

AN INTERNSHIP REPORT
ON
“Product Analysis of Globe Pharmaceutical Ltd.”

REPORTED BY

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MASTER OF BUSINESS ADMINISTRATION (EVENING)

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Executive summary

Pharmaceutical company is one of the leading export earning sector in Bangladesh. The economy is mostly depended on export earning since it facilitates the increase in export earning of the Country. Every people in the society suffer from several diseases and need medicine for come round from diseases. So it has a potential market for growing out.

This report Product analysis of Pharmaceutical industry in Bangladesh, a case study on Globe pharmaceutical Ltd. Is prepared based on the Product analysis of pharmaceutical company. The report is about how Globe pharmaceutical Ltd. Differentiates the company from other competitors in terms of Product performances, unique and effective Product , image building activities, offering services etc. to gain consumer satisfaction.

This report has parts likes introduction, Pharmaceutical sector of Bangladesh, Overview of Globe Pharmaceutical Ltd, Main report code and ethics on pharmaceutical product, type of Product, activities of pharmaceutical companies and also for Globe pharmaceutical Ltd. And lastly conclusion and recommendation.

Since my topic of internship is Product analysis of Pharmaceutical companies in the main report I discussed about various procedures of pharmaceutical companies in Bangladesh and also the Product activities of Globe pharmaceutical Ltd, Product is the key function of the company for selling more product and also gaining a competitive market share in pharmaceutical market and also increase the sale in international market. Product is includes advertisement, sales promotion, personal selling , direct marketing, public relation, sponsorship trade show etc. advertising include print ads, radio, television, billboard, direct mail, Brochures, and catalogs,

signs, in-store displays, posters, motion pictures, Web pages, banner ads, and personal selling includes sales presentations, sales meetings, sales training and incentive programs for intermediary salespeople, samples, and telemarketing, Sales promotion includes contests trade shows, and exhibitions, public relation includes newspaper and magazine articles charitable contributions, issue advertising and seminars and symposium. All the activities are briefly described in the report.

n the main body of the report I also comprise the sales of Globe pharmaceutical Ltd. Before promotion and after Promotion.

ABSTRACT

In recent years, Pharmaceutical sector in Bangladesh has been a matter of serious concern. Pharmaceuticals products purchased via internet sites from foreign sources and compared the results with the abstained from conventional quality assurance methods. Traditional analytical technique employing HPLC for potency content uniformity, chromatographic purity and drug release profiles were used to evaluate the quality of selected drugs products. Non Traditional technique such as near infrared spectroscopy (NIR) imaging and thermogravimetric analysis (TGA) ,were employed to verify these results and investigate testing methods. Two of 20 samples failed usp monographs for quality attributes. The additional analytical methods founds 11 to 20 samples had different formulation when compared to the US products. Seven of the 20 Samples arrive red in questionable containers and 19 of 20 had in complete labeling. Only 1 of the 20 samples had final packaging similar to the US products. The non- Traditional techniques complemented the traditional techniques used and highlighted additional quality issues for the product tested. For example these methods detected suspect manufacturing issues (such as blending) which were not evident from traditional testing alone. Pharmaceutical sectors is improved in Bangladesh in better Quality medicine and source of raw materials in high quality.

ACKNOWLEDGEMENT

For the very first of all, I would like to express my gratefulness to the Almighty Allah, the supreme authority of the Universe, without him we would be nothing. Next I would like to express my gratitude towards my beloved parents whose continuous inspiration motivated me to make a right move in my life.

I am grateful towards some respected persons for their advices, suggestions direction and cooperation which have enable me to have experienced in the dynamic environment.

I would like to thanks my honorable supervisor Md. Jahangir Alam Siddikee, Chairman, Department of Finance and Banking. Without his suggestion and cooperation, the total report would be valueless.

I am also grateful to my honorable co-supervisor Saiful Islam, Assistant Professor Department of Accounting for his important suggestions and co-supppuration for preparing this report.

I would also like to thank from the deep of my heart to those people who are related with making of this report and make it a success.

At last but not the least, thanks to the Hajee Mohammad Danesh Science and Technology University, Dinajpur for giving me an opportunity to complete my MBA (Evening) degree and a scope to gather practical experience and enrich my knowledge.

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To whom it my concern

This is certify that, Md. Nuruzzaman student of MBA(Evening) (Major in Marketing) Student Id E140503036 of Hajee Mohammad Danesh Science and Technology University , Dinajpur , has successfully completed internship Program form September 01 , 2016.To October 16, 2016 at Globe pharmaceutical ltd. Dinajpur-1.

During the period of internship he has maintained the office discipline and a good relation with all the members of this company.

We wish him every success in life

Md. Abdul Jalil
Sr. RSM
Globe pharmaceutical ltd.
Dinajpur

Declaration of Student

The discussing report is the terminal formalities of the internship program for the degree of Master of Business Administration (MBA) (Evening), Faculty of Postgraduate students at Hajee Mohammad Danesh Science and Technology University, Dinajpur. This report has been prepared as pre academic requirement after successfully completing of 90 days internship program under the supervision of my honorable supervisor MD. Jahangir Alam Siddiquee, chairman Department of Finance of Banking. It is my pleasure and great privilege to submit my report titled Product Analysis of Globe Pharmaceuticals Limited.

I have tried my level best to get together as much information as possible to enrich the report. I believe that it was a fascinating experience and it has enriched both my knowledge and experience.

However, after all this, as a human being, I believe everyone is not beyond of limitation. There might have some errors or typing mistakes.

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Declaration of supervisor

It's my pleasure to certify that Md. Nuruzzaman, Student ID: E140503036, has successfully completed MBA (Evening) internship program titled on Product Analysis of Globe Pharmaceuticals Limited under my supervision and guidance. I think he has not copied from any other source in a direct manner.

Therefore, he is directed to submit his report for evaluation. I wish him success at every sphere of his life.

MD. Jahangir Alam Siddikee

Supervisor

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Dinajpur-5200

Declaration of co-supervisor

It's my Pleasure to certify that Md. Nuruzzaman, student ID No: E140503036, has successfully completed MBA (Evening) internship Program titled on Product Analysis of Globe Pharmaceuticals Limited under my supervision and guidance. I think he has not copied from any sources in a direct manner.

I wish him success at every sphere of his Life

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ACRONYMS

COPD	= Chronic Obstructive Pulmonary Disease
EU	= Euro pine Origen
UTIs	= Urinary tract infection
BPH	= Benign prostatic Hyperplasia
PID	= Pelvic inflammatory Disease
RA	= Rheumatoid Arthritis
SSTI	= Skin and Skin structure Infection
RTIs	= Respiratory tract Infection
CNS	= Central Nervous System
CTZ	= Chemoreceptor trigger Zone
GABA	= Gama- Amino butyric Acid
MIC	= Minimum Inhibitory concentration
ZES	= Zollinger – Ellison syndrome
GERD	= Gastro esophageal Reflux Disease
NSAID	= Non Steroidal Anti inflammatory Drugs
IBS	= Irritable Bowel Syndrom
GPs	= General Practitioner
MI	= Myocardial Infarction
EPT	= Effluent treatment Plant
WTP	= Water treatment plant
WHO	= World Health Organization
OD	= Once Daily
PFS	= Powder for suspension
MPO	= Medical Promotion Officer
PVD	=Peripheral Vascular Disease
BAPI	= Bangladesh Aushad Shilpa Samity in Bangli
AHUs	= Air Handling Units
FEBP	= Foundation for Excellence Business Practice

Chapter 1

Introduction

1.1 Introduction

There are several sectors on which Bangladesh can be proud of and undoubtedly the pharmaceutical sector is one of these sectors rather it is the sector, which is the second largest contributor to the government exchequer. There are about 231 companies in this sectors and the approximate total market size is about taka 30000 million per years of which about 95% of the total requirement of medicine is created by the local companies and the rest 5% is imported. The imported drugs mainly comprise of the cancer drugs, vaccines for viral diseases, hormones etc.

In fact the real growth of local pharmaceutical industry started after the drugs control ACE was promulgated in 1982 in Bangladesh to encourage local manufacturing of the same. A lot of multinational companies (MNCs) unhappy for this development.

In Bangladesh, Pharmaceutical is now one of the fastest growing sectors. In 2004 the total size of pharma market of Bangladesh was estimated to be taka 28416 million. With an annual growth rate of about 10% Bangladesh pharmaceutical industry is now heading towards self-sufficiency in meeting the local demand. Bangladesh pharmaceutical industry is the second highest contributor to the national exchequer after garments and it is the largest white collar intensive employment sector of the country.

There are about 450 generic registered in Bangladesh. Out of these 450 gentries 117 are in the controlled category i.e in the essential drugs list. The remaining 333 generics are in the decontrolled category. The total number of brands items that are registered in Bangladesh is currently estimate to be 5300 which the total number of dosage forms and strengths are 8300.

Bangladesh pharmaceutical industry is mainly dominated by domestic manufactures of Bangladesh, the total companies are enjoying a market share reaching around 80% while the (MNCs) are having a market share of 20% out of the to ten pharmaceutical companies in Bangladesh, eight are local pharmaceutical companies while only two are MNCs.

