

MERCHANDISE STRATEGY FOR HEPATOglobine

Under the guidance of

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submitted by –

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Introduction



The hematinic market in India is currently worth around Rs. 900 crores and is growing at 15% per annum.



Iron deficiency anemia is a major health problem worldwide. In India, prevalence of anemia is very high (51% among non-pregnant women and 87% among pregnant women).



Iron deficiency in India has multifactorial etiology like poverty, ignorance, diarrhea, malabsorption, and multiple pregnancies.



Hematinic are drugs used for the treatment and prevention of anemia. requires adequate supplies of minerals like iron and copper; vitamins like folic acid, vitamin B₁₂, vitamin C, pyridoxine, riboflavin .

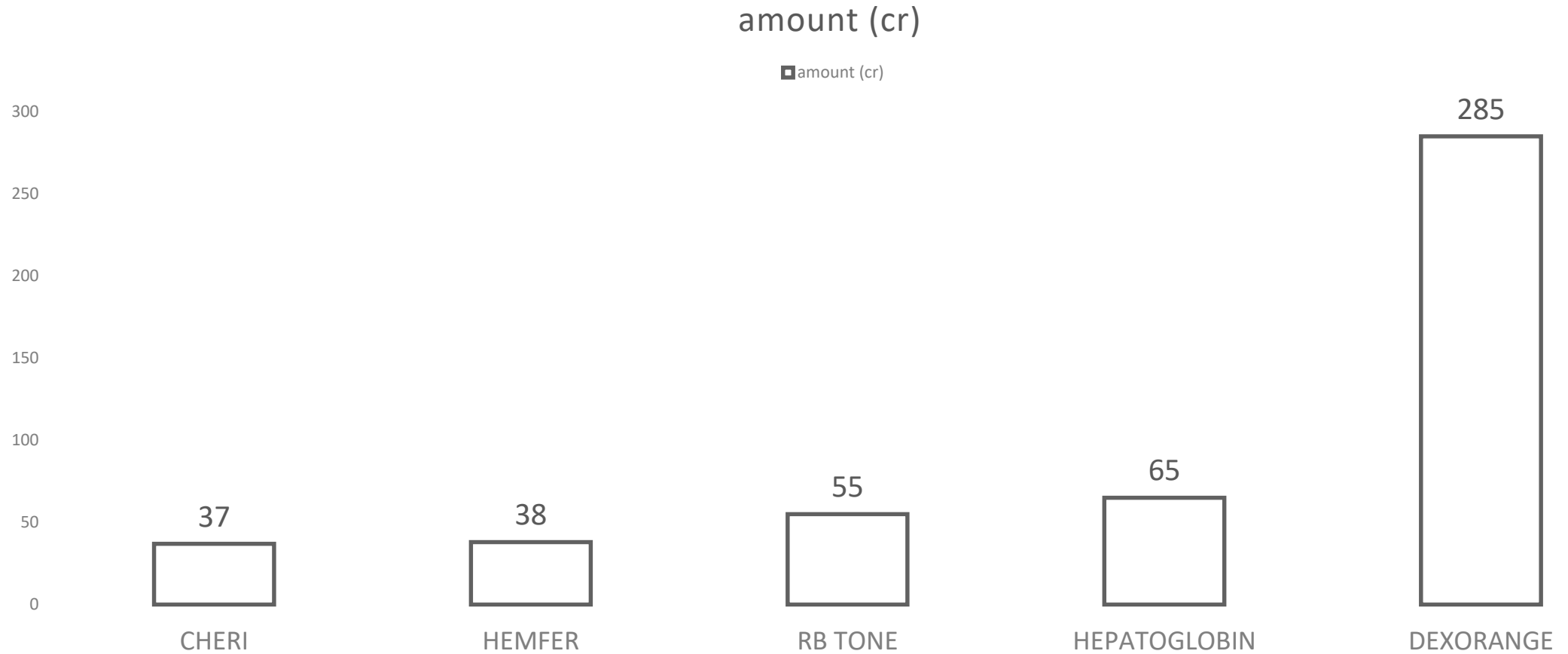
Background

India is one of the countries with a very high prevalence of anemia in the world, affecting almost 75% of the Indian population. They are also used for prophylaxis of iron deficiency anemia.

Hepatoglobine is the one of the very old product 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.

Hepatoglobine is very effective brand and it has the potential to become a market leader in iron tonic category with good selling strategy and good marketing technique.

MARKET LEADERS



Literature review

B. N. Karelia and J. G. Buch 2012 in his research article “**Analysis of hematinic formulations available in the Indian market**” this study focus to analyze the hematinic formulations available in Indian market for their varieties of dosage forms, iron salts used, content of elemental iron, frequency of administration required, presence of additional nutrients, and cost.

Brinda Valecha, Preeta Kaur Chugh, C.D. Tripathi in his research article “**An Assessment of Iron Supplements in the Indian Market**” this study focus on to determine the number, composition and pharmacological rationale of the various iron supplement formulations available in the Indian market.

Indian nutraceuticals market outlook: vision 2022- Assocham

Transformation in food habits, less physical work, and increasing desk jobs have propelled the incidence of lifestyle diseases.

The increasing incidences of these diseases are compelling Indian consumers to become more conscious towards health and fitness.

This is providing a huge platform for nutraceuticals market to grow. Looking at the current trends, the Indian nutraceuticals market is forecasted to grow from a value of US\$ 2.8 Billion in 2015 to a value of US\$ 8.5 Billion by 2022.

RESEARCH DESIGN -

OBJECTIVE OF THE STUDY-

PRIMARY OBJECTIVE

- Market Assessment of HEPATOGLOBINE iron tonic with compare to DEXORANGE.

SUB OBJECTIVES

- To identify top selling iron tonic brand, chemist survey for hepatoglobine.

