



Market research and promotional strategies on dermal product (glutathione) in Gujarat

Nikhil Chhangani

MBA PM 09

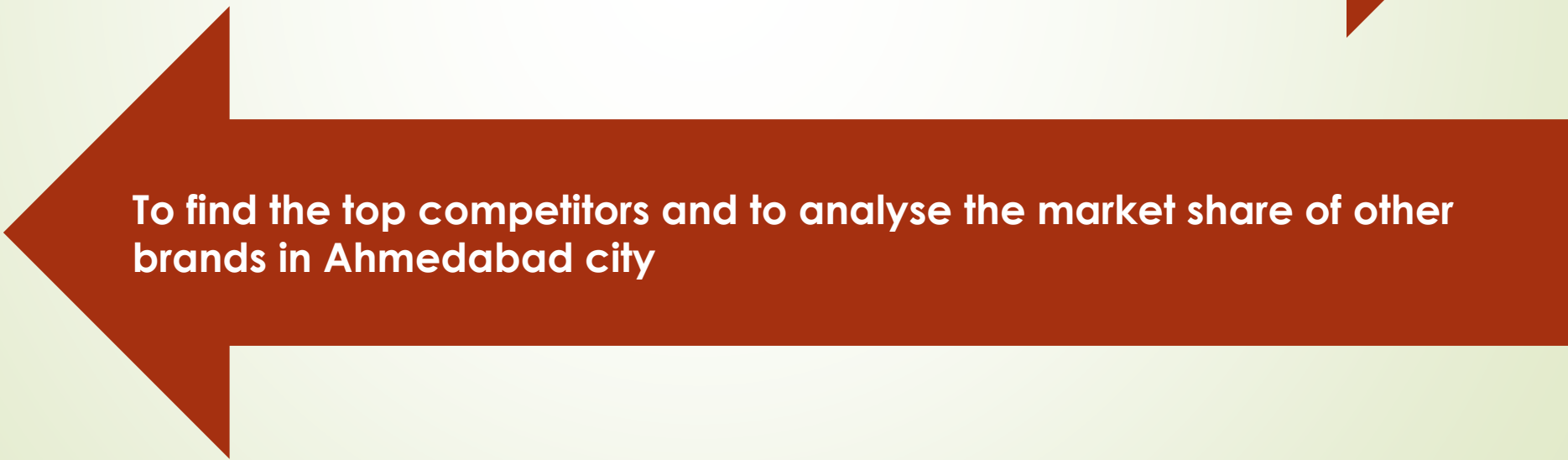
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Research Objective



To Study the Derma Market, Practice Pattern and Vis a vis Glutathione standing and suggesting the strategy to promote Glutathione



