



THESIS ON LAUNCHING A CALCIUM SUPPLEMENT COMBINED WITH VITAMIN-D BY AGP (PVT) LTD

A thesis
Presented to
The faculty of
Management Sciences
Bahria Institute of Management & Computer Science, Karachi

In Partial Fulfillment
of the Requirements for the
Degree Master in Business Administration

BY

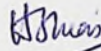
**SHAISTA MASOOD
REG#6157
2013**

**BAHRIA UNIVERSITY
INSTITUTE OF MANAGEMENT AND COMPUTER SCIENCES, KARACHI**

RECOMMENDATION FOR ORAL EXAMINATION

This Project/thesis here to attached, entitled, **“THESIS ON LAUNCHING A CALCIUM SUPPLEMENT COMBINED WITH VITAMIN-D BY AGP (PVT) LTD”** prepared and submitted by **SHAISTA MASOOD** , in partial fulfillment of the requirements for the degree Master in Business Administration, is hereby recommended for appropriate action.

Date: _____



Advisor

Name: Kabeer A. Celis

PROJECT/ THESIS COMMITTEE

In partial fulfillment of the requirements for the degree of Master in Business Administration, this thesis entitled, **“THESIS ON LAUNCHING A CALCIUM SUPPLEMENT COMBINED WITH VITAMIN-D BY AGP (PVT) LTD”**, is here by recommended for Oral Examination.

Chairman

Name: _____



Member

Member

Member

Name: Kabeer A. Celis Name: _____

Name: _____

Date

Executive Summary:

The purpose of the study is to gauge the deficiency of vitamin D prevalent in Pakistan population and how can a pharmaceutical company be effective in launching a drug that could overcome this problem. This public health problem needs urgent attention. While seeing this problem AGP (PVT) LTD (Ali Gohar Pharmaceuticals Private Limited) considers to launch an effective drug that could overcome this deficiency which is increasing at a rising rate. This deficiency is numerous present in children and females (pregnant & non-pregnant) both. While assessing the market whether to launch this product or not, one needs to check the scope and the level of competition prevailing in the niche market and the profitability that the new product is going to contribute in the company's product portfolio. While looking in to all the important aspects it is found that there is less competition in the market and there are few pharmaceutical companies who are catering this market and there is enough room in the market to make lucrative sales. And it is feasible for the company to launch a new drug to alleviate the Calcium & Vitamin D deficiency and earn handsome profits.

In Pakistan urban and non-urban women are highly affected from the deficiency and especially pregnant women and their child, as mothers are suffering from the deficiency that automatically get transfers to the born baby and poses the baby to a host of illness and that is an alarming thing. Vitamin -D deficiency problem is not only appearing in our region but now it is a wide spread global problem prevalent in all age groups. In Asian and European countries kids are suffering from rickets which is basically the bone deformity owing to Vitamin D deficiency. This deficiency can only be catered by either taking supplements or directly taking sun ultra violet raises. The finding has showed that this deficiency is not a problem for only sun scarce counting but with countries also that have ample sunlight. Pakistan is a tropical country with adequate exposure of sunlight all the year round to give vitamin D but despite this there is a gross deficiency of vitamin D. Directly taking sun rays is not possible for kids because the appropriate ultra violet rays only comes under the time bracket of 10:00A.M-3:00P.M and during this time the kids mostly spend time in the school. So, the only source which caters this problem is the supplement. The same problem is with females also. They mostly remain inside their

houses during the afternoon time and for women who stay out during this time mostly wear sun blocks to protect their complexion and the use of sunblocks prohibits the sun rays from entering the skin. So both women and kids are not exposed to proper sunlight which is causing this deficiency prevalent in this group.

While observing the above discussed scenario, AGP will come up with supplement which contains vitamin D and calcium with the name of Osnate D suspension under the real brand name Osnate. Before launching this product, the costing for the product is done to ascertain the cost price of the drug and to check the viability of the product launch, a Profit & Loss Statement for five years for the product is made and also the NPV of the cash flow from the sales of the new drug is worked out. The ratio analysis of the company exhibits the strong financial position of the company which means that they can easily go on launching of Calcium and vitamin D supplement to earn handsome profits and better sales growth within and outside the country together.

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