RESEARCH PLAN

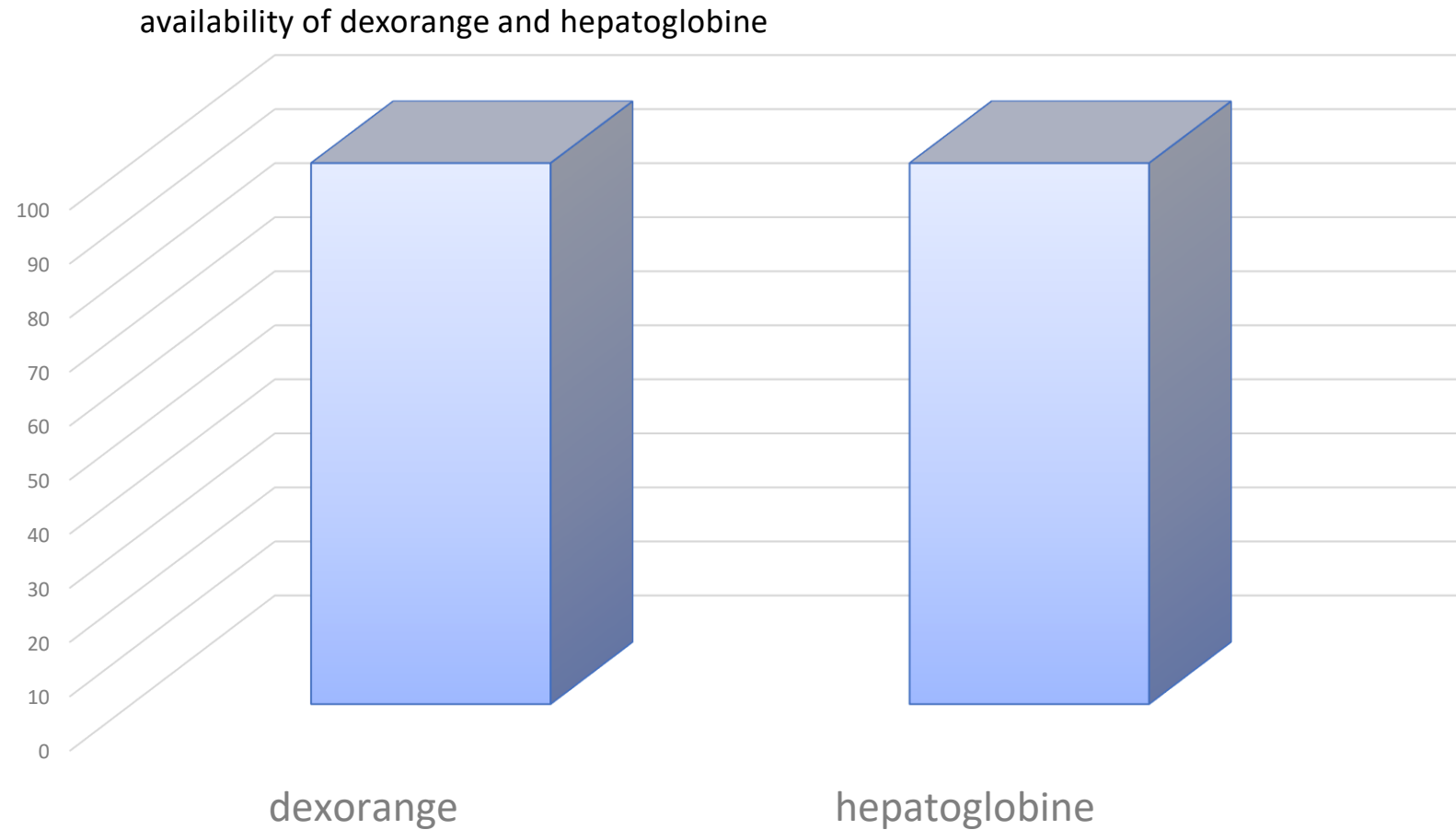
- **TYPE OF DATA** : A Questionnaire is used to collect the primary data, and secondary data was collected by browsing various articles and publication on the internet.
- **TOOL OF DATA COLLECTION** : A market Research Questionnaire with close-ended questions was used for data collection
- **TYPE OF QUESTIONNAIRE** : Structured.
- **INTERVIEW TECHNIQUE** : In depth interview was conducted .
- **TYPE OF RESEARCH** : Descriptive research.
- **RESEARCH AREA** : Gwalior
- **SAMPLE SIZE** : Covered 100 Pharmacy
- **TARGET RESPONDENTS** : Pharmacists (Hospitals as well as private pharmacies)
- **SAMPLING TECHNIQUE** : Convenience sampling based on geography.
- **ANALYSIS OF DATA** : Was performed in Microsoft Excel.
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LIMITATIONS

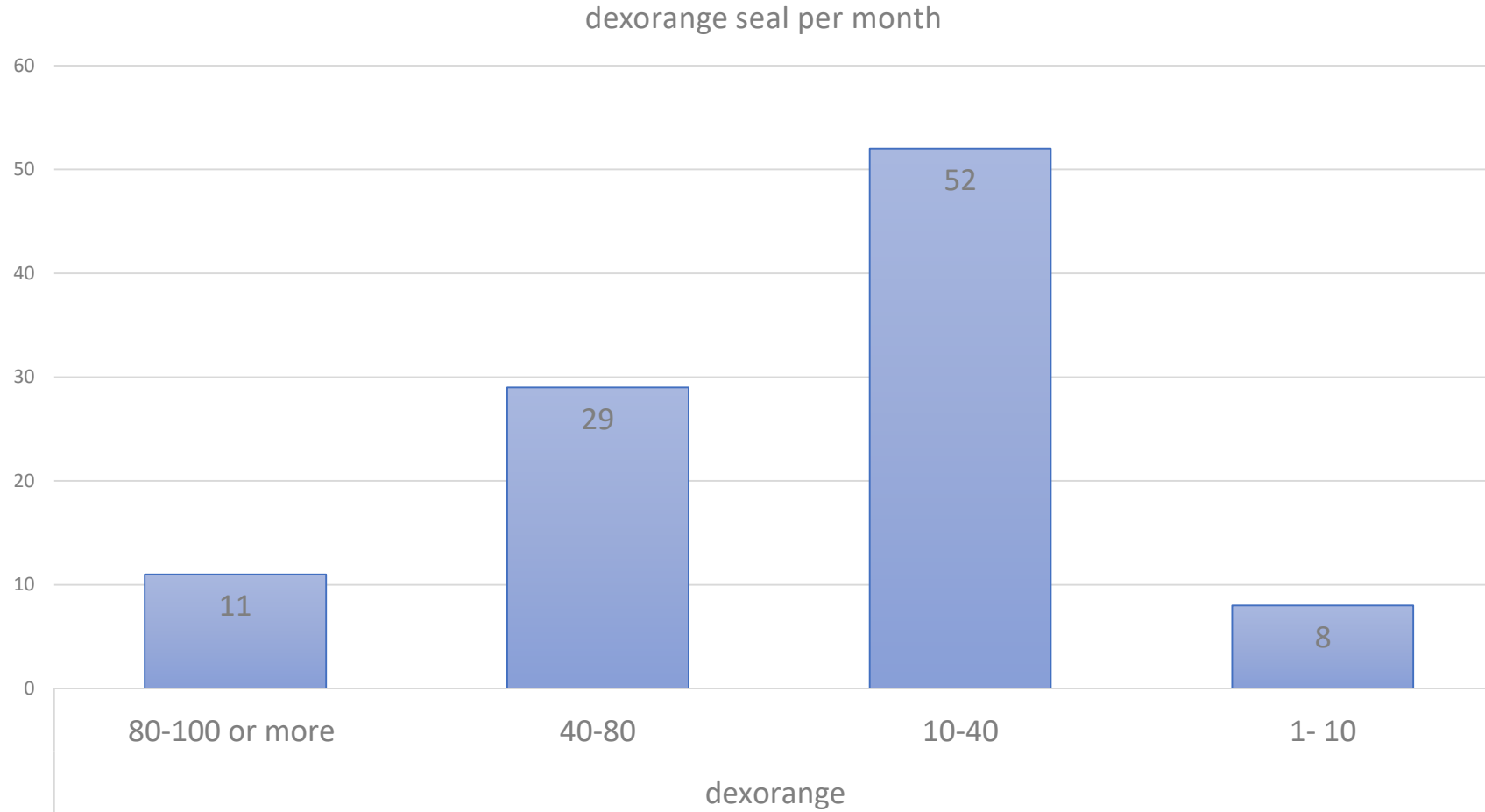
- The research was carried out in some area of Gwalior and its surrounding areas. The primary data collected may not be a representative of other geographical areas.

