

SHAIGAN INTERCOM

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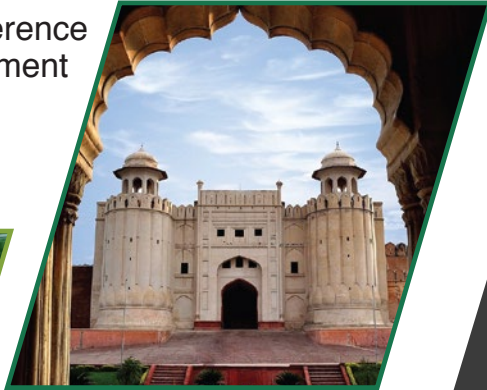
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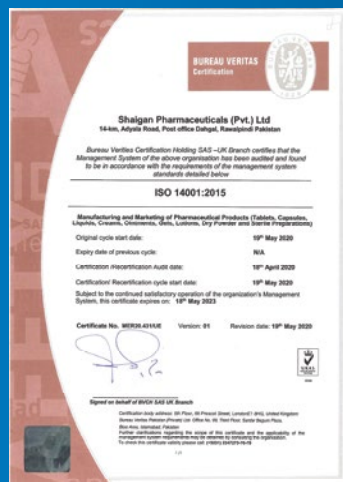
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ISO CERTIFICATION

It is to announce with immense pleasure that, under the Visionary Leadership of Shaigan higher management along with years of hard work, dedication and commitment to excellence, Shaigan Pharmaceuticals (Pvt.) Ltd achieved one more milestone by obtaining following ISO Certifications:

1. **ISO 45001 : 2018** - Occupational Health & Safety
2. **ISO 14001 : 2015** - Environment Management System
3. **SCOPE OF SUPPLY** - Good Distribution & Storage Practices

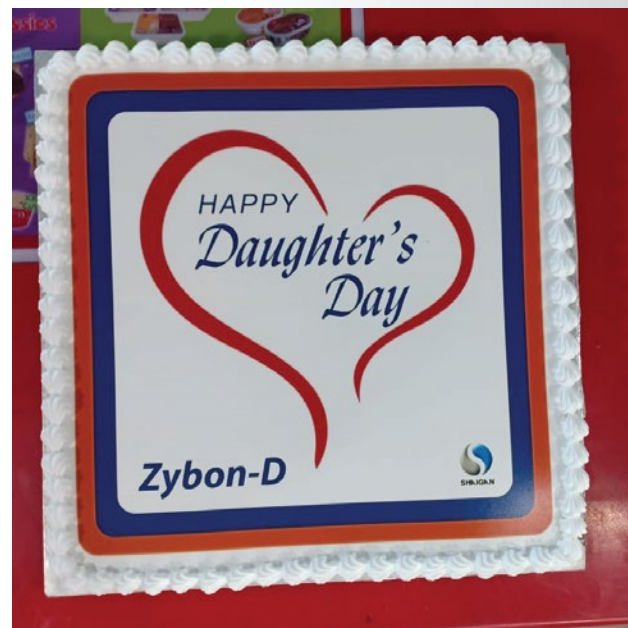
Along with previously obtained **ISO certifications** i.e. **ISO 9001: 2015- Quality Management System** and **ISO 17025: 2017- Lab Accreditation** Shaigan has become the only Pharmaceutical manufacturing Industry with Multiple ISO Certifications and remarkable systems and quality operations. The Shaigan's management is committed to provide its workforce the environment which will further nourish their personal and professional capabilities. On this happiest achievement let we all pray for prosperity and success of Shaigan.



DAUGHTER DAY HIGHLIGHTS

27th SEPTEMBER 2020

Femicare Business Unit has celebrated Daughter Day (International date 27th September) in the month of September 2020 in which 16 wards of most potential public institutes were engaged at National level. Cakes with the attractive branding emphasis were cut to celebrate the role of daughter in our religion and society. HODs and doctors remarks were displayed on banners about the love and affection among mothers and daughters, followed by product presentation with refreshment and OPD camps.



