables:**

### **5.2.1 Geographic Segmentation**

Malcure is being manufactured for people living in all areas of the country Laos. Malaria is one of the most dangerous diseases that reside in Laos and thus people all over the country are in a dire need of an affordable vaccination and cure.

Our target market geographical region profile is as follows:

World region:

- Asia

Country:

- Laos

Major cities:

- All cities

### **5.2.2 Demographic Segmentation**

Our Target market is composed of people of all ages, sex and income.

Persons who can use Malcure:

- Infants
- Children
- Adults
- Old

### **5.2.3 Psychographic Segmentation**

Prevention and cure for Malaria is a basic need of the people of Laos. Thus our product targets people of all social classes, lifestyle and personality. It targets people residing in:

- Low Lands

- Middle Lands
- High Lands

### **5.2.4 Behavioral Segmentation**

Malcure targets people on the occasions of spread of disease or when its prevention is required. It provides quality, good service, economical and is available at convenience of customers. Its users will be regular and heavy as a dose is required after every 6 months for prevention of Malaria. After seeing the successful effects of the medicine, we expect our target market to be absolute loyal to the brand and have a positive attitude towards it.

## **5.3 Segmenting Business Markets:**

Besides direct consumers, we will also be segmenting targeting businesses for a wide spread of our vaccine. We will be targeting various hospitals, private doctors and medicine distribution agencies to purchase our product.

# **6. SITUATION ANALYSIS**

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## **6.1 Introduction:**

SWOT analysis is a strategic planning method used to evaluate the Strengths, Weaknesses/Limitations, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective

Setting the objective should be done after the SWOT analysis has been performed. This would allow achievable goals or objectives to be set for the organization.

### **6.1.1 Strengths:**

Characteristics of the business, or project team that give it an advantage over others.

**6.1.2 Weaknesses (or Limitations):**

Weaknesses are characteristics that place the team at a disadvantage relative to others.

**6.1.3 Opportunities:**

Opportunities are external chances to improve performance (e.g. make greater profits) in the environment.

**6.1.4 Threats:**

Threats are external elements in the environment that could cause trouble for the business or project.

**6.2 SWAT Analysis of Malcure:**

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Low cost producer of drug</li> <li>• Minimum Side effects</li> <li>• Good Quality</li> <li>• Collaboration with UN that would help in Fund raising</li> <li>• Experienced Research Staff</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• New Entrant</li> <li>• Lack of resources in Laos</li> <li>• Language Barrier</li> <li>• R&amp;D costs</li> </ul>
<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• Big Market</li> <li>• High literacy rate that would help in easy awareness of the drug</li> <li>• Economic Growth</li> </ul>	<p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>• Competitors</li> <li>• Governments Interventions</li> <li>• Declining Economy</li> <li>• Emerging Economies as Neighbors</li> </ul>

## **7. PEST ANALYSIS:**

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### **7.1 Introduction:**

PEST analysis stands for "Political, Economic, Social, and Technological analysis" and describes a framework of macro-environmental factors used in the environmental scanning. It is a part of the external analysis when conducting a strategic analysis or doing market research, and gives an overview of the different macro environmental factors that the company has to take into consideration. It is a useful strategic tool for understanding market growth or decline, business position, potential and direction for operations.

### **7.2 Composition**

#### **7.2.1 Political**

Political factors are how and to what degree a government intervenes in the economy. Specifically, political factors include areas such as tax policy, labour law, environmental law, trade restrictions, tariffs, and political stability. Political factors may also include goods and services which the government wants to provide or be provided (merit goods) and those that the government does not want to be provided (demerit goods or merit bads). Furthermore, governments have great influence on the health, education, and infrastructure of a nation

#### **7.2.2 Economic**

Economic factors include economic growth, interest rates, exchange rates and the inflation rate. These factors have major impacts on how businesses operate and make decisions. For example, interest rates affect a firm's cost of capital and therefore to what extent a business grows and expands. Exchange rates affect the costs of exporting goods and the supply and price of imported goods in an economy

