

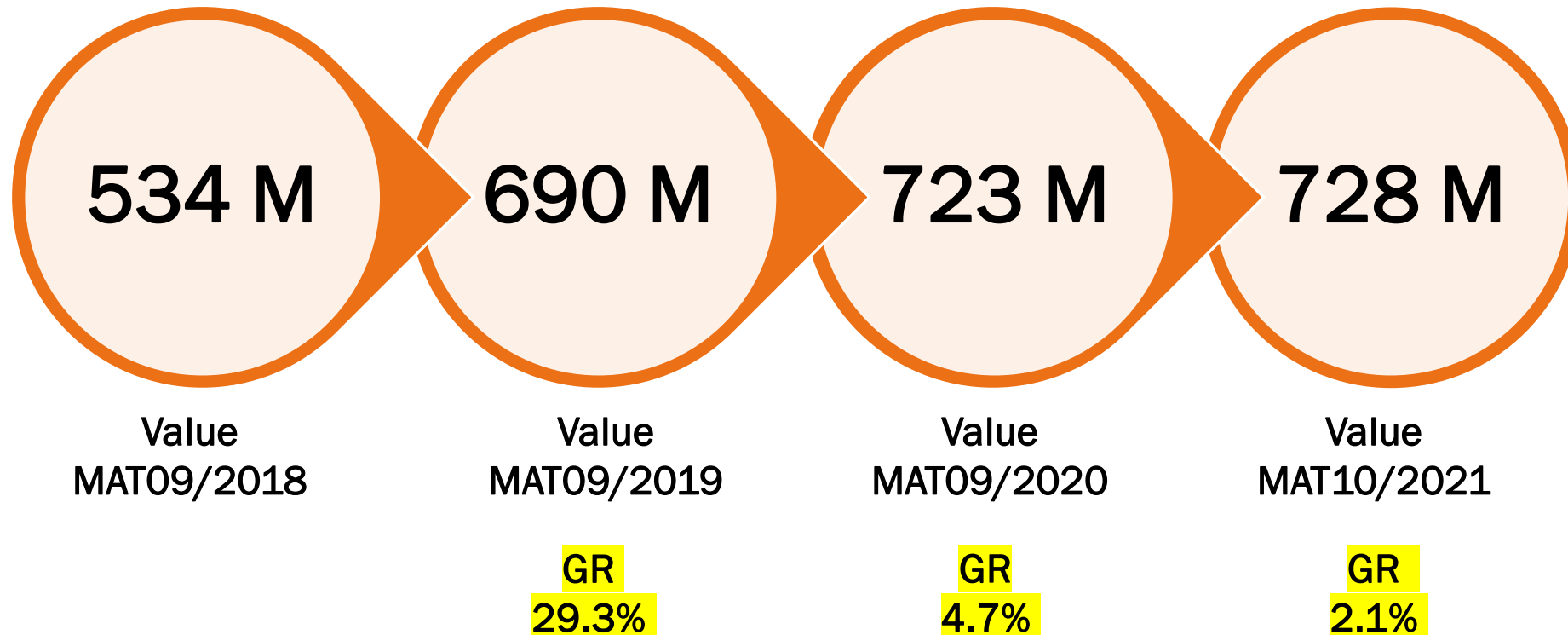


Trypsalin Marketing Plan

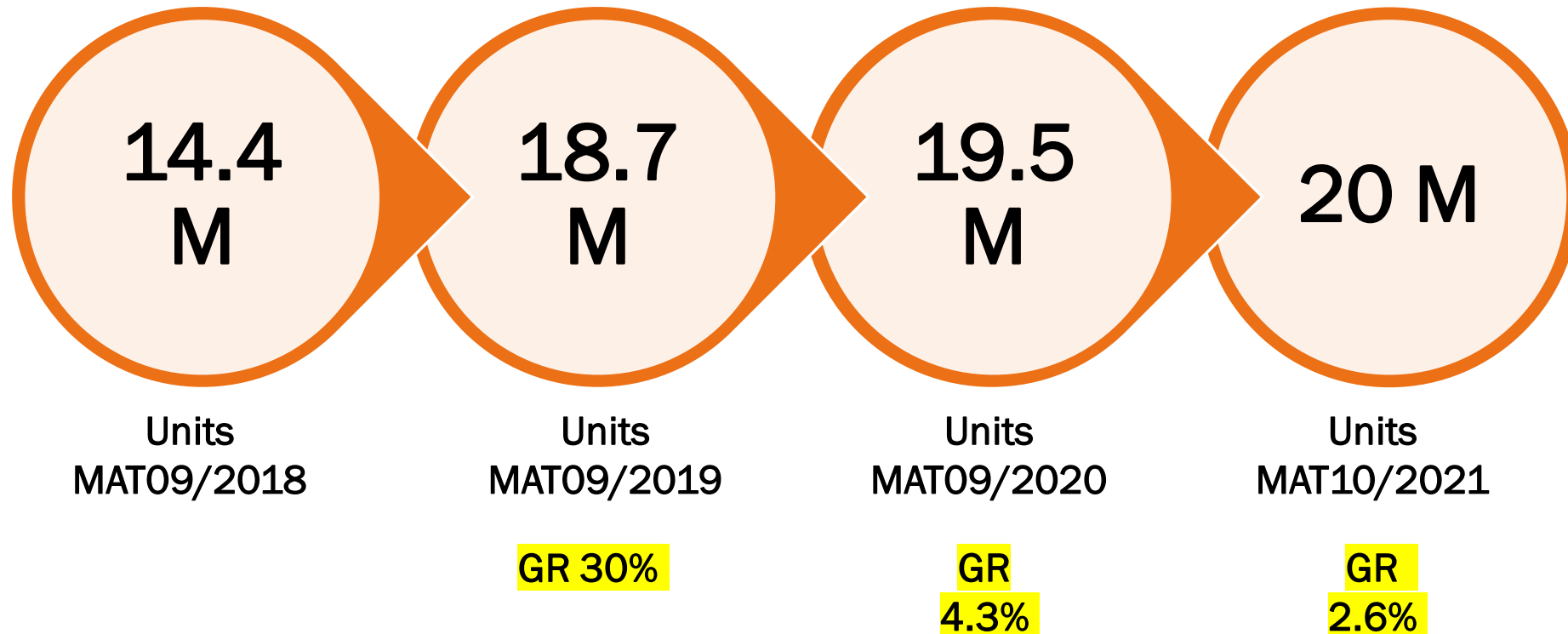
Trypsalin

MARKET ANALYSIS

Market Overview



Market Overview



Market Overview

- Market Composition

V03H0 ANTI-INFLAMMATORY ENZYME Market

➤ Market is Composed of **6 Products** : ■

I- Alphintern

II- Ambezim

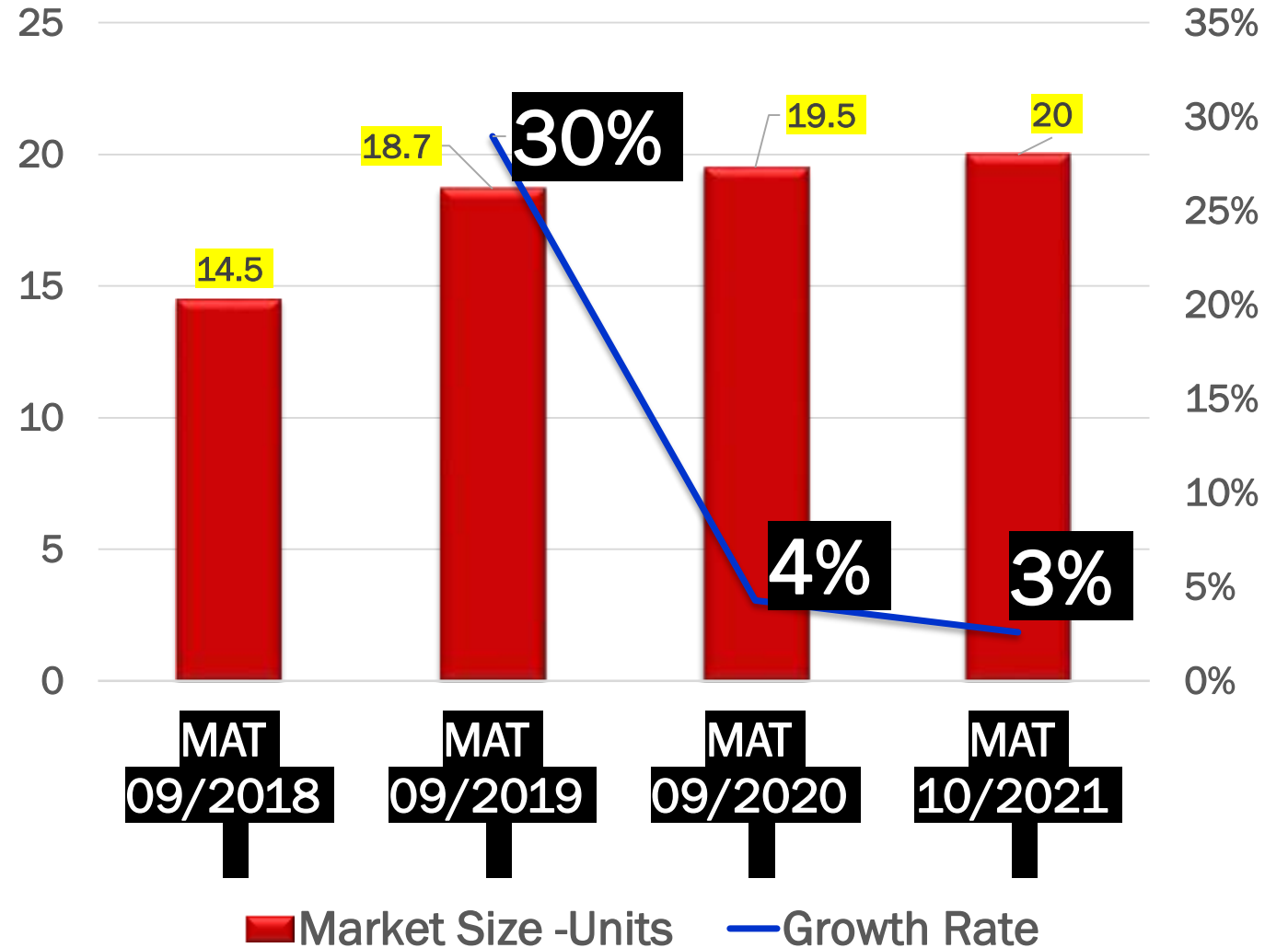
III- Allzyme

IV- Newbezim

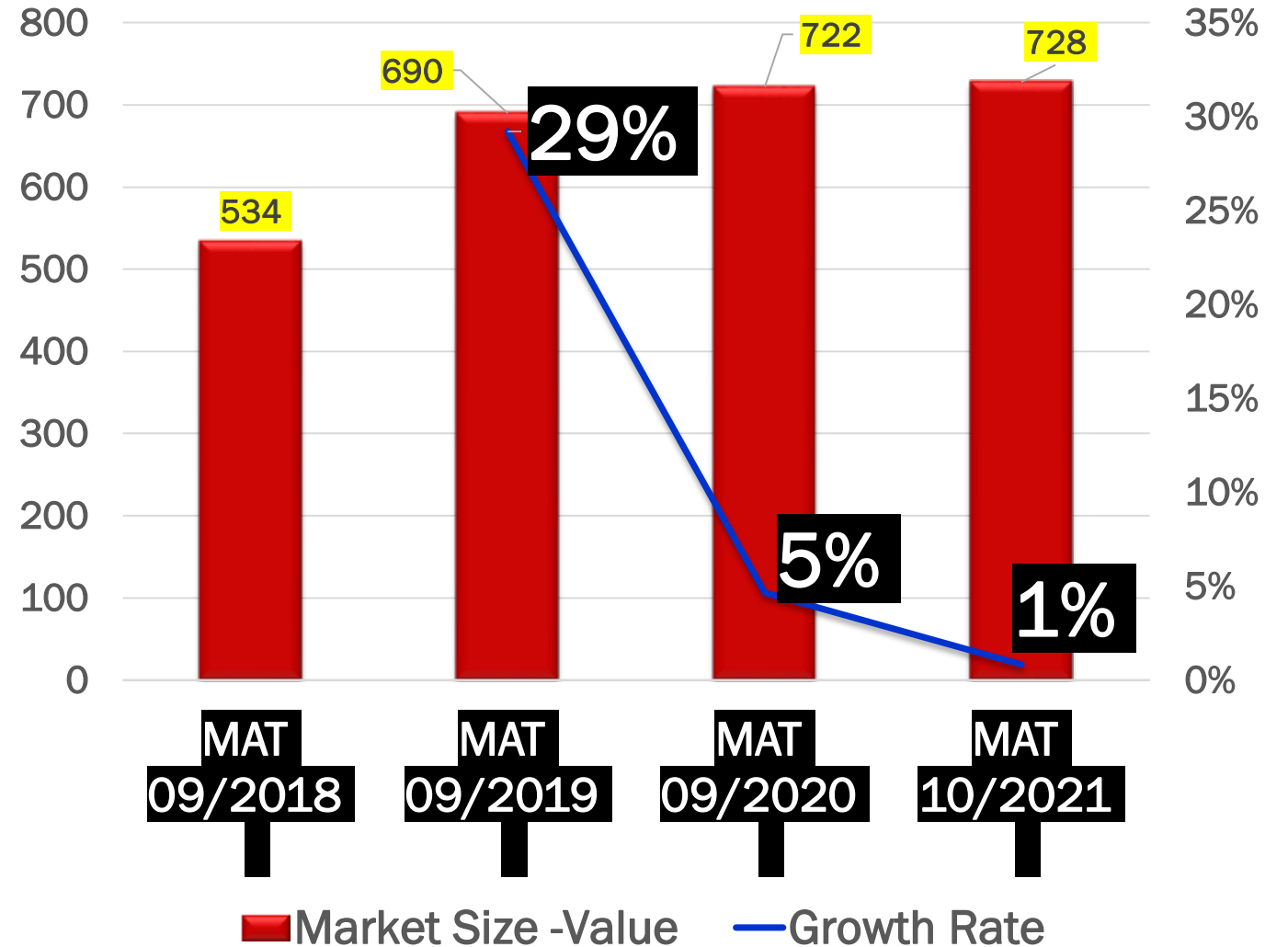