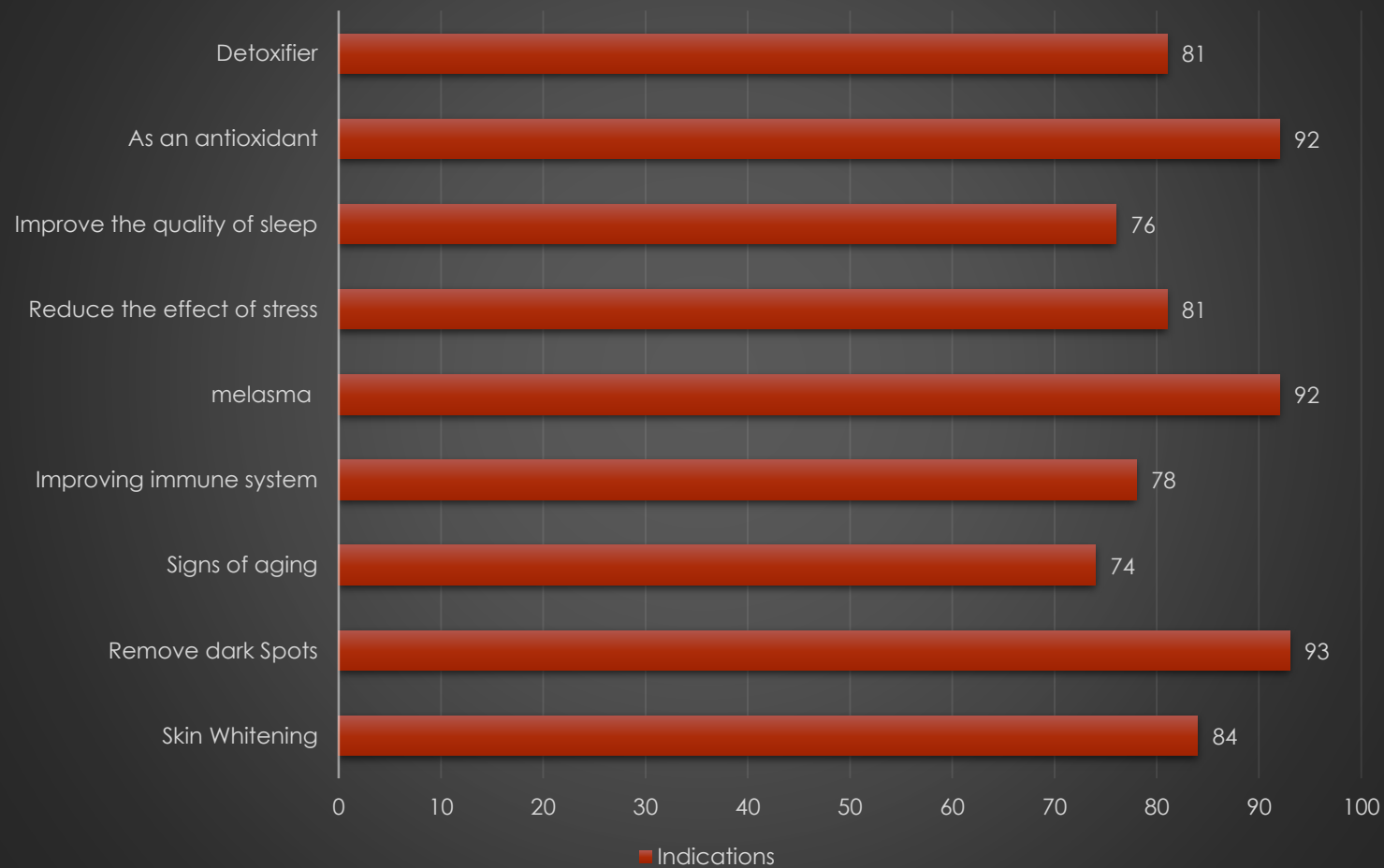
To find the top competitors and to analyse the market share of other brands in Ahmedabad city



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.
- **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.

