

Dissertation Project

“Study on Repositioning of NVM Tablet in Delhi”

Submitted in Partial Fulfillment of the Requirements for the Award of
Degree of MBA (Pharmaceutical Management)

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BACKGROUND OF STUDY

- ▶ This project is mainly focused on to find the strategies for repositioning of NVM tablet which will be later included in the promotional strategies of the NVM tablet brand.
- ▶ Neurotropic vitamins market share was occupied by various brands in market like Neurobion Forte, Optineuron, Cynocal 16, etc.
- ▶ this project is framed to find out the various factors that would be essential for repositioning of the product to sustain and increase its sale and increase the market share of NVM tablet.

RATIONALE OF THE STUDY

- ▶ This project is performed to identify the various strategies which is needed for brand repositioning of NVM Tablet.
 - ▶ This project include survey of doctors to know their opinion about neurotropic vitamins because minute difference brought by the different companies by collecting thorough knowledge of competitors Product and doctor opinion.
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RESEARCH QUESTION:

- ▶ What is opinion of doctor about neurotropic vitamin tablet

OBJECTIVE:

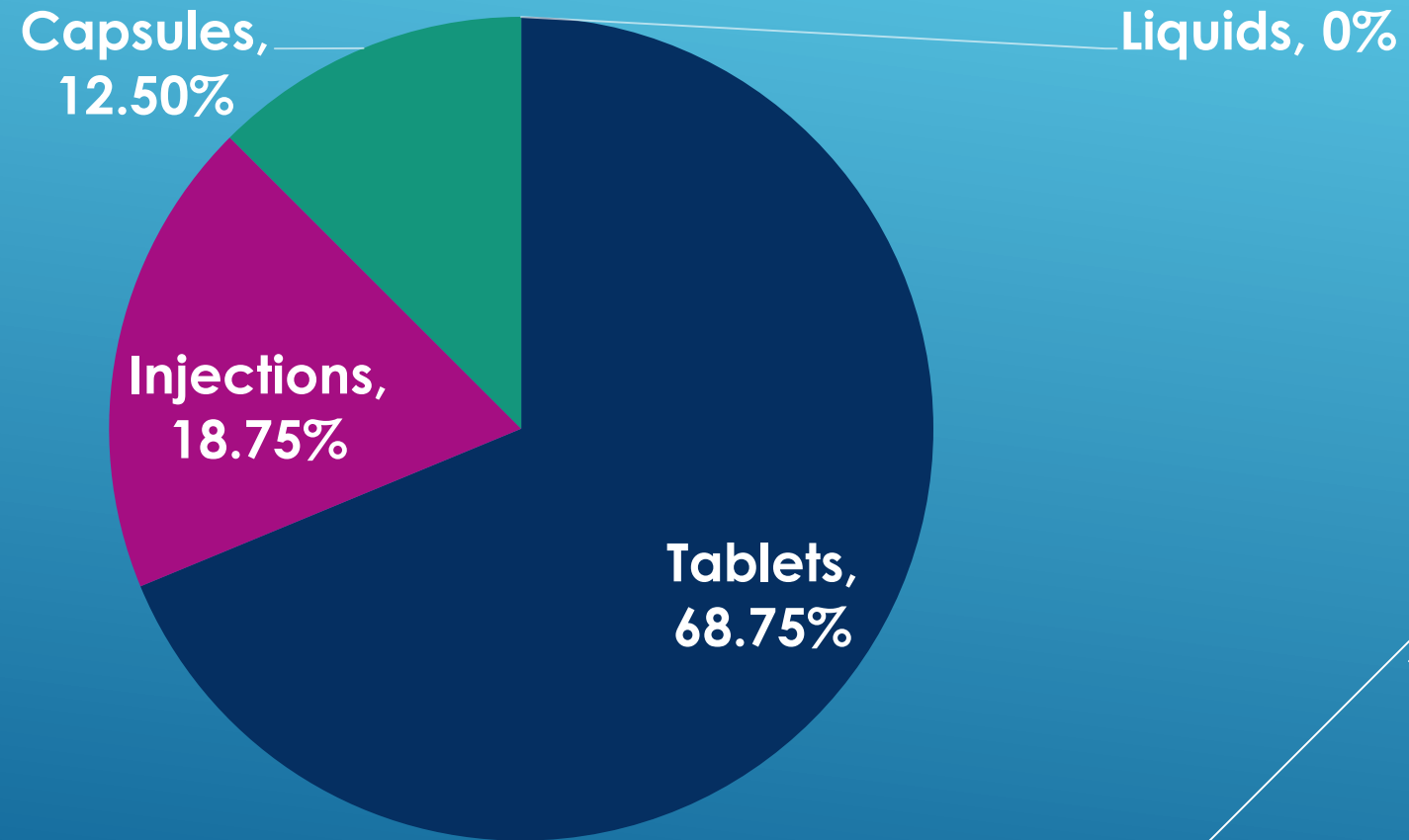
- ▶ To find out the various strategies for repositioning of NVM tablet.
 - ▶ To find out doctors opinion about neurotropic vitamin tablet.
 - ▶ To find out which parameter should be more focused to increase market share of NVM tablet.
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METHODOLOGY