A Single topic conference on “Pain Management”

'Naran Kaghan Single Topic Conference' was conducted on Sept 10-13, 2020. It was a single topic conference on 'Pain Management Keeping an Eye on Co-Morbidities' which was presented by Dr. Omer Adil (Orthopedic Surgeon) and one of the famous media personality. In this single topic conference 21 Orthopedician participated. It was a joyous ride travel which made unforgettable memories to all participants. Doctors had visited Saif -ul- malook (Jeep Safari), Babusar top and enjoyed river rafting and mango activity. Moreover, musical night and family fungama activity was cherished by all participants.



Femicare Activities- CME HIGHLIGHTS

Shaigan Pharmaceuticals (pvt.) Ltd had executed a marvelous, well organized, planned and memorable event of local CME at the beautiful, eye catching & soul refreshing sight areas of Naran, Jheel Saif – ul – malook, Batakundi, Lake Lulu sur, Babu – sur top from 10th to 13th September, 2020 during which all doctors along families enjoyed each & every moment of whole event i.e Travel, Food, Stay, Fungama night, Hill views Safari Jeep ride, Water Rafting, Water falls etc, The whole event was covered up with professional photographers to save the memories for which few highlights of Femicare Business Unit doctors are shown in the pictures.



ZEDRON LAUNCH



The Most awaiting event of Shaigan Pharmaceuticals “Zedron Launch” took place on 24th to 25th August-2020 in the heart of twin cities of Pakistan “PC-Rawalpindi”. Zedron was launched with great zeal and enthusiasm. Zedron (Ondansetron) is an emerging anti-emetic. Mr. Kabir Salih (Director Operations) addressed that Zedron launch is the biggest launch of OBU and ever systemic launch of Shaigan Pharma. Mr. Syed Asrar shah General Manager (MKT & Sales) said that it will be block buster launch of Shaigan history and pharma industry. Mr. Qaisar Nadeem Sr. BUM (has tremendous experience of new launches) he told that it is marvelous launch. Mr. Amjad Iqbal (Senior Product Manager) explained that Zedron will turn around the treatment options of emesis in different segments.

Participants came from all over the Pakistan and initial product training session was conducted by Mr. Manzoor Khan (Training Manager). A product detailing competition was held on second day. Best three detailers were awarded prizes by Mr. Syed Asrar Shah GM (Marketing & Sales) and Mr. Manzoor Khan (Training Manager).

Product Manager / Training Manager has done ward presentation during post launch marketing activities.





SINGLE TOPIC CONFERENCE

“Latest approaches to manage Nausea & Vomiting”

“Zedron Single Topic CME” took place in the beautiful venue of Millenium Hotel Naran. Doctors and their families from gastroenterology, medicine, gynaecology, surgery and general practitioners participated in CME. Prof. Dr. M. Omer khan and Prof. Dr. Nasira Nasreen delivered their lectures on “Latest approaches to Manage Nausea & vomiting”. Prof. Dr. Ayesha Malik shared her expert opinion about Zedron. Prof. Dr. Nadir Zafar Khan also added his valuable comments about Zedron. Moreover participant also visited the Babosar Top, Jheel Saif ul Malook and other beautiful areas of Kaghan and Naran.