Data interpretation

1. Availability of dexorange and hepatoglobine on retail counter.

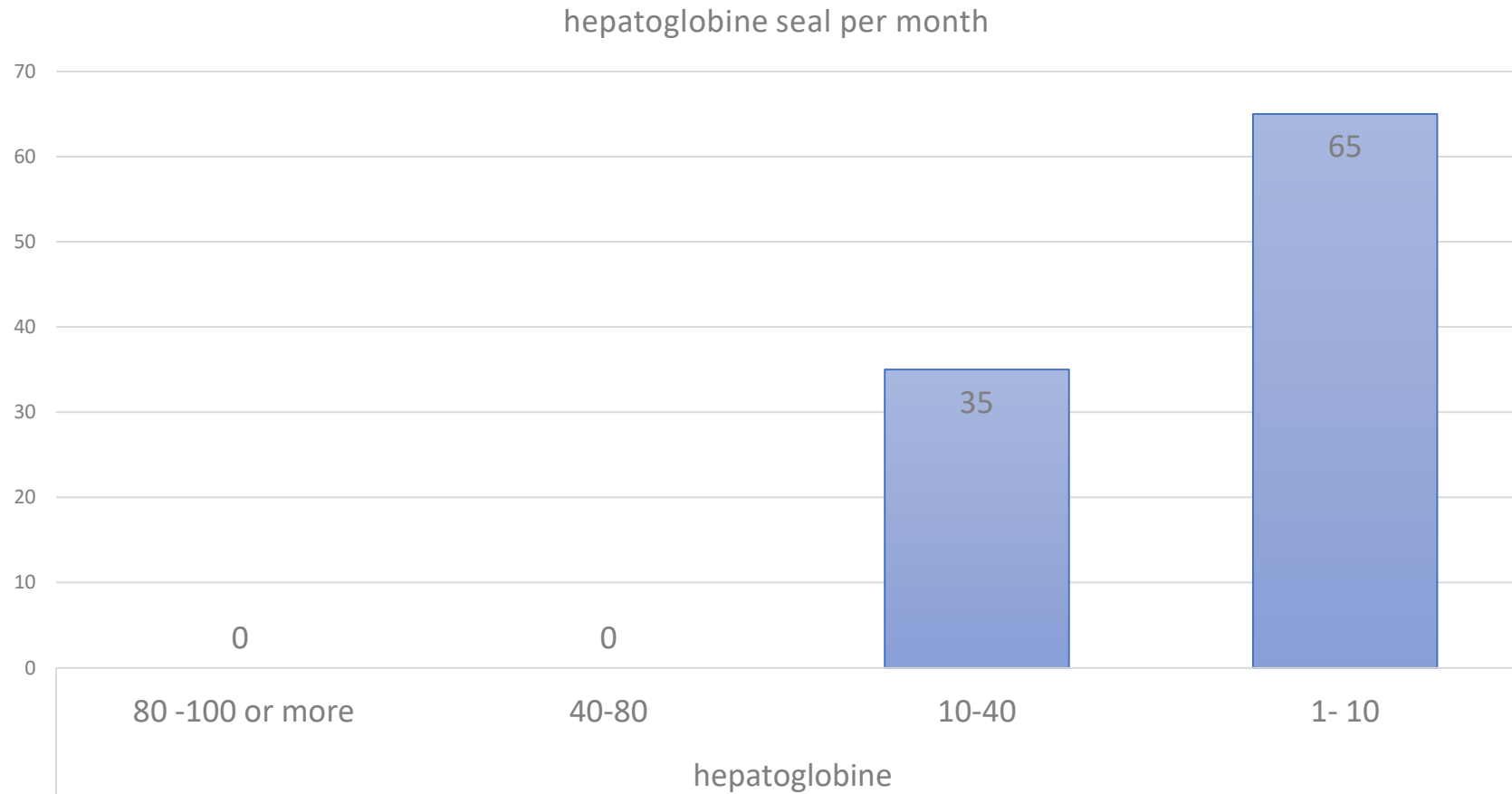


2.Sales of dexorange per month (quantity)?