V- Flamogen

VI- Megalase

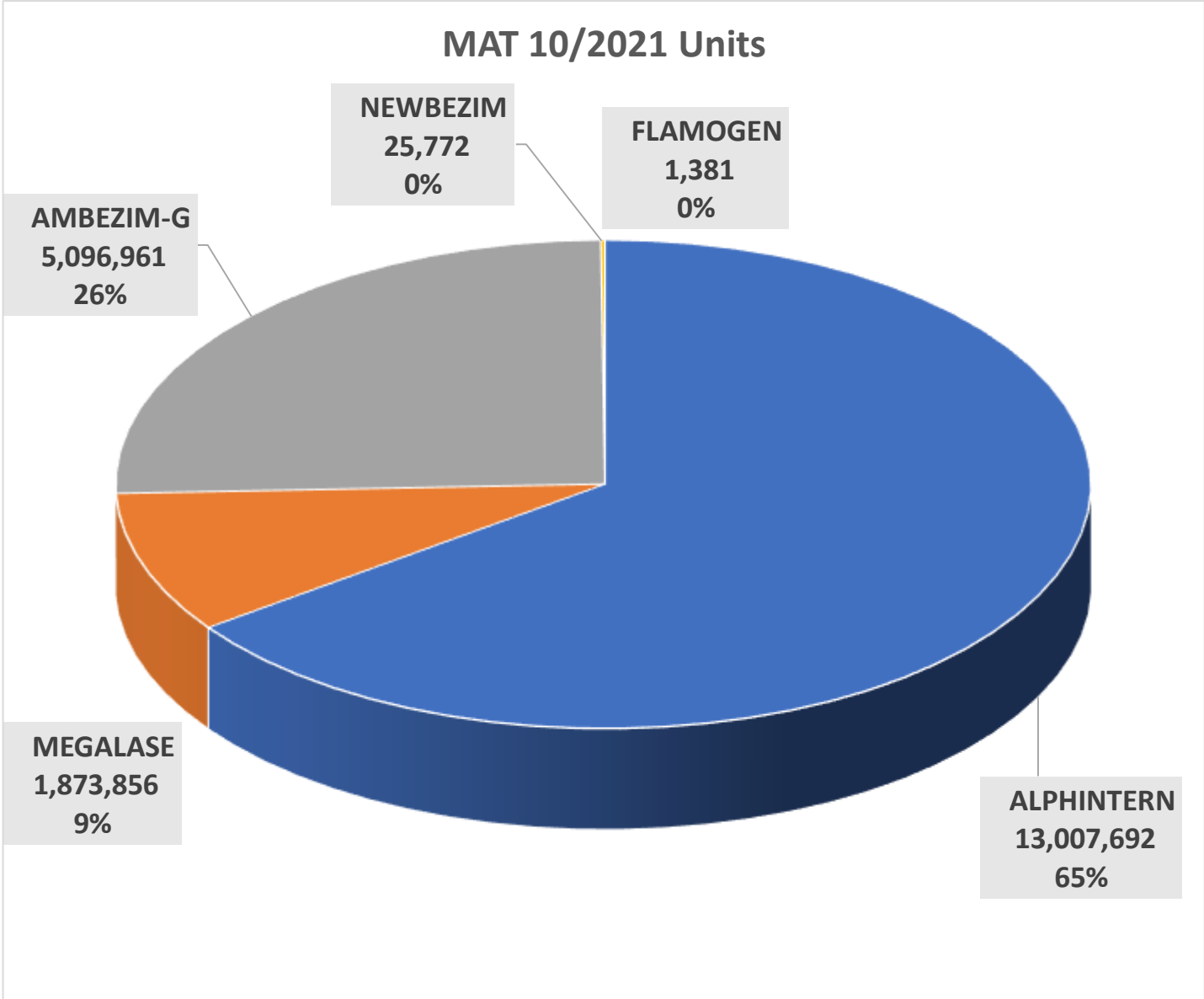
Market Growth Units



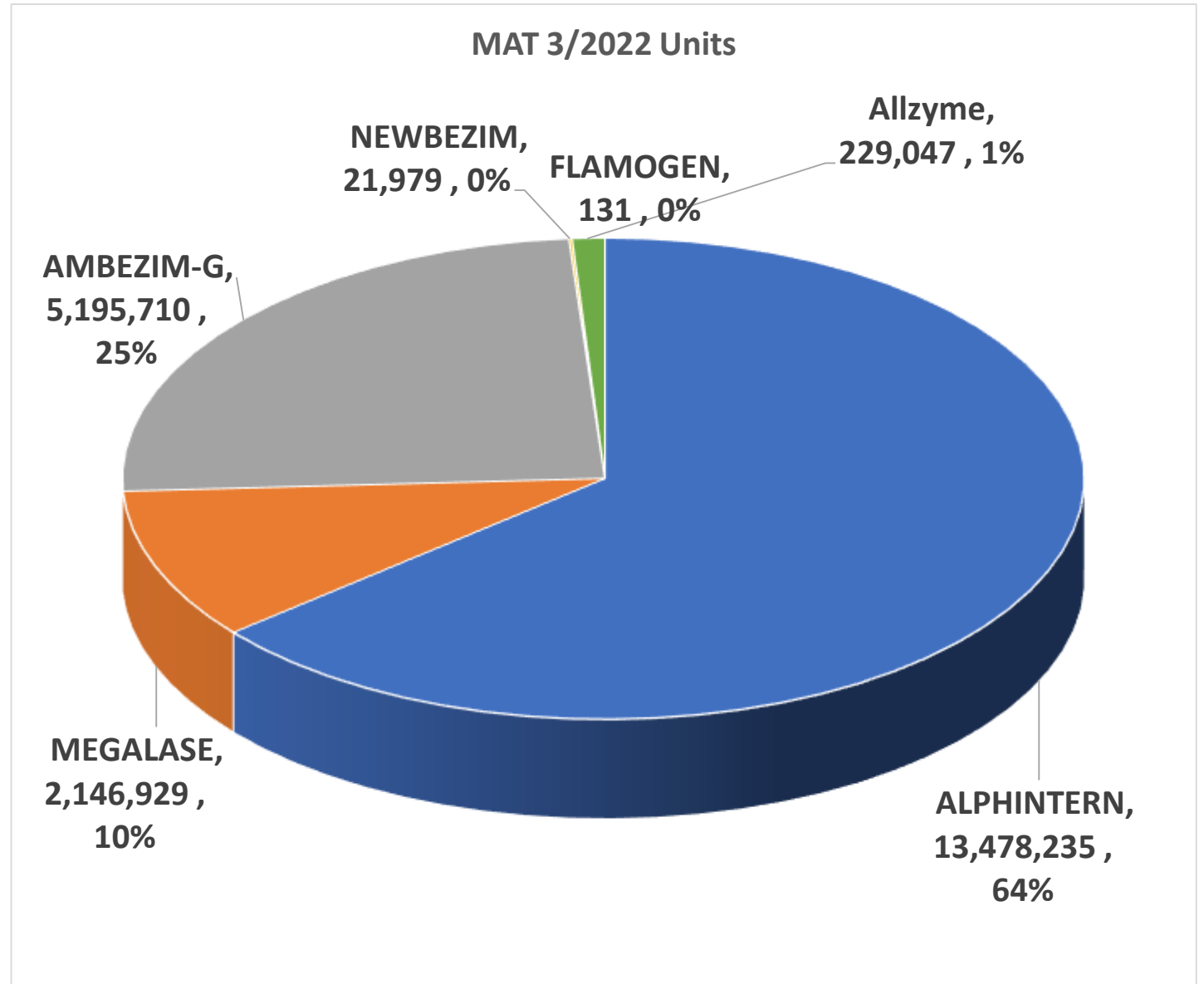
Market Growth Value



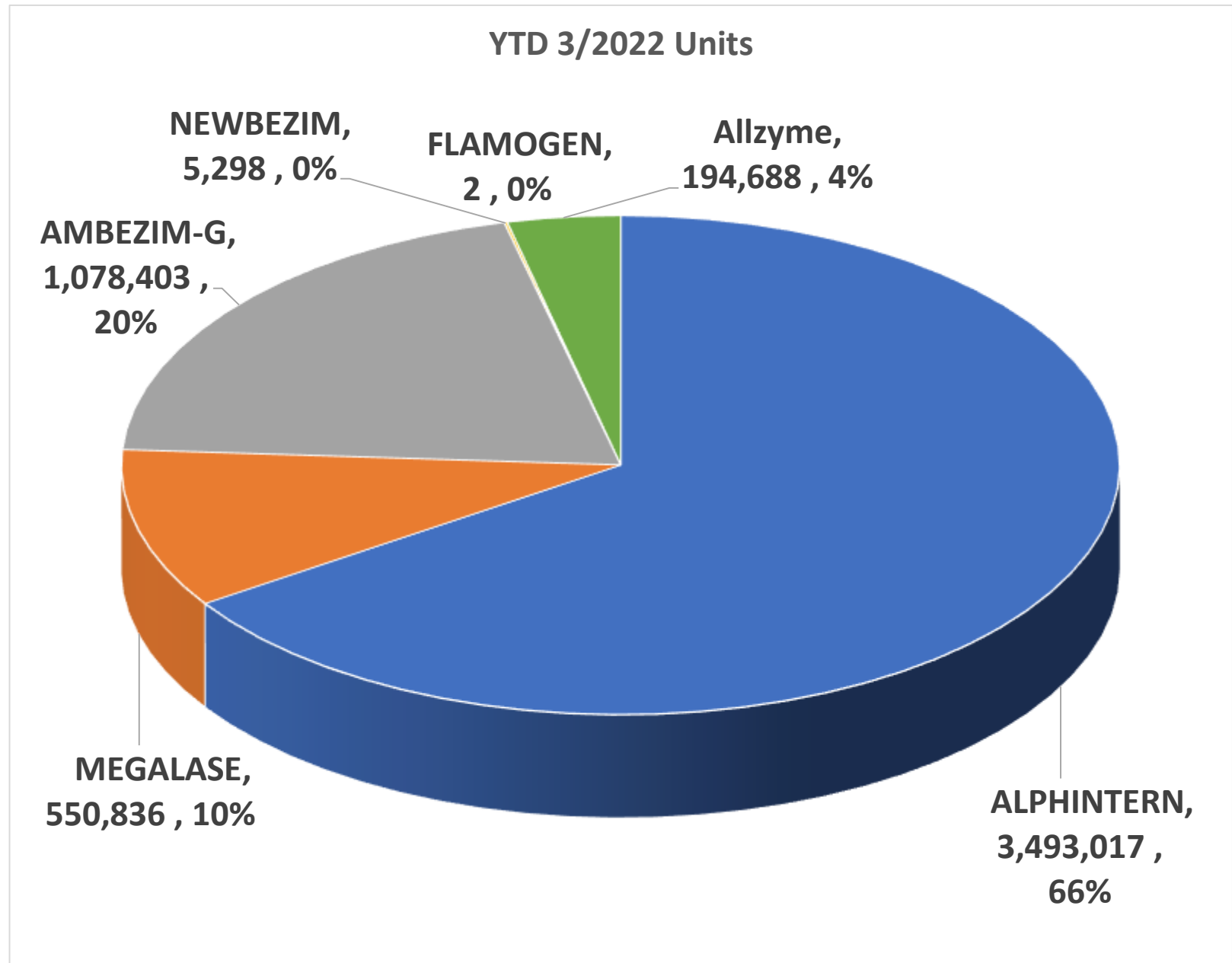
Competitors
MS%
MAT
10/2021



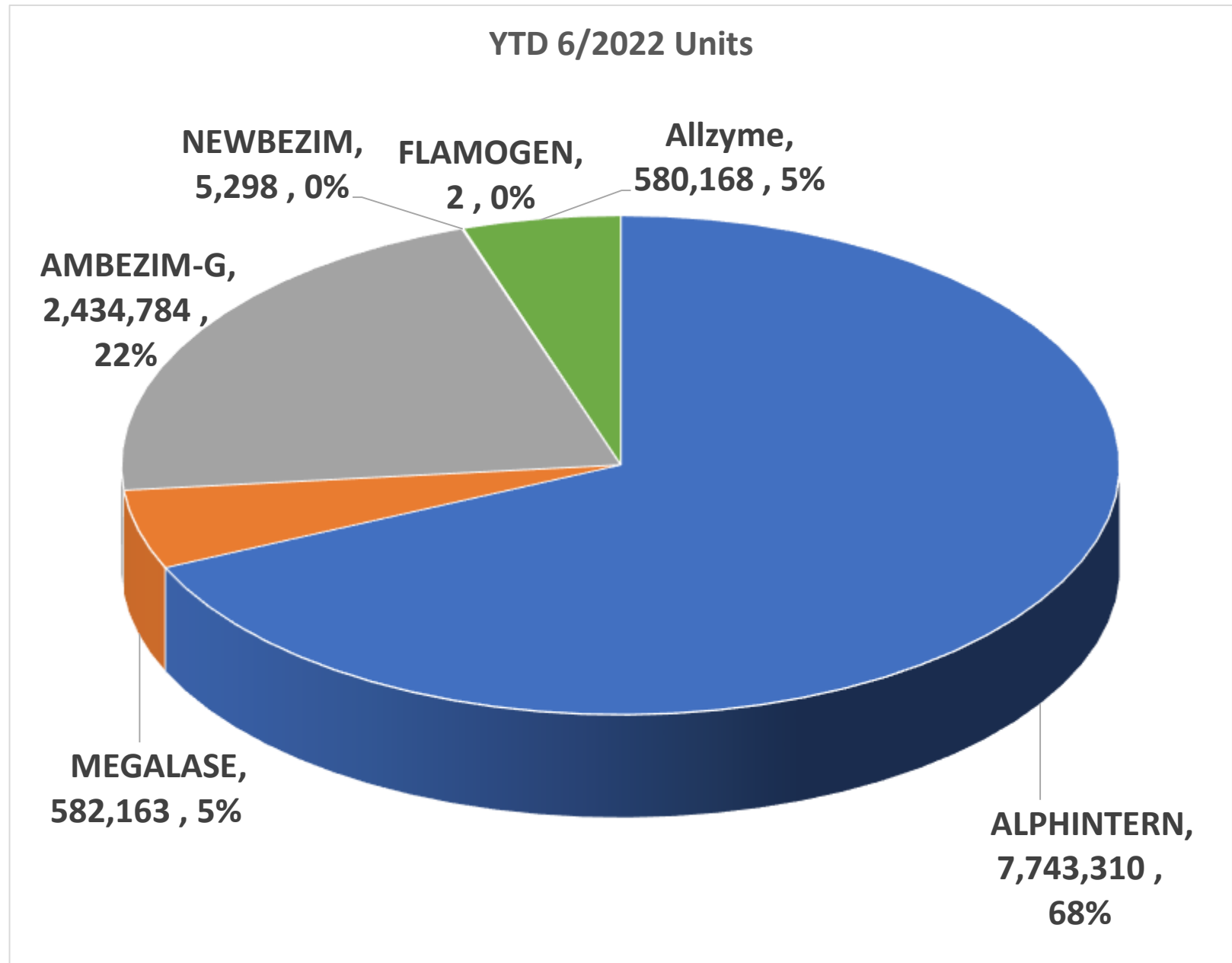
Competitors
MS%
MAT
03/2022



Competitors
MS%
YTD
03/2022



Competitors
MS%
YTD
06/2022

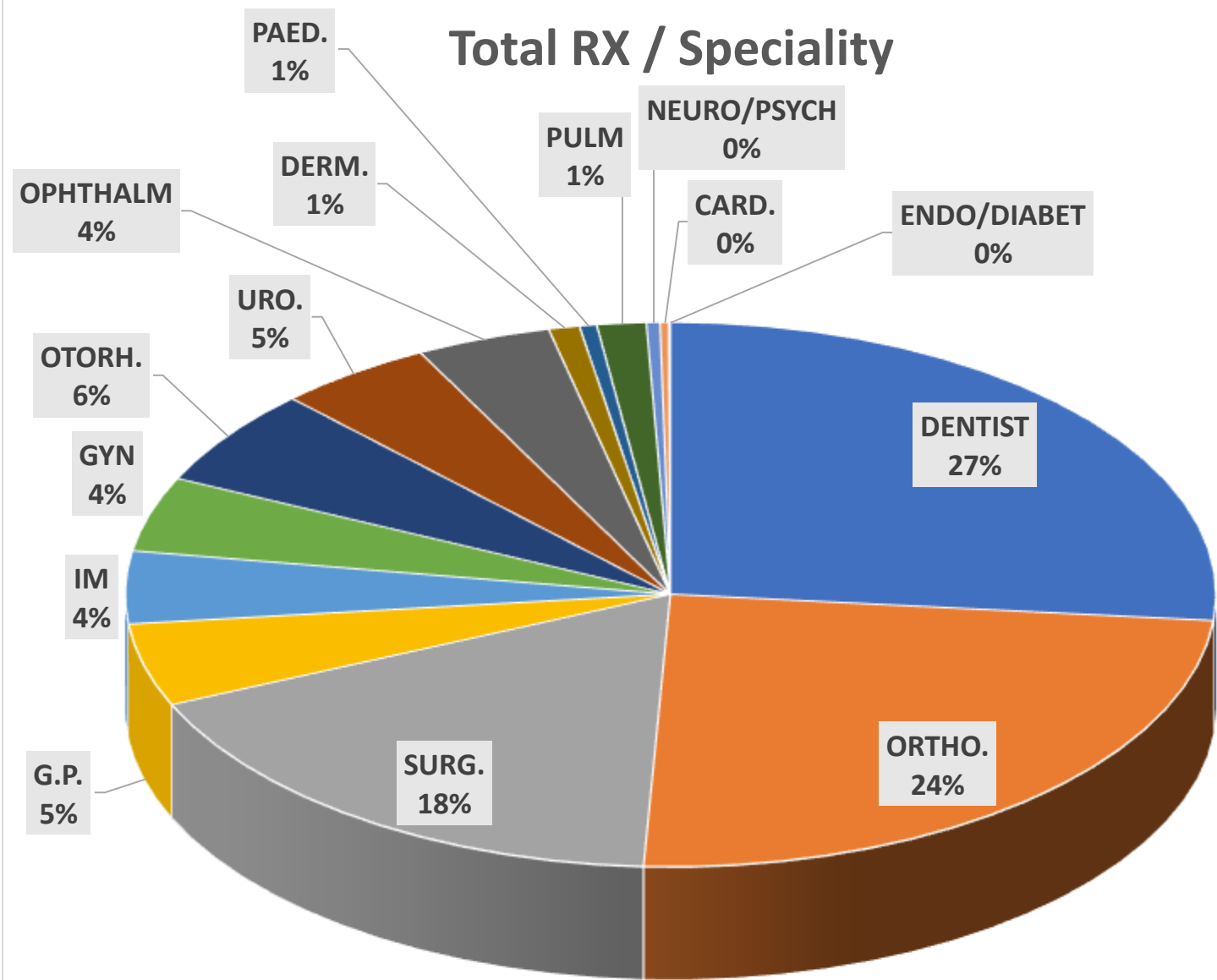


Prescription Index

Proj. RX
MAT/09/2021

8,578.39

