

Merchandise Strategy for Hepatoglobine

By

Anurag Jain

*Dissertation submitted for the partial fulfillment of the
MBA Pharmaceutical Management*

Academic year, 2017-2019



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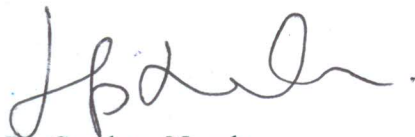
TO WHOMSOEVER MAY CONCERN

This is to certify that ANURAG JAIN student of MBA Pharmaceutical Management from The IIHMR University, Jaipur has undergone internship training at Raptakos, Brett & Co. Ltd. from 11th Feb 2019 to 10th may 2019.

The Candidate has successfully carried out the study assigned to him during internship training and his approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish him all success in all his future endeavors.

A handwritten signature in black ink, appearing to read 'Sandeep Narula'.

Dr. Sandeep Narula
DEAN and Mentor
Department of pharmaceutical management
The IIHMR University, Jaipur



Raptakos, Brett & Co. Ltd.

CORPORATE OFFICE: 21A, MITTAL TOWER, 210, NARIMAN POINT, MUMBAI - 400 021.

This certificate is awarded to

Anurag Jain

In recognition of having successfully completed his internship

In the department of

Marketing

And has successfully completed his Project on

MERCHANDISE STRATEGY FOR HEPATOGLOBINE (LIQUID HAEMATINIC)

AT GWALIOR

11TH February 2019 to 10th May 2019

He comes across as a committed, sincere & diligent person

Who has a strong drive and zeal for learning

We wish him all the best for future endeavours

Rajesh Sharma
Rajesh Sharma

General Manager- Marketing

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled **MERCHANDISE STRATEGY FOR HEPATOGLOBINE** and submitted by ANURAG JAIN Enrollment No. PM-0095 under the supervision of **Dr. Sandeep Narula** for award of MBA in Pharmaceutical of the University carried out during the period from 2017 to 2018 embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.



Signature

MBA Pharmaceutical Management

2017-2019

ACKNOWLEDGEMENT

I would like to express my sincere gratitude towards **RAPTAKOS BRETT & CO.** for selecting me as a management trainee and giving me an opportunity to work in this esteemed organization, and for providing a good working ambience for successful completion of this project.

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Last but not the least; I would like to express my sincere thanks to my Institute **IIHMR** for providing me all kind of support in my dissertation project.

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Executive summary

Iron deficiency anaemia is a major health problem worldwide. In India, prevalence of anaemia is very high (51% among non-pregnant women and 87% among pregnant women) Iron deficiency in India has multifactorial etiology like poverty, ignorance, helminthiasis, amoebiasis, diarrhoea, malabsorption, and multiple pregnancies. Haematinics are drugs used for the treatment and prevention of anemia.

Hepatoglobine is the one of the very old products and right now it comes on the 2nd position of top selling iron tonic, but sales of the hepatoglobine gradually reducing every year. for the reviving this product company working on effective marketing strategy. This study is conducted for Raptakos, Brett &Co.Ltdto know new market strategy and how to beat our competitor, as they conducted a market assessment survey including 100 Doctors.

This study helps to understand the market structure of Gwalior, chemist perception, prescription pattern and preferences, strategies which our compotator are following and some perceptions of doctors and pharmacist regarding the hepatoglobine. Study also includes the competitor analysis of some major brands that has already been established and captured the market at broader levels.

INTRODUCTION

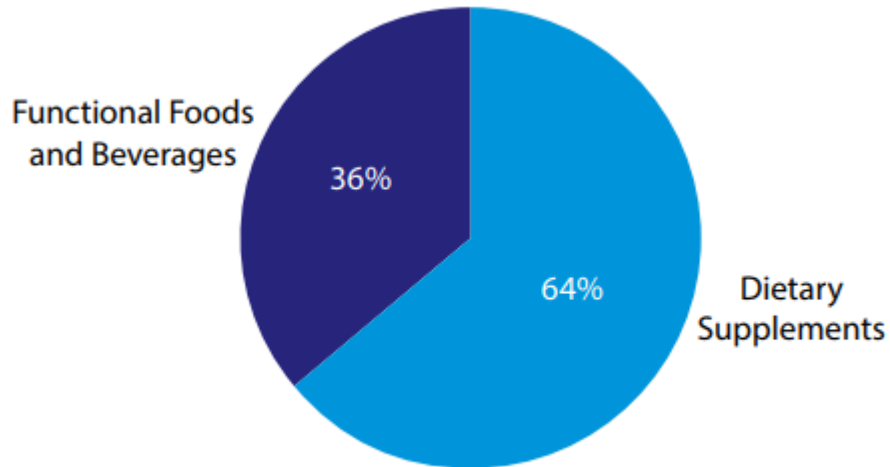
Iron deficiency anemia could be a major pathological state worldwide. In India, prevalence of anemia is extremely high (51% among non-pregnant girls and eighty seven among pregnant women) Iron deficiency in Bharat has complex etiology like poorness, ignorance, infestation, amoebiasis, diarrhea, absorption, and multiple pregnancies. In clinical apply a patient iron deficiency anemia responds pronto to treatment with iron supplementation. giant numbers of iron salts are out there in marketplace for iron medical care, the bulk of that are proprietary multi-drug mixtures The hematinic market in Bharat is presently value around Rs. 900 crores and is growing at fifteenth once a year. Hemopoiesis needs adequate provides of minerals like iron, Co and copper; vitamins like pteroylmonoglutamic acid, vitamin B, vitamin C, pyridoxine, riboflavin; and varied haemopoietic growth factors every of those is effective singly in specific forms of anaemia, however there's rampant and indiscriminate use of many of those agents at the same time, while not initial deciding their relevancy to the case at hand. The rationality of such mixtures is questionable. Combination of iron with different nutrients will increase the value similarly because the frequency of facet effects and thus results in noncompliance The medicine Technical board (DTAB) of Bharat has counseled that vitamin B complex and atomic number 30 mustn't be enclosed in iron- and folic acid-containing medication preparations