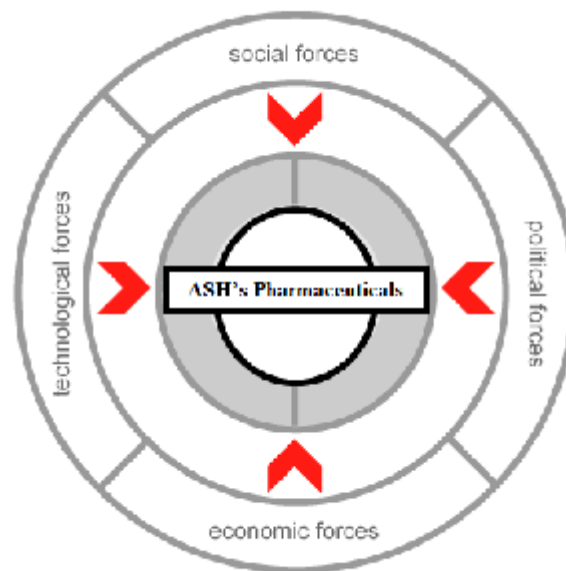
#### **7.2.3 Social**

Social factors include the cultural aspects and include health consciousness, population growth rate, age distribution, career attitudes and emphasis on safety. Trends in social factors affect the demand for a company's products and how that company operates. For example, an aging population may imply a smaller and less-willing workforce (thus increasing the cost of labor). Furthermore, companies

may change various management strategies to adapt to these social trends (such as recruiting older workers).

### 7.2.4 Technological

Technological factors include technological aspects such as R&D activity, automation, technology incentives and the rate of technological change. They can determine barriers to entry, minimum efficient production level and influence outsourcing decisions. Furthermore, technological shifts can affect costs, quality, and lead to innovation.



## 7.3 PEST Analysis of Malcure:

### 7.3.1 Political:

- Conservative monarchy
- Taxation policy
- International trade
- Strict Foreign Policies

### 7.3.2 Economical:

- Health expenditure is 6.5% of GDP
- High interest rates
- Poor distribution of wealth

- Need for financial risk protection
- Unemployment
- High inflation rate
- Economist doesn't have development experience in Laos

### **7.3.3 Social:**

- Good health is an important factor for social and personal requirement and our pharmaceutical firm plays unique role in meeting society's need for good health.
- Socially aware because of increased literacy rate.
- Communist state
- Need for environmental justice

### **7.3.4 Technological:**

Technology creates risks and rewards both for the firm

#### **Risks:**

- Transportation/travelling risk
- Biological warfare
- Genetic testing
- Less Innovation

#### **Rewards:**

- Vaccine Development
- Research and Development
- Modernization of equipment
- Less innovative
- Increased educating methods

## **8. RECOMMENDATION**

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In our quest to eradicate Malaria completely from Laos, we highly recommend the regular use of our vaccine Malcure. We encourage the people of Laos to get regularly vaccinated by Malcure after every 6 months to protect themselves from Malaria but still look out for the following symptoms of Malaria:

The general symptoms include:

- headache



- nausea
- fever
- vomiting and
- flu-like symptoms

If they contract such symptoms they should immediately visit the nearest physician and use Malcure according to his instructions to get rid of the disease. (Malaria transmission cycle is given in Appendix 9.4)

We request all of you to pass the message along to all your loved ones so that we are able to achieve our goal, our dream... Malaria free Laos!