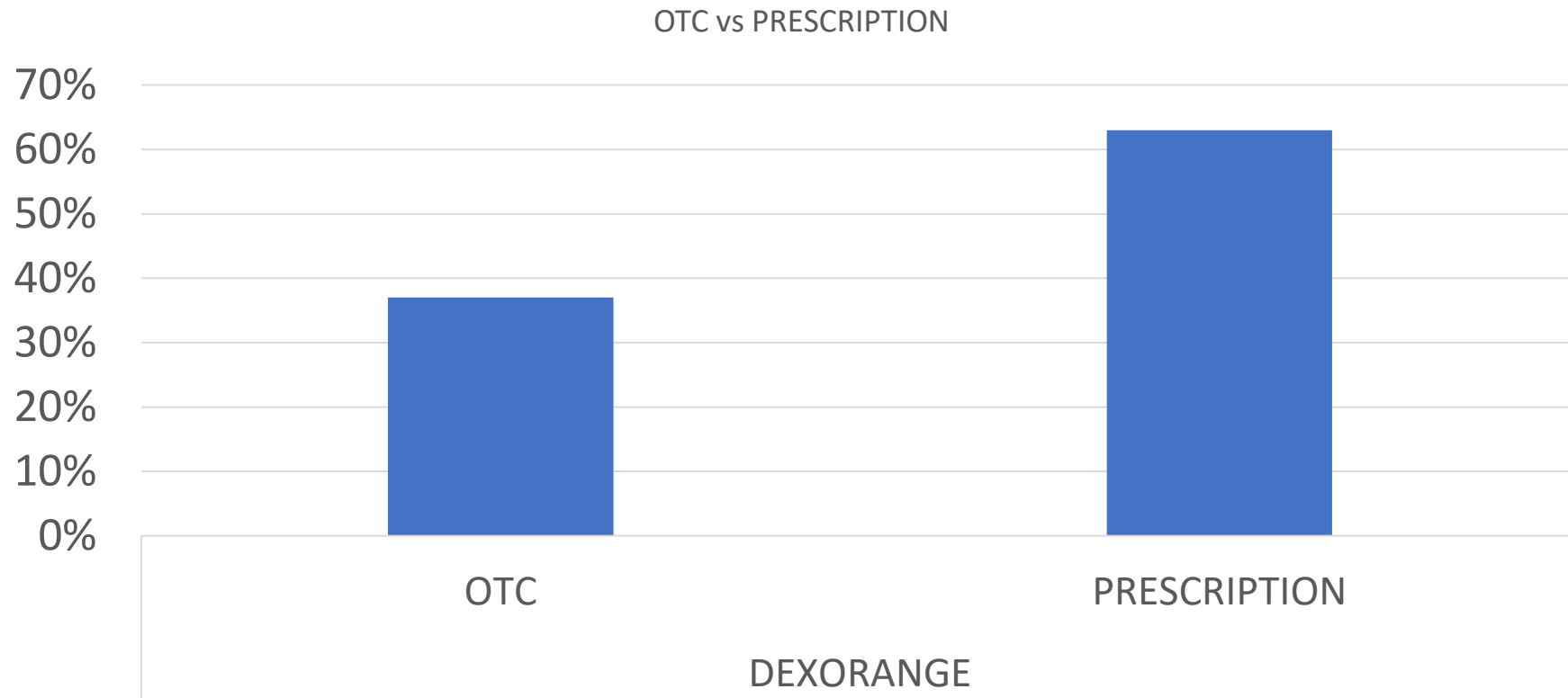
- Out of 100 respondents, 11 retailer seals more than 100 bottles ,29 retailer seals 40-80, 52 retailer seals 10-40 and 8 retailer seals 1-10 bottles/month

3. Sales of hepatoglobine per month (quantity)?



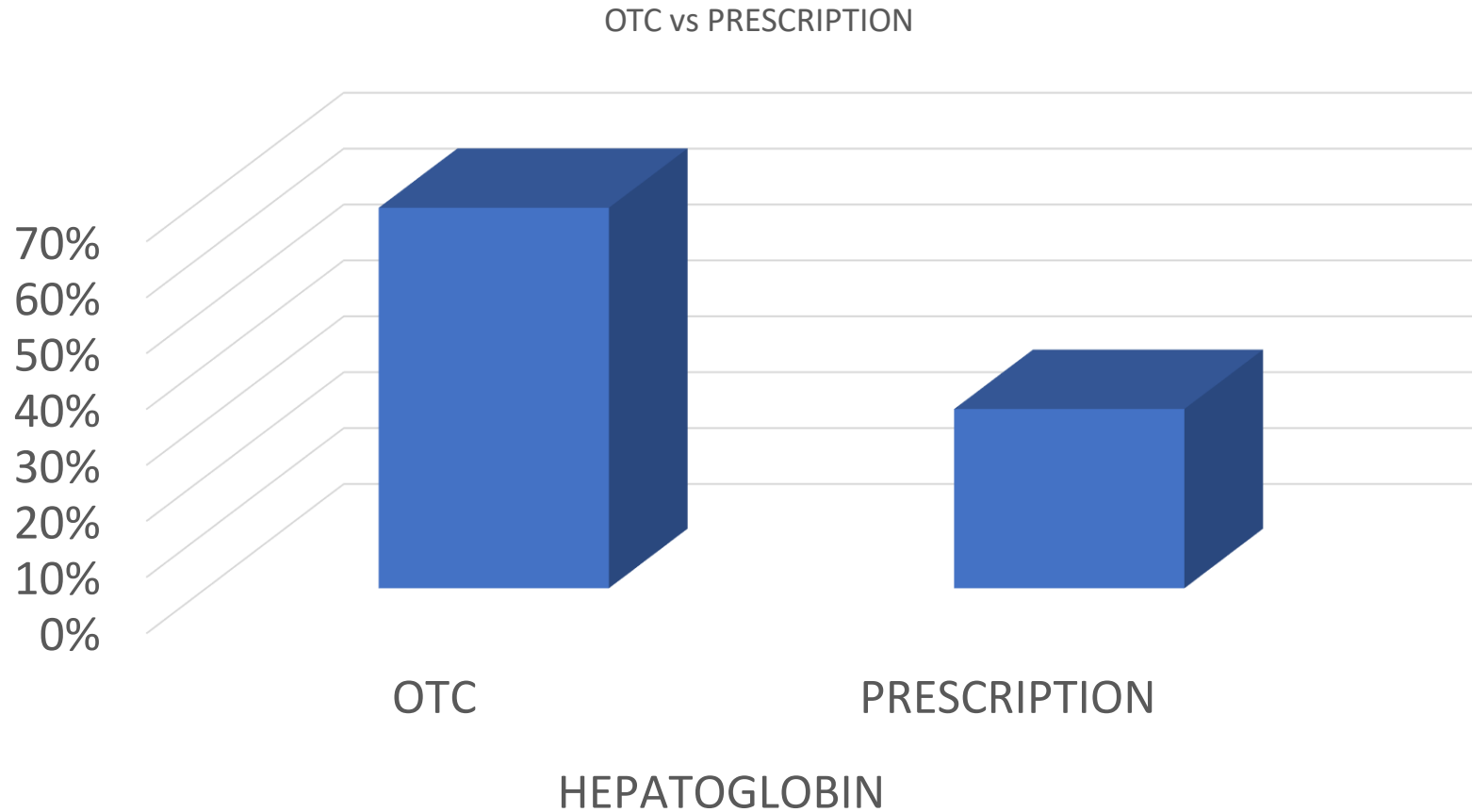
Out of 100 respondents, 35 retailers seals 10-40 bottles and 65 retailers seals 1-10 bottles.