Market Assessment

Indian Nutraceuticals Market Size and Future Outlook Transformation in food habits, less physical work, and increasing table jobs have propelled the incidence of fashion diseases. The increasing incidences of those diseases are compelling Indian shoppers to become a lot of aware towards health and fitness. this can be providing a large platform for nutraceuticals market to grow. watching this trends, the Indian nutraceuticals market is forecasted to grow from a price of US\$ a pair of.8 Billion in 2015 to a price of US\$ eight.5 Billion by 2022.

As per our analysis, imports account for an oversized share of the Indian nutraceuticals market. Imports are expected to say no any as domestic firms are increasing their presence during this section. All the main pharmaceutical conglomerates watching the nutraceuticals section because the major growth drivers for the longer term. but this, food and drink firms are that specialize in fostering their existing product and launch food and beverages with label claims for practical benefits. The segments of interest includes immunity boosters, psychological feature health, anti-oxidants, weight management, sports nutrition, and probiotics.

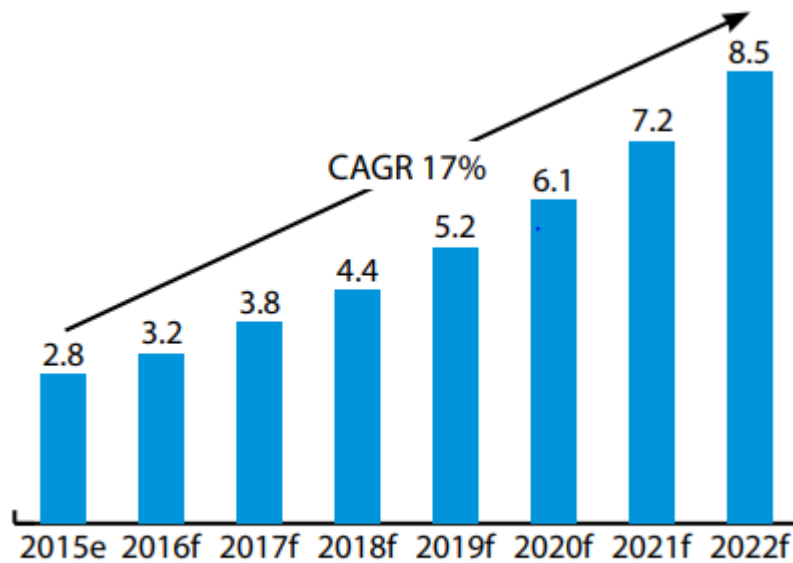
INDIAN NUTRACEUTICAL MARKET 2015



Source: RNCOS

Fig. 1

INDIAN NUTRACEUTICAL MARKET(BILLION US\$) GROTH 2015-2022



Source: RNCOS

Fig. 2

SCOPE AND OPPORTUNITY INDIAN NUTRACEUTICAL MARKETS

Indian nutraceutical market valued at \$ one,480 million in 2011 might grow to \$ 2,731 million in 2016, a report says these days. In line with the report by business analysis and consulting company Frost & Sullivan, practical food are the fastest growing class followed by dietary supplement till 2015. However, dietary supplements specifically flavoring and dietary supplements, can type the best chance areas for nutraceutical makers, it added. Nutraceutical a portmanteau of the word nutrition and pharmaceutical, may be a food or food that reportedly provides health and medical edges, as well as the hindrance and treatment of diseases. The report says that at this time the dietary supplements were the most important class accounting for 64% of the nutraceuticals market. This market is driven primarily by the pharmaceutical sector within the sort of nourishment and mineral supplements, it added. As per the study the world nutraceutical market was calculable to be \$ 149.5 billion in 2011 with USA, Europe and Japan being the most important regional markets, accounting for nearly 93 per cent of the world nutraceutical demand.

As these markets are nearing maturity, with passing high per capita spends on nutraceutical merchandise nutraceutical makers are gazing developing countries like Asian nation and China as key growth regions, it added. But the present low per capita pay on these merchandise in Asian nation, alternative factors that would support the expansion of nutraceuticals in Asian nation are increasing fleshiness within the population and rising instances of polygenic disorder and vas diseases, the report says. The govt is additionally breakage in by funding nourishment fortification initiatives because of increasing food security issues in Asian nation and want for extra nutrition.