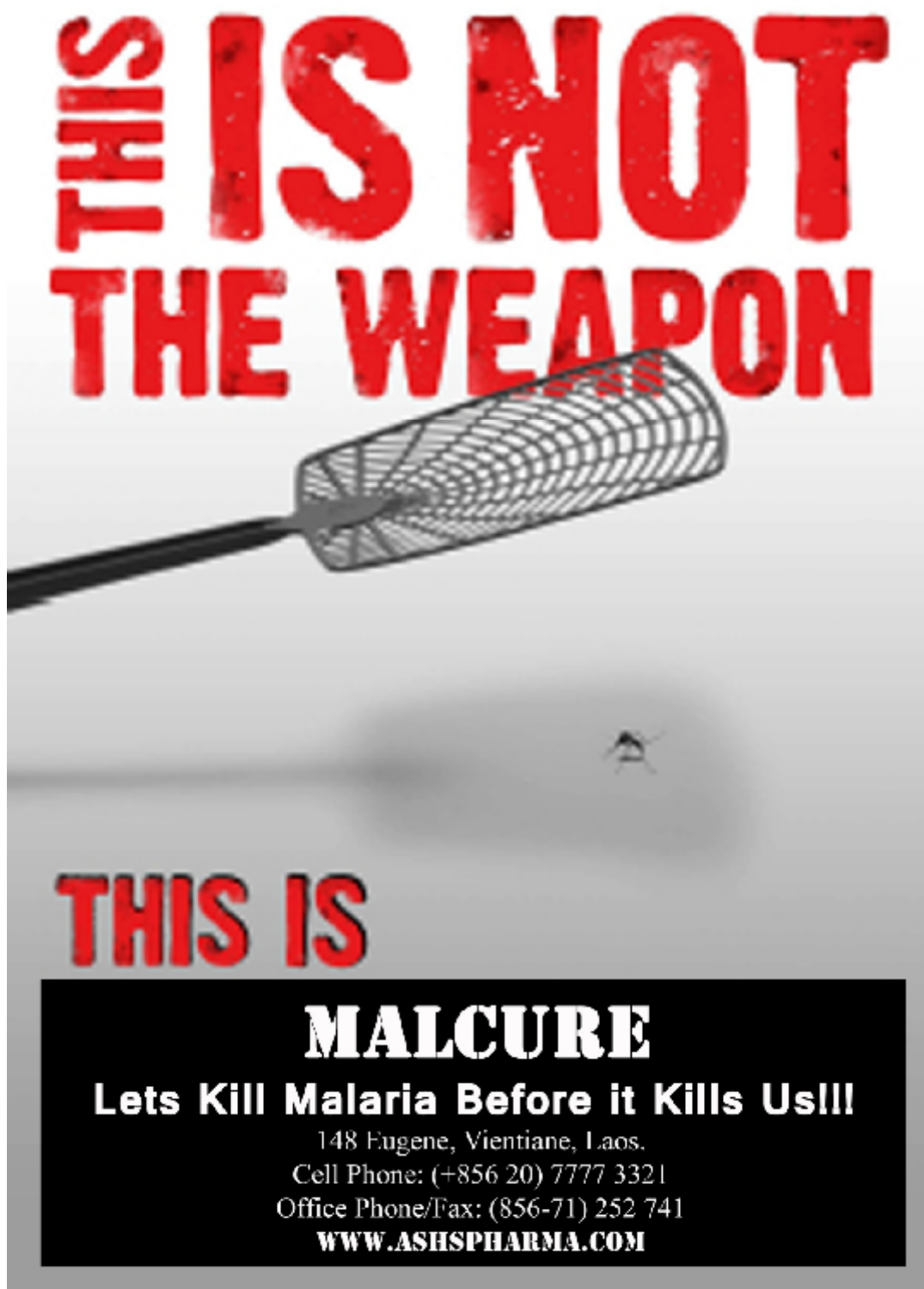
## 9. APPENDIX

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### 9.1 References:

1. <http://en.wikipedia.org/wiki/Laos>
2. [http://www.indexmundi.com/laos/major\\_infectious\\_diseases.html](http://www.indexmundi.com/laos/major_infectious_diseases.html)
3. <http://www.anytestkits.com/malaria-symptoms.htm>
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5. <http://www.rxlist.com/lariam-drug.htm>
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7. <http://www.alnahdi-medical.com/index.php?contid=4>
8. [http://en.wikipedia.org/wiki/Health\\_in\\_Laos](http://en.wikipedia.org/wiki/Health_in_Laos)
9. <http://www.sciencedaily.com/releases/2010/02/100203201425.htm>
10. [http://www.indexmundi.com/laos/major\\_infectious\\_diseases.html](http://www.indexmundi.com/laos/major_infectious_diseases.html)

## 9.2 Print Advertisements



**THIS IS NOT  
THE WEAPON**

**THIS IS**

**MALCURE**

**Lets Kill Malaria Before it Kills Us!!!**

148 Eugene, Vientiane, Laos.  
Cell Phone: (+856 20) 7777 3321  
Office Phone/Fax: (856-71) 252 741  
**WWW.ASHSPHARMA.COM**