Pakistan Society of Hepatology (PSH) - 2020 Virtual Conference

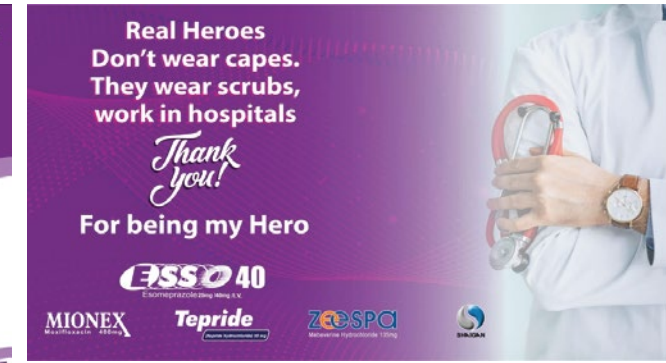
Shaigan Pharmaceuticals participated the "PSH-2020" meeting for Zedron brand. It was the first ever-virtual meeting of Pakistan history. President of PSH (Pakistan Society of Hepatology) addressed the society and acknowledged our efforts for making it happen. Chairman of PSH-2020 Prof. Dr. Zeshan Abbas also presented the "Co-Host Certificate" to Mr. Syed Asrar Shah General Manager (MKT & Sales).



Digital Campaign during Covid (June 2020 and July 2020)

While all the people were home stuck in lock down, ESSO 40 ran a digital campaign covering doctors, patients and general public to bring awareness on brand, we also did social media engagement by the name of Ramadhan Diaries. Salam Doctor campaign had more than 10,000 views on social media, including facebook and whatsapp.

bhari Eid". This activity was done on more than 1000 eminent doctors pan Pakistan and it played vital role in achieving 3,00,000 units bench mark of ESSO 40. ESSO40 3 Lac and ESSO IV 45000 units' benchmark achievement In the month of July 2020, as the lock down was over ESSO40 and ESSO IV gained back their momentum and



ESSO 40 Khushio Bhari Eid:



While whole nation including doctors were in intense pressure and were in state of war against COVID 19, soon after the lifting of lock down ESSO40 celebrated Eid Ul Adha by the name of "khushion

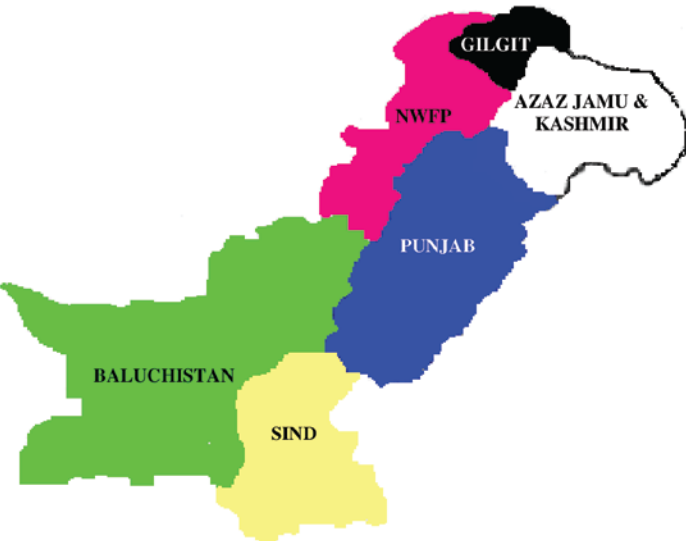
achieved two milestones together by achieving ever highest units sold in one month. This benchmark achievement was celebrated in August 2020 meeting.

Naran Kaghan CME

Asst. Prof Usman Naeem embraced us with a CME session where we did out class branding with new and innovative activities in Naran. 32 eminent doctors with their families took part in this CME held in September 2020.



Punjab ... The province of ancient history and diversified culture



Punjab is Pakistan's most populous province, with a population of about 110,012,442 as of 2017. It is bordered by the Pakistani provinces of Sindh, Balochistan, and Khyber Pakhtunkhwa, the enclave of Islamabad, and Azad Kashmir. It also shares borders with the Indian states of Punjab, Rajasthan and the Indian-administered territory of Jammu and Kashmir. The capital is Lahore, a cultural, historical, economic and cosmopolitan centre of Pakistan where the country's cinema industry and much of its fashion industry are based. Punjab is also the world's fifth-most populous subnational entity and the most populous outside China or India.