4.dexorange seals on OTC vs prescription?



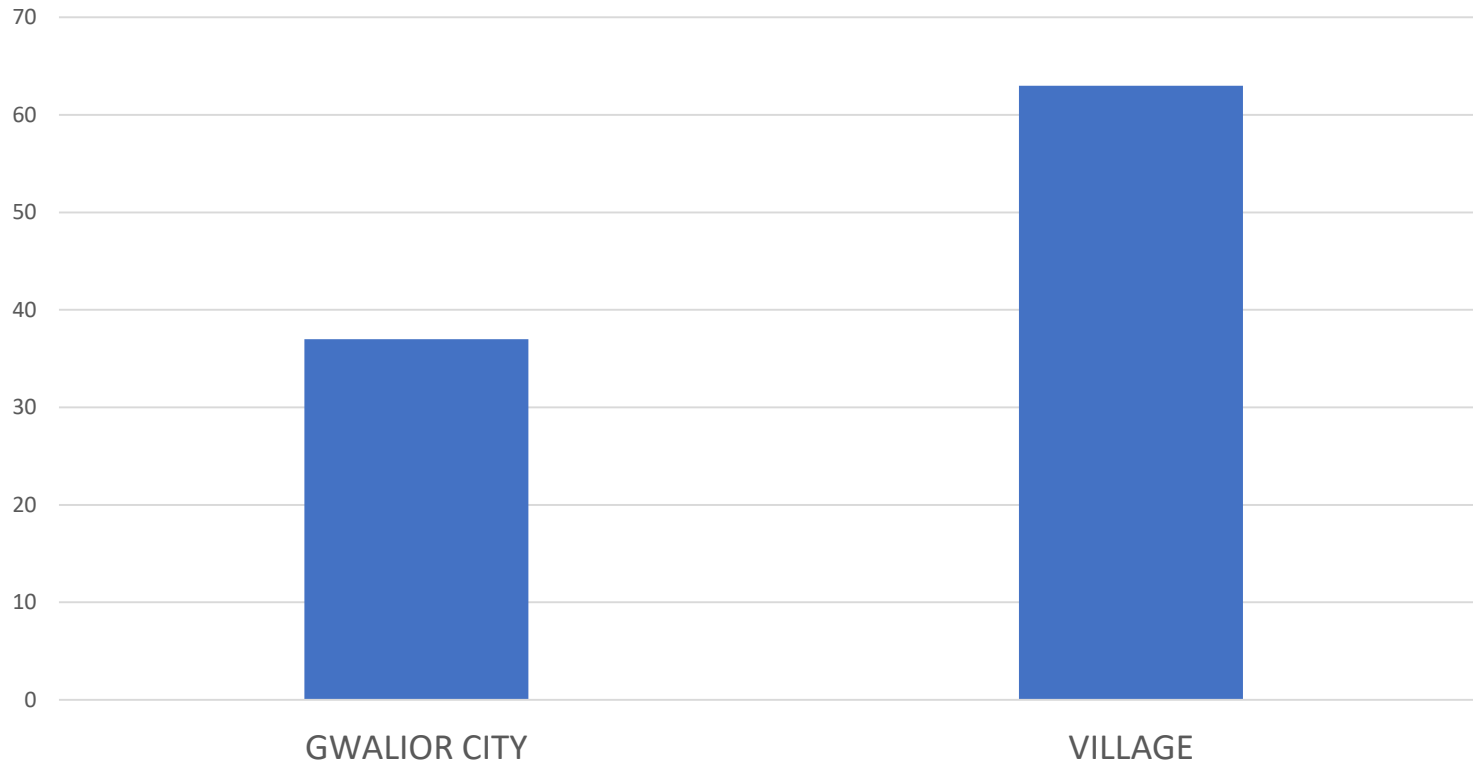
Out of 100 respondents, 63 on prescription and 37 as OTC dexorange seals in the month.

5. hepatoglobine seals OTC vs prescription?



Out of 100 respondents, 32 respond on prescription and 68 respond as OTC HEPATOGLOBIN seals in the month.