Total RX Specialty



MARKET TREND

Market Trend

- Allzyme Gain 4% MS YTD 3/2022 & 1 % MS MAT/3/2022 which indicated to begin to shift trend to Once daily concept .
- Allzyme Composition Trypsin+ Chymotrypsin+ Bromelain in high concentrations which indicate accepting of market to new trend other than old molecules (Trypsin + chymotrypsin)
- Anti Inflammatory MKT show progress in units year by year , even when Allzyme launched in Q4 2021 show progress in Total market units which indicate for huge opportunities in this market.

Market Trend

- MAT 3/2022 & YTD 3/2022 show decline in Ambezim MS% and growth for Allzyme MS% , in the other hand Alphintern MS% is the same , which is give us indication that Once daily concept is compete with the expensive Well-established product (Ambezim) but still not Compete with Alphintern.
- Megalase MS% is constant due to limited market for Alpha Amylase in Upper Respiratory inflammation.
- RX Specialty show that Dentist Rx represent 27% of Anti-inflammatory MKT
ORTH0 RX represent 24% of Anti-inflammatory MKT
Which both of them represent 51% of Anti-inflammatory MKT .

Market Trend

➤ RX Specialty show that Surgery Rx represent 18% of Anti-inflammatory MKT

ENT RX represent 6% of Anti-inflammatory MKT

STP



Market Segment

➤ Segmentation

- Dentist (A,B,C)
- Orthopedics (A,B,C)
- Surgery (A,B,C)
- ENT (A,B,C)
- Gyna (A,B,C)

Market Segment

➤ Targeting

- Dentist (A)
- Orthopedics (A,B)
- Surgery (A)
- ENT (A)
- Gyna (A,B)

Positioning

Trypsalin is the highest Combination Therapy as oral Trypsin / Bromelain/Rutoside which Used as :

1. Power Anti Inflammatory
2. Fast Anti Edematous with Analgesic effect
3. Power Anti Oxidant

For **Physicians** who manage Certain conditions due to inflammation or injury.