Leading national and international nutraceutical company

s. no	Companies	Productcategory	
Domestic companies			
1.	Himalaya	Protein	
2.	Dabur	Herbal	
3.	Parry nutraceutical	Vitamins & minerals	
International companies			
1.	Glaxo smith Kline	Vitamins,& minerals, proteins	
2.	<u>Abbott</u>	Vitamins,& minerals	

Table. 2

IRON TONIC MARKET KEY MARKET PLAYERS

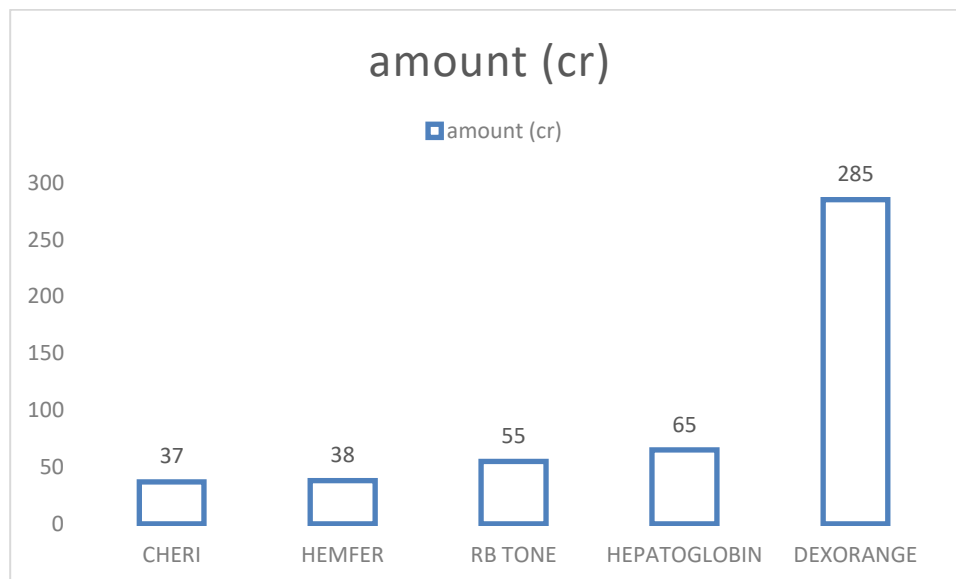


fig.3

Indian Dietary Supplements Market by kind

Based on kind, the dietary supplements market of India is segmental into vitamins and minerals, proteins, flavoring supplements, and others. Vitamins and minerals are the foremost widespread style of dietary supplements wide employed by all age teams. flavoring supplements also are very hip among people for the aim of maintaining fitness.

1. Alimentation & Mineral Supplements - Alimentation and mineral supplements are sorts of dietary supplements. The marketplace for these supplements in India was valued at just about US\$ zero.7 Billion in 2015. The alimentation and mineral supplements contain micronutrients that facilitate the body to perform swimmingly and improve psychological state.

2. Flavoring Supplements-Herbal supplements are style of dietary supplements that contain herbs plant or elements of a plant. These plants or: plant elements are used for his or her scent, flavour or potential therapeutic properties. The flowers, leaves, bark, fruit, seeds, stems, and roots of a plant are used either on an individual basis or in mixtures.

3. Supermolecule and organic compound Supplements-Proteins and amino acids are a vital category of supplements that have gained lots of recognition within the recent years. Amino acids are the building blocks of proteins. they're needed for the synthesis of structural: proteins, enzymes, hormones and neurotransmitters. Moreover, supermolecule powders are another style of supplement that are available in varied forms. The 3 most typical sorts of supermolecule powders are whey, soy, and casein supermolecule.

4. Different Dietary Supplements-The other sorts of dietary supplements embrace fatty acids and anti-oxidants. Some fatty acids don't seem to be synthesized by the form. However, they're needed for maintaining physiological state. within the body, these EFAs are needed for building healthy cells and maintaining brain and nerve perform. analysis studies recommend that they assist in lowering the chance of heart diseases. Some studies also recommend these fats may defend against kind a pair of polygenic disorder, Alzheimer's illness, and age-related brain decline. These fatty acids are known as essential fatty acids (EFA). solely 2 fatty acids are acknowledged to be essential for humans. These 2 EFAs are called polyunsaturated fatty acid fatty acids and polyunsaturated fatty acid fatty acids. mega-3 fatty acids and omega-6 fatty acids.

India - Dietary Supplements Market (Billion US\$), 2015-2022

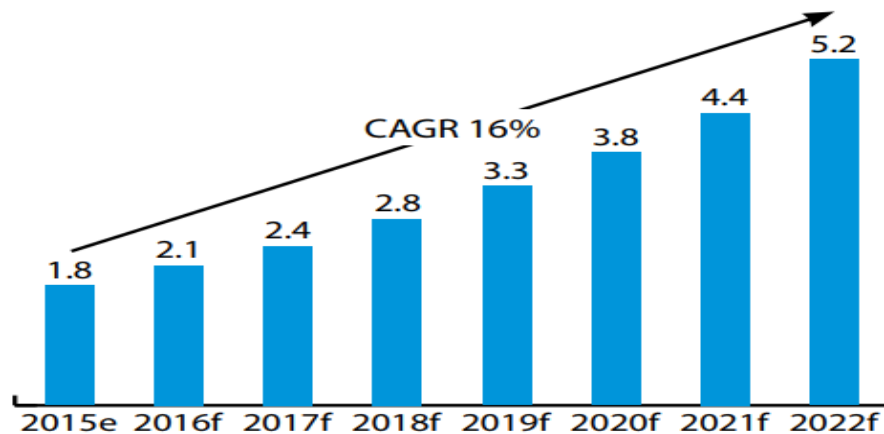


fig.4

Indian Nutraceuticals Market by Application –

The nutraceuticals merchandise have wide-ranging applications And currently days application visiting increase each days. they will we have a tendency to use as some ways for eg.nutritionary deficiency, muscle building, and weight management among others. Nutraceuticals merchandise are typically used for meeting the nutritionary needs of the body. to 1 facet from this, it's additionally used for body building in fitness center”