The Bangladesh Association of pharmaceutical industries BAPI (Bangladesh Aushad shilpa samity in Bangali) established in 1972 with just 33 numbers has been playing a very rote for development of this sector. Today BAPI is a very strong organization having as many as 144 (as listed at Annexure-1) as its members.

1.2 Objectives

The purpose of the internship program is toward the knowledge enhancement as well as gathering real life work environment knowledge practically. Objective is the expected ends of this results. The objectives of the study are as follows:

1. To Produce a recombinant Pharmaceutical molecule in transgenic plants, which will be developed through all regulatory requirements, GMP standards and pre-clinical toxicity testing this will be evaluate in phase I human clinical trials.
2. To define and carry out a coordinated Program for securing and managing intellectual property that will facilitate the availability high priority plant derived recombinant pharmaceutical to the poor in developing countries.
3. To develop and refine new strategies for the expression of recombinant pharmaceuticals plants which can be used on a generic basis for molecules that are normally expressed poorly.
4. Product knowledge is a fundamental objective that successful pharmaceutical sales.
5. Developing a consultative sales approach is the objective of many pharmaceutical sales.
6. Supported executives in working out the strategies for company's maximum goals.
7. Select reliable suppliers of high quality product.
8. Ensure timely delivery.

The report focuses on the above mentioned objectives. However, its prime and foremost focus is to know Pharmaceuticals business in Bangladesh.

1.3 Scope of the Report

This report has been prepared based on using information taken from Globe pharmaceutical Ltd. And different journal, articles and Bangladesh drugs and Pharmaceutical association.

1.4 Review of literature

Pharmaceutical sector in Bangladesh is one of the rising sector which start its journey in 1950 in this sub continent. The pharmaceutical study however, like all other sector in Bangladesh. Was much neglected during Pakistan regime. Most pharmaceutical companies had their production facilities in west Pakistan. With the emergence of Bangladesh in 1971 the country inherited a poor base of pharmaceutical industry. For several years after liberation, the government could not increase budgetary allocations had little access to essential life saving medicine which the Promulgation of the drug(control) ordinance of 1982 many medical products considered harmful useless or unnecessary got of essential drugs to increase at all levels of the healthcare system. At present there are more than 200 pharmaceutical companies in Bangladesh and from those companies there are thirty to forty company are in good position in Production of pharmaceutical products. All the companies are always trying to increase their market several new techniques for promoting their own products though there is a strict limitation.

1.5 Methodology

1.5.1 Types of study

It will be a descriptive type of study. The methodology of this report is totally different from conventional reports. I have emphasized on the practical observation Almost the entire report consist of my Practical observation.

1.5.2 Sources of Data

The report is fully exploratory in nature. Data have been collected from both Primary and secondary sources.

Primary sources of Data

- Annual report of Globe Pharmaceutical ltd.
- Different manual of Globe pharmaceutical Ltd.
- Different circular of Globe pharmaceutical Ltd.

Unpublished Data

- Different textbooks
- News Papers
- Different Website
- Bangladesh economic review -2016

1.5.3 Method of the Data collection

The data have been used in this study are basically collected informally. This is totally an explorative study. As the rustle, data are collected by studying and reviewing the statement, circular and manuals of the organization. The relevant data was collected by informal discussion with the company official regarding the business and promotion of the Products that they produce to describe the Present situation of Pharmaceutical Product in Bangladesh.

1.6 Framework of the Overall structure of the Total Work

Firstly, the topic of the internship report is selected. Then the topic to the supervisor sir is shown. Some corrections are made according to the instruction of the supervisor sir . Furthermore, frequent conversations are made with the bank officials to get more information about this selected topic. Finally, the assigned task is finished by using following steps. These steps are bellow.....

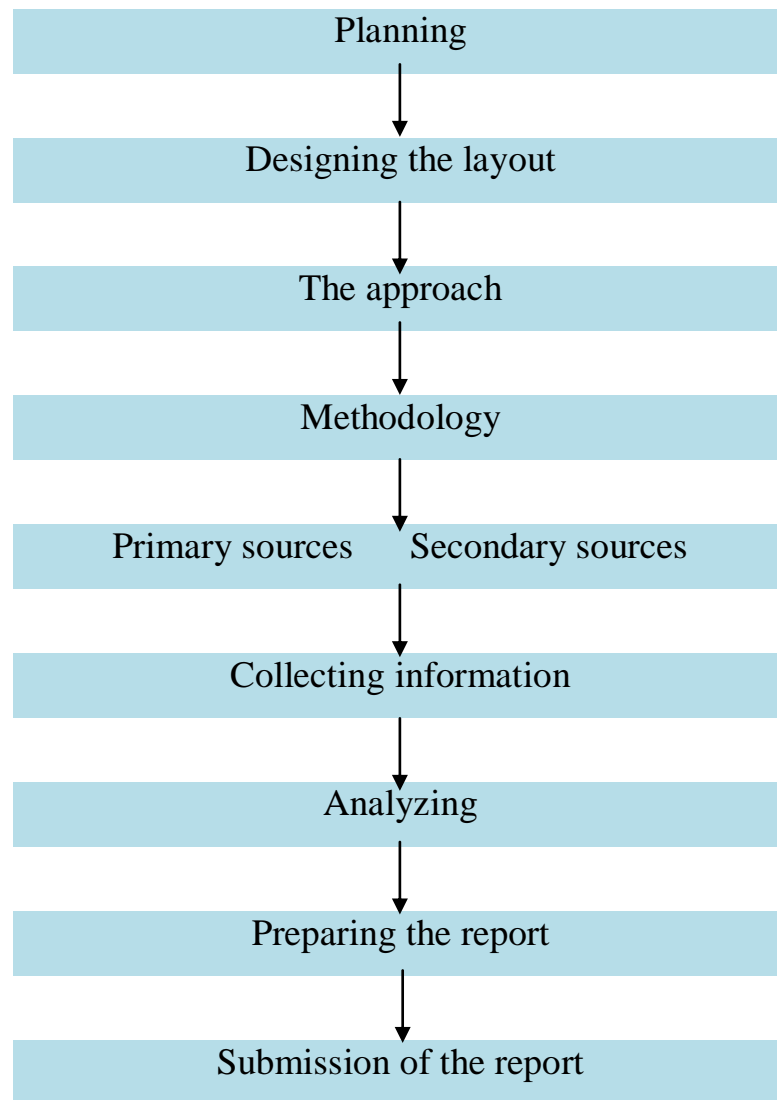


Figure: Flow chart of the study

Source: Leaflet and Magazine of different Commercial Company and Globe pharmaceutical ltd.

Chapter 2

Institutional Profile

2.1 Overview

Globe Pharmaceuticals Ltd. Launched in 1986 with the responsibilities to support the life healthier, happier and longer. Now the company has grown into one of the major providers of essential medicines in the country. As with pharmaceuticals success, Globe pharmaceuticals Ltd. Has proud for being the mother company of Globe pharmaceutical group of companies. One of the leading corporate house in the country. Currently operating six sister concerns which are 1. Globe pharmaceutical Ltd. 2. Globe drugs Ltd. 3. Globe soft drinks Ltd. 4. AST Beverage Ltd. 5. Globe Biscuits and dairy milk Ltd. 6. Globe Agro vet Ltd.

Globe pharmaceutical Ltd is enriched with the facilities that manufacture oral solid, Oral Liquid, Parenteral injection and infusion, soft capsule, topical cream, ointment and ophthalmic eye drops, Globe manufacturing plant is located at BSCIC industrial estate under Begumgonj Upazilla of Noakhali Districts. South east part of Bangladesh. Which has been built with the requirements to meet the international norms of WHO- GMP and other drug regulatory bodies in the world. Manufacturing infrastructure has been designed into different functioning zones to the optimum environment as recommended for specific formulation areas. Each zone consists of separate AHUs (Air Handling units) Dehumidification unit Dust extraction System.

Temperature controlling device as part of the integrated HVAC system. Cephalosporin plant has been installed dedicatedly with the prescribed guidelines of WHO-GMP and fully online productive system for both oral and injectable cephalosporin market. The facilities also companies multidimensional WTP (water treatment Plant) that facilitates the production of purified water and WFI (water for injection) 24 hrs power back up system, Warehouse for storage of raw materials packaging goods and finished products and ETP (Effluent treatment plant) to minimize the environmental hazardous Quality control and R and D department are well equipped with sophisticated HPLC (High performance liquid chromatography), UV, Spectrophotometer, Atomic absorption spectrophotometer, Dissolution apparatus and others necessary tools for critical quality examination and research. Entire actions are performed by expert teams of pharmacists, chemists, and microbiologists along with the vigilance of Quality Assurance department.

Globe pharmaceuticals Ltd. Currently produces and markets over 200 products comprising of both OTC and ethical medicines. Specialized product management

department is devoted for the best marketing selections that assure the products more aesthetic and distinct in the market.

Globe pharmaceutical has established large distribution network segmented into 18 individual depots to reach the products available at every market throughout the country. Each depot has optimal storage facilities and self sufficient transports. Around 1500 individuals comprising highly professional science graduate and post- graduate are well deployed to assist the medical communities of our products, Organizing scientific seminar, free clinics and many others necessary services.