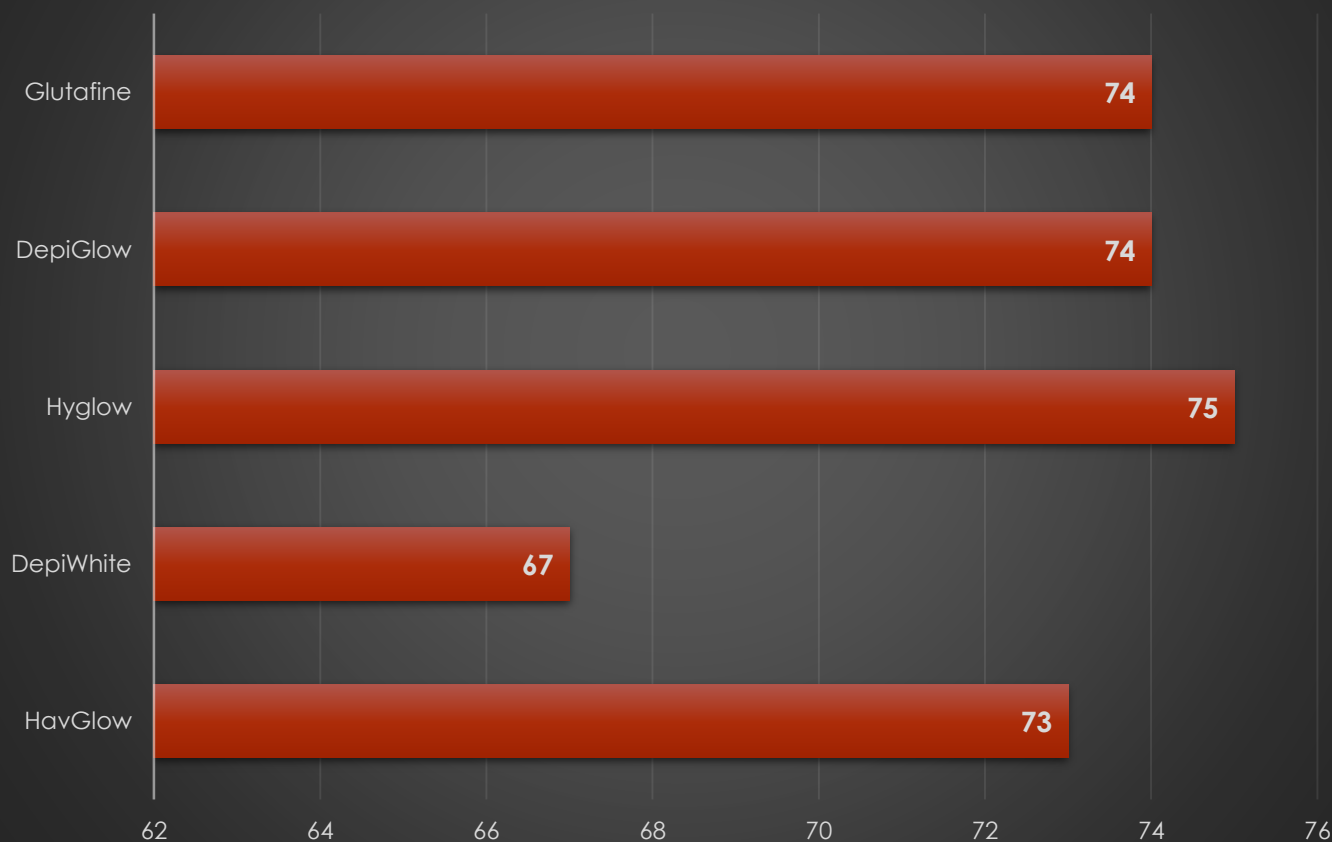
Doctor in which Indication do you prescribe the glutathione for patients?



It was found that Glutathione is majorly prescribed for almost all of the above indication