- **Trypsalin is a Trypsin** work by maintain high level of α 1 Antitrypsin for longer duration so decrease tissue degradation due to elastase enzyme result for Decrease inflammation.
- **Bromelain** enhance Tissue permeability of antibiotics orally , Subcutaneous or intramuscular
- **Bromelain** also decrease inflammatory mediators, so it used a potent anti inflammatory .

Positioning

For **Physicians** who manage Certain conditions due to Edema or injury.

Trypsalin is a Trypsin split the large polypeptide chain (the main cause of oedema) to small one, which can return to the circulation.

Rutoside is antioxidant that prevents cell damage, reduces toxins, protects the body from damage caused by free radicals (toxins), and decreases swelling.

- Trypsalline **not have any consideration to be taken with meals** .
- To Be Continued to specials

4 Ps

Product

Trypsalin is the highest Combination Therapy as oral Trypsin / Bromelain/Rutoside which Used as :

1. Power Anti Inflammatory
2. Fast Anti Edematous with Analgesic effect
3. Power Anti Oxidant

Product

Trypsalin Shows fast and effective resorption of edema and inflammatory conditions Such as :

- Orthopedic (Post fracture Edema , Contusions & Bursitis)
- Dentist (Post Extraction Edema , Alveolitis & Gingivitis)
- Surgery (Post Operative Edema , Abscess , Cellulitis & Phlebitis)
- ENT (Otitis Externa , Otitis Media , Acute laryngitis & Acute sinusitis)
- Gyna (PID , Post Episiotomy)

Price

Pricing is based on the cost of production & is regulated by the MOH.

Trypsalin is oral tablet which is introduced in 1 Package form Consist of two strips with price

Product	Price	Dose	Daily Cost for 20 Days
Ambezim -G	54 LE	3 Times Daily	5.4 LE
Alphintern	45 LE	3 Times Daily	4.5 LE
Allzyme	84 LE	Once daily	4.2 LE

Propsoal Price Trypsalin	65 LE	Once daily	3.25 LE
Propsoal Price Trypsalin	60 LE	Once daily	3 LE

Placement

Distribution strategy

Push Strategy :

By distributing the product to the main 4 distribution companies (wholesalers) which in turn distribute to the pharmacies (Retailers) all over Egypt before launch by 4 weeks & seeding phase one week before launch event (Big quantity)

Channels of distribution

UCP

Pharma overseas

Ibn Sinai

Egy drug

Placement

Distribution strategy

- Drug Eye Ads.
- Distribution Ads on Screen of App.
- Incentive for Distributors.
- Facebook Pages of them
- Ads on Newspaper (Al Ahram)
- Collection of data about big pharmacies consumption in these Molecules

Promotion

➤ Pre-Launch Phase :

- MKT research (New Specialty & KOLs) for 2 weeks
- Message testing for 2 weeks
- Pilot phase of testing product for 4 weeks
- Collect testimonials sheet for 2 weeks & if available make a video with them

Promotion

➤ Pre-Launch Phase :

- MKT research (New Specialty & KOLs) in Clinics.

Criteria for KOLs & New Specialty Chosen

Rate in Molecule 100 – 200 Rx Monthly

Class A & B

Promotion

- MKT research for rate of hospitals for the molecule .
- MKT Research for Competitors (Consumption , Offers in Distributors)
- MKT Research for Gyna Doctors for their RX after Delivery
- [MKT Research Sheets Trypslain.xlsx](#)
- [GYNA Rx Feedback.xlsx](#)

Promotion

➤ Pilot Phase :

▪ In Every Territory will select 2 Physicians with criteria (Professor or Assistant in University with high-rate consumption with these molecule & participate in conference as speaker or researcher) .

▪ [Pilot Phase Choose sheet.xlsx](#)

Promotion

➤ Protocol for Orthopedics Specialty :

- We Have 11 District Manager , so we need from each one Select (2 Doctors) with Criteria (Professor or Assistant in University with high-rate consumption with these molecule & participate in conference as speaker or researcher)
- So, We need 22 Doctors all over Egypt for Each Doctor will give 20 Packs Original Trypsalin for trials for 4 weeks & Collect it on 2 weeks .
- [Portocol Of Trypsalin.xlsx](#)

Promotion

- Collection of testimonials for 2 weeks .
- Record with 10 Professors with Social media Agency + fees

Promotion

➤ Launch Phase :

- 360 ° Marketing plan
- Mega Event (250 Drs , TOLs Testimonials)
- Proposed Speakers two sessions one of them From EOA.
- Proposed Distention (Citadel or Abden Palace or Rixsos Alamin)
- Proposed Artist for Event (Nesma Abd El Aziz , Amal Maher , Ruby)
- Proposed invite 2 players of football
- Media Coverage (اليوم السابع , القاهرة 24 , صدي البلد)
- Social Media (Facebook) through Social Agency .

Promotion

➤ Launch Phase :

- Am Spots

RTD on Scientific Meeting of Ortho & Gyna Departments in First quarter .

_ Pm Clinics

We will Start on first two quarters with Ortho & Gyna Only then Third quarter the rest of specialty .

One RTD will be hold on Every Territory per Month.

_ Pharmacies

For Every MR will visit 10 Pharmacies on Am & 10 Pharmacies on PM

People

➤ Launch Phase :

- All Medical Reps on Line 1 & 2 Work on Trypsalin for First two quarters .
- 50 % of Visits For Trypsalin Daily in First Quarter .
- Recommendation for Line 3 For Trypsalin & New Products in Third Quarter from Launch of Trypsalin .