Globe pharmaceuticals Ltd has stepped forward in overseas business with peak precedence. With a view to providing healthcare professions globally, as of now , Globe is having its overseas marketing coverage in singapore, Vietnam, Philippines, Srilanka, Myanmar, Yemen and Cambodia. Globe is also in the process of receiving regulatory approvals and exploring business opportunities in the countries of African, Middle East and Latin American.

The company has been accredited with the accolades by Foundation for Excellence Business practice (FEBP) Geneva, Switzerland, WHO-GMP certificate, and ISO 9001: 2008: Being a responsible social partner Globe fulfill the entire payment of taxes, duties and claim to the Government and concerned public agencies in time. Globe pharmaceutical Ltd has no compromise with quality and will ensure it consistently through improving the process to its vision.

2.2 Vision

To assure the facilities that will cover the completed range of therapeutic solution by providing highest quality and efficient medicines available and reasonable throughout the country.

To be one of the prominent source of pharmaceutical product globally.

2.3 Mission

Our mission is to support health are professions as one of the major medicine providers by striving towards unwavering quality, expanding Therapeutic coverage through superior continually, adopting latest technology continually upgrading our knowledge and processes

2.4 Quality

From our beginning the company does not allow any compromise with the quality of our products. Which gives us upper hand to promote our brands over the market competitors quality is the result of our inherent work practice with the adoption of latest technologies, well trained personal and proper implementation of WHO-cGMP norms in infrastructure production and quality control considering the patients need we at Globe pharma are dedicated to ensure highest efficacy and safety in our product.

We at Globe pharma emphasize on the following values to uphold our brand promise in the market.

2.5 Essential and Broader Therapeutic Coverage

We have a strong portfolio in which over 200 brands are available for wider range of therapeutic management. Our market coverage has been enlarging continually through launching of new products with measuring the therapeutic merits.

2.6 Quality

As a health care fellowship, Globe never compromise with quality, which give us upper hand to promote our brands over market competitors. Considering the patients need, we are dedicated to ensure highest quality in terms of purity, dosing uniformity and palatability, stability, efficacy and safety.

2.7 Advanced Technology

Globe pharma at every market through 18 individual depots which are located in different central parts in the country.

2.8 Quality Management System

Each stage of production starting from analysis of incoming materials to the stability of finished products is subjected to critical quality evaluation. Procedures are defined for environmental control as per SOPs.

The internal audit is carried out to ensure cGMP compliance at the site. The audit program is applicable to all sections of the site. Any observations and recommendations

made during internal audits are assessed and adjusted for necessary corrective Action by the concerned departments.

QA has written program to review the result of in process as well as per SOP. Similarly the review of stability data is done on regular basis. The final decision regarding any change in process to improve quality, efficacy and safety of the product is jointly taken by QA, Production and Engineering through adequate training to the personnel.

2.9 Accreditation

From the beginning we have built the trust on our promise “Quality without compromise” which rewarded us in the pharma market. The company has been accredited with the accolades from Foundation for Excellence in Business practice (FEBO), Geneva Switzerland: WHO_GMP certificate, and ISO 9001:2008

The company also takes pride being pertained in our National Program “Vitamin –A for every child” as we are the enlisted suppliers of vitamin A soft Capsules Republic of the Govt. of the people’s Republic of Bangladesh at every year End.

The company has been registered to exports its products in South Asian, African, Saudi Arabian, and Latin American countries. To realize our vision “to gain the global leadership for both ethical and OTC product”. Globe has been preparing to accord UK MHRA and TGA – Australia certificate.

2.10 Milestones

Our key milestones have marked progress regard to excellence in technology, growth and procedures Starting in 1986. With the foundation that conform wide range of facilities including embedded its image both in general and clinical settings. Addition of Dedicated and Online Cephalosporin plant incorporated us to lead the pharmaceutical market.

Our sterile division is now with extended facilities that deliver Large Volume parenteral Liquid and eye care products, which demonstrates us unique competent in hospital management.

Globe pharmaceuticals Ltd has explored its business globally and having its overseas market in Singapore, Vietnam, Philippines, Sri Lanka, Myanmar, Yemen and Cambodia.

2.11 Marketing Sales and Distribution

Globe pharma has strong marketing leadership both in internal and external marketing is done by skilled pharmacists under products Management Department (PMD) who conduct bold initiative to offer our products superior. Outdoor marketing is enriched with around 1500 individuals consisting of highly professional science graduate and post graduate who communicate closely to the medical community to deliver the right information of our products and provide many beneficial services.

Globe has 18 depots which are located in Dhaka , Narayangonj, Mymensingh, Rajshahi, Bogra, Barisal, Raridpur, comilla, Jessore, Sylhet, Khulna, Dinajpur, Rangpur, Moulvibazar, Noakhali, Feni, Chittagong and cox's Bazar. Distribution process is maintained digitally to ensure the supply goods at right place and right time . It also allows us to ensure adequate stock for specific market.

Chapter 3

Product Analysis

Top Brand of Globe pharmaceutical Ltd.

1. Tribac
2. Cefix
3. Zycin
4. Isoclox
5. Ximetil
6. Ximeclav
7. Fluzol
8. Mic Hc Cream
9. Roket
10. Emaprox
11. Etoxib
12. Aros
13. Effical
14. Xtrum Gold
15. Aminomax
16. Tribion
17. Ecovit
18. Seas plus
19. Cartifit
20. Radex
21. Clom
22. Miganil
23. Montifast
24. Ema
25. OP
26. RP
27. Pol plus
28. Carbocal M
29. Fexona
30. P- Cort
31. Ebahist
32. Liplo
33. Calsart
34. Neurica
35. Vispazin

3.1 TRIBAC

Ceftriaxon

Objective of Product:

Our aim is to increase Rx share from Medicine, GP, Child, Chest, Cardiac and hospital indoor wards and emergency.

To establish Tribac as a trusted brand throughout the country and make doctors loyal.

Strength and Opportunity:

Strength	Opportunity
<p>Tribac is prepared from dedicated Cephalosporin plant.</p> <p>World class manufacturing facilities with operational excellence.</p> <p>Raw material source is Hanmi pharmaceuticals, South Korea.</p> <p>We offer complete strength including 2gm IV.</p>	<p>Strong quality perception among the physicians.</p> <p>High Market value.</p>

Product Profile:

Brand Name	Generic Name	Therapeutic Group	Dosage Form	Strength
Tribac	Ceftriaxone	Third generation Cephalosporin Antibiotics	Injection	2gm IV, 1gmIM/IV, 500mgIM/IV, 250mgIM/IV.

Indication and dosage guidelines:

Adults			
Indications	Route	dose	Frequency
Moderate to severe infections including Typhoid, Pneumonia	IM/IV	500mg-2gm	OD
Uncomplicated Gonorrhoea	IM	250mg	OD
Surgical Prophylaxis	IV	1gm	OD
<p>Children (1 month -12 years age)</p> <p>In all infection including Typhoid, Pneumonia, Skin Infection Tribac 25-75 mg/kg body weight IM/IV once or equally divided twice daily, The duration of therapy is 4-15 days. In complicated infection longer therapy may require.</p>			

3.2 Cefix

Cefixime

Objectives of the Products:

To achieve 100% cefix Target through increasing Rx share from the Target doctors.

Strength and Opportunities:

Strength	Opportunities
Manufactured from dedicated Cephalosporin Plant as per cGMP Guideline. We Provide Cefix capsule in Alu-Alu blister strips. Raw materials from renowned sources. Taste masking orange flavor of Cefix PFS increases palatability to child.	High market growth. Wide range of applied area.

Product Profile:

Brand Name	Generic Name	Therapeutic Group	Dosage Form	Strength
Cefix	Cefixime	Broad Spectrum Beta-lactam antibiotic	Capsule	200mg
				400mg
			PFS	100mg/5ml

Indication and dosage administration :

Indication	Dosage and administration
Pneumonia, Typhoid, Maxillary, sinusitis, Otitis Media, Bronchitis, Uncomplicated UTIs, Gonorrhoea.	Adult: 200-400mg single or in 2 divided dosage daily for 7-14 days, Gonococcal Infection : A single 400mg dose is recommended. Children: 8mg/kg once daily or 4 mg/kg twice daily for 7-14 days.

3.3 Ximeclav

Cefuroxime+ clavulanic acid

Objective of the Product:

Target the competitor's prescribers and motivated them to prescribe Ximeclav.
Build up strong relationship with your targeted doctors and call effectively with Ximeclav Promo-materials as well as focusing the highlighting points. Generate more prescription from our loyal prescribers.

Strength and opportunities:

Strength	Opportunities
Manufactured from dedicated cephalosporin Plant as per cGMP Guideline. We provide Ximeclav in Aluminium foil pouch and Alu –Alu Blister strips. Clavulanic Acid (API) from Austria Patients satisfaction better than cefuroxime alone.	Growing therapeutic segments High market value In 2016-Expecting high growth in pharma market.