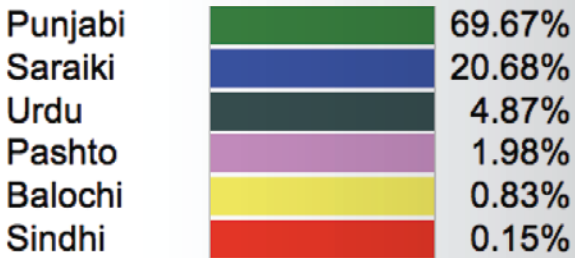
Economy:
Punjab has the largest economy in Pakistan, contributing most to the national

GDP. The province's economy has quadrupled since 1972. Its share of Pakistan's GDP was 54.7% in 2000 and 59% as of 2010. It is especially dominant in the service and agriculture sectors of Pakistan's economy.

Education:
The literacy rate has increased greatly over the last 40 years.

Year	Literacy Rate
1972	20.7%
1981	27.4%
1998	46.56%
2009	59.6%
2015	61%

Languges



Climate
Most areas in Punjab experience extreme weather with foggy winters, often accompanied by rain. By mid-February the temperature begins to rise; springtime weather continues until mid-April, when

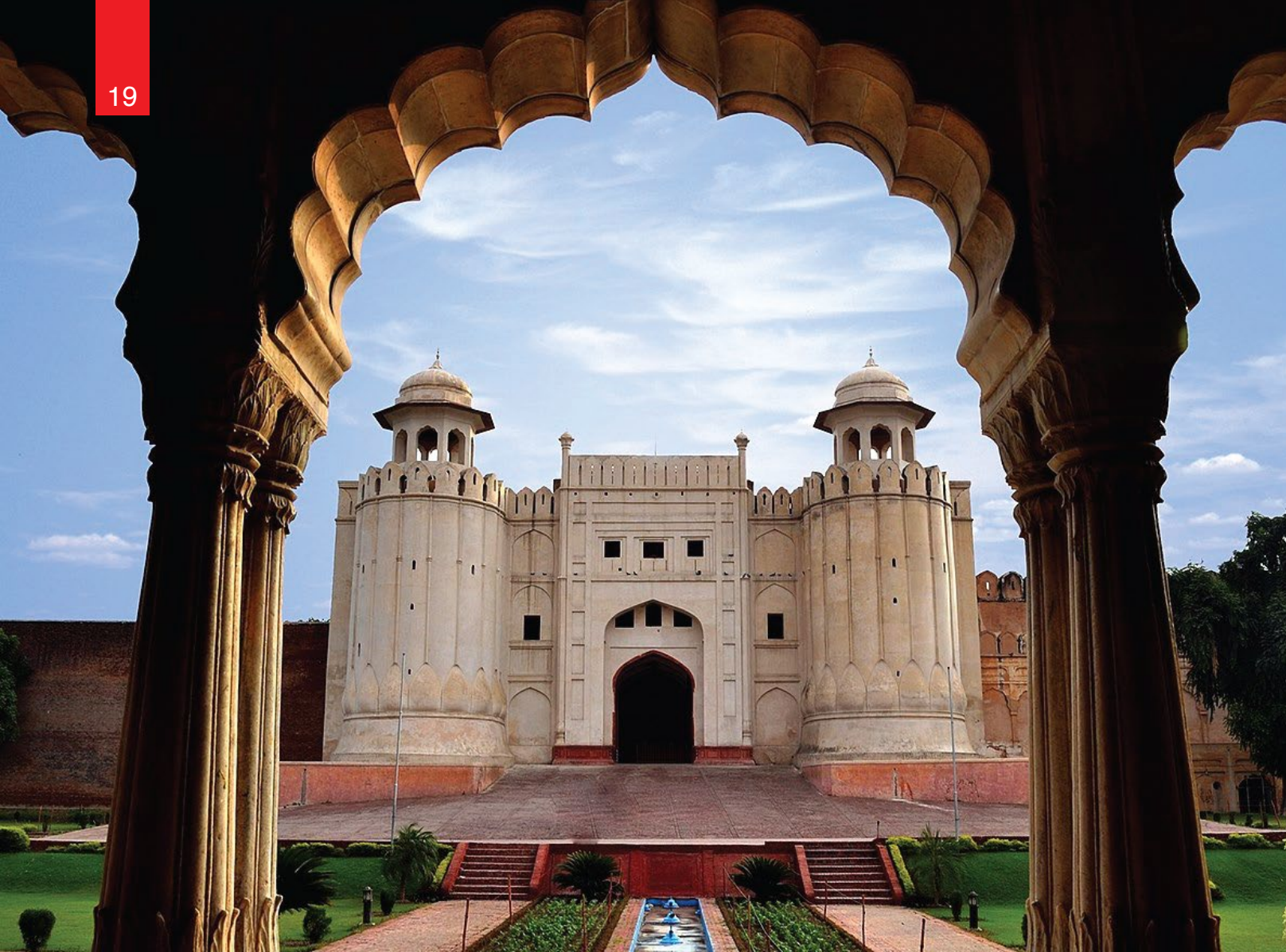
the summer heat sets in. Climatically, Punjab has three major seasons