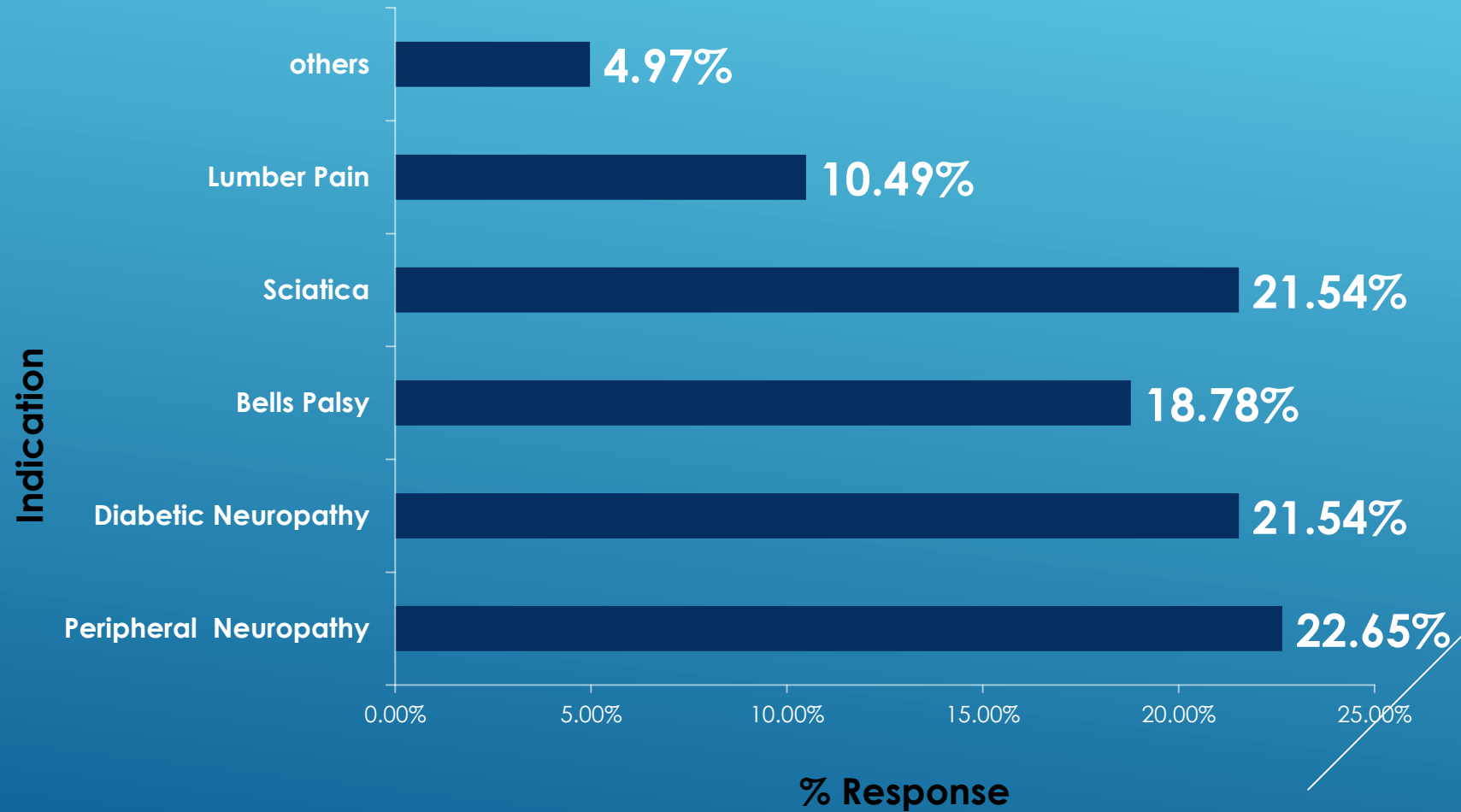
- ▶ Sample area: Delhi, India
 - ▶ Study design: Descriptive study
 - ▶ Study type: Analytical study
 - ▶ Sampling: Convenience Sampling
 - ▶ Sample size: 50 Doctors and 74 Chemists in Delhi city.
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RESULT & DISCUSSION