**weapon of mass destruction**



**MALARIA, BUZZ OFF!!**

# **MALCURE**

**ASH'S PHARMACEUTICALS**

**DOSE:**

• **FOR VACCINATION:**

**YOU ARE REQUIRED TO TAKE ONE INJECTION PER 6 MONTHS**

• **FOR TREATMENT:**

**UNDER 10: HALF 150 MG TABLET DAILY**

**11-18: ONE 150 MG TABLET DAILY**

**18+: ONE TABLET 150 MG, TWICE A DAY**

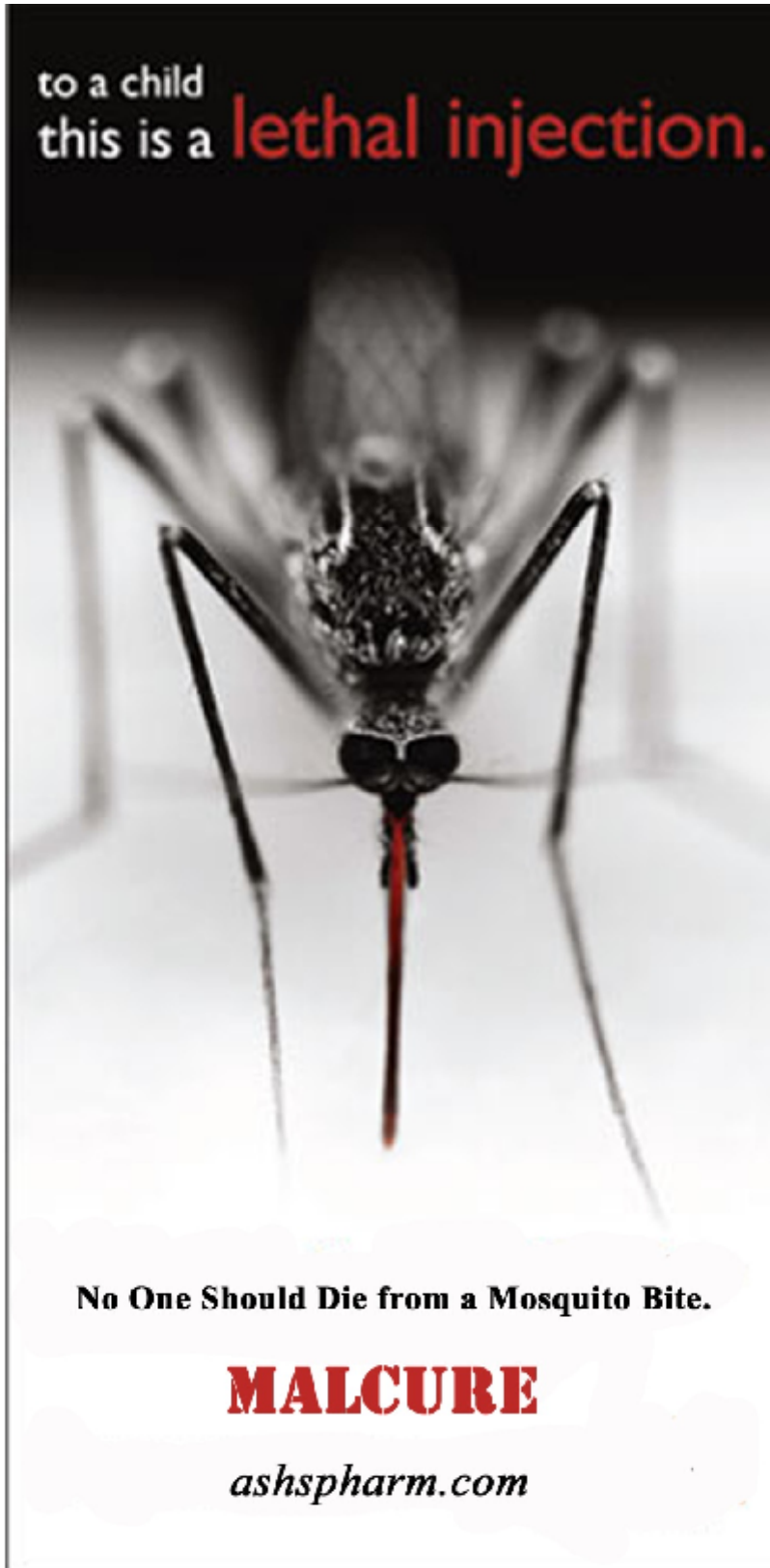
148 Eugene, Vientiane, Laos.