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

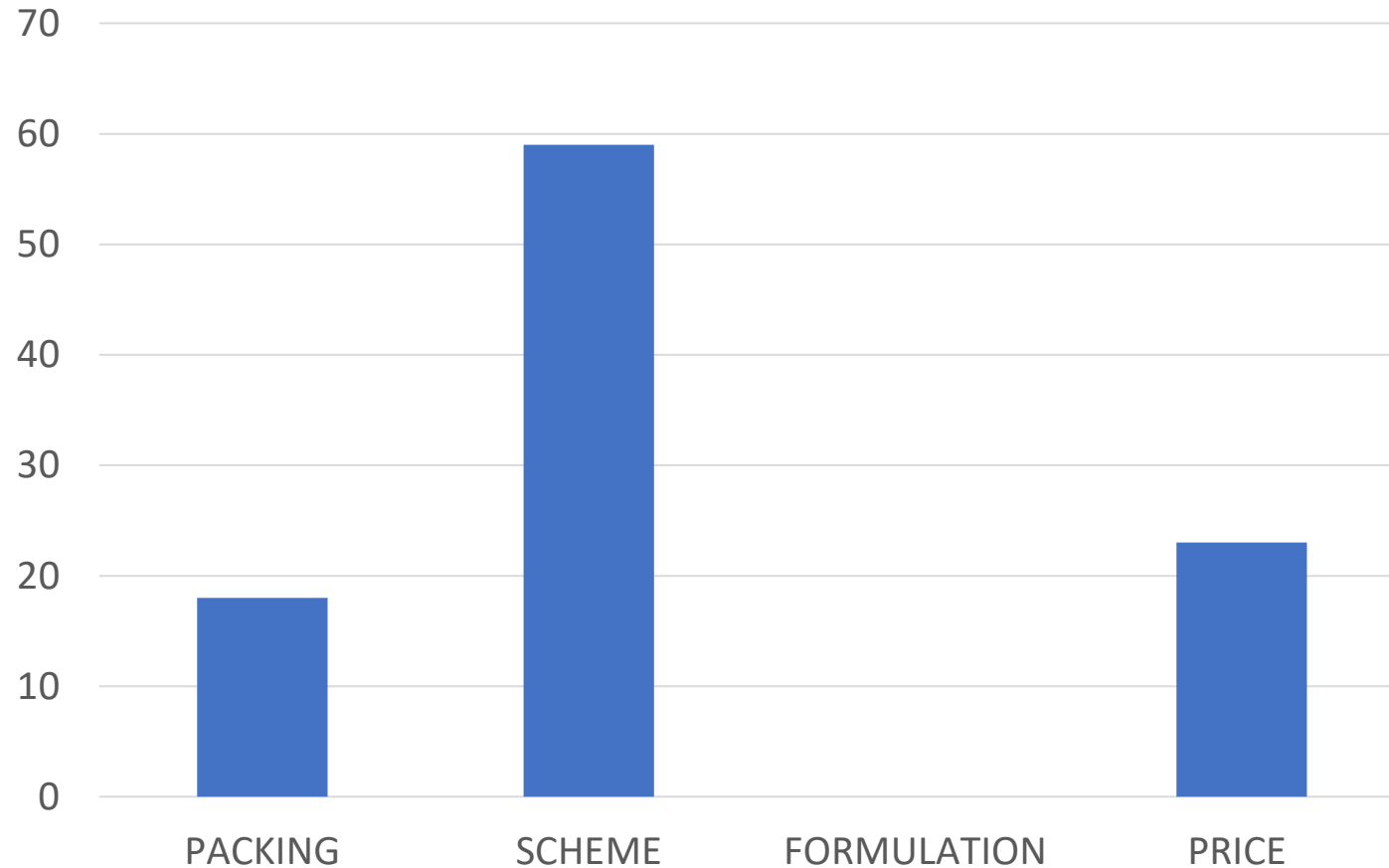


Out of 100 respondents, 63 people respond that maximum patient belongs to village near to Gwalior and 37 respond patient belongs to city.

8. Top 5 brand on retail counter .

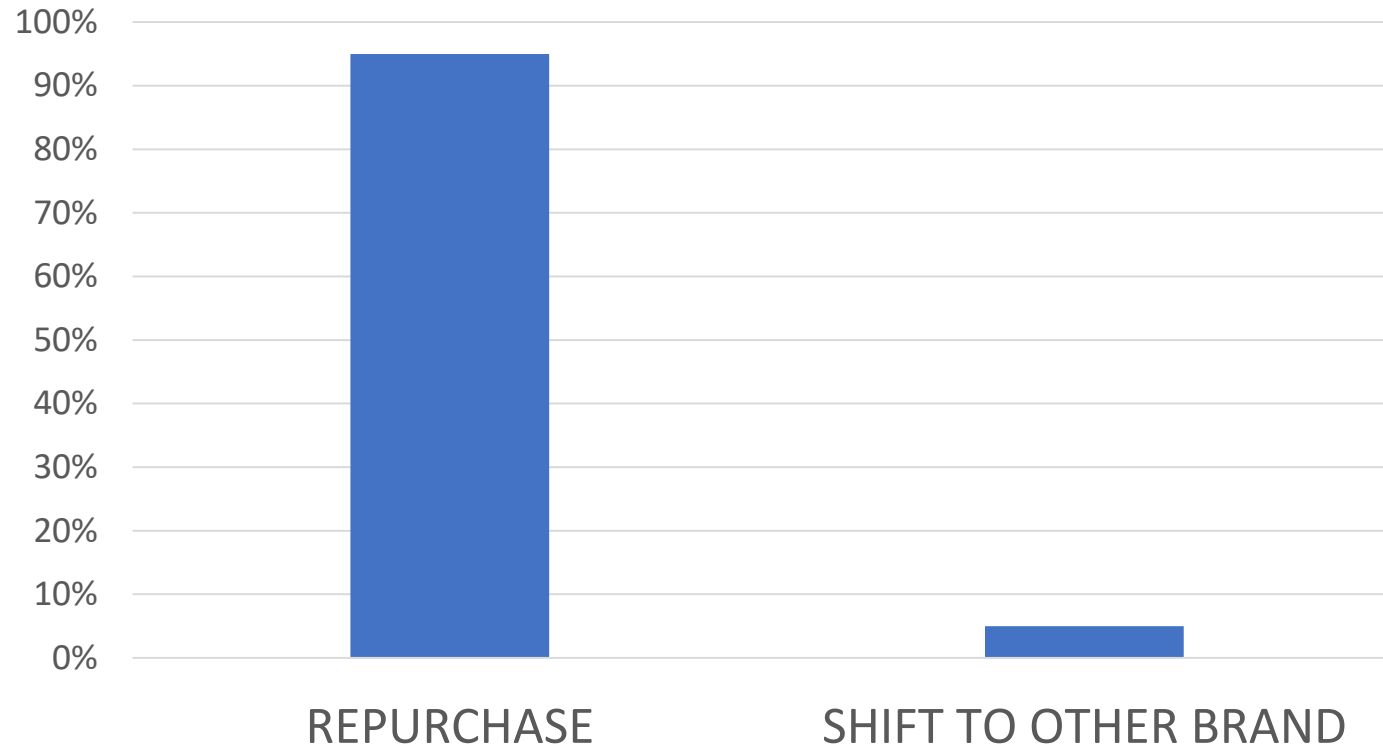
1. *Dexorange*
2. *Hepatoglobin*
3. *RBtone*
4. *Haem up*
5. *Others(Ferium XT, cheri)*