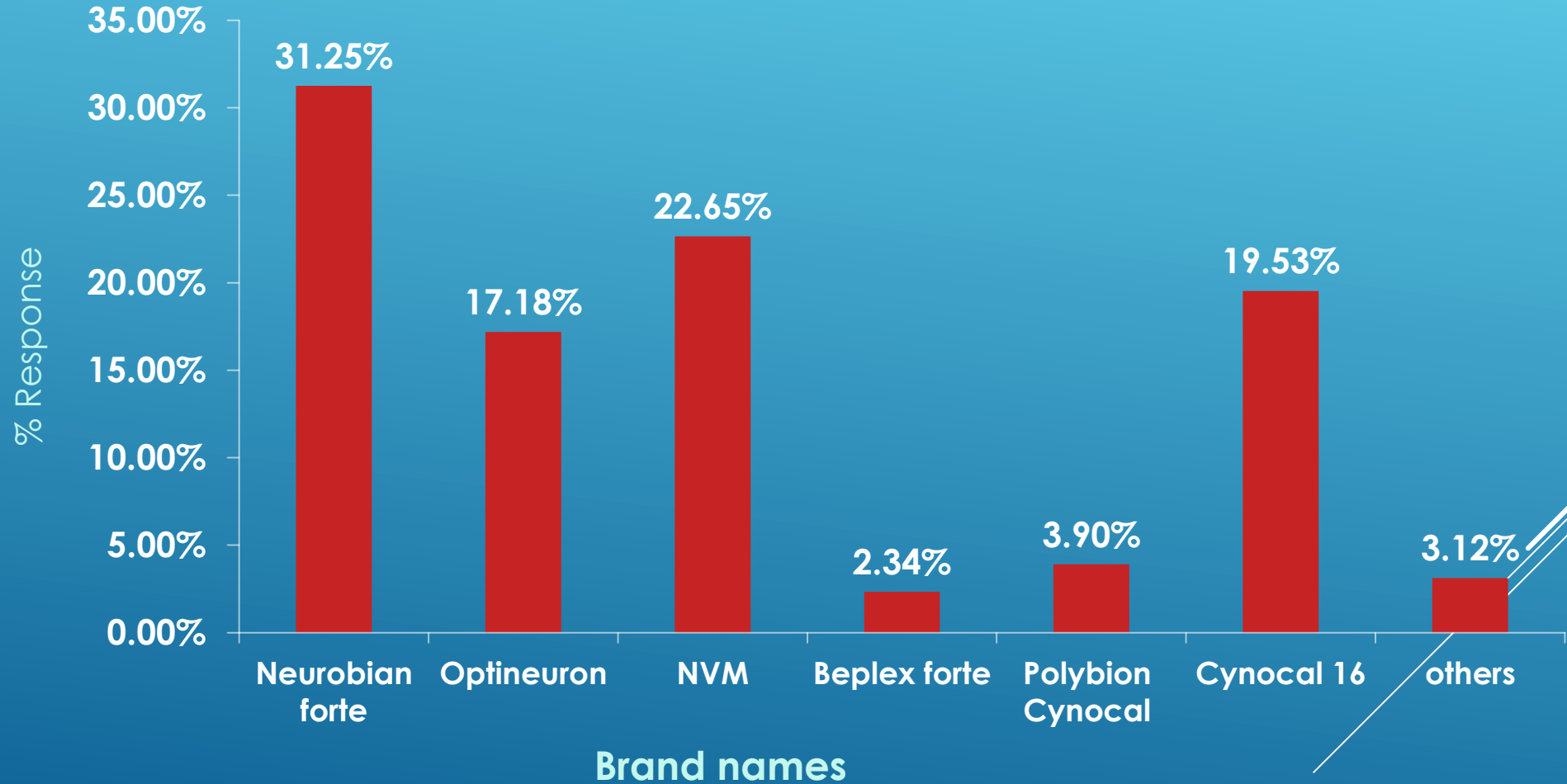
1. Doctor's preferred dosage form of Neurotropic Vitamin.



