

Market Research and Promotional Strategies on Dermal Product (Glutathione) in Gujarat

By

Nikhil Chhangani

*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 **Mr. Nikhil Chhangani** student of MBA Pharmaceutical Management, The IIHMR University, Jaipur has undergone internship training at **west coast pharma pvt. Ltd, from 5th February 2019- 5th May 2019.**

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

The Internship is in partial fulfilment of the course requirements.

I wish him all success in all his future endeavours.

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

Dr. Sandeep Narula

Dean of Pharmaceutical Management

The IIHMR University, Jaipur

A handwritten signature in blue ink, appearing to read 'Rahul Sharma'.

Mr. Rahul Sharma

Assistant Professor

The IIHMR University, Jaipur

10/05/2019

The Certificate is awarded to

Name: Mr. NIKHIL CHHANGANI

In recognition of having successfully completed his
Dissertation in the department of

Name of Department: Product Management Team

And has successfully completed his Project on
Market evaluation and Assessment of Glutathione

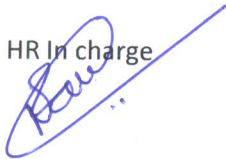
Date: 04/02/2019 to 10/05/2019

Organization: West Coast pharmaceutical

He / She comes across as a committed, sincere & diligent
Person who has a strong drive and zeal for learning

We wish him / her all the best for future endeavors

HR In charge



(Department In charge Person)
10/5/2019

The IIHMR University, Jaipur

CERTIFICATE BY SCHOLAR

This is to certify that the Summer Internship Project titled **Market research and promotional strategies on dermal product (glutathione) in Gujarat** submitted by **Mr. Nikhil Chhangani** Enrolment No. **MBA-PM-0104** under the supervision of **Mr. Ajay Trivedi (director sales & marketing)** and **Mr. Dilipkumar (senior product Manager, Ahmedabad)** for award of MBA in Pharmaceutical Management of the University carried out during the period from **5th February 2019 to 5th May 2019** embodies my original work and has not formed the basis for the award of any degree, diploma associateship, fellowship, titles in this or any other institute or other similar institution of higher learning.

Signature:

Nikhil
19/5/2019

Abbreviations

MR's	Marketing Representatives
BE's	Business Executives
OTC	Over the counter
WHO	World Health Organization

Acknowledgement

The satisfaction and euphoria that accompany the successful completion of the project would be incomplete without the mention of the people who made it possible.

First of all, I express my sage sense of gratitude and indebtedness to **Mr. Ajay Trivedi, (Director sales & marketing), west coast pharma pvt. Ltd.** who gives me this opportunity to work with such a promising industry. I would like to extend my sincere and heartfelt thanks to sir for providing me an opportunity to learn and develop professionally.

I would also like to express my deep sense of gratitude to **Mr. Ajay Trivedi (Director sales & marketing), west coast pharma pvt. Ltd.** I am greatly indebted to him for providing his valuable guidance at all stages of the internship, his advice, constructive suggestion, positive and supportive attitude and continuous encouragement, without which it would have not been possible to complete the project.

To place on record, I owe a debt of gratitude to **Mr. Rahul Sharma, Assistant Professor, IIHMR University** for grooming me and for the inspiration needed to work with dedication and motivation throughout as an Intern at west coast pharma pvt. Ltd.

I hope that I can build upon the experience and knowledge that I have gained and make a valuable contribution towards the industry in coming future.

Last but not the least I am also thankful to all those who have directly or indirectly rendered help in completion of my dissertation report.

Nikhil Chhangani

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Executive Summary

The Glutalight cream, facewash, serum contains Glutathione 2 %, vitamin C, kojic acid, conditionally essential for the skin disorders. It is used to prevent and treat skin related disease. It is used to treat melasma and crow's feet, puffiness of eye, skin whitening, detoxifier, reduces oxidative stress, immune system.

This study is conducted by west coast pharma pvt..Ltd.for launch of Glutalight cream, facewash, serum, as conducted a market assessment survey including 100Dermatologist doctors (including super specialty).

This study helps to understand the market structure of Glutathionein Ahmedabad, physician's prescription pattern and preferences, and some perceptions of doctors and pharmacist regarding the Glutathione molecule.

Study also include the competitor analysis of some major brands that has already been established and captured the market at broader levels.

Introduction of the molecule

“Glutathione is a powerful compound that is produced in every single cell in our and is one of the four essential components that our cells need to thrive (water, oxygen, nutrients) it is even present in our intestinal.”

Glutathione is the combination of three building blocks of protein or amino – acids

- Cysteine
- Glycine
- Glutamine

Glutathione contains thiosulphate group that act like master of antioxidant and all the bad things in the body stick onto it including free radicals and toxins like mercury and the other heavy metals.