Product Profile:

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
Ximeclav	Cefuroxime+clavulanic acid	Broad spectrum, Bata-lactam antibiotic	Tablet	250-500mg
			PFS	125mg/ml

Indication and dosage administration:

Indication	Dosage and Administration
Pharyngitis, Tonsillitis, Maxillary Sinusitis, Acute and chronic Bronchitis. Skin Infection Otitis Media Gonorrhea UTI Surgical Prophylaxis and Switch therapy.	Adults: 250 mg to 500 mg bid for 5-10 days. Gonorrhea: 1gm single dose. Pediatric (3 month to 12 years) : 20mg/kg /day-30 mg/kg/day in two divided doses 5-10 days.

3.4 ZYCIN

Azithromycin

Objective of Product:

One of the first doctor choices of drug of Azithromycin (Zycin)

Product Strength:

Pouch	New Presentation of Zycin 500 mg Tablet with pouch ensures high efficacy
Flavor	Acceptability is good for children because Zycin PFS has Banana flavor.

Product Profile:

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
Zycin	Azithromycin	Antibiotic	Tablet	500 mg Tabet
			PFS	200 mg/5ml

Indication and dosage

Indication	Dosage
Chronic Bronchitis, Pneumonia, ENT Infection, SSTIs, Typhoid fever, PID and sexually transmitted diseases.	Once daily for 3-5 days In severe case: duration may be 7-10 days. Acne Vulgaris: Three time in a week up to 8-10 weeks. Children: 10 mg/kg/day for 3-5 days. In severe case: duration may be more than 5 days.

3.5 Ximetil

Cefuroxime

Objective of the Product:

Our aim is to increase Rx share from Medicine, Gynecologists, ENT, Orthopedics, Child, Surgery, Gp and Child to build up our Ximetil brand image.

Strength and Opportunities :

Strength	Opportunities
1. All dosage form and strength are available , 2. Ximetil 250 mg and 50 mg Tablet 750 mg and 1.5 gm Injection 125mg/5ml PFS 3. Taste masking granules with attractive tutty-fruity flavor enhances palatability to child.	1. Large market size (351 Cr./Yr) and growth (14.92%) 2. Wide range of disease coverage 3. Ximetil injections are extensively used in surgery.

Product Profile;

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
Ximetil	Cefuroxime	Broad Spectrum Cephalosporin (Batalactam)	Tablet	250 mg and 500 mg
			PFS	125 mg/5ml
			Injection	750 and 1.5gm/Vial

Indication dosage and administration

Indication	Dosage and Administration
Pharyngitis/ Tonsillitis Maxillary Sinusitis and Otitis Media Acute and chronic Bronchitis Uncomplicated Skin Structure Infections. Uncomplicated UTIs and Gonorrhea Early Lyme diseases Bone and joint Infection and Meningitis. Surgical Prophylaxis.	Oral Form: Adults: 500mg bid for 5-10 days. Children: (>2 Years of age) 250 mg bid or 15 mg/kg bid to a maximum of 500 mg daily. Parenteral Form: Adults: The usual dosage range is 750 mg to 1.5 gm every 8 hours for 5 to 10 days. Infants and children (above 3 month): 50 to 100 mg/kg/day in divided doses every 6 to 8 hours.

3.6 Isoclox

Flucloxacillin

Objective of The product:

To Achieve 100% Isoclox Target through increasing Rx share from target Doctors.

Product strength:

All strength are available in the market. Such as 250 mg and 500 mg cap, 125mg/5ml syp.

Syrup has good acceptable Pineapple flavor.

Product Profile:

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
Isoclox	Flucloxacillin	Penicillin	Cap/ Syrup	250 mg/ cap 500 mg/cap 125 mg/5ml syrup

Indication and Dosage

Indication	Dosage and Administration
Skin and Soft Tissue Infection: Infected wound, Infected Burn, Skin ulcer, Eczema, Acne, Protection for skin grafts.	Adults Dosage: (Including elderly Patients) One capsule 4 time a day. Doses Should be administrated half one hour before meals or as directed by the Physician.
Respiratory Tract Infection: Sinusitis, Tonsillitis, Pharyngitis, and Otitis Media and Meningitis.	Children dosage: 2 to 10 years : Half of the adult dose : Under 2 years : One fourth of adults dose.

3.7 Fluzole

Fluconazole

Objective of the Product:

To Achieve 100% Fluzole Target through increasing Rx share from target Doctors.

Product Strength:

All strength are available in the market such as 50 mg and 150 mg Tablet.

Product Profile:

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
Fluzole	Fluconazole	Antifungal	Tablet	50 mg and 150 mg

Indication, Dosage and Administration

Indication	Dosage and Administration
1. Vaginal candidiasis	A single dose of 150 mg
2. Mucosal candidiasis	Recommended 50 mg daily for 14 to 30 days. In difficult cases the dose may be increase up to 100 mg daily
3. Cryptococcal infection (Including menigitis)	400 mg initially 200 mg daily. If necessary up to 400 mg daily may be administered.
4. Tineapedis Tineacuris, Tineacoroirs	Recommended dose is 150 mg/ week, 150 mg for 4-6 weeks , 400 mg single dose for 5 days.
5. Onychomycosis	150 mg/ week for 4 months
6. Cutaneous candidiasis	150 mg/week for 12 week

3.8 MIC HC

Miconazole Niteate + Hydrocortisone

Objective of the Product:

To Achieve 100% MIC HC Target through increasing Rx share from target Doctors.

Product Strength:

All the Product is available in the market such as 10 mg tube.

Product Profile:

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
MIC HC	Miconazole Niteate + Hydrocortisone	Antifungal	Cream	20 mg and 10 mg/ 1gm

Indication, Dosage and Administration:

Indication	Dosage and Administration
Inflamed skin disorders , such as eczema or dermatitis(associated with fungal or bacterial infection) Superficial fungal infections : such as, 1 Athlete's foot (tinea Pedis) 2 Intertrigo (sweat rash) 3.Jock Itch (tinea cruris) 4.Tinea Versicolor 5.Tinea corporis (Ringworm) 6. Vaginal yeast infections	Apply Mic HC by rubbing the cream gently on affected area once or twice daily until all signs of the lesion have disappeared and should continue depending on severity of infection for up to 14 days after the lesion has disappeared to avoid relapse.

3.9 Rokat

Ketorolac Tromethamine

Objective of the product:

To establish as a leading prescribing product of post-operative pain and Dental pain .

Strength

10 mg Tablet, 30 mg/ml and 60 mg/2ml injection are available in the market .

Product Profile:

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
Rokat	Ketorolac Tromethamin	NSAID	Tablet,	10 mg
			Injection	30mg/ml and 60 mg/2ml

Indication, Dosage Administration:

Indication	Dosage and Administration
Post operative pain Dental pain Renal pain Traumatic pain Cancer pain Pain caused by renal stones	Tablet: 10 mg every 4-6 hours up to a maximum daily dose of 40 mg. Injection: Patient <65 Years of age : The maximum daily dose should not exceed 60 mg. IM: 10-30 mg every 4-6 hours up to a maximum daily dose of 120 mg IV : 10-30 mg every 4-6 hours up to a maximum daily dose of 120 mg Patient= 65 years of age: The maximum daily dose should not exceed 60 mg IM: 10-30 mg every 4-6 hours up to a maximum daily dose of 120 mg IV: 10-30 mg every 4-6 hours up to a maximum daily dose of 120 mg Children between the age of 2-16 years. IM: single dose of 1 mg/kg up to max of 3 mg. IV: Single dose of 0.5mg/kg up to max of 15 mg

3.10 Emaprox

Naproxen + Esomeprazole

Objective of the Product:

To establish as a first choice of drug for chronic (Osteoarthritis, Rheumatoid arthritis)

Ensure the 100% achieved Emaprox Target increase Rx share from the doctors.

Product strength :

375 mg and 500 mg tablet are available in the market.

Product Profile:

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
Emaprox	Naproxen + Esomeprazole	NSAID	Tablet	375 mg and 500 mg

Indication, Dosage and Administration:

Indication	Dosage and Administration
Osteoarthritis, Rheumatoid arthritis and Ankylosing spondylitis. NSAID – associated gastric ulcer	Adult: One tablet twice daily depending on the requirements or as directed by the physicians. Children: Dosage in children less than 18 years has not been established .

3.11 Etoxib

Etoricoxib

Objective of the Product:

To establish as a first choice of drug for chronic (Osteoarthritis, Rheumatoid arthritis)

Product strength:

60 mg, 90 mg and 120 mg tablet are available in the market.

Product Profile:

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
Etoxib	Etoricoxib	NSAID	Tablet	60 mg, 90 mg and 120 mg

Indication, dosage and Administration:

Indication	Dosage and Administration
Osteoarthritis	Adult over 16 years
Rheumatoid arthritis	60 mg once daily: Osteoarthritis,
Chronic musculoskeletal disorder	Chronic musculoskeletal disorder,
Dental surgery	Dysmenorrhea
Dysmenorrhea	90 mg once daily: Rheumatoid arthritis.
	120 mg once daily: Acute gout and Dental surgery.