1. **Nutritionary Deficiency** - The anatomy needs several micronutrients that are essential for each development and preventing illness. Some times this demand doesn't full fill by simply having a meal and nutritionary deficiencies arise once a person's nutrient intake systematically falls below the suggested requirement. kids are additional in danger for thoughtful
2. **Muscle Building** - each one desires to appear work and fine Now-a-days individuals are getting additional aware regarding their fitness. For this, they're connection gyms and activity numerous types of exercise. By doing exercise they have a tendency to create and tone their muscles. anatomy has 2 types of muscles fibers: type-I fibers and sort fibers. Type-I fibers facilitate in activity endurance exercise and type-II fibers are to blame for strength and size once weight coaching. a kind of cell, referred to as satellite cells, are gift on prime of muscles and facilitate them to grow, repair and maintain. These cells typically lie dormant till someone will work. The work causes small micro-tears within the muscle fibers. This triggers satellite cells to multiply and move toward the areas of harm.:
3. **Weight Management** - per fleshiness Foundation Republic of India, over three of the Indian population is rotund. fleshiness will produce to many health issues, like steroid alcohol, diabetes,

cardiovascular disease, pressure level, arthritis, metabolic process issues, and blood glucose. moreover, individuals additionally suffer from many issues like anemia, weakened system, and fragile bones, due to being skinny. With 102 Million men and a hundred and one Million girls skinny, Republic of India leads the globe in being home to over fortieth of the world skinny population

Literature review

Literature review

1. ANALYSIS OF medicinal drug PREPARATIONS on the market IN INDIAN PHARMACEUTICAL MARKET-

by J EZHIL RAMYA, S Anusha Iron deficiency anemia may be a major pathological state worldwide. In India, prevalence of anaemia is incredibly high (51% among non-pregnant ladies and eighty seven among pregnant women)¹. Iron deficiency in Bharat has complex etiology like deficiency, ignorance, infestation, amoebiasis, diarrhea, assimilation, and multiple pregnancies. Haematinics are those medicine that used for the treatment and bar of anemia. In clinical observe a tolerant iron deficiency anaemia responds pronto to treatment with iron supplementation. massive numbers of iron salts are on the market in marketplace for iron medical aid, the bulk of that are proprietary multi-drug mixtures

2. NUTRACEUTICAL A BRIGHT SCOPE AND OPPORTUNITY OF INDIAN attention MARKET-

by dhanjay Kumar Yadav, reports four Gregorian calendar month. 2013 Nutraceutical is considered the bio active substance and the constituents are either of noted therapeutic activity or are with chemicals outlined substance usually accepted to contribute substantially to the therapeutic activity of the drug. Phytochemical screening involves botanic identification, extraction with appropriate solvents, purification and characterization of the bioactive constituents of pharmaceutical importance. internal control for the formally and safely of seasoner product is necessary. the standard management of chemical science is also outlined as the standing of a drug that is decided either by identity, purity, constant and different chemical physical biological properties or by producing method

3. Health Supplements and Nutraceuticals rising High Growth Sector in Bharat

by world food Bharat, 2017, there are four key demand drivers that has resulted in would like for health supplements and nutraceuticals deficiency disease standing in Bharat and micro-nutrient deficiency affordability growing value of hospitalization are driving patient towards health supplements and nutraceuticals richness of operating population with ever-changing life designs and dietary patterns and growth in one-use financial gain information increasing concern concerning nutrition, consciousness and access to data have commanded to a rise in use of health supplements and nutraceuticals.

RESEARCH DESIGN -

OBJECTIVE OF THE STUDY

PRIMARY OBJECTIVE

Market Assessment of HEPATOGLOBINE iron tonic with compare to dexorange.

SUB OBJECTIVES

- To analyze the current market competitor of iron tonic and, chemist perception.
- To get the Knowledge of competitors product dexorange in study area.

RESEARCH PLAN

1. SECONDARY RESEARCH

Secondary data was collected before designing the questionnaire relevant to the project to have brief insights about the research work.

Data was collected through numerous sources which contain medical papers, Textbooks and websites.

1. PRIMARY RESEARCH

TYPE OF DATA	A Survey is used to collect the primary data, and secondary data was collected by browsing various articles and publication on the internet.
TOOL OF DATA COLLECTION	A market Research Questionnaire through close-ended questions was used for statistics collection.
TYPE OF QUESTIONNAIRE	Structured.
TYPE OF RESEARCH	Descriptive study
RESEARCH AREA	Gwalior
SAMPLE SIZE	100 chemists.
TARGET RESPONDENTS	Pharmacists
SAMPLING TECHNIQUE	Convenience sampling based on geography
ANALYSIS OF DATA	Was analysis in Microsoft Excel

LIMITATIONS

The examiner bias was a serious limitation within the analysis. There might be variance between information generated and therefore the data wished thanks to the method within which the respondent should have understood the question. The analysis was applied in nearly all areas of Gwalior and its close areas. The first information composed might not be a descriptive of alternative geographical areas. Some subjects were less useful and showed unfriendly perspective.

Data management

The data once collected had been firmly kept. This had been done once the fulfilment with the info quality. All the identifiers had been uninvolved, and therefore the transcripts had been coded to confirm the confidentiality of information. Screening of the info had been done to test the data quality. Information entry had been worn out MS stand out followed by improvement of information. Analysis of the info is to search out the variation/ frequencies and variability of the data gathered had been done.