Poor diet, pollution: toxins, medications, stress, trauma, aging, infection, and radiation all deplete your glutathione.

Glutathione production in the body begins to slow after around 25 years of age. Depleted level of glutathione creates a condition where the body has to decide whether to use it for supporting immune system or for muscular system or any other function.

BENEFITS OF GLUTATHIONE: -

- increases energy
- slows down the aging process
- reduces muscle & joint discomfort
- strengthens immune system
- detoxifies the liver & cells
- improves mental focus & quality
- reduces the effect of stress
- improves the skin
- athletic performance and survey



FUNCTION OF GLUTATHIONE: -

- component of an anti-oxidant enzymes (glutathione peroxidase)
- maintains integrity of RBC membrane
- protect Hb from oxidation by H_2O_2
- helping the liver and gallbladder deal with fats
- assisting regular cell death (a process known as apoptosis)

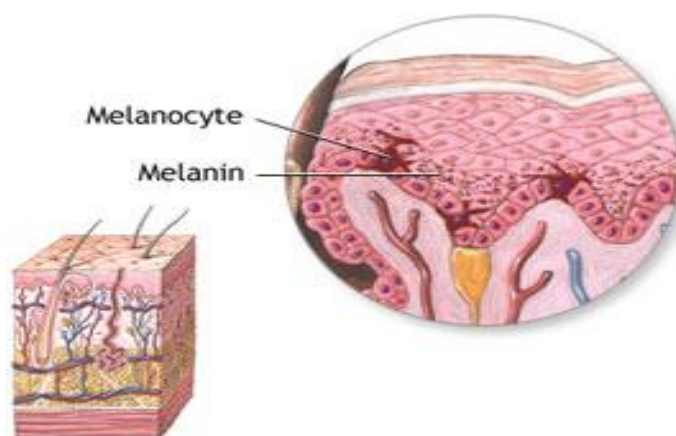
USE OF GLUTATHIONE IN SKIN

- WINEMAKING

The context of glutathione in should, the primary raw type of alcohol, determines the browning, or caramelizing impact, throughout the assembly of vino by tack the caffeoyl hydroxy acid quinones generated by enzymic reaction as grape reaction product. Its concentration in wine will be determined by UPLC-MRM mass spectroscopy

- COSMETICS

Glutathione plays a vital role in preventing aerophilous harm to the skin. Glutathione utilizes totally different mechanisms to exert its action as a skin lightening agent at numerous levels of melanogenesis. It inhibits animal pigment synthesis by suggests that of stopping the neurochemical precursor L-DOPA's ability to act with tyrosinase within the method of animal pigment production.



Literature review

In generalized estimating analyses, animal pigment index and ultraviolet spots of all sites as well as face and arm usually all a part of once given GSH and GSSG attended be below placebo. At some sites evaluated, subjects WHO received GSH showed a major reduction in wrinkles compared with those taking placebo. we tend to|there have been} no serious adverse effects throughout the study we all area unit noted glutathione play necessary role to shield our body in term of system, relief aerophilic stress, detoxifier in liver

oral glutathione, 250 mg/d, in each reduced and change forms effectively influences skin properties. Overall, glutathione in each forms area unit well tolerated.

“Glutathione plays an important role in shielding cellular macromolecules from endogenous and exogenous reactive chemical element and atomic number 7 species. whereas it directly quenches some free radicals, of maybe larger importance is that it deals directly with the causes of aerophilic stress like mercury and POPs.

,Glutathione (GSH) may be a present compound thiol that has been rumored to cause disease of the skin like- skin lightening, melasma, physiological condition, crow’s feet in an exceedingly manner that many mechanisms are projected. Highest plasma concentrations area unit achieved with IV administration however area unit in the middle of larger levels of risk. Oral administration has been less triple-crown in elevating plasma GSH levels.

Objective:

- To Study the Derma Market, Practice Pattern and Vis a vis Glutathione standing and suggesting the strategy to take Glutathione ahead in Ahmedabad Division
- To find the top competitors and to analyse the market share of other brands in Ahmedabad city

Research Methodology

Research study design: Descriptive study design was used in this study. Descriptive research design was considered best for it is a scientific method, which involve observing, describing recording, analysing and reporting conditions that exists without alterations.

Target Population: Dermatologist

Sample Size: During the study only 159 respondents filled questionnaire.

Study Area: Ahmedabad (Gujarat)

Time Period: 5th March 2018 – 5th May 2019

Sampling Technique: The researcher used Non-Probability (convenience) sampling to get the sample size.

Instruments: The researcher main instruments for data collections were mixed ended questionnaires, semi structured interviews and secondary data collection.

Data Collection Methods: The researcher involved data collection from primary and secondary sources. The primary data was collected through questionnaires (mixed ended) and semi structured interviews.