3.12 Aros

Aceclofenac

Objective of the product:

To establish as a first choice of drug for chronic (Osteoarthritis, Rheumatoid arthritis)

Product strength:

10 years of successful marketing by ensuring quality without patient's complaint.

Product profile:

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
Aros	Aceclofenac	NSAID	Tablet	100 mg

Indication, Dosage and Administration:

Indication	Dosage and Administration
Osteoarthritis, Rheumatoid arthritis, Ankylosing spondylitis, Dental pain, Primary dysmenorrhea, Post –traumatic pain.	Adult dose: 200 mg daily in two equally divided doses. Hepatic insufficiency: 100 mg

3.13 Effical

Calcium orotate Dihydrate INN

Objective of the product:

1. To reach within top 5 Position of this generic.
2. To develop Effical as the best calcium supplement.

Product strength:

Excellent meaningful brand name (Eff- Effective and cal –Calcium =Effical), So easy to memorize.

Our other calcium preparation have a good reputation in the market, so it's easy to establish Effical as a loyal Brand.

Opportunity:

The competition of calcium orotate (Effical) are not high, so it's easy to establish as loyal Brand.

Product profile:

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
Effical	Calcium orotate Dihydrate INN	Dietary supplements	Tablet	400 mg

Indication, Dosage and Administration:

Indication	Dosage and Administration
Osteoporosis, Osteomalacia Latent Tetany Hypoparathyrodism Arthritis Pregnancy Spondylitis	As an addition to the daily diet, 2-3 tablet are usually recommended with meal or as directed by health care professionals.

3.14 Xtrum Gold

Vitamin A To Z

Objective of the product:

Conducting effective call the target doctor prescribers for establishing Xtrum Gold as a top product and ensure its Position at least to the 3rd Position.

Product Strength and Opportunities:

1. In 4p Ranking Xtrum Gold is at 6th position among all brands .
2. Raw materials EU Origin.
3. Already established in the market.
4. Best prescribing product among all brands throughout the country.
5. Available in both Tablet and Syrup.

Product Profile:

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
Xtrum Gold	Vitamim A to Z	Vitamin and mineral Supplement	Tablet and Syrup	Tablet and Syrup

Indication, Dosage and Administration:

Indication	Dosage and Administration			
Immune deficiency (Common cough, cold , infections , Diarrhea and fever) Poor digestion and appetite Chronic diseases and illness Injuries or wounds Surgery Chronic dieting Physical and emotional stress Heavy exercise	Tablet:	Adult:	1 tablet daily or as directed by the physicians	
	Syrup:	Infant	Up to 1 years	1 Teasponful daily.
		Children	1-4 years	1-2 Teasponful daily.
			4-12 years	2-3 Teasponful daily.

3.15 Aminomax

5% Composite Amino Acids Preparation with D-Sorbitol and Electrolytes.

Objective of the product:

Our objective is to establish the product as a brand leader by generating at least 50 Rx per month to achieve the product target as well as product target.

Product strength and Opportunities:

1. Aminomax is our 4th Prescribing product and we are reputed to our prescribers.
2. We are giving big spiral pad on Aminomax, so you have an opportunity to visit the uncovered doctor.
3. 1400 FFs is our strength by generating Rx regularly we will be to achieve our Target easily.

Product Profile:

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
Aminomax	5% Composite Amino Acids Preparation with D-Sorbitol and Electrolytes.	Parenteral Nutritional Preparation	Infusion	Infusion

Indication and used:

1. Source of amino acids for Protein synthesis in Patients needing intravenous nutrition.
2. It is particularly suitable for a patient with basal amino acid requirements.
3. It is also recommended for the patients who refuses to eat
4. Also indicated in Faster recovery in surgery Burns and Effective management of Cancer.

Dosage and Administration:

Adults: Should be infused slowly, at rates 30-60 drops per minute 1-2 bottles daily depending on the patient's condition, age and body weigh.

Infants and Children: 28-35 ml/kg body weight /day is recommended.

3.16 Tribion

Vitamin B1 B6 B12

Objective of the product:

Our objective is to establish the product as a brand leader by generating at least 44 (Tribion tab Rx 40+ Tribion inj Rx 4) Rx per month/ MPO to achieve the product Target.

Strength and Opportunities:

Tribion is our 3rd Prescribing product and we are reputed to our Precribers.

We are giving doctors gifts on Tribion, so you have an Opportunities to visit the uncovered doctors.

1400 FFs is our strength, by generating Rx regularly we will be able to achieve our Target easily.

Product Profile:

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
Tribion	VitaminB1 B6 B12	Vitamin supplements	Tablet	100 mg, 200 mg, and 200 mg and Injection: (100 mg, 200 mg, and 1gm)/3ml

Indication, Dosage and Administration:

Indication	Dosage and Administration
It is indicated in vitamin deficiency Neuropathy such as- Trigeminal Neuropathy, Neuritis, Neuralgia, Lumbago, Sciatica, Myalgia, Diabetic Neuropathy and Alcoholic or Toxic Neuropathies.	Tablet: 1 to 3 tablets per day or as advised by the Physician. Injection: It should be injected intramuscularly, in severe cases. 1 ampoule daily until the acute symptoms subsides. For milder cases and follow –up therapy 2 or 3 ampoules per week>s

3.17 Ecovit

Vitamin E

Objective of the product:

Capturing 15% Rx share of vitamin-E Market to establish our Ecovit as a brand Product:

Product Strength :

1. Our raw material source is COS Grade.
2. Raw material from Germany
3. Trusted brand since 1999
4. Manufacturing by high speed soft gelatin encapsulation machine.
5. A few competitors.

Opportunities:

In the total market of vitamin E capsule Ecovit is now 4th Position.

For getting reputation as soft gelatin manufacture

Product profile:

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
Ecovit	Vitamin E	Vitamin, Fat soluble	Soft gelatin capsule vitamin E	200 IU and 400 IU

Indication, Dosage and Administration:

Indication	Dosage and Administration
Post-Menopausal Syndrome Fertility and Reproduction Skin Diseases Neurological syndrome	One or two capsule daily or as advised by the physician

3.18 Seas Plus

Cod liver oil + Multivitamin

Objective of the Product:

Capturing 15% Rx share of Market to establish our Seas Plus as a brand Product:

Strength and Opportunities:

1. Increase the prescription of Seas plus by focusing its significance in children.
2. Key target doctors are Pediatricians, Medicine Sp, Rheumatologist, Potential GPs, and ENT Sp.
3. Take special assignment to Shishu hospital and hospital outdoor.

To available 100ml and 200ml Syrup.

Product profile:

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
Seas Plus	Cod liver oil + Multivitamin	Multivitamin	Syrup	100ml and 200ml

Indication, Dosage and Administration:

Indication	Dosage and Administration
<p>It is widely used in children to improve their brain performance and immune system functions and growth. Also, for</p> <ol style="list-style-type: none">1. Poor Immune system2. Loss of appetite3. Visual disorder4. Arthritis5. Growth retardation6. Depression7. Neurological disease	<p>Infants(1-5):2.5ml or ½ teaspoons daily</p> <p>Children(6 months onwards) and Adults: 10ml or 2 teaspoons daily</p>

3.19 Cartifit

Glucosamine sulfate + Chondroitin Sulfate

Objective of the product:

Capturing 25% Rx share of Market to establish our Cartifit as a brand Product:

Product Strength and Opportunities:

Give emphasis to hospital/Clinic/ healthcare outlet especially in Orthopedic and Gynae dept, GPs, Neurologist.

Increase promotion by analyzing product merits, competitor share.

Focus its needs in elder age and generate Rx.

Available for the tablet in Market.

Product profile:

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
Cartifit	Glucosamine sulfate + Chondroitin Sulfate	Anti-osteoarthritic	Tablet	

Indication, Dosage and Administration:

Indication	Dosage and Administration
Osteoarthritis As dietary supplement	1-2 Tablets, Three time daily, Dose may be adjusted according to the response of the drug and body weight.s

3.20 Radex

Flupentixiol + Melitracen

Objective of the Product:

To take a great share by generating more prescription in 2016

Product Strength and Opportunities:

1. Radex is already established product in Market.
2. Nationally, the position of Radex is 10
3. It is 3th Prescribing product in our company.

Product profile:

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
Radex	Flupentixiol + Melitracen	Anxiolytic and Antidepressant	Tablet	Flupentixol 0.5mg and 10mg Melitracen

Indication, Dosage and Administration:

Indication	Dosage and Administration
Anxiety and panic disorder Muscle spasms, Spastic disorders Insomnia, Parasomnia	Adult: 2 tablets daily, morning and noon. In severe cases the morning dose may be increased. Not to exceed 4 tablet daily. Elderly: 1 tablet in the morning. For severe cases 1 tablet in the morning and at midday. Maintenance dose: Usually 1 tablet in the morning. Children: This tablet is not for paediatric use.