- Hot weather (April to June) when temperature rises as high as 110 °F.
- Rainy season (July to September).
- Cooler/ Foggy / mild weather (October to March). Temperature goes down as low as 40 °F.

Weather extremes are notable from the hot and barren south to the cool hills of the north, with snowfall common at higher altitudes.

Music and dance:
Folk songs and dances of the Punjab reflect a wide range of moods: the rains, sowing and harvesting seasons. Luddi, Bhangra and Sammi depict the joy of living. For the most popular music from the region, the names of Abrar-UI-Haq, Arif Lohar, Attaullah Khan Essa Khailwi, Jawad Ahmed, Sajjad Ali and Malkoo are renowned.





For the popular taste however, light music, particularly Ghazals and folk songs, which have an appeal of their own, the names of Mehdi Hassan, Ghulam Ali, Nur Jehan, Malika Pukhraj, Farida Khanum, Roshen Ara Begum, and Nusrat Fateh Ali Khan are well-known.

Poetry:

Among the Punjabi poets, the names of Baba Farid, Shah Hussain, Sultan Bahu, Bulleh Shah, Waris Shah and Mian Muhammad Baksh are well known.

Folklore:

Folklore songs, ballads, epics and romances are generally written and sung

in the various Punjabi dialects. These are the folk tales of Mirza Sahiban, Sayful Muluk, Yusuf Zulekha, Heer Ranjha, Sohni Mahiwal, Dulla Bhatti, and Sassi Punhun. The mystic folk songs include the Kafees of Khwaja Farid in Saraiki, Punjabi and the Shalooks by Baba Farid. They also include Baits, Dohas, Lohris, Sehra, and Jugni.

Tourism:

The province is home to several historical sites, including the Shalimar Gardens, the Lahore Fort, the Badshahi Mosque, the Rohtas Fort and the ruins of the ancient city of Harrapa. The Anarkali Market and

Jahangir's Tomb are prominent in the city of Lahore as is the Lahore Museum, while the ancient city of Taxila in the northwest was once a major centre of Buddhist and Hindu influence. Several important Sikh shrines are in the province, including the birthplace of the first Guru, Guru Nanak. (born at Nankana Sahib). There are a few famous hill stations, including Murree, Bhurban, Patriata and Fort Munro.



Katasraj Mandir is a Hindu temple complex situated in Katas village near Choa Saidan Shah in the Chakwal district. The Khewra Salt Mine is a tourist attraction. Tours are accompanied by guides as the mine itself is very large and the complex interconnected passages are like a maze. There is a small but beautiful mosque inside the mine made from salt stone. A clinical ward with 20 beds was established in 2007 for the treatment of asthma and other respiratory diseases using salt therapy.