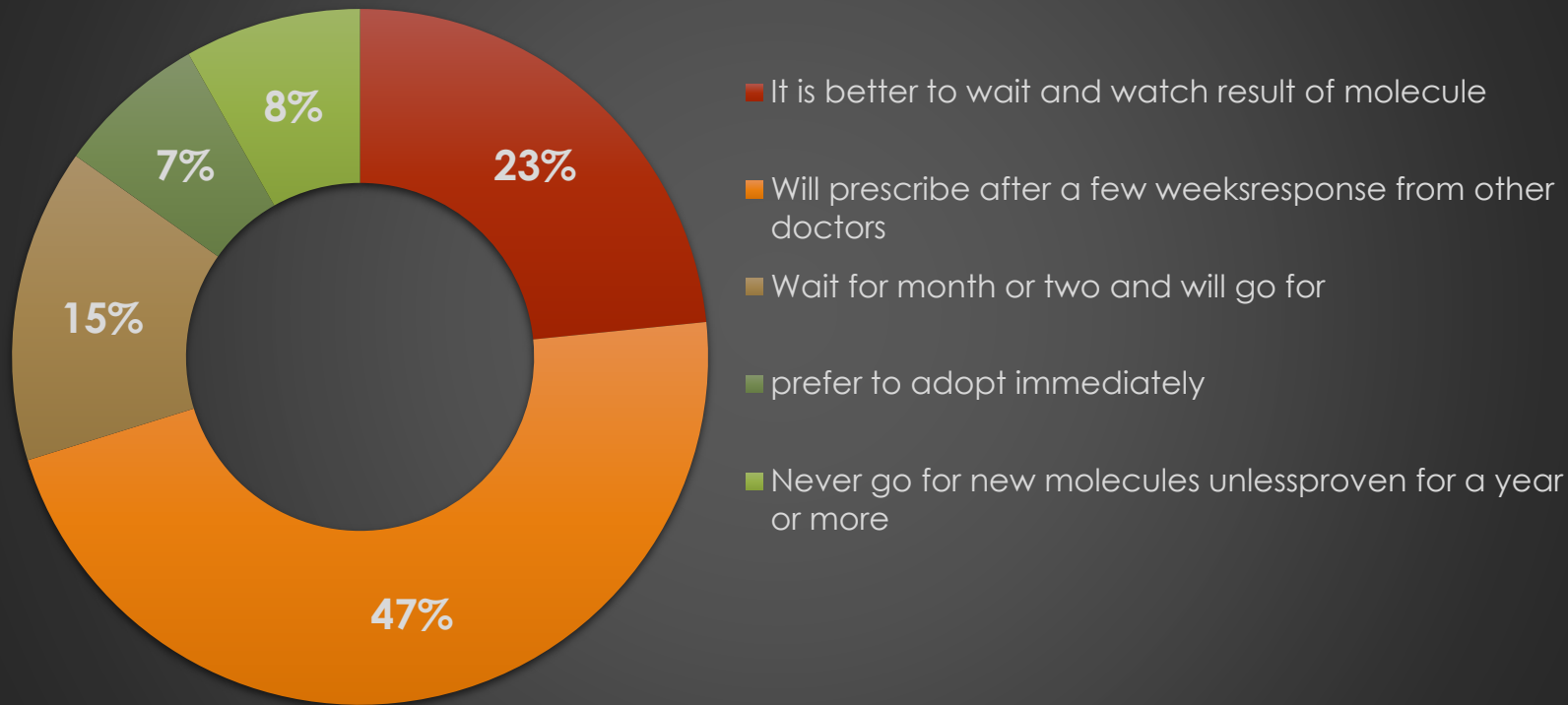
To remove Dark spots & as an antioxidant are the major indications for which Glutathione is used.

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



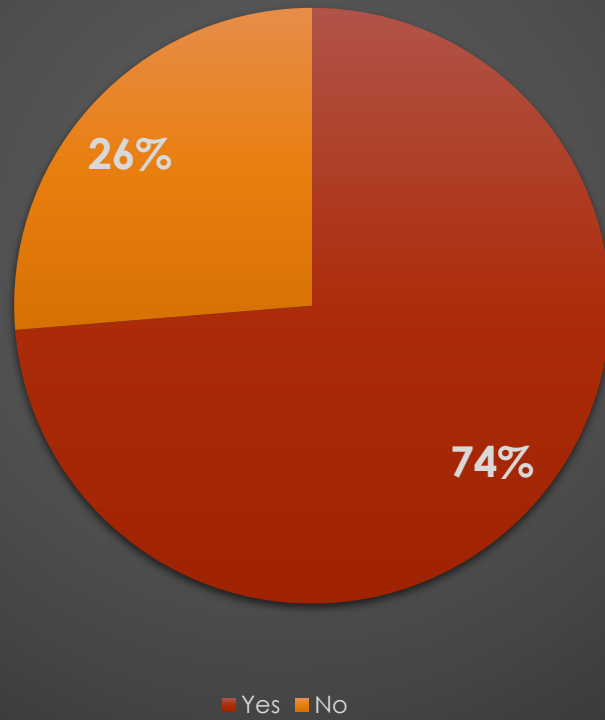
It was found that most of the doctors will prescribe HYGLOW, DEPIGLOW, GLUTAFINE, HAVGLOW all of the above major competitor as it captures almost 75 % of the total Ahmedabad market.