3.21 Clon

Clonazepam

Objective of the product:

Clonazepam is potential market size 138 core sales in 2nd Quarter is the first objective. Generate more prescription to achieve a good market share>

Product Strength and Opportunities:

Strength	Opportunities
The raw material from renowned source Clonazepam has a diversified use and a big market size.	Already achieved at high growth in 1 st QTR. So we have a great opportunity to reach target

Product profile :

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
Clon	Clonazepam	Anxiolytic	Tablet	0.5mg, 2mg

Indication, Dosage and Administration:

Indication	Dosage and Administration
As Anxiolytic- Anxiety and panic disorder As Anticonvulsant- Suppresses the rapid and excessive firing of neurons that start a seizure. As Myorelaxant: Muscle spasms, Spastic disorder. As Hypnotic: Insomnia, Parasomnia.	Adults and Elderly: Initial dose: 1 mg daily in divided dose, Not to exceed 1.5mg/day Increment dose: 0.5-1 mg at intervals of 3 day. Maintenance dose: 4-8 mg/day Maximum dose: 20 mg/day should be administered with caution. Dosing interval: b.i.d / t.i.d Infants and children: Up to 1 year: 0.25mg daily in divided dose, increase gradually to 0.5-1 mg 1-5 Year: 0.25 mg daily in divided dose, increase gradually to 1-3mg. 5-12 year: 0.5mg daily in divided dose, increase gradually to 3-6 mg Dosing interval: b.i.d/t.i.d.

3.22 Migamil

Flunarizine BP

Objective of the product:

To achieve 100% Migamil target through Rx share from the target Doctors.

Product Strength and Opportunities:

Tablet 5 mg and 10 mg also available in the Market

Our total target for Migamil is 10000 Box per Month

Per MPO need to sell 2 Box monthly

Product profile:

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
Migamil	Flunarizine BP	Anti- Migrane	Tablet	10mg and 5mg

Indication, Dosage and Administration

Indication	Dosage and Administration
Prophylaxis of classic or common migraine Symptomatic treatment of vestibular vertigo (due to diagnosed functional disorder of the vestibular system) Peripheral vascular disease(PVD) Motion sickness Refractory epilepsy resistant to conventional antiepileptic therapy.	Migraine Prophylaxis: Starting dose: 10 mg at night in patients less than 65 years of age and 5 mg daily in patients older than 65 years. Maintenance Treatment: If a patient is responding satisfactorily and maintenance treatment is needed , the same daily dose should be used, but this time interrupted by two successive drug- free days every week.

3.23 Montifast

Montilukast INN

Objective of the product:

Our objective is to generate 49(Montifast-10, 40 Rx Montifast-4, 5 Rx and Montifast-5, 4Rx) Rx Per month/MPO to achieve the product Target as well as value target.

Product strength and Opportunities:

1. Highly effective to prevent bronchoconstriction
2. Comparable anti- allergic effects to potent antihistamines like Cetrizine and Loratadine, Also, reduce nasal congestions (Blockage)
3. Reduce hospitalization of Asthma patients.
4. Decreases the use of unscheduled asthma and allergy medication>
5. Well tolerable and also safe in Pregnancy.

Product Profile:

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
Montifast	Montilukast INN	Antiasthmatic, Cysteinyl Leukotriene Receptor Antagonist	Tablet	10 mg, 5 mg Tablet and 4 mg Chewable tablet

Indication, Dosage and Administration:

Indication	Dosage and Administration
Asthma and Bronchospasm	Montifast 10 mg tablet: For 15 years of age and older, One tablet daily in the evening.
Allergic rhinitis/ hay fever	Montifast 5 mg tablet: For 5-15 years of age, One tablet daily in the evening.
Urticaria	Montifast 4 mg Chewable tablet: For children 2-5 years of age, One 4 mg chewable tablet daily 1 hours before after meal.s
Sinusitis, Bronchitis and COPD	

3.24 Ema

Esomeprazole

Objective of the product :

Establish EMA to our valued Prescription as a 1th choice of Esomeprazole.

Product strength and Opportunities:

1. Already established as a renowned Esomeprazole Brand.
2. Available in all Strength.
3. Proudly exporting to abroad (Srilanka)

Product Profile:

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
EMA	Esomeprazole	Antiulcerant (PPI)	Tablet and Capsule	20mg and 40mg tablet. 20mg and 40 mg Capsule. 40mg iv injection

Indication, Dosage and Administration:

Indication	Dosage and Administration
<ol style="list-style-type: none">1. Gastroesophageal reflux disease (GERD)2. NSAID associated gastric ulcer3. Zollinger-Ellison Syndrome4. Erosive esophagitis5. Peptic ulcer6. Prophylaxis of acid aspiration during surgery.	<p>Tablet: Usually 20 to 40 mg one or two times daily advised by the Physician</p> <p>Capsule: Usually 20 to 40 mg one or two times daily advised by the Physician.</p> <p>Injection: 20 mg or 40 mg esomeprazole given once daily by intravenous injection.</p>

3.25 OP

Omeprazole

Objective of the product:

To established OP as a leading Brand of Omeprazole.

Product Strength and Opportunities:

1. Already established as a renowned Brand of Omeprazole.
2. In 4P Ranking OP is at 4th Position among all Omeprazole.
3. Proudly exporting to 7 country (Singapore, Myanmar, Somalia, Srilanka, and Afganistan)

Product Profile;

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
OP	Omeprazole	Antiulcerant (PPI)	Capsule and Injection	20 and 40 Mg capsule. 40 mg IV injection

Indication, Dosage and Administration:

Indication	Dosage and Administration
<ol style="list-style-type: none">1. Peptic Ulcer2. Zollinger-Ellison Syndrome3. Gastroesophageal reflux disease(GERD)4. NSAID associated gastric ulcer5. Gastric Aspiration	<p>Capsule: Usually 20 to 40 mg one or two times daily before after meal.</p> <p>Injection: 20 mg or 40 mg omeprazole given once daily by intravenous injection or intravenous infusion.</p>

3.26 RP

Rabeprazole

Objective of the Product:

To achieve equivalent share to reach into top 5 Position of this Brand within one year.

Product strength and Opportunities:

Protected by multistage heat, light and moisture protective layers.

Available for 20 mg tablet in the market.

Product profile:

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
RP	Rabeprazole	Antiulcerant	Tablet	20 mg

Indication, Dosage and Administration:

Indication	Dosage and Administration
<ol style="list-style-type: none">1. Healing of Erosive or ulcerative GERD2. Maintenance of Healing of Erosive or Ulcerative GERD3. Treatment of Symptomatic GERD4. Healing of Duodenal Ulcer5. Treatment of Pathological Hypersecretory conditions, Including Zollinger-Ellison Syndrome.	20 mg once daily or after meal or as advised by the Physician.

3.27 Pol Plus

Paracetamol+ Caffeine

Objective of the Product:

Develop Pol Plus as a top brand of drug for pain and Fever.

Product strength and Opportunities:

Export Quality	Pol plus meets all the standard requirements of export
Export Country	Now is Process for exporting to Cambodia.

Product Profile:

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
Pol Plus	Paracetamol + Caffeine	Analgesic and Antipyretic	Tablet	500mg+ 65mg

Indication, Dosage and Administration:

Indication	Dosage and Administration
Fever Migraine Common colds Sore throat Earache Toothache Backache Rheumatic pain Neuralgia	1-2 tablet in Every 4-6 Hour. Maximum dose is 8 tablet in 24 Hours>

3.28 Carbocal M

Calcium + Vitamin D3 and Minerals

Objective of the Product:

To establish Carbocal M as a first choice of drug for Osteoporosis.

Product strength and Opportunities:

4p position	Holding 8 th Position
Export Quality	Meets all the standard requirements of export.
Export Country	Myanmar, Cambodia, Srilanka and Afghanistan.

Product Profile:

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
Carbocal M	Calcium + Vitamin D3 and Minerals	Vitamin and Minerals supplement.	Tablet	

Indication, Dosage and Administration:

Indication	Dosage and Administration
Osteoporosis Muscle tone Nerve function and bone fracture.	Two Tablets daily in two divided doses in the morning and night or as directed by the Physician.

3.29 Fexona

Fexofenadine

Objective of the Product:

To establish Fexona as a first choice of drug for Allergic Rhinitis.

Product Strength:

IMS Position	Holding 10 th position because of quality
4p position	Fexona susp. Is holding 7 th Position
Export Quality	Meets all the standard requirements of export.
Export Country	Singapore

Product Profile:

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
Fexona	Fexofenadine	Antihistamine	Tablet and Suspension	120mg, 180mg Tablet 30mg/5ml Suspension

Indication, Dosage and Administration:

Indication	Dosage and Administration
Allergic Rhinitis and Urticaria	Adult: One tablet daily Children: 6 Month to 1 years : 15 mg twice daiy 2 to 11 years: 30 mg twice daily.

3.30 P-Cort

Prednisolone

Objective of the Product:

Ensure P-Cort as a lead brand within first five companies

Seasonal Benefits:

P-cort has a great opportunity to snatch a big share in the winter season, because there are more probability to suffer from asthma , allergy, and arthritis>

Product profile:

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
P- cort	Prednisolone	Synthetic Adrenocortical steroid	Tablet and Syrup	5 mg 5mg/ml

Indication, Dosage and Administration:

Indication	Dosage and Administration:
<ol style="list-style-type: none">1. Rheumatic Disorders2. Endocrine Disorders3. Dermatologic Diseases4. Allergic States5. Respiratory6. Hematologic Disorders	<p>Adult: Initial dose: Usually 5 mg to 80 mg daily according to the severity and the patients response . Maintenance dose : Usually 5 mg to 20 mg daily .</p> <p>Children – Initial dosage: 0.5mg/kg daily, dosage may increase to double or triple if necessary, until remission, Maintenance dose :0.125 to 0.25mg/kg daily></p>

3.31 Ebahist

Ebastine BP

Objective of the product:

1. Because of fewer No. Of competitors, enter into the market easily and establish our brand image.
2. To achieve maximum prescription from targeted doctor of clinic/institute.