8. Where need to improve for hepatoglobine?



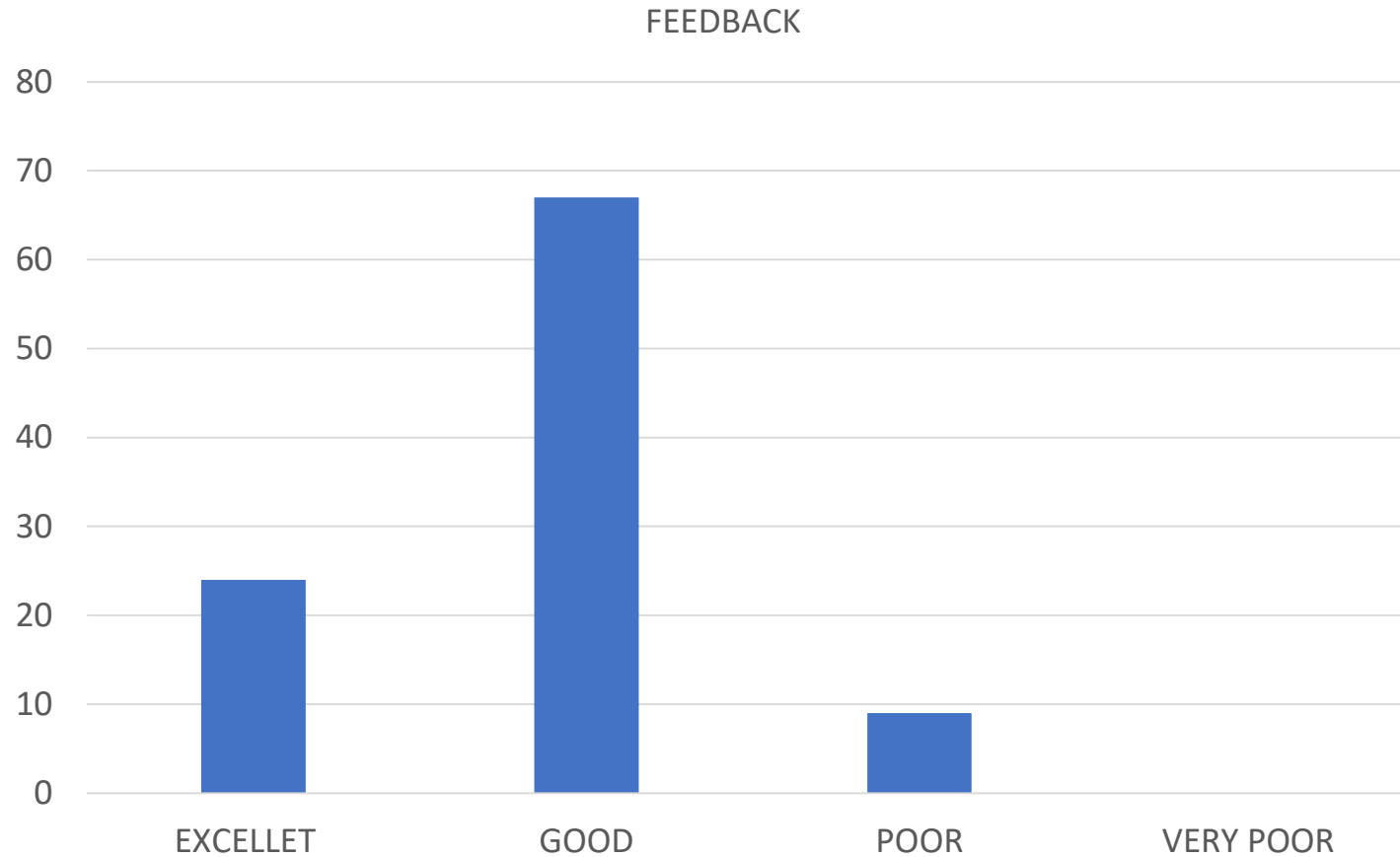
Out of 100 respondents, 59 in favor of improve scheme, 23 price, 18 packing with respect to dexorange.

9. frequency of re-purchasing of hepatoglobine?



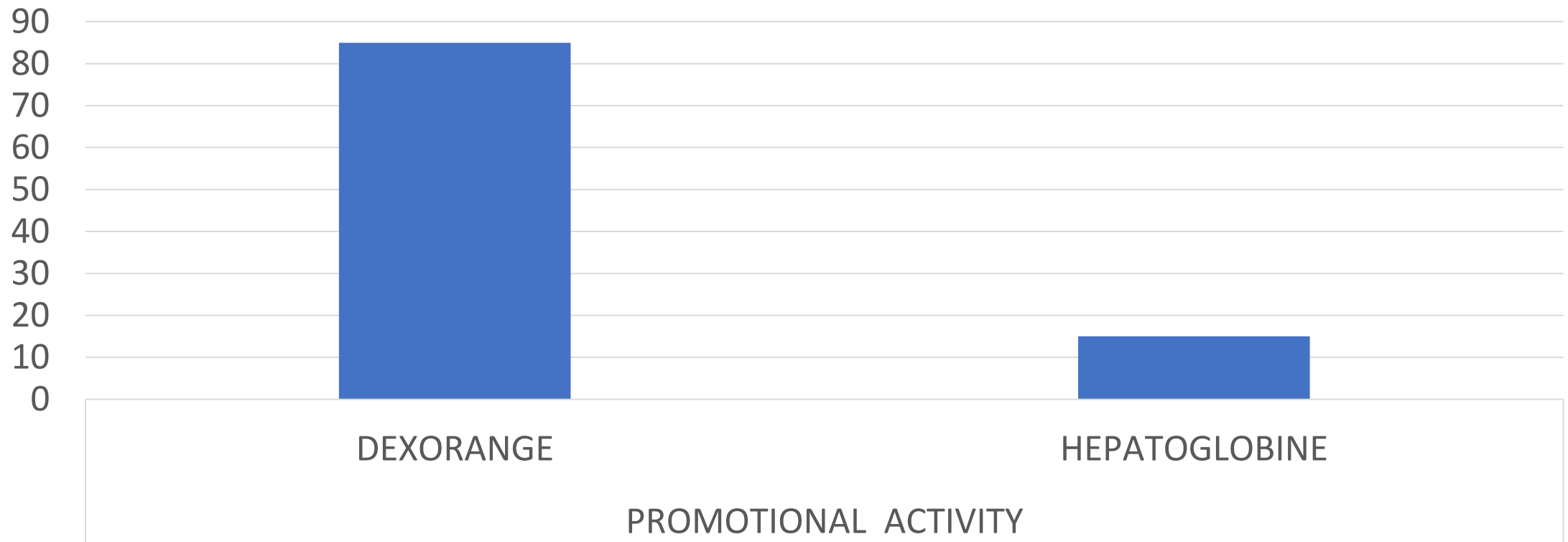
It clearly found out that on 95 counter people re-purchase hepatoglobine and on 5 counter people goes shift to another brand.