Whenever a new molecule in this segment is launched, What is your response while adopting it?



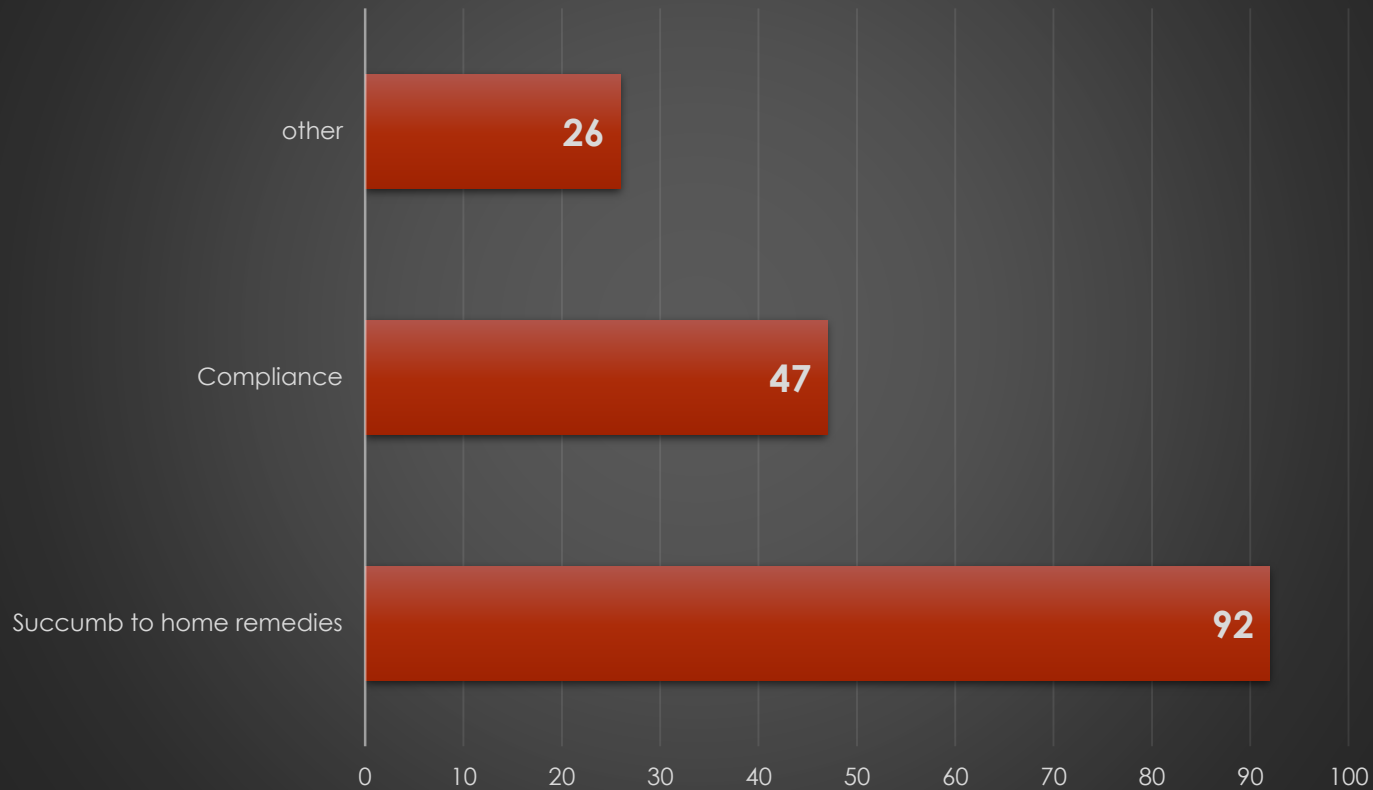
It was found that 47% doctors will prescribe after a few weeks' response from other doctor & 23% doctors says it is better to wait and watch result of molecule.