Cell Phone: (+856 20) 7777 3321

Office Phone/Fax: (856-71) 252 741

**[WWW.ASHSPHARM.COM](http://WWW.ASHSPHARM.COM)**

to a child  
this is a **lethal injection.**



**No One Should Die from a Mosquito Bite.**

**MALCURE**

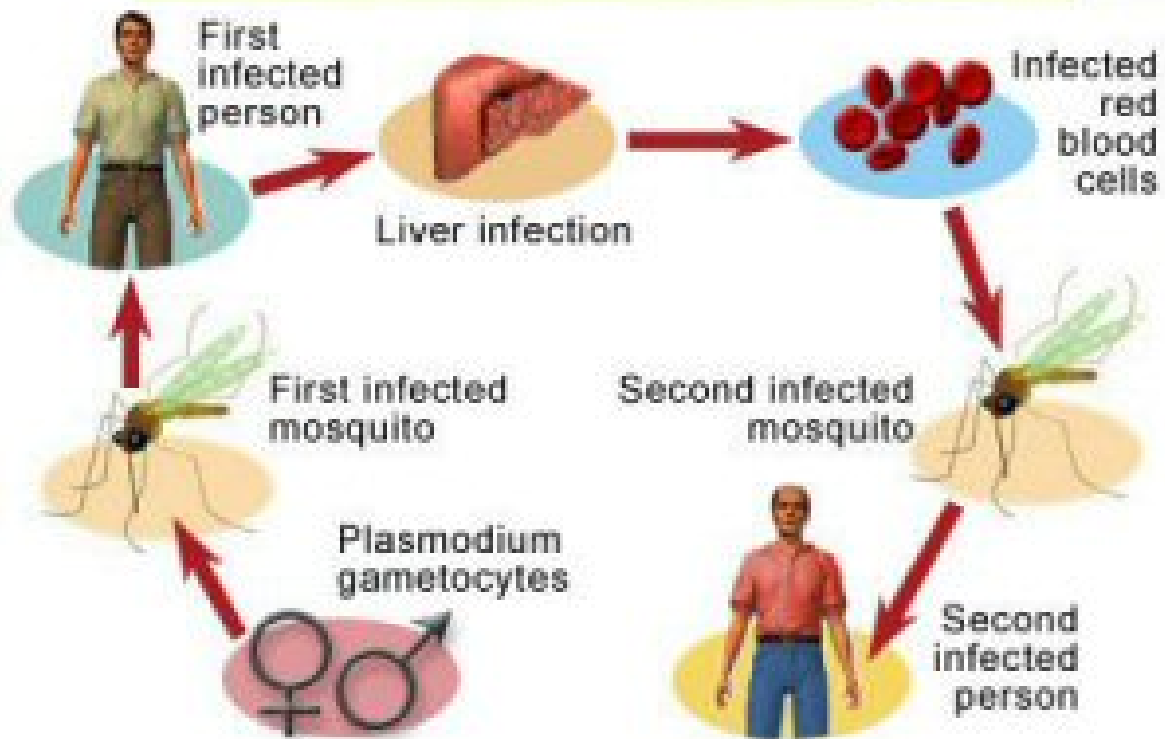
*ashspfarm.com*

### 9.3 Laos Map



## 9.4 Malaria Transmission Cycle

### Malaria transmission cycle



## 9.5 Malcure Bottle Label

**PRICE 50 KIP**

**EXP: 09.2014**

**FOR TREATMENT:**

**UNDER 10: HALF 150 MG TABLET DAILY**

**11-13: ONE 150 MG TABLET DAILY**

**18+: ONE TABLET 150 MG, TWICE A DAY**

Keep away from children

Store in a cool dry place

Use as directed by the physician

# **MALCURE**

**ASH'S PHARMACEUTICALS**

148 Eugene, Vientiane, Laos.

Cell Phone: (+856 20) 7777 3321

Office Phone/Fax: (856-71) 252 741

**WWW.ASHSPHARM.COM**

**INGREDIENTS**

H2O Distilled 80%  
Quinolinemethanol hydrochloride  
Ammonium-calcium alginate  
Corn starch  
Crospovidone  
Lactose  
Magnesium stearate  
Microcrystalline cellulose  
Poloxamer #331