Personal interviews gave an in depth into the information; and eliminated misinterpretation. Questionnaire had the advantage that the respondent had adequate time to respond to questions and free from bias because the respondents were guided, and interviewer did not influence answers. The secondary data were obtained from published material, journals and internet sources.

Launch plan activity for Glutalight range -cream /facewash/serum

**In Current situation and Time, It's Time
To ATTACK
and demolish the enemies (Competitors)
To receive the "Gallantry Awards"**



D& C- SURGICAL STRIKE

On Dermatologists and Cosmetologists.

Objective:

- Visit the Dermatologists, Cosmetologists and Hair therapists.
- Attack in a more planned way
 - Estimate your total arms and ammunition (saleable stock available at Retailer).
 - Take feedback of the doctors for the products Regrow 5%, Haironic Oil, Regrow Gel, and Highgrow Tablets Glutalight cream /facewash/ serum.
 - Give single shot at head. (Try to convert each call with your best)
- Check on the requirement of the clinic. (Especially Scheme).
- Focus on KOL's and their Feedback. Overview the type of patient crowd at the clinics.

Days of Surgical Strike:



Module:

- Each PSR has to attack on hair care consumers and Dr's at least 10 Dermatologist/ Cosmetologists per day.
- Each PSR to check ammunition (saleable stocks), before strike at 10 retailers/ day and meet chemists to boost up the sale. [Note the reason for non-sale (If Any)]

- All Weapon (Saleable Stock) to be utilized during surgical strike and accounting of the same to be provided in the review meetings.

ALERT

- Any PSR failed to launch missile (get POB) will not be consider for the Gallantry Award.

“THROUGH YOURSELF TO RIGHT ENEMIES (KOL’S), TO REACH THEIR BUNKERS (CLINICS) AND ATTACK (CONVINCE)”

Rewards

Award	Eligibility	Reward
D- Shaurya Chakra	POB: (Worth 50,000/-) Regrow-5 %: 200 Glutalight cream: 50 Glutalight facewash: 50 Glutalight serum:50	Certificate of honor
D- Veer Chakra	POB: (Worth 75,000/-) Regrow-5%: 300 Glutalight cream: 55 Glutalight facewash: 70 Glutalight serum:80	Certificate of honor + Cash Prize of Rs. 2000/-
D- Maha Veer Chakra	POB: (Worth 1,00,000/-) Regrow-5%: 400 Glutalight cream: 60 Glutalight facewash: 80 Glutalight serum:100	Certificate of honor + Cash Prize of Rs. 4000/-
D- Param Veer Chakra	POB: (Worth 1,25,000/-) Regrow-5%: 500 Glutalight cream: 100	Certificate of honor + Cash Prize of Rs. 6000/-

	Glutalight facewash: 150	
	Glutalight serum:200	

Terms & Conditions

- Goods shall be sold on non-returnable basis.
- Proof of supply to be provided.

Reporting

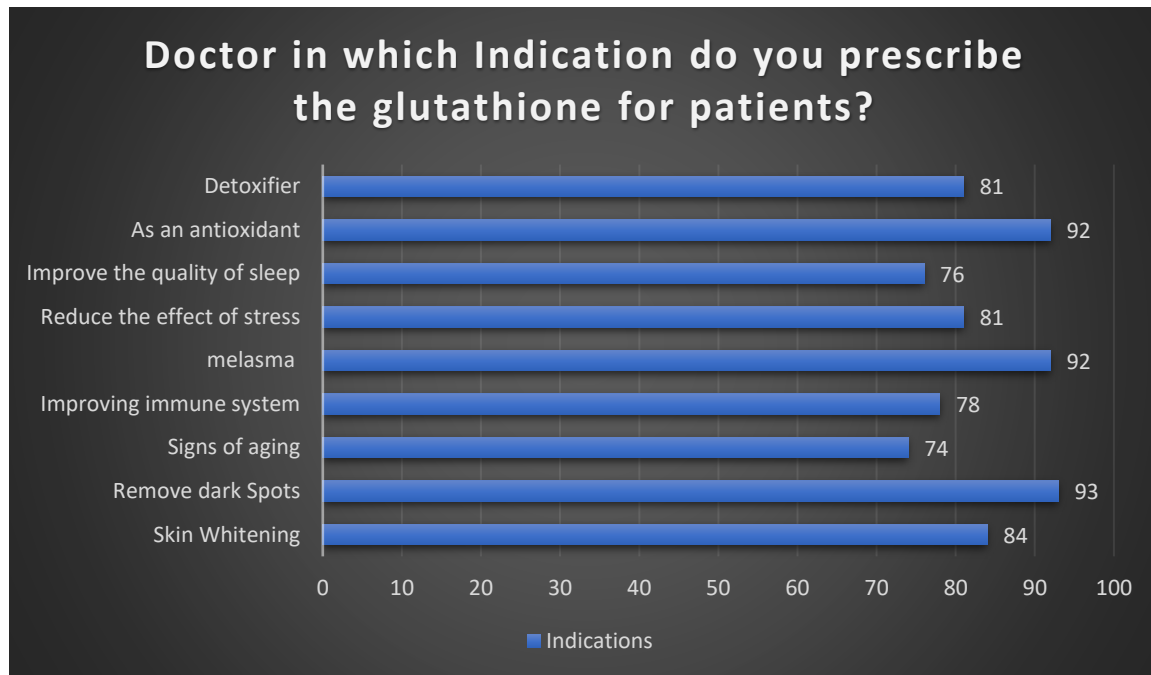
- Before starting work each PSR to share plan on WhatsApp D & C-Surgical strike Group in below mentioned format:
 - Date:
 - Working with
 - Doctor planned (Name, Specialty)
 - Time of Scheduled meeting
- After working each PSR to report on WhatsApp D & C-Surgical Strike Group in below mentioned format:
 - Date:
 - Worked with:
 - Doctor call: Specialty:
 - Chemist Call:
 - Conversion:
 - POB
 - Regrow 5
 - Haironic Oil
 - Regrow Gel
 - High Grow Tablets
 - Glutalight range
- All ASM to compile the data and email it on marketing@westcoastin.com by end of the day
- ZSM/NSM to compile their respective data and submit next day morning strictly before 11:00 Am to marketing@westcoastin.com and ajaytrivedi@westcoastin.com