Doctor do you think such glutathione is an effective combination and will effectively help in improvement in skin whitening and dark spots.



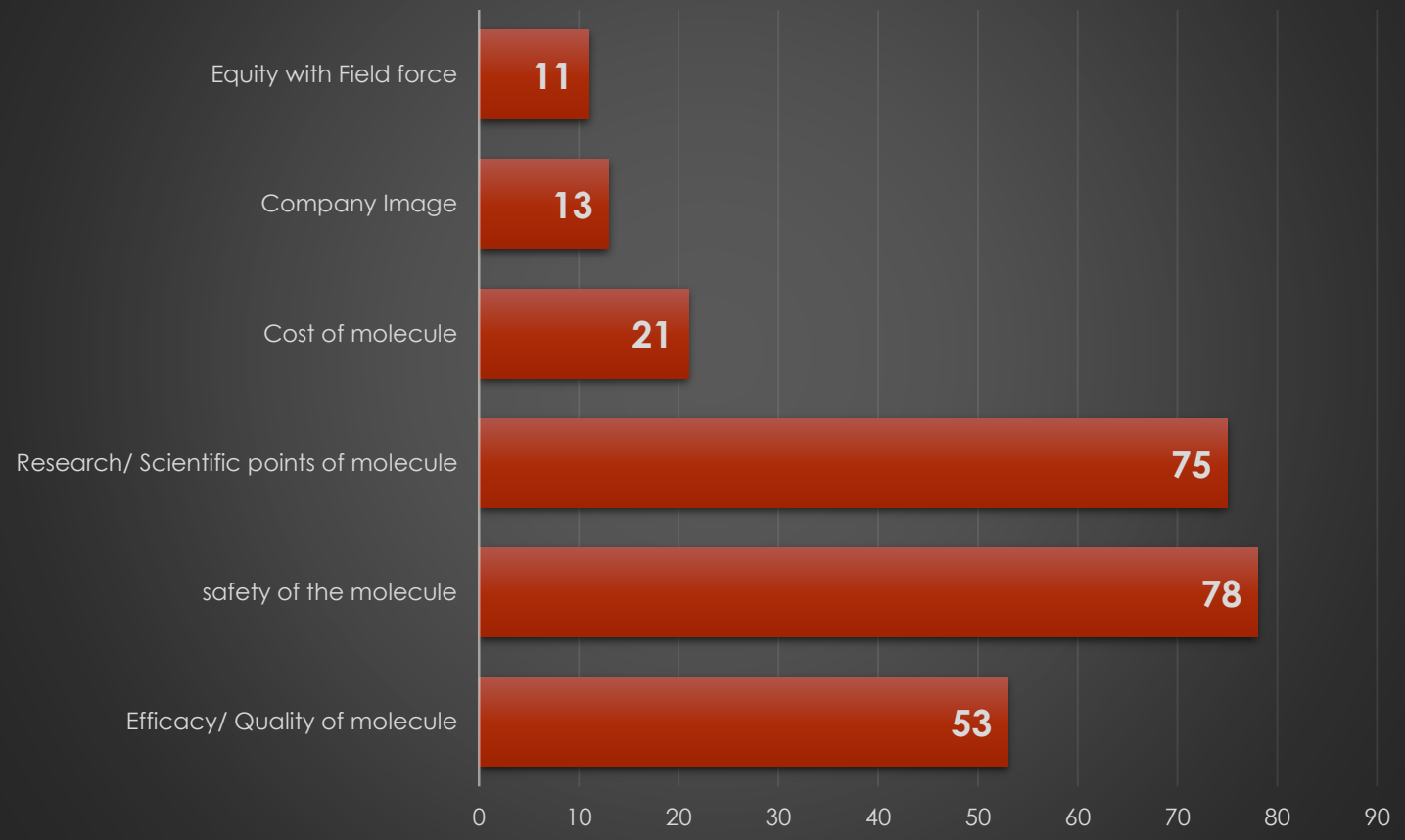
It was found that 74% doctors have the perception that these combinations is an effective combination and will effectively help in skin whitening and dark spots