Ethical issues

Well-informed consent kind was hooked up with the form. Voluntary participation of the stakeholders should be enclosed within the study. Privacy discretion has been preserved for the sake of keeping secrecy and protecting the correct of every respondent; solely initials had been occupied of each respondent rather than the complete detail of the stakeholders. Risk concerned within the study is that the privacy of the cluster and its operating culture together with stakeholders. Edges concerned within the study are the assessment of the standard of the coverage system involved in the facility.

Data interpretation

1. Availability of dexorange and hepatoglobine on retail counter.

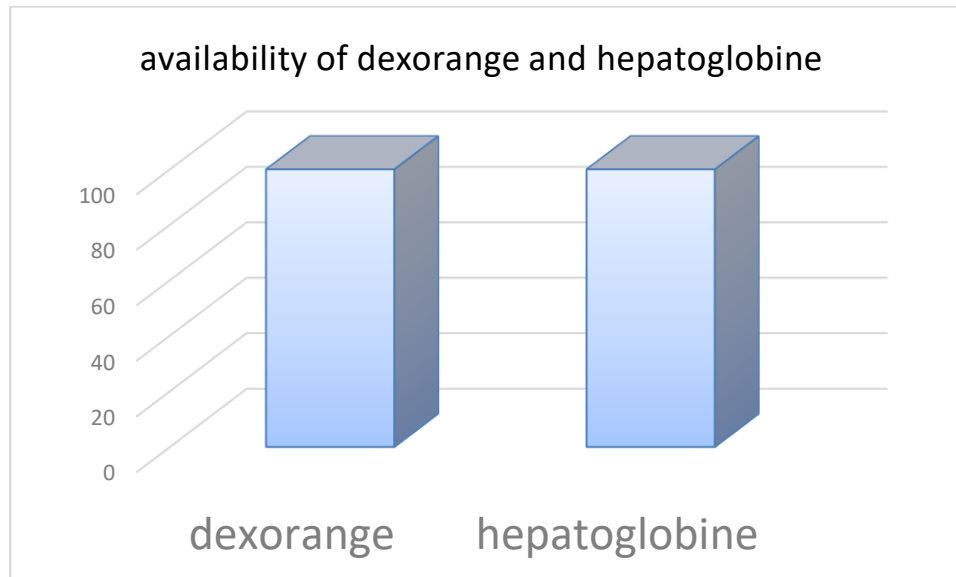


Fig.5

INFERENCE:

Out of 100 respondents, 100 of the respondents were came in favor of both dexorange& hepatoglobine.

2. **How frequently dexorange sales per month (quantity)?**

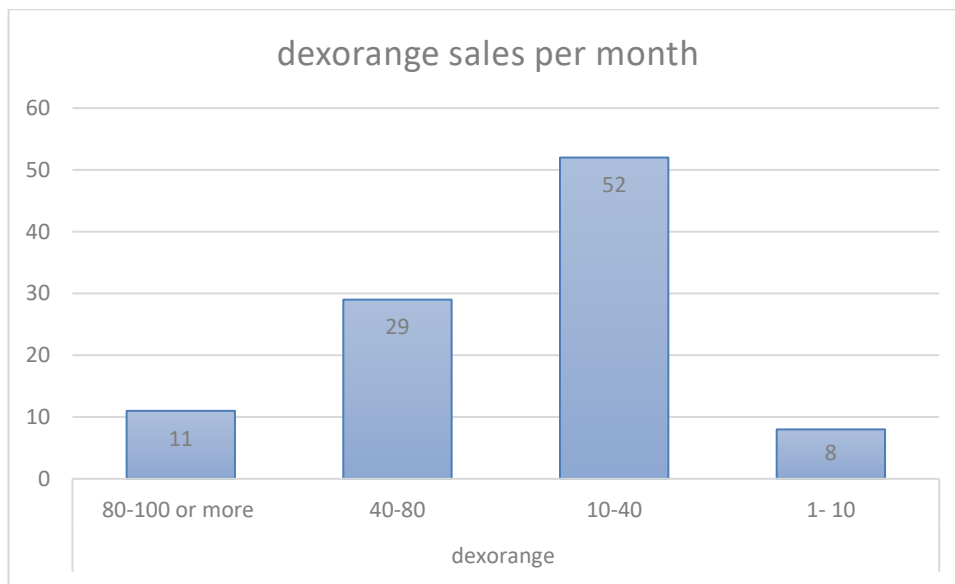


Fig.6

INFERENCE:

Out of 100 respondents, 11 retailer sales more than 100 bottles ,29 retailer sales 40-80, 52 retailer sales 10-40 and 8 retailer sales 1-10 bottles/month.