Let us all put efforts to make this D & C-Surgical Strike successful and make _____victorious by effectively doing D & C-Surgical Strike on Dermatologists and Cosmetologists.

VijayiBhavah!

Data Analysis and Presentation:

Question 1: Doctor in which indication do you prescribe the Glutathione for patients?

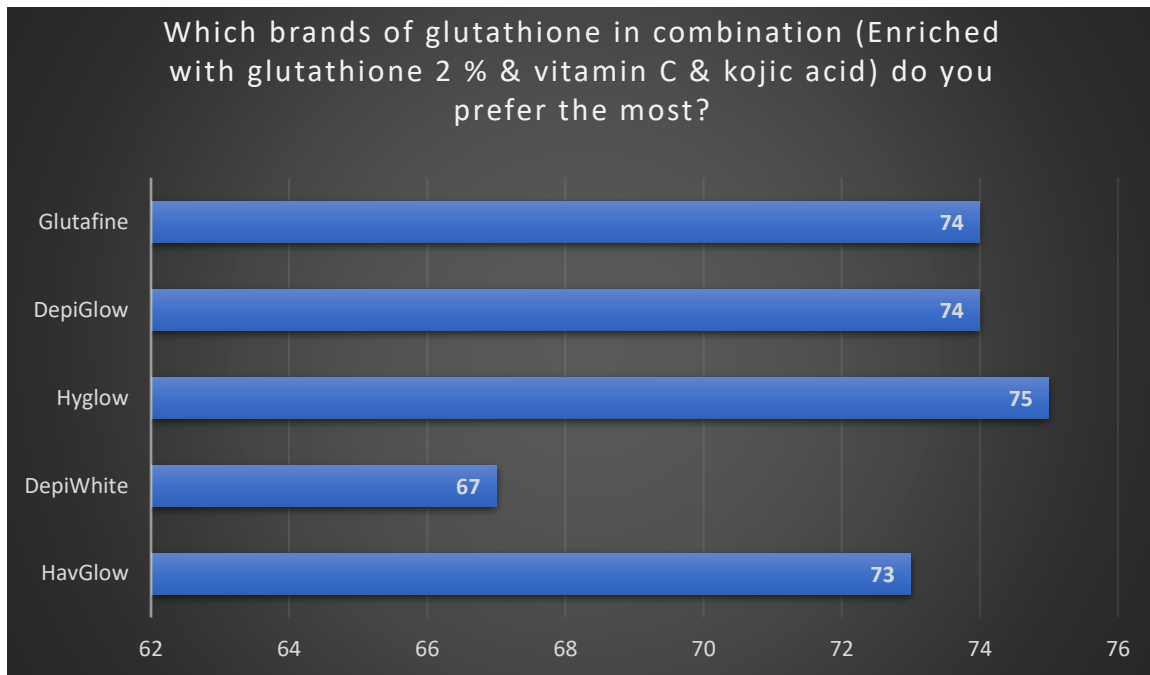


- skin whitening
- Reduce the effect of stress
- Remove dark spots
- Improve the quality of sleep
- Signs of aging
- As an antioxidant
- Improving immune system
- Detoxifier
- melasma

Interpretation: It was found that Glutathione is majorly prescribed for almost all of the above indication and no pattern is observed.