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



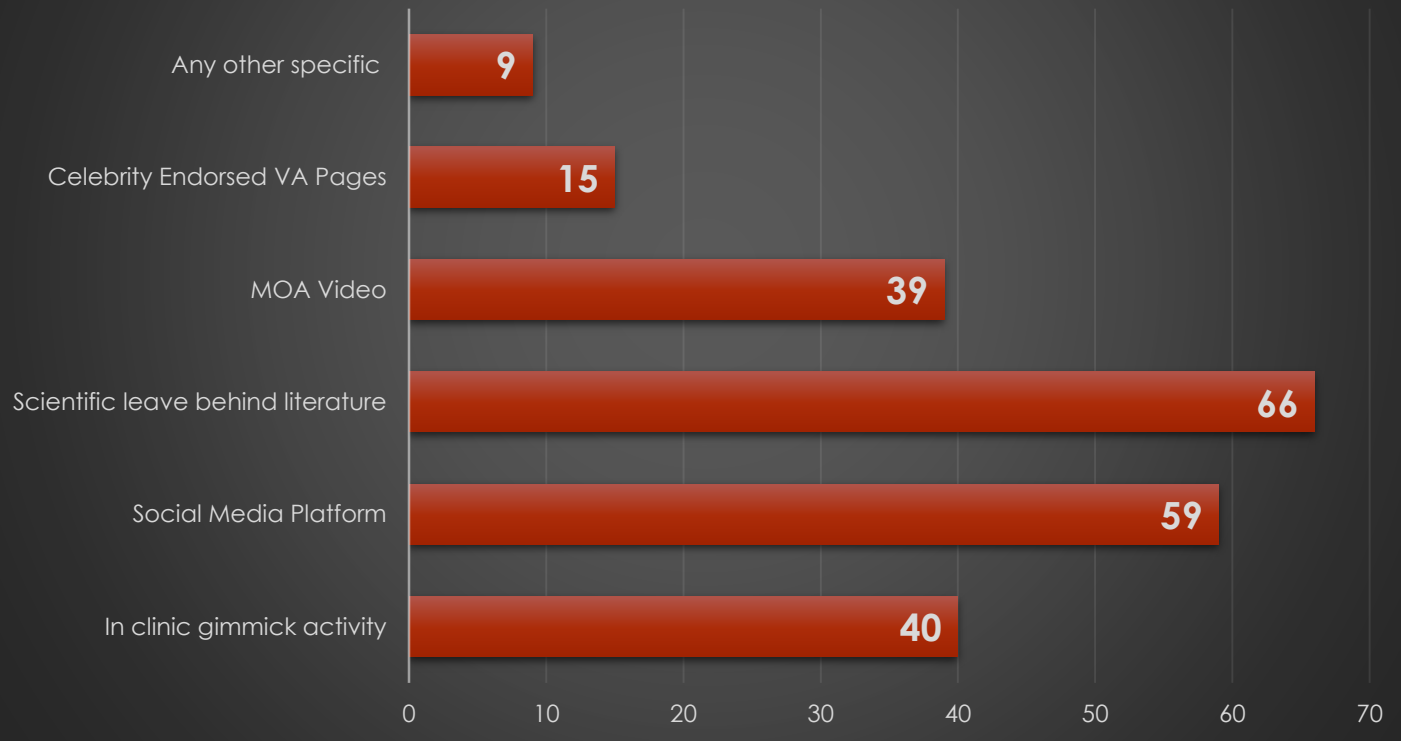
The major challenges faced by doctors at patient's level are succumb to home remedies which came to be around 92% from this survey. compliance is another challenge and 47% of the doctors faced this as a challenge. 26% of the doctors faced others as a challenge.