Alphintern SWOT Analysis

S	W
<ul style="list-style-type: none">1/ Well known & established market leader.2/ Big company.3/ Strong in am & pm.4/ Least Price in the Market	<ul style="list-style-type: none">1/ Not available all the time.2/ Low concentration, (Alphintern: 300 EAU (3.3 mg) Trypsin & 300 EAU (3.3 mg) Chymotrypsin)3/ Low pharmacy profit4/ Trypsin & Chymotrypsin Only5/ 1-2 tablets 3 times daily

Alphintern SWOT Analysis

O	T
<p>1/Least Price in the Market 2/Attack bromelain Concept with dentist & Surgery</p>	<p>1/ Once Daily Concept . 2/ Trypsin & Chymotrypsin Only</p>

Ambezim SWOT Analysis

S	W
<ul style="list-style-type: none">1/ Higher availability .2/ Active promotion.3/ Profitable for pharmacist.4/ Well known& established.	<ul style="list-style-type: none">1/ Low Concentration of Trypsin (5 mg, 450 EAU)& Chymotrypsin (5 mg, 450 EAU). {Anti-inflammatory + Analgesic}2/ Trypsin & Chymotrypsin Only3/ 1-2 tablets 3 times daily

Ambezim SWOT Analysis

O	T
<p>1/Cheaper Price in the Market 2/Attack bromelain Concept with dentist & Surgery</p>	<p>1/ Once Daily Concept . 2/ Trypsin & Chymotrypsin Only</p>

Allzyme SWOT Analysis

S	W
<ul style="list-style-type: none">1/ New Concept & Trend (twice & Once Daily) .2/ Active promotion.3/ High Tolerability .4/ Modified Released .5/ Supported with Bromelain6/ 3X Enzymatic Activity higher than old regimen	<ul style="list-style-type: none">1/ Not Have Rutoside2/ High price compared with old regimen

Allzyme SWOT Analysis

O	T
1/ New Concept & Trend (twice & Once Daily) . 2/ Dentist , Surgery , ENT specialties penetration	1/ High price compared with old regimen

Trypsalin SWOT Analysis

S	W
<ul style="list-style-type: none">1/ New Concept & Trend (Once Daily) .2/ Highest Concentrations in market .3/ High Tolerability .4/ Modified Released .5/ Supported with Bromelain & Rutoside.	<ul style="list-style-type: none">1/ Not Have Chymotrypsin2/Fast growing Company3/Filed force number

Trypsalin SWOT Analysis

O	T
<p>1/ New Concept & Trend (Once Daily) . 2/ If price competitive to market will be new concept with least price compared with others .</p>	<p>1/ Company launch our formula with low price 2/ Same formula with chymotrypsin</p>

ACTION PLAN

Action Plan

➤ Medical Professional Strategy

A) General :

Trypsalin Consider is the highest Combination Therapy as oral Trypsin / Bromelain/Rutoside which Used as :

1. Power Anti Inflammatory
2. Fast Anti Edematous with Analgesic effect
3. Power Anti Oxidant

Action Plan

➤ Medical Professional Strategy

A) General :

- All team sales will promote Trypsalin at first quarter.
- Target Visits on Trypsalin will be 5 doctors per day.
- Target visits on Pharmacies will be 10 Pharmacies A.m. & 10 Pharmacies P.M. daily & not repeated before end of each cycle.
- we will be targeting at first 2 quarters 2 specialties (Gyna, Ortho) & after That we recommend to make a line 3 to add 3 more specialties (Dent., Surgery & ENT)

Action Plan

➤ Medical Professional Strategy

B) Key Element :

1. Brochure (Monthly)
2. Flyer – English & Arabic for pharmacies (Monthly)
3. Samples (Monthly)
4. Gifts (Detailed later)
5. Symposia (Per EOA conference DEC. 2022)
6. Group meetings (Per Hospitals 3 quarterly per district manager)

Action Plan

- Samples (All over year 50 sample per Medical rep. Monthly) (obligatory)
- Pens (Month After Month 50 Pen per medical Rep. per Cycle)
- Block Notes (Month After Month 50 Block notes Per medical Rep. Per Cycle)
- Bags for pharmacies (Upon request per Orders)

Action Plan

➤ Gifts

- Valuable branding Pens (4 waves per year per 5 doctors per Med. Rep. per wave)
- Branding Clocks (2 waves Per year per 10 doctors per Med. Rep per wave)
- Mobile Holders (2 waves Per Year per 10 doctors per Med. Rep Per wave)

All of them will be divided as waves every Month or quarter

Action Plan

- Time Line Frame
- [Pre-Lunch & Lunch Plan Timeline.xlsx](#)

Product	Molecule	Corporation	Pack	Retail Price
Ambezim	CHYMOTRYPSIN/TRYP SIN	AMOUN	ENTERIC .C.TABS 30	54
Alphintern	CHYMOTRYPSIN/TRYP SIN	GLOBAL NAPI	ENTERIC .C.TABS 30	45
Allzyme	CHYMOTRYPSIN/TRYP SIN/BROMELAIN	EVA PHARM	ENTERIC .C.TABS 20	84
Flamogen	RUTOSIDE/TRYP SIN/BROMELAIN	SABAA	ENTERIC .C.TABS30	45
Maxilase	ALPHAAMYLASE	SANOFI	SYRUP 20 K 1 100 ML	25
Medmylezen	ALPHAAMYLASE	MEDIZEN	SYRUP 2000 MG 1 100 ML	13.5
Megalase	ALPHAAMYLASE	AMOUN	SYRUP 1 125 ML	15
Megalase	ALPHAAMYLASE	AMOUN	TABS 3000 IU 20	36
Newbezim	CHYMOTRYPSIN/TRYP SIN	NILE	ENTERIC .C.TABS 20	24

Material Distribution

Will be detailed

FORECAST

Forecast First year= 50 M.EGP / Year

Units= 1,191,000 Unit/ year

Monthly Average= 99,250 Units/ Month.

Medical Rep. Average= 2,482 Units/ Month.

Forecast Second year= 60M.EGP/Year. (20% GR)

Forecast Third Year= 72 M.EGP/year. (20% GR)

EVALUATION