To remove Dark spots & as an antioxidant are the major indications for which Glutathione is used.

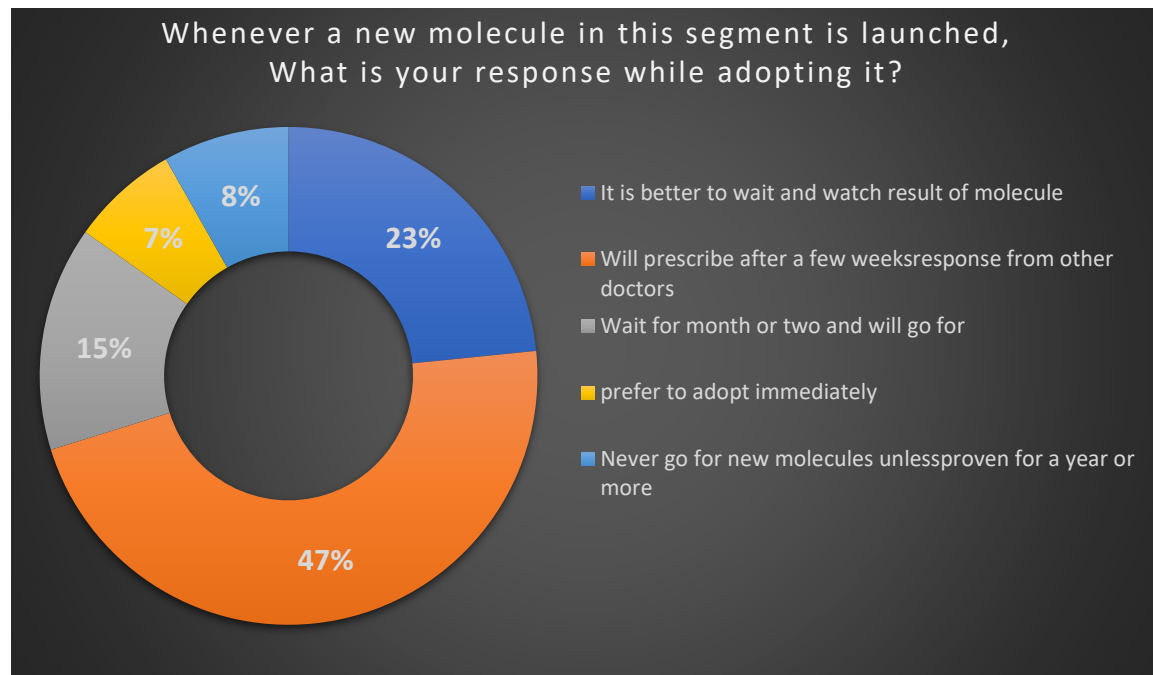
Question 2: Which brands of glutathione in combination (Enriched with glutathione 2 % & vitamin C & kojic acid) do you prefer the most?



- Havglow
- DepiGlow
- Hyglow
- Glutafine
- Depiwhite

Interpretation: it was found that most of the doctors will prescribe HYGLOW, DEPIGLOW, GLUTAFINE, HAVGLOW all of the above major competitor as it captures almost 75 % of the total Ahmedabad market.

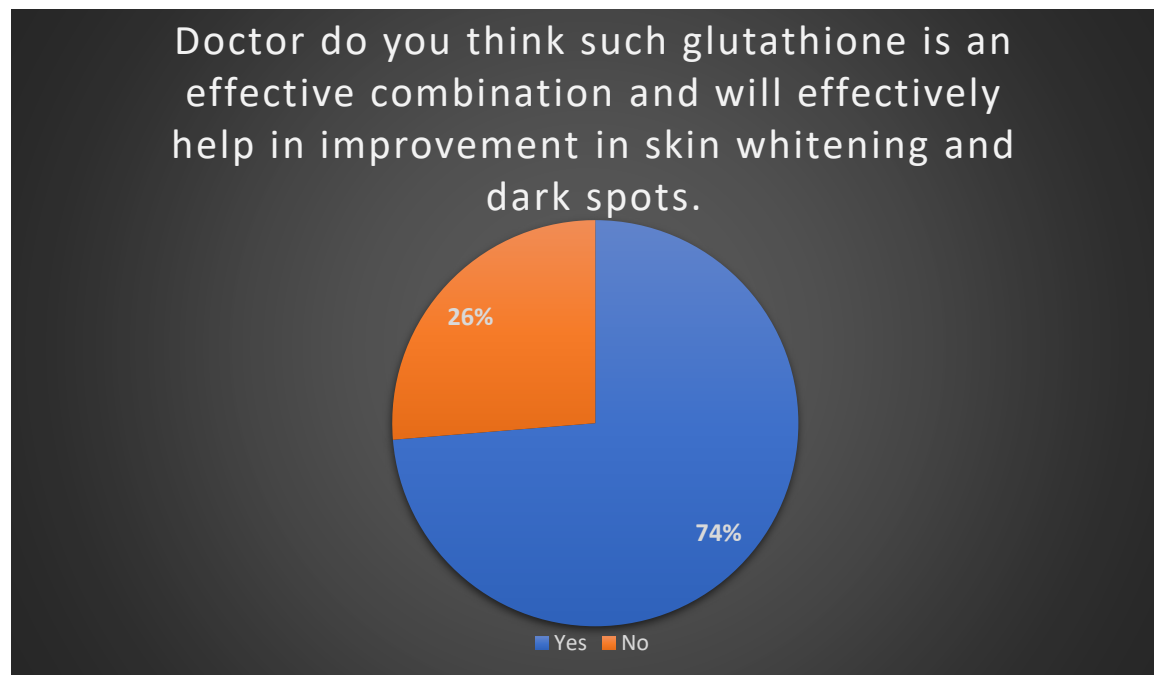
Question 3:Whenever a new molecule in this segment is launched, what is your response while adopting it? Please tick