3. Sales of hepatoglobine per month (quantity)?

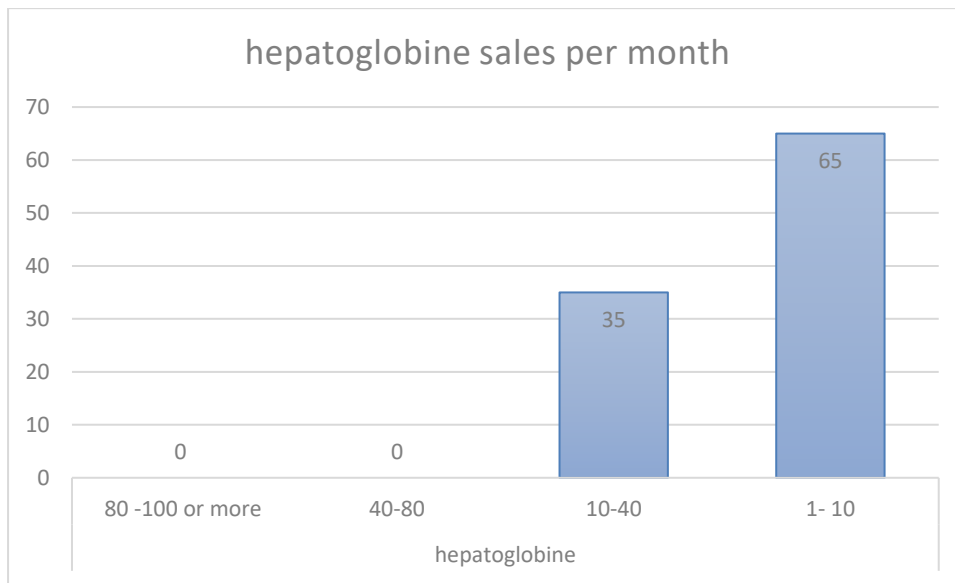


Fig.7

INFERENCE:

Out of 100 respondents, 35 retailers sales 10-40 bottles and 65 retailers sales 1-10 bottles.

4. Sales of dexorange OTC vs prescription.

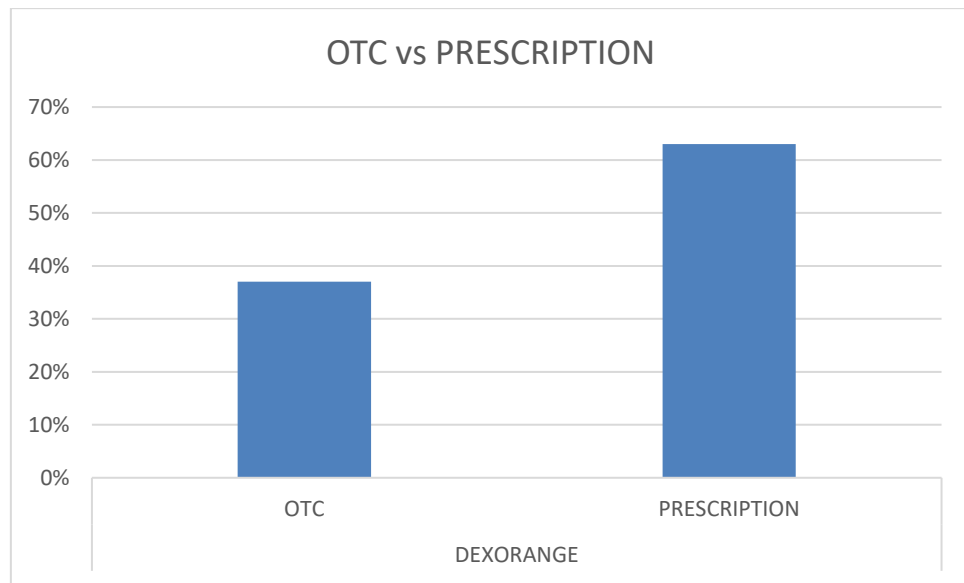


Fig.8

INFERENCE:

Out of 100 respondents, 63% on prescription and 37% as OTC dexorange sales in the month.

5. hepatoglobine sales OTC vs prescription?

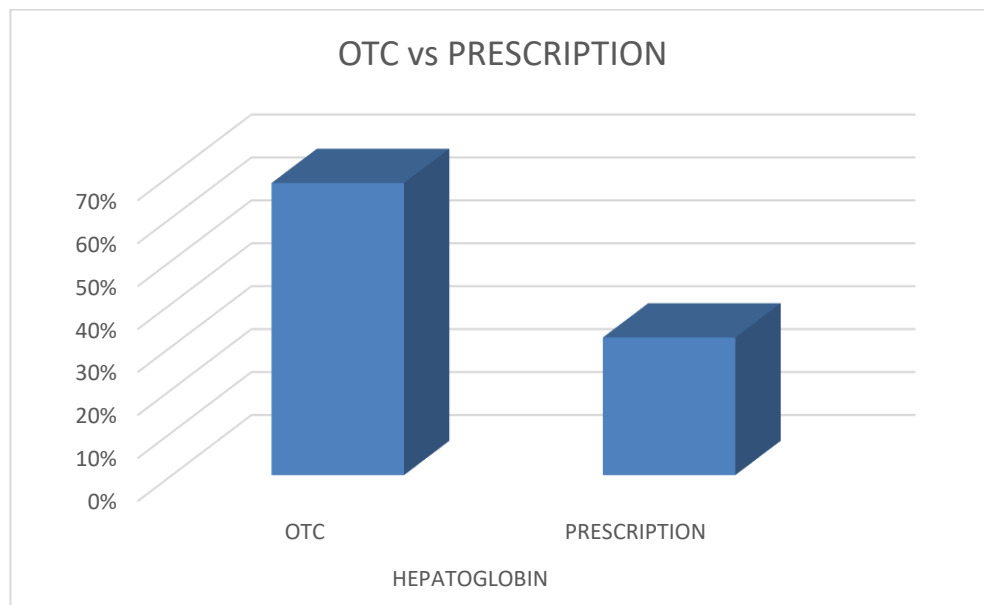


Fig.9

INFERENC

Out of 100 respondents, 32% on prescription and 68% as OTC HEPATOGLOBIN sales in a month.