Product strength and Opportunities:

Our total target for Ebahist 20,00,000 TK = 12700 Box

Per MPO need to sell 11 Box monthly.

Per day one Prescription is enough for achieving the target.

Product Profile

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
Ebahist	Ebastine BP	Antihistamine	Tablet	10mg and Syrup

Indication, Dosage and Administration:

Indication	Dosage and Administration
Ebahist is effective in the treatment of: Seasonal and perennial allergic rhinitis Idiopathic chronic urticaria	Children(2-5) years: 2.5ml once daily (6-11)years: 5ml/5mg once daily Adult: 10 mg once daily.

3.32 Liplo

Atorvastatin

Objective of the Product:

1. Increase the coverage of Cardiac Hospital, Diabetic hospital and all the potential institutions including indoor.
2. Ensure availability of product to every chemist shops.

Product Strength:

Raw Materials	Our raw materials source is COS Grade, It is Best quality and maximum efficacy Ensure of the product.
Nomenclature	Excellent Brand Name "LIPLO" assume like as lipid low.

Opportunities:

1. Total Market size of Atorvastatin is around 168 core. It is almost 77% share with other Cardiovascular Drugs. Great opportunity to take share from this highest market share.
2. As Atorvastatin has a Big Market size, We have COS Grade API, Excellent Brand Name and Best Quality that confirms Maximum Efficacy, so we have to ensure Top position to the all potential prescribers.

Product Profile :

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
Liplo	Atorvastatin	Cardiovascular Drugs (Lipid lowering agent)	Tablet	10 mg and 20mg

Indication, Dosage and Administration:

Indication	Dosage and Administration
<ol style="list-style-type: none">1. Primary hypercholesterolemia and combined hyperlipidemia.2. Familial hypercholesterolemia3. Dyslipidemia4. Secondary prevention in people with coronary hart disease and multiple risk factors for atherosclerosis, myocardial infarction, stroke, unstable angina.5. Myocardial infarction and stroke prophylaxis in patients with type II Diabetes>	<p>Recommended initial dosage is 10 mg to 80 mg once a day.</p> <p>Can be administered at any time of the day without regard for meals.</p>

3.33 Calsart

Amlodipine 5 mg + Olmesartan Medoxomil 20mg

Objective of the Product:

Our objective is to generate 1 Rx per day/ MPO to achieve the product Target as well as value target .

Product Opportunities and Strength:

1. A fixed dose combination provides a synergistic effective.
2. Ensure effective BP control with excellent safety profile.
3. Well tolerated in both short term and long term use>

Product Profile :

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
Calsart	Amlodipine 5 mg + Olmesartan Medoxomil 20mg	Antihypertensive	Tablet	(5mg + 20mg)

Indication, Dosage and Administration:

Indication	Dosage and Administration
Calsart alone or with others hypertensive agents are indicated for the treatment of hypertension. It may also be used as initial therapy in patients who are likely needed to multiple antihypertensive agents to achieve their blood pressure goals.	For initial therapy, the usual starting dose is 1 tablet once daily. The dose may be increased after 2 weeks to maximum dose of 2 tablet once daily.

3.34 Neurica

Pregabalin

Objective of the product:

1. Our aim is to increase Rx share from Medicine , GP , Orthopedics , Rheumatologist , Cardiac , Neuro and Psychiatrist.
2. To establish Neurica as a trusted brand throughout the country and makes doctors loyalty.

Product strength Opportunities:

1. Provides tetra benefits (analgesic, anticonvulsant, sedative and anxiolytic.
2. 6 times more potent than Gabapentin
3. Only FDA reduction in seizure frequency.

Product profile :

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
Neurica	Pregabalin INN	Neuropathic pain Reliever	Capsule	75 mg

Indication, Dosage and Administration:

condition	Starting dosage	Maximum recommended dosage
Neuropathic pain associated with diabetic peripheral neuropathy	50 mg Tid	100 mg Tid
Post herpetic neuralgia	75 mg bid or 50 mg tid	150-300 mg/day bid or 100-200 mg tid
Adjunctive therapy for adult patients with partial onset seizures	75 mg bid or 50 mg tid	150 mg to 600 mg /day bid or tid
Fibromyalgia	75 mg bid	150-225 mg bid
Neuropathic pain associated with spinal cord unjury	75 mg bid	150-300 mg bid

3.35 Vispazin

Tiemonium Methylsulfate INN

Objective of the product:

1. To reach within top 5 position of this generic
2. To develop Vispazin as the best Antispasmodic drug.

Product strength:

1. Excellent meaningful brand name (vis- visceral Pa- Pain In- Inhibitor), So easy to memorize.
2. Available in all dosage form.

Opportunities:

Can promote to almost all specialization doctors.

Product profile:

Brand Name	Generic Name	Therapeutic Group	Dosage form	Strength
Vispazin	Tiemonium Methylsulfate INN	Antispasmodic	Tablet Syrup Injection	50 mg tablet , 100 ml syrup , 2 ml IM/IV Injection

Indication, Dosage and Administration:

Indication	Dosage and Administration
To relieve pain in gastrointestinal biliary, Urinary , and gynaecological diseases such as : Gastroenteritis, Diarrhoea, Dysentery, Biliary colic, Enterocolitis , Cholecystitis, Colonopathies , Mild cystitis , Spasmodic Dysmenorrhoea.	<p>Vispazin Tablet: The usual dosages are 2 to 6 tablets (100-300) mg daily in divided doses as required.</p> <p>Vispazin Syrup: Children: 3 mg-6 mg /kg body weight/day or 1.5 ml -3 ml/kg body weight/day in 3 divided dose.</p> <p>Adult: 30 mg -90 mg or 15ml – 45 ml 3 time daily or as directed by physician.</p> <p>Vispazine Injection: The usual dosages is 5 mg (1 ampoule) three times daily by slow IM/IV injection.</p>

Chapter 4

Conclusion and Recommendation

4.1 Discussion of major Findings

At the time of my doing internship at Globe pharmaceutical ltd Dinajpur Deport there are several finding faced by me. The findings are-

- a. Globe pharmaceutical Ltd is the Largest sector of Medicine Product in Bangladesh. Globe pharmaceutical is the growing pharmaceutical. If cost of imported raw materials is deducted form the foreign exchange earning of pharmaceutical sectors.
- b. Globe pharmaceutical is the provide of best quality product in the market. And day by day increase market size and positions.
- c. Globe pharmaceutical increase your sales day by day in foreign market like Singapore, Vietnam, Srilanka, Philippines, Myanmar, Yemen, and Cambodia.
- d. Globe pharmaceutical Ltd marketing by direct to retailer to consumer.
- e. Globe pharmaceutical Ltd manufacture the product oral solid, oral Liquid, Parenteral injection and infusion, soft capsule, Topical cream and ointment, and Ophthalmic eye drops.
- f. Globe pharmaceutical Ltd currently produces and markets over 200 products comprising both OTC and ethical medicines.
- g. Globe pharmaceutical Ltd has established large distribution network segmented into 18 individuals deport to each the product available at every market throughout the country.
- h. The company has been accredited with the accolades by Foundation for Excellence Business Practice.
- i. To ensure the facilities that cover the completed range of therapeutic solution by providing highest quality and efficient medicines.
- j. Globe pharmaceutical Ltd never compromise with quality, which give us upper hand to promote our brands over market competitors.

4.2 Conclusion

Pharmaceutical sectors is one of the largest Business sectors in the country. Bangladesh is one of important pharmaceutical Business countries in the world.

Globe pharmaceutical Ltd is important part of pharmaceutical market. Globe pharmaceutical Ltd is the brand for “Quality Medicine” to the physicians and patient as well who certainly prescribed with our product. Our deliberate approach to uncompromised quality, latest product design and therapeutic solution make us one of the largest pharmaceutical companies in Bangladesh. Our vision is to be one of the prominent sources of pharmaceutical products globally. Being manufactured under WHO –cGMP Guideline, our product ensure accurate dose delivery for a wide range of therapeutic solution.

Globe pharmaceutical Ltd launched in 1986 with the responsibilities to support the life healthier, happier and longer. Now the company has grown into one of the major providers of essential medicine in the country.

As with pharmaceutical success, Globe pharmaceutical Ltd has proud for being the moth company of Globe pharmaceuticals Group of companies, one of the leading corporate house in the country.

Globe pharmaceutical Ltd has established large distribution network segmentation into 18 individuals deport to each the product available at every market through the country. Around 1500 individuals science graduate and post-graduate as well deployed to assist the medical communities through delivering right information of our products. Organization scientific seminar free clinics and many others necessary services.