- Prefer to Adopt immediately
- Will prescribe after a few weeks' response from other doctors
- Wait for month or two and will go for
- It is better to wait and watch
- Never go for new molecules unless proven for a year or more

Interpretation: it was found that 47% doctors will prescribe after a few weeks' response from other doctor & 23% doctors says it is better to wait and watch result of molecule.

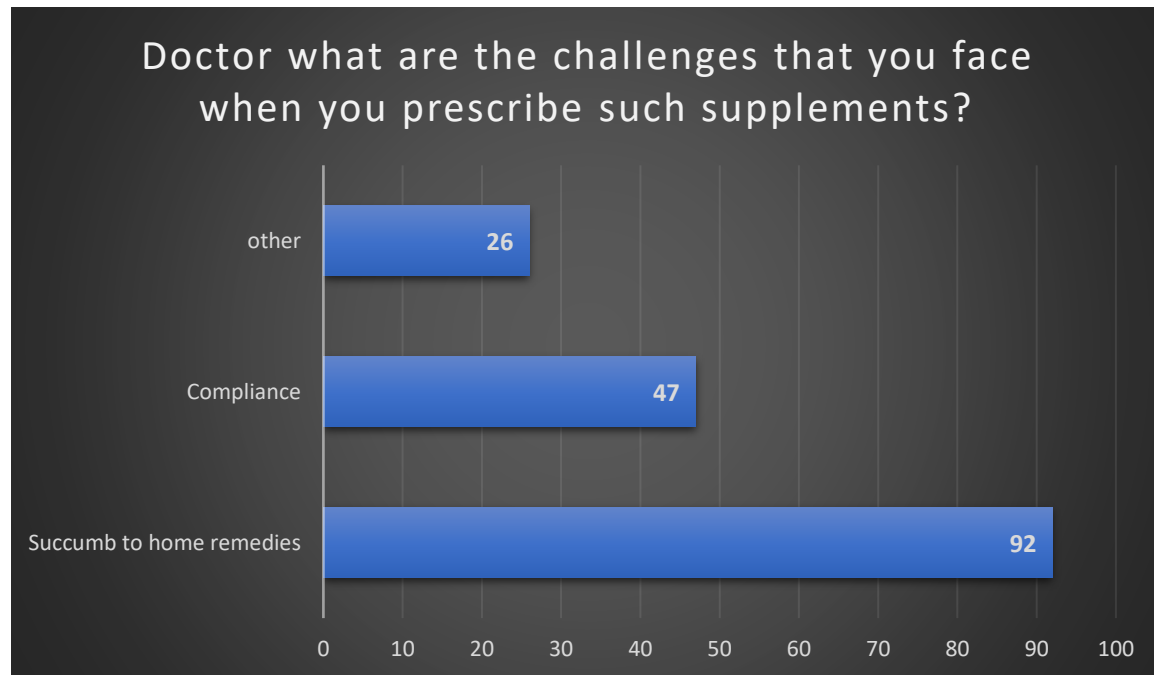
Question 4: Doctor do you think such glutathione (enriched with glutathione 2 % & vitamin C, kojic acid) is an effective combination and will effectively help in improvement in skin whitening and dark spots.



- Yes
- No

Interpretation: it was found that 76% doctors have the perception that these combinations is an effective combination and will effectively help in skin whitening and dark spots.

Question 5: Doctor what are the challenges that you face when you prescribe such supplements?