6. demographic background of customer who purchase hepatoglobine?

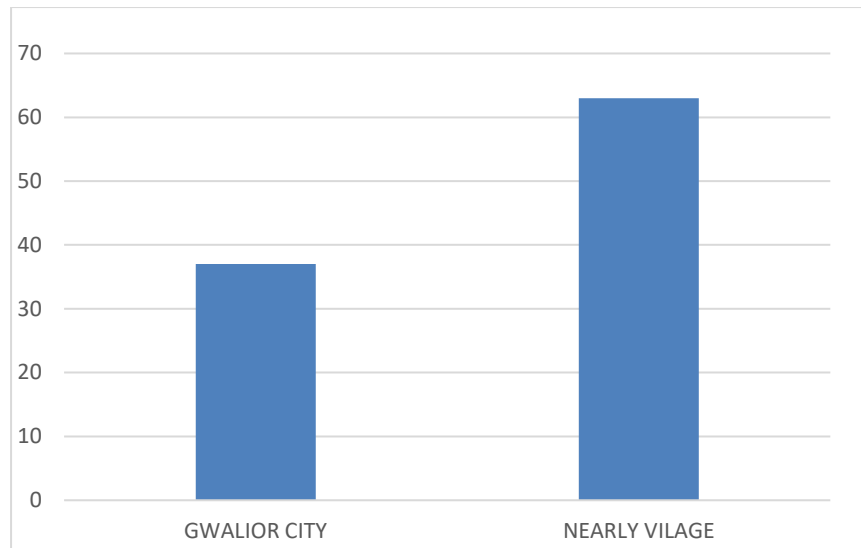


Fig.10

INFERENC

Out of 100 respondents, people respond that maximum patient belongs to village near to Gwalior.

7. Top 5 brand on your counter

- Dexorange
- Hepatoglobin
- RBtone
- Haem up
- Others(Ferium XT, cheri)

8. Where need to improve hepatoglobine?

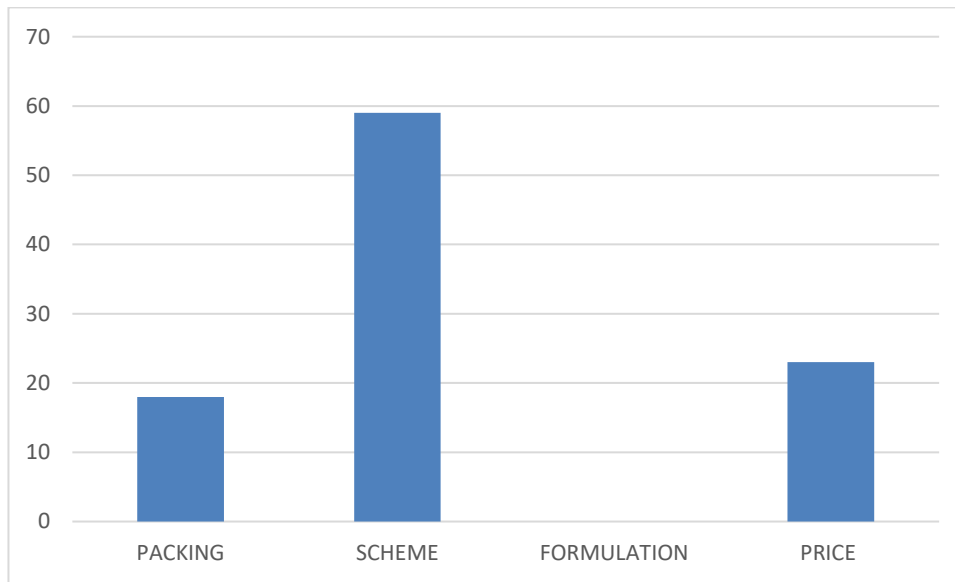


Fig.11

INFERENCE:

Out of 100 respondents, 59% in favor of improve scheme, 23% price, 18% packing with respect to dexorange.

9. Frequency of repurchasing of hepatoglobine?

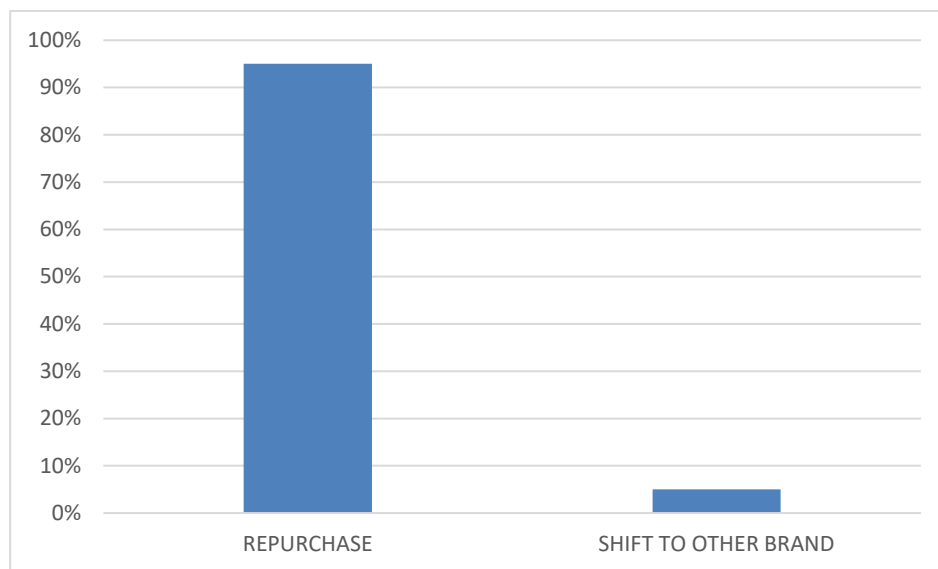


Fig.12

INFERENCE:

Out of 100 respondents 95 respond re-purchase and on 5 respond shift to another brand.