Doctor which of the following attributes influence your Prescription?



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.

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



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 IPAD Demonstrations by BE's, Celebrity Endorsed VA Pages, MOA videos or any other specific reasons

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.



Objectives

- 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.



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

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

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 Glutalight facewash: 150 Glutalight serum:200	Certificate of honor + Cash Prize of Rs. 6000/-



Conclusion

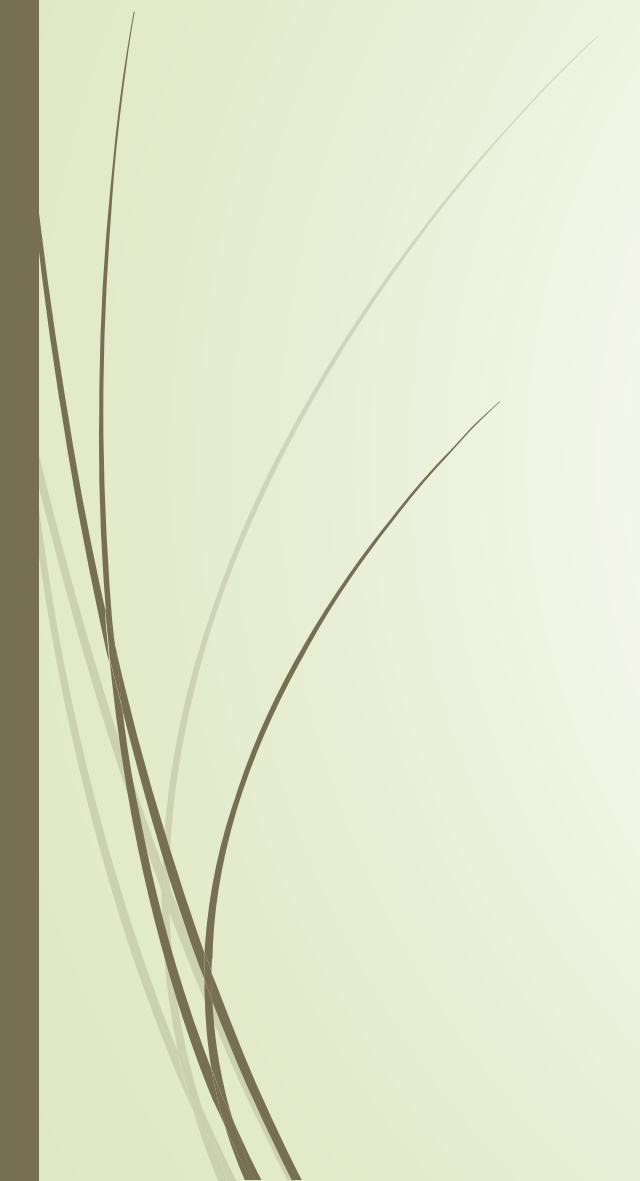
- Glutathione molecule is clinically renowned for their cosmetic properties and can be used in some disease like oxidative stress, skin whitening, dark spots, melasma, hyperpigmentation etc.
- Although, HYGLOW, DEPIGLOW, GLUTAFINE, HAVGLOW are the Major Competitor brands of glutathione. Glutalight brand needs more promotion and awareness.
- 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.



References



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- Juhlin L, E. L. (1982). Blood glutathione-peroxidase levels in skin diseases: effect of selenium and vitamin E treatment. Acta Derm Venereol, 211-4.



Thank you