10. Feedback from consumer you get for hepatoglobine?



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

11. Which brand does more promotional activity for retailers ?



It clearly find out that dexorange 85% performing more marketing activity rather than hepatoglobine 15%.

Conclusion

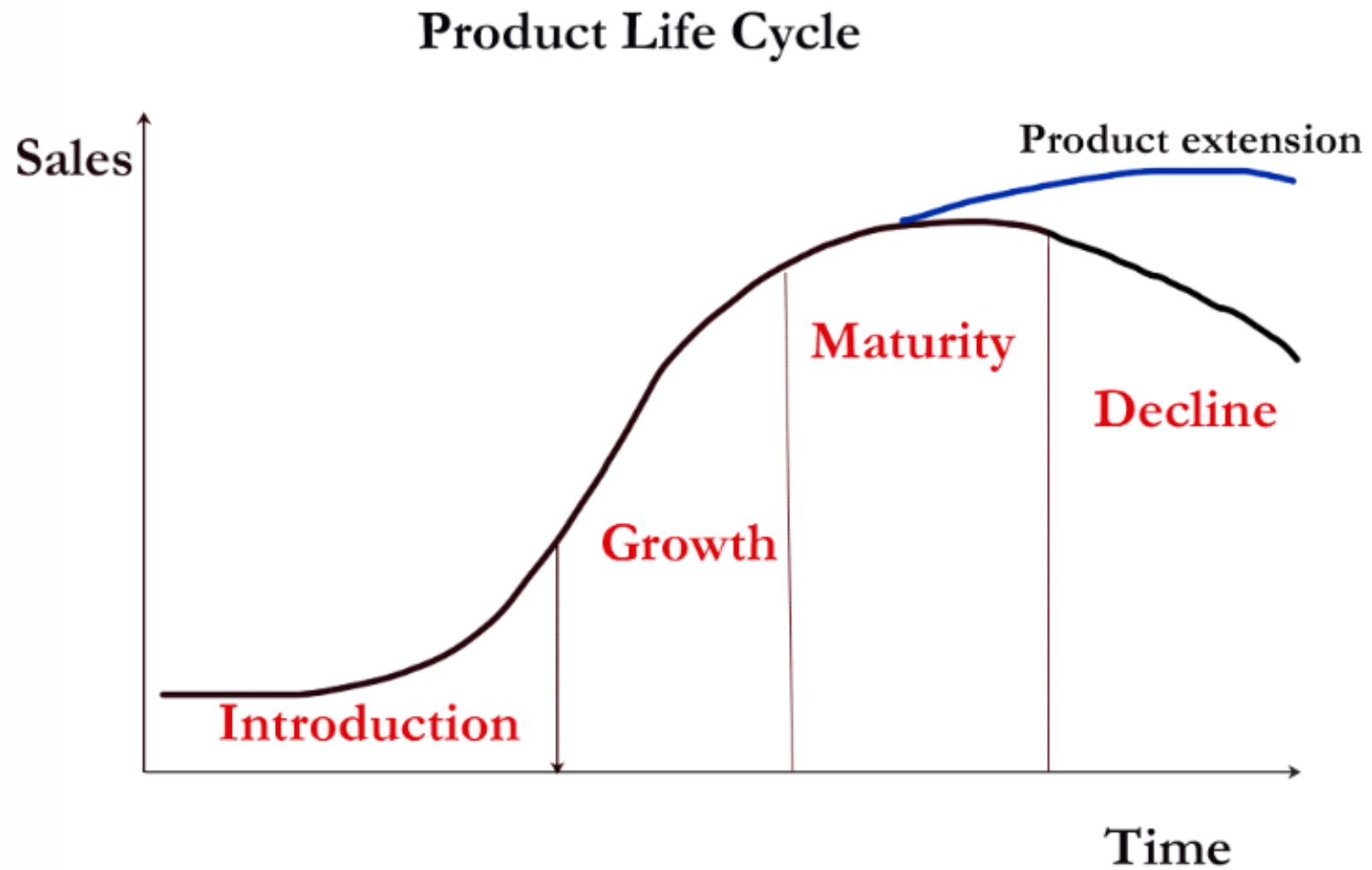
- Hepatoglobine is 80-year-old brand, this is well known and quite popular brand in Gwalior this brand is available on every counter.
- Brand loyalty of hepatoglobine is very good.
- Frequently changing rate is creating problem, almost every 2-month price goes change. chemist having a problem to convince 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.

- Packing of a product is different from all other competitive brand, all iron tonic has 200ml of packing. hepatoglobine is the only product which comes in 300ml,450ml of packing.
- maximum hepatoglobine are sealing as an OTC product so we should also promote it like an OTC product.
- the consumption of hepatoglobine is higher in village compare to urban city's
- dexorange performs more attractive marketing activities and also gives attention to chemist.
- General physician are prescribing more than gynecologist or other doctors

Suggestion-

- change promotion strategy-
- New packing-
- Stop frequently changing price-
- Focus on retailer -
- Product extension -

Product extension



References

- B. N. Karelia and J. G. Buch,2012 Analysis of hematinic formulations available in the Indian market, *Department of Pharmacology, P.D.U Medical College, Rajkot, Gujarat, India*<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3284033/>
- Bafna Pharma to focus on haematinic drug mkt. Available from:[http://smartinvestor.in/company/cNews-cnewsdet-69335-28611-Bafna Pharma to focus on haematinic drug mkt-Bafna Pharmaceuticals Ltd.htm](http://smartinvestor.in/company/cNews-cnewsdet-69335-28611-Bafna%20Pharma%20to%20focus%20on%20haematinic%20drug%20mkt-Bafna%20Pharmaceuticals%20Ltd.htm)
- Indian nutraceuticals market outlook: vision 2022

Thank you