Globe pharmaceutical Ltd. Has stepped forward in overseas business with peack precedence. Globe pharmaceutical is having its overseas marketing coverage in Singapore, Vietnam, Philippiens, Srilanka , Myanmar, Yemen, and Cambodia.

Globe pharmaceutical Ltd has auto packaging and cartooning facilities which yield highest efficiency and productivity packaging of tablet, capsule, Liquid, and injectable product.

4.3 Recommendations

Globe pharmaceutical Ltd is the brand of “ Quality Medicines” over deliberate approach to uncompromised quality, latest technology, vigorous research on world-latest product design and therapeutic solution make us one of the largest pharmaceutical companies in Bangladesh.

- a. Proper information about Globe pharmaceutical Ltd.
- b. Globe pharmaceutical Ltd is the largest pharmaceutical companies in Bangladesh and manufacturing facilities is total online process.
- c. Cephalosporin and penicillin drugs manufacture is totally different path way and different plant.
- d. Globe pharmaceutical Ltd manufacture Tablet, capsule, Liquid formulation, Powder for suspension, Parenteral formulation, Cephalosporin antibiotics, Topical, Semi- solid, preparation and ophthalmic Division.
- e. Globe pharmaceutical has auto packaging and cartooning facilities.
- f. Globe pharmaceutical has powerful HVAC systems are installed with the concept to provide optimum Heat, Ventilation and Air conditioning for maintaining specific facilities area through peripheral Loop point placed at the zone.
- g. Water quality plays an important role to compound products wash containers and for steam sterilization process.
- h. Globe pharmaceutical Ltd has self reliant Quality control and R and D Departments.
- i. A massive capacities warehouse are installed for storing of Raw materials, Packaging goods and finished products to meet the requirements of production.
- j. High power generators are available for full time back up of electricity to ensure the plant to run 24 hrs operations uninterruptedly.
- k. The company pursues the responsibility for good health and safety of its employee.

4.4 Limitation

There are some problems while conducting the study. A whole hearted effort was applied to conduct the study and to bring a reliable and fruitful result. In spite of this, there exist some limitations which acted as a barrier to conduct the study the limitations were:

a. Time constraint:

The duration of my Internship program was two months. This time was not enough for me, to understand the Globe pharmaceutical Ltd.

b. Confidentiality:

Some time I companies management are not interested to serve the necessary data to the internee. The organization maintains strict confidentiality about their financial and others information. They are afraid their of any type of information leakage to their competitors. So there was always difficulty to have appropriate information from them.

c. Non- Explaining activities:

Some time I was assigned to do some jobs without explaining why this work is to be done. This situation has been created a lot of problem to understand why a specific function is being performed.

d. Depth of Knowledge:

During internship period there are some lacks of depth of analytical pharmaceutical knowledge. In other hand there are some lacks of analytical ability for writing such kind of report.

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APPENDIX

Sinusitis: Inflammation of the sinuses due to infection, allergy, or autoimmune disorders.

Common cold: Infectious disease of the upper respiratory tract which primarily affects the nose.

Hay Fever/ Allergic Rhinitis: Irritation and Inflammation of the mucous membrane inside the nose.

Tonsillitis: Inflammation of the tonsils caused by viral or bacterial infection.

Pharyngitis: Inflammation of the throat / pharynx caused by viral, bacterial, or fungal infection etc.

Laryngitis: Inflammation of the voice box or larynx.

Pneumonia: Infection and Inflammation of the lung parenchyma (alveoli).

Bronchitis: Inflammation of the mucous membrane in the bronchi.

COPD (chronic Obstructive pulmonary disease): It is a progressive disease that makes breathing difficult. Emphysema and chronic bronchitis are the two most common conditions of COPD.

Pleurisy/ Pleuritis: Inflammation of the pleura.

Asthma: Asthma is a chronic lung disease that inflames and narrows the airways that often associate with allergic rhinitis.

Cellulitis: A skin infection characterized by redness, edema.

Abscess: Localized collection of pus.

Furuncle: Inflammation around the hair follicle is called a furuncle.

Burn: Injury to flesh or skin caused by heat, electricity, chemicals, or radiation.

Impetigo: Impetigo is a transmittable superficial skin infection usually caused by *S. aureus* and occasionally by *S. pyogenes*.

Lyme disease: Infection especially in children caused by tick bite from an infected tick.

Eczema: Inflammation of the epidermis that caused redness, skin edema, itching and dryness etc.

Candidiasis; It is a fungal infection caused by the overgrowth of a type of yeast called candida. Candidiasis can affect areas such as the : Skin, Genitals, Throat, Mouth, and Blood.

Vaginal yeast infection: Irritation of the vagina due to overgrowth of the fungus candida albicans.

Ringworm: It is a fungal skin infection that can affect the skin of different area including Beard, Feet, and Nails and Scalp.

Glossitis: Inflammation or infection of the tongue caused by vitamin B2 deficiency.

Gastroesophageal Reflux disease: A chronic symptom where lower esophageal sphincter opens spontaneously or does not close properly and cause acid reflux into the esophagus.

Dyspepsia; A general discomfort of the stomach condition of impaired digestion characterized by chronic or recurrent pain in the upper abdomen and upper abdominal fullness.

Peptic ulcer: A lesion of stomach or duodenum caused by acids or pepsin.

Zollinger-Ellison syndrome: One or more tumors in the pancreas, duodenum or both, which then make stomach too much acid, characterized by acid vomiting, abdominal pain and other hyperacidity symptoms.

Gastroenteritis: An inflammation of the gastrointestinal tract that involves both the stomach and the small intestine.

Typhoid Fever: It is also called Enteric Fever cause by *S. typhi*. Symptoms are high fever, abdominal pain, diarrhea or severe constipation, dry cough , weakness and fatigue.

Irritable Bowel Syndrome; A functional gastrointestinal disorders, meaning it is a problem caused by changes in how the GI tract works.

Urinary tract infections: Caused by bacteria E coli, proteus, klebsiella, Enterococcus staph, saprophyticus etc.

Urethritis: Infection of the urethra.

Cystitis: Infection of the urinary bladder.

Pyelonephritis: Infection of the Kidneys.

BPH: Enlargement of the prostate gland that can interfere with urinary functions in older men.

It may be caused due to changes in the balance of sex hormones such as testosterone and estrogen.

Prostatitis: Inflammation of the prostate gland that results in urinary frequency and urgency, burning or painful urination.

Proteinuria: Presence of abnormal amounts of protein in the urine. The condition is often a sign of kidney disease.

Urinary incontinence: Involuntary passage of urine due to loss of bladder control, Infections , Medications, Age , Neurological diseases, Prostatitis etc.

Pelvic Inflammatory disease: Infections of the female reproductive organs. It is a serious complications of some sexually transmitted diseases, Especially Chlamydia and gonorrhea.

Rheumatic disorders; Painful conditions usually caused by inflammation, swelling, and pain in the joints or muscles.

Rheumatoid arthritis: An autoimmune disease that result in a chronic, systemic inflammatory disorder that may affect many tissues and organs, but principally attacks flexible joints.

Ankylosing spondylitis: A long term type of arthritis that affects the bones and joints at the base of the spine where it connects with the pelvis.

Buristis: Inflammation of a bursa.

Tenosynovitis: Inflammation of the fluid-filled sheath that surrounds a tendon.

Gouty arthritis: A red, tender, hot, swollen joint caused by deposits of needle-like crystals of uric acid.

Epicondylitis: An inflammation of an epicondyle.

Psoriatic arthritis: A type of inflammatory arthritis that will develop in people who have the chronic skin condition psoriasis.

Hypercalcaemia: A condition in which calcium the level in blood is above normal.

Hematologic disorders: A disorder marked by abnormalities in structure or function of the blood cells or the blood-clotting mechanism.

Idiopathic thrombocytopenic purpura: Is the condition of having an abnormally low platelet count of unknown cause.

Erythroblastopenia: Abnormal deficiency of erythroblasts.

Allergic rhinitis: An inflammation of the nasal passages caused by allergic reaction to airborne substances.

Seasonal allergic rhinitis: Occurs in the spring, summer, and early fall, when airborne plant pollens are at their highest levels.

Perennial allergic rhinitis: Occurs all year and is usually caused by home or workplace airborne pollutants.

Nausea: The state that precedes vomiting.

Hypocalcemia: Presence of low serum calcium levels in the blood.

Hypercalcemia; Presence of high serum calcium levels in the blood.

Morning sickness: Nausea in pregnancy, typically occurring in the first few months.

Bone and joint Infection: Often referred to as “deep” infections, the technical names for these conditions are : Osteomyelites, Septic arthritis, Pyomyositis.

Osteoarthritis: is a chronic condition characterized by the breakdown of the joints cartilage.

Dysmenorrhea: is a medical condition of pain during menstruation.

Anemia: The condition of having less than the normal number of RBCs or hemoglobin, Hemoglobin carries oxygen from the lungs to the tissues , so anemia leads to hypoxia on organs.

Miscarriage; The spontaneous, premature expulsion of embryo or fetus from the uterus . Also called spontaneous abortion.