10.What Feedback you get from consumers?



Fig.13

INFERENCE:

24 respond excellent, 67 good and 9 poor out of 100 respondents.

11. Which brand does more promotional activity for retailers?

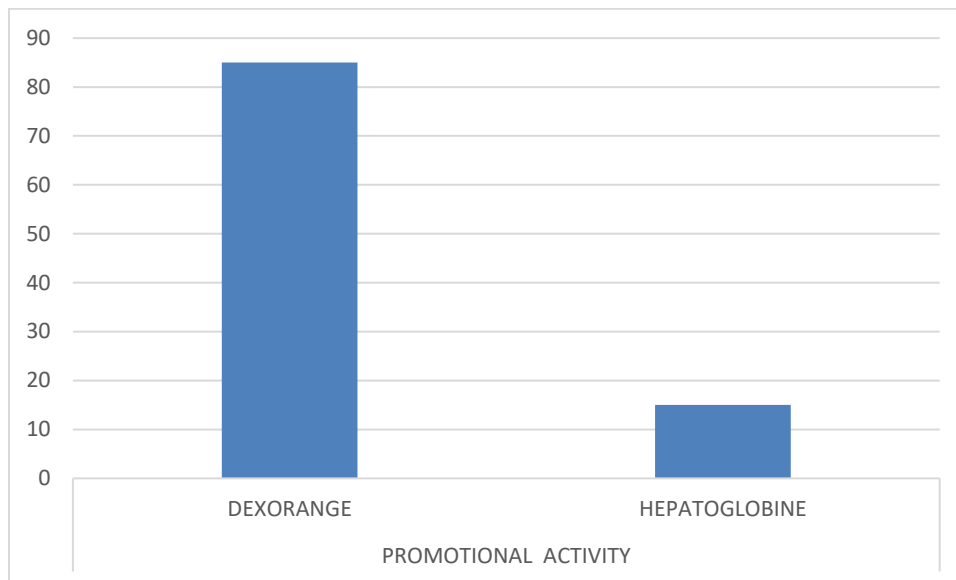


Fig.14

INFERENCE:

Out of 100 respondents dexorange 85% performing more marketing activity rather than hepatoglobine 15%.

Conclusion:

1. Hepatoglobine is 80-year-old brand, this is well known and quite popular brand in Gwalior this brand was available on all counter.
2. Brand loyalty of hepatoglobine is very high, those who purchase one's they become permanent customer and continue syrup for long time.
3. Frequently changing rate is creating problem, almost every 2-month price goes change. chemist having a problem to convince a customer, because almost every time when they come to purchase hepatoglobine they find the change in price and they argue to chemist regarding price.
4. Packing of a product is different from all other competitive brand, all iron tonic has at least a 200ml of packing. hepatoglobine is the only product which comes in 300ml,450ml of packing.
5. I have found that maximum hepatoglobine are selling as an OTC product so we should also promote it like an OTC product.
6. the consumption of hepatoglobine is higher in village compare to urban city's
7. dexorange performs more attractive marketing activities and take care of chemist.
8. General physician is prescribing more than gynecologist or other doctors.

top five brands

1. Dexorange
2. Hepatoglobin
3. RBtone
4. Haem up
5. Others(Ferium XT, cheri)

Suggestion-

1. we should promote hepatoglobine as an OTC brand, where consumer can take decision of purchasing of product. We can make a T.V advertisement, can promote on FM, on social media, eg.hempuspa is doing.
2. Should launch 200 ml pack, by doing this rate of product will reduce and those who do not purchase because of big pack they will also buy it.
3. We should give attention to retailer also they can increase sales of hepatoglobine.
4. Should stop to changing rate continuously, patient trust would increase.

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ANNEXURE

Questionnaire

1. Is there dexorange available on retail counter?

- a. Yes
- b. NO

2. Is there hepatoglobine available on retail counter?

- a. Yes
- b. NO

3. Sales of dexorange per month (quantity)?

- a. 80-100
- b. 40-80
- c. 10-40
- d. 1-10

4. Sales of hepatoglobine per month (quantity)?

- a. 80-100
- b. 40-80
- c. 10-40
- d. 1-10

5. dexorange sales OTC vs prescription?

- a. OTC
- b. Prescription

6. hepatoglobine sales OTC vs prescription?

- a. OTC
- b. Prescription

7. what is the demographic background of the customer who purchase hepatoglobine?

- a. GwaliorCity
- b. Village's

8. Top 5 brand on available on your counter?

.....

9. Where need to improve for hepatoglobine?

- a. packing
- b. schemes
- c. formulation
- d. price

- 10. frequency re-purchasing of hepatoglobine?**
- a. Repurchase
 - b. Shift to another brand
- 11. Feedback from consumer you get for hepatoglobine?**
- a. Excellent
 - b. Good
 - c. Poor
 - d. Very poor
- 12. Which brand does more promotional activity?**
- a. Dexorange
 - b. Hepatoglobine

Your opinion is valuable for us. "Thank you"