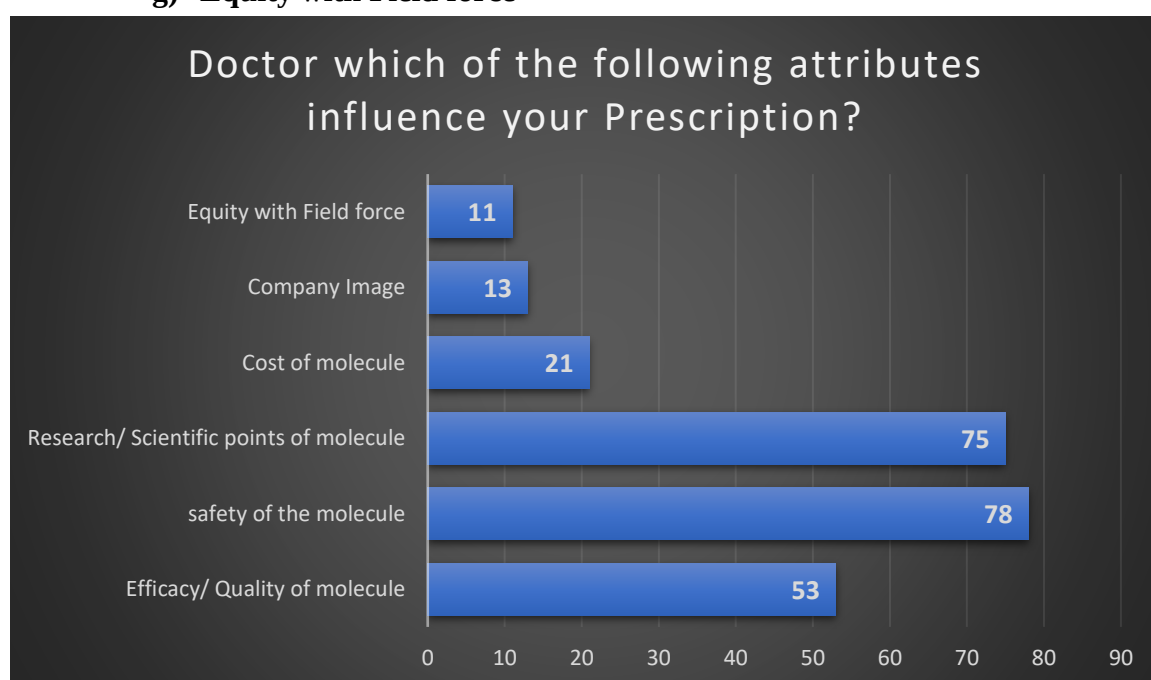


- Succumb to home remedies
- Compliance
- Others

Interpretation: The major challenges faced by doctors at patient's level are succumb to home remedies which came to be around 92% from this survey. compliance is another challenge and 47% of the doctors faced this as a challenge. 26% of the doctors faced others as a challenge.

Question 6: Doctor which of the following attributes influence your Prescription?

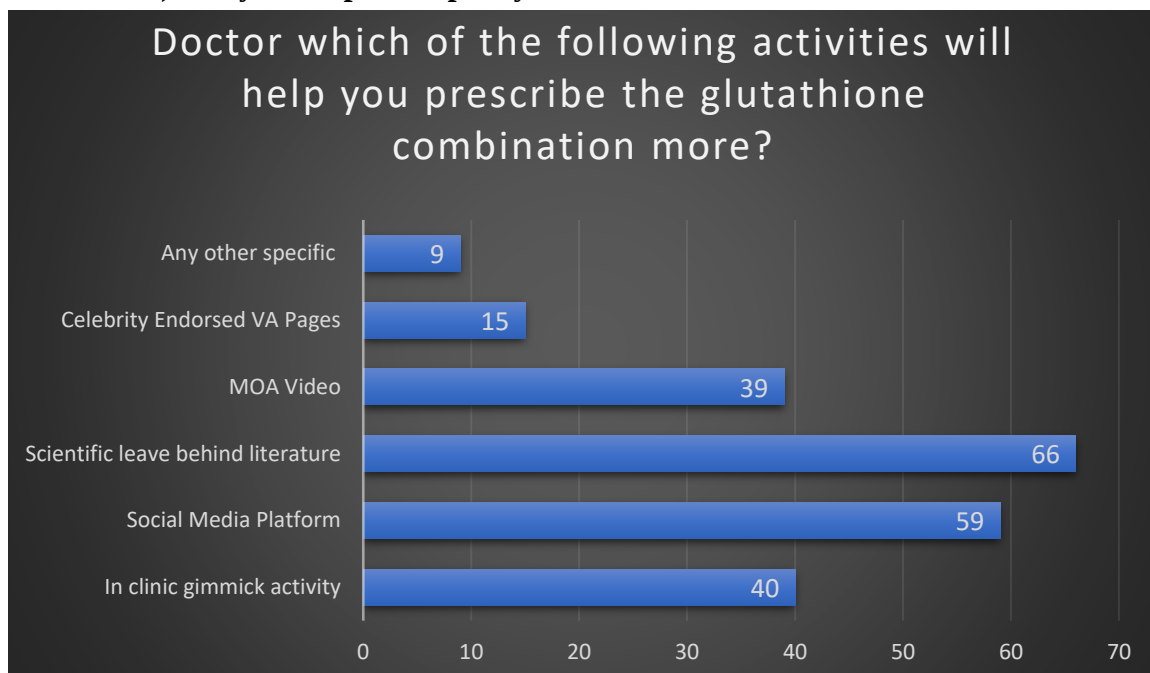
- a) Efficacy/ Quality of Molecule
- b) Safety of the molecule
- c) Research/ scientific points of the Molecule
- d) Creative communication/ in clinic activity by the molecule
- e) Cost of the molecule
- f) Company Image
- g) Equity with Field force