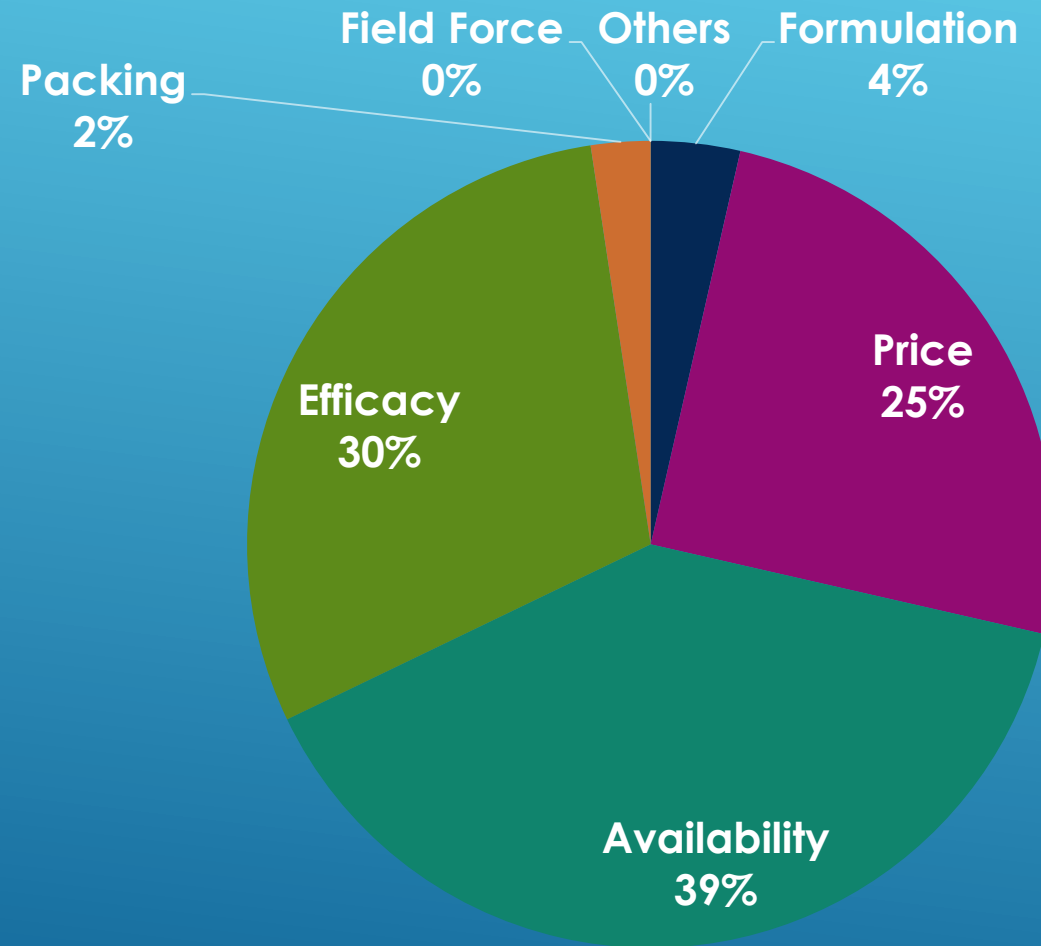
2. Indication in which Doctor prescribe neurotropic Vitamin.