Product Life Cycle

The Product Life Cycle is an attempt to recognize the distinct stages in the sales history of the product. Philip Kotler

The Product Life Cycle concept is the explanation of the product from its birth to death as a product exists in different stages & in different competitive environments. William J. Stanton.

STAGES OF PRODUCT LIFE CYCLE

1. Introduction
2. Growth
3. Maturity
4. Decline

Introduction Stage

It is the 1st stage, wherein the product is launched in the market with full scale production & marketing programme.

The product is a new one. It means "a product that opens up an entirely new market, replaces an existing product or significantly broadens the market for an existing product.

In this stage sales grow at a very lower rate because it is not an effective demand.

Characteristics

- Low & slow sales.
- High product price
- Heavy promotional expenses
- Lack of knowledge
- Low profits
- Narrow product lines

Strategies

Make proper advertising before the product is launched in the market

Shorten the period of introduction as far as possible

Heavy advertising & promotional expenses

Selective distribution & attractive discount to dealers

If product is technical then adopt skimming pricing policy & if product is simple then adopt

penetration pricing policy.

Growth Stage

Once the market has accepted the product, sales begin to rise & product enter its 2nd stage.

The product achieves considerable & widespread approval in the market. The sales & profits increases at an accelerated rate.

In this effective distribution, advertising & sales promotion are considered as the key factors.

Characteristics

- Rapid increase in sales
- Product improvements
- Increase in competition
- Increase in profits
- Reduction in price
- Strengthening the distribution channel

Strategies

Improve the product quality

Add new product features & improve the product style

Enter into new market areas

Reduce the price to attract more number of buyers

Increase in promotional activities

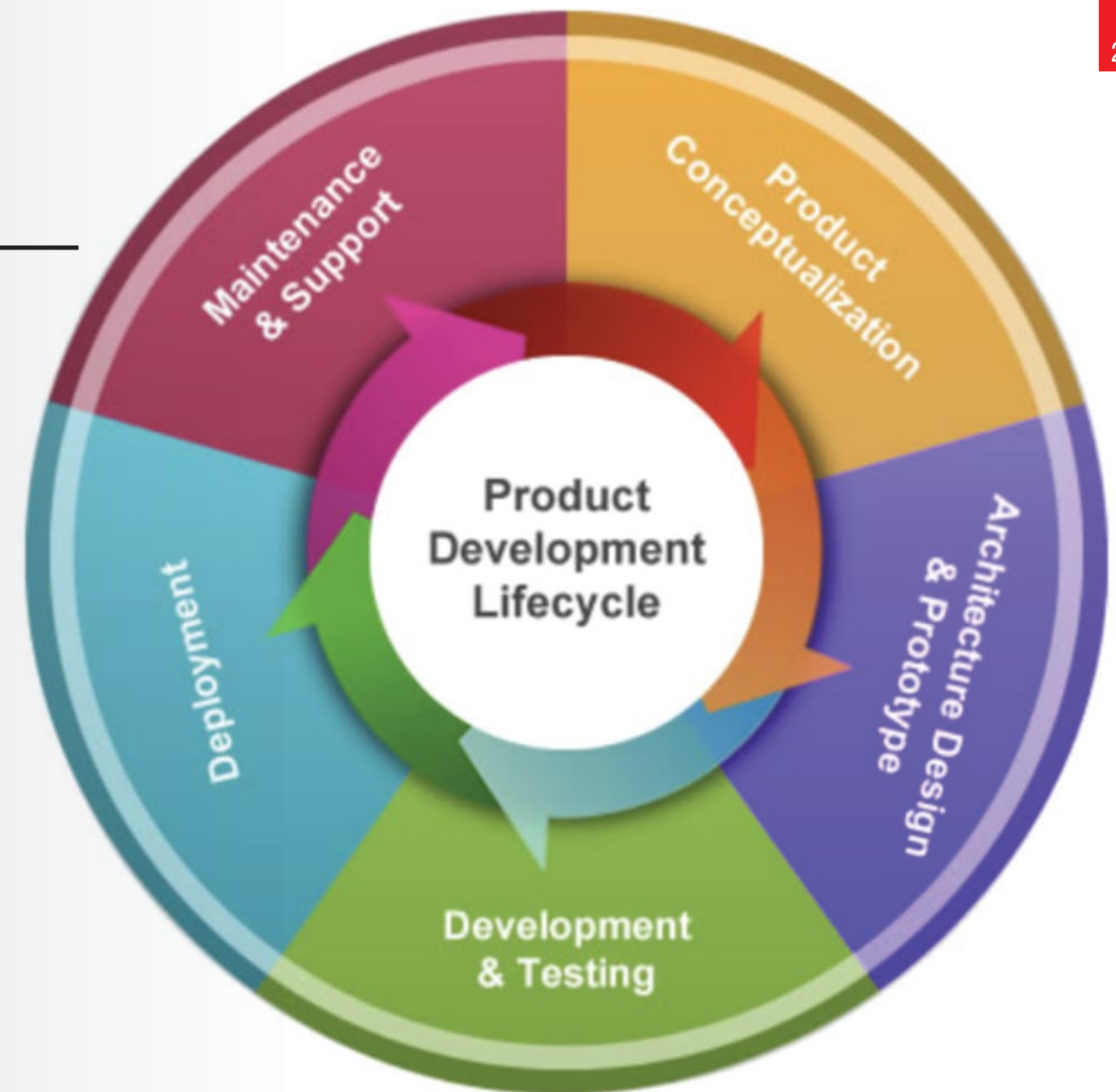
Strengthen the distribution channels by increasing the number of retailers

Create brand image of the product through promotional activities

ttEmphasis on customer satisfaction

Maturity Stage

Market becomes saturated because the household demand is satisfied & distribution channels are full. The product has to face keen competition which brings pressure on prices. Though the sales of the product rises but at a lower rate. Though the sales of the product rises but at a lower rate. Profit margin however decline due to keen competition.



Characteristics

- Sales increases at decreasing rate
- Normal promotional expenses
- Uniform & lower prices
- Product modifications
- Dealer's support
- Profit margin decreases

Strategies

Improve the quality of the product & introduce some new models

Giver proper attention to increase the usage among the current customers & also pursue some new uses of the product

Try to convert non-users into users of the product

Introduce new packaging & wrapper change policy

Lowering the price to attract more consumer
Middlemen's margin is increased, to create the interest

Give proper emphasis on advertising & promotional pgogrammes

Change in the style & design of the product

Decline Stage
This is the final stage, sooner of late actual sales begin to fall under the impact of new

Product Life Cycle

product competition & changing consumer behavior. The sales & profits fall down sharply & the promotional expenditure has to be cut down drastically.

Characteristics

- Rapid decrease in sales
- Further decrease in prices
- No promotional expenses
- Suspension of production work

Strategies

Improve the product in functional sense
Review the marketing & production programs

Emphasis on cost control techniques to generate profits means cut all costs to minimum level

Economy packs or models may be introduced to revive the market

Adopt selective promotion of the product to reduce distribution costs.

Packaging may be made more attractive & reusable packages

R & D efforts are increased to innovate the new product

Sales incentive schemes are introduced to get dealer's support

Features of Product Life Cycle

- Every product has the life cycle as every human being has
- Every product cycle start from an introduction of the product in the market & it is creased after passing through the market growth & market stages.
- It denotes that the product passes from different stages at different speed in course of completing the whole cycle.
- The profit of business firm grows rapidly in the stage of growth & starts declining due to competitive conditions at the stage of maturi-

ty. However the sales volumes go on increasing.

- No two products have identical life cycle.
- The duration of each stage is different for different products. It depends upon factors (nature of products, technological advancement, competition pressure, etc.)
- It is not necessary that all products go through all stages, some fail at the initial stage, other easy reach maturity stage after a long time.

- It provides a useful framework for developing effective marketing strategies in different stages of the product life cycle.

Factors affecting the product life cycle

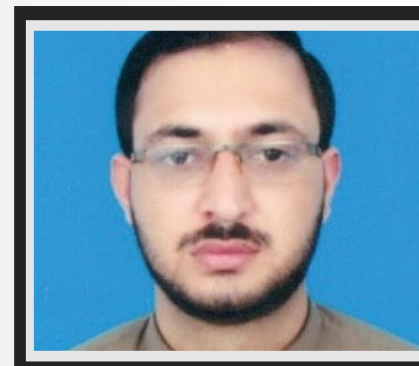
- Rate of technological change
- Rate of market acceptance
- Competitor's entry
- Economic & managerial forces
- Risk bearing capacity
- Government policy
- Extension of product life cycle
- Product modification
- Entry in the new market
- Promoting frequent use
- Developing different usage
- Finding new uses
- Use of modern advertising & sales promotion techniques

Importance of product life cycle

- Helpful in sales forecasting
- Helpful as a predictive tool
- Helpful as a planning tool
- Helpful as a control tool
- Helpful in framing marketing programme
- Helpful in price determination
- Development of new product
- Comparison of different product

New Joiners

Welcome to Shaigan Family



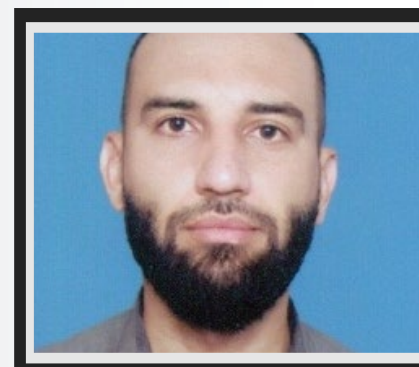
Muhammad Khyzer
IT Coordinator



Bilal Abbas
CDC Incharge



Asif Saif
Accountant



Abdul Basit
QC Analyst



Muhammad Hammad Baig
Product Manager



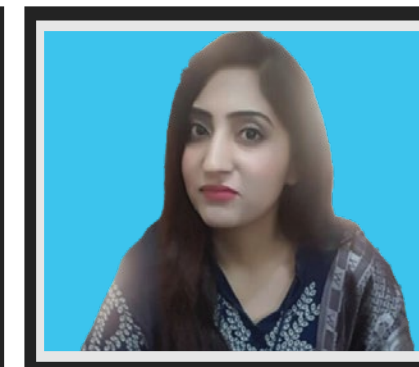
Abdul Muqeet Khan
Marketing Coordinator



Saba Khaliq
Export Coordinator



Shahzadi Sanam Karim
Regulatory Officer



Sana Fatima
A.M Human Resources

Promotions



Babar Ali Shah
Associate Director Plant



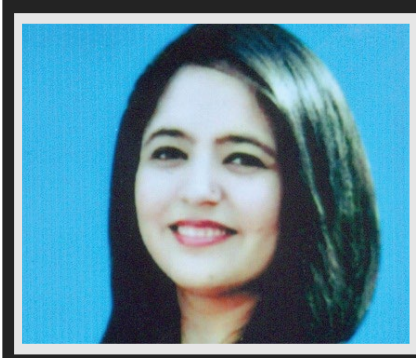
Mahfooz Ur Rehman
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Hina Shahid
Sr. Production Pharmacist



Maryam Sarfraz
Sr. Production Pharmacist



Muhammad Ali
Sr. Production Pharmacist



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Promotions



Zia Ur Rehman Zia
QC In-charge



Muhammad Ahmed Goraya
A.M. Quality Control



Muhammad Ali
R & D Manager



Ahmed Khan
Sr. QA Inspector



Sharjeel Ahmed
Sr. QC Analyst



Ahmed Rasheed
A.M. Quality Assurance



SHAIGAN

ISO 9001:2015

ISO/IEC 17025:2017