Interpretation: It was found that 78% doctors concerns about the safety of the molecule and 75% of the doctor's concerns about the research and scientific points of the molecule. 53% also concerns about the efficacy and quality of the molecule while other attributes are minorly concerned that are company image, cost of the molecule and creative communication in clinic activity by the molecule. None of the doctor is concerned with the Equity with field force.

Question 7: Doctor which of the following activities will help you prescribe the glutathione combination more?

- a) In clinic gimmick activity
- b) Social media platform
- c) Scientific leave behind literature
- d) MOA video
- e) Celebrity Endorsed VA pages
- f) Any other please specify



Interpretation: 66% of the doctors goes for scientific leave behind literature for prescribing the prescription. 59% of the doctors go for the Social media platform. 40% doctors check the Clinical evidence. Other attributes are I PAD Demonstrations by BE's, Celebrity Endorsed VA Pages, MOA videos or any other specific reasons.

Conclusion

Glutathione molecule is clinically renowned for their cosmetic properties and can be used in some disease like oxidative stress, skin whitening, dark spots, melasma, hyperpigmentation etc. Although, HYGLOW, DEPIGLOW, GLUTAFINE, HAVGLOW are the Major Competitor brands of glutathione. This brand needs more promotion as there is a lack of brand awareness. Compliance is the major challenge that is faced by doctors at Patients level

West coast Company need a lot of end to end promotions to enhance the sales of this product. Collection of Prompt Feedbacks from the physicians as well as from customers level should helps in enhancing the sales.

Marketing Representatives and BE's should get enough training and education regarding this product so that they can give a better explanation to the doctors and influence them to write the prescription. This will lead to help the effective and efficient doctors calls by BE's and MR's.

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Survey on Glutathione(West Coast Pharma Works Ltd.)

Doctor.....

Place.....

Specialty.....

1. Doctor in which indications do you prescribe the glutathione for patients?

skin whitening

☐

Reduce the effect of stress

☐

remove dark spots

☐

Improve the quality of sleep

☐

signs of aging

☐

as an antioxidant

☐

Improving immune system

☐

Detoxifier

☐

melasma

☐

2. a) Which brands of glutathione in combination (Enriched with glutathione 2 % & vitamin C & kojic acid) do you prefer the most?

1. HAVGLOW

2. DEPIWHITE

3. HYGLOW

4.

DEPIGLOW _____

5. GLUTAFINE

6. _____

7.

3. Doctor what is the recall message of the top 3 brands in glutathione that you prefer?

Brands	Recall message/element

4. Whenever a new molecule in this segment is launched, what is your response while adopting it? Please tick

- ☐ Prefer to Adopt immediately
- ☐ Will prescribe after a few weeks' response from other doctors
- ☐ Wait for month or two and will go for
- ☐ It is better to wait and watch
- ☐ Never go for new molecules unless proven for a year or more

5. Doctor do you think such glutathione (enriched with glutathione 2 % & vitamin C, kojic acid) is an effective combination and will effectively help in improvement in skin whitening and dark spots.

Yes

☐

No

☐

6. a) Doctor what are the challenges that you face when you prescribe such supplements?

At patient's level:

Succumb to home remedies
Compliance
Other _____

7. Doctor how can we partner with you and help you overcome above challenges by means of inputs?

8. Doctor which of the following attributes influence your Prescription?

- a) **Efficacy/ Quality of Molecule**
- b) **Safety of the molecule**
- c) **Research/ scientific points of the Molecule**
- d) **Creative communication/ in clinic activity by the molecule**
- e) **Cost of the molecule**
- f) **Company Image**
- g) **Equity with Field force**

9. Doctor which of the following activities will help you prescribe the glutathione combination more?

- a) **In clinic gimmick activity**
- b) **Social media platform**
- c) **Scientific leave behind literature**
- d) **MOA video**
- e) **Celebrity Endorsed VA pages**
- f) **Any other please specify**

10. Doctor would you like to add any comments?

Thanks for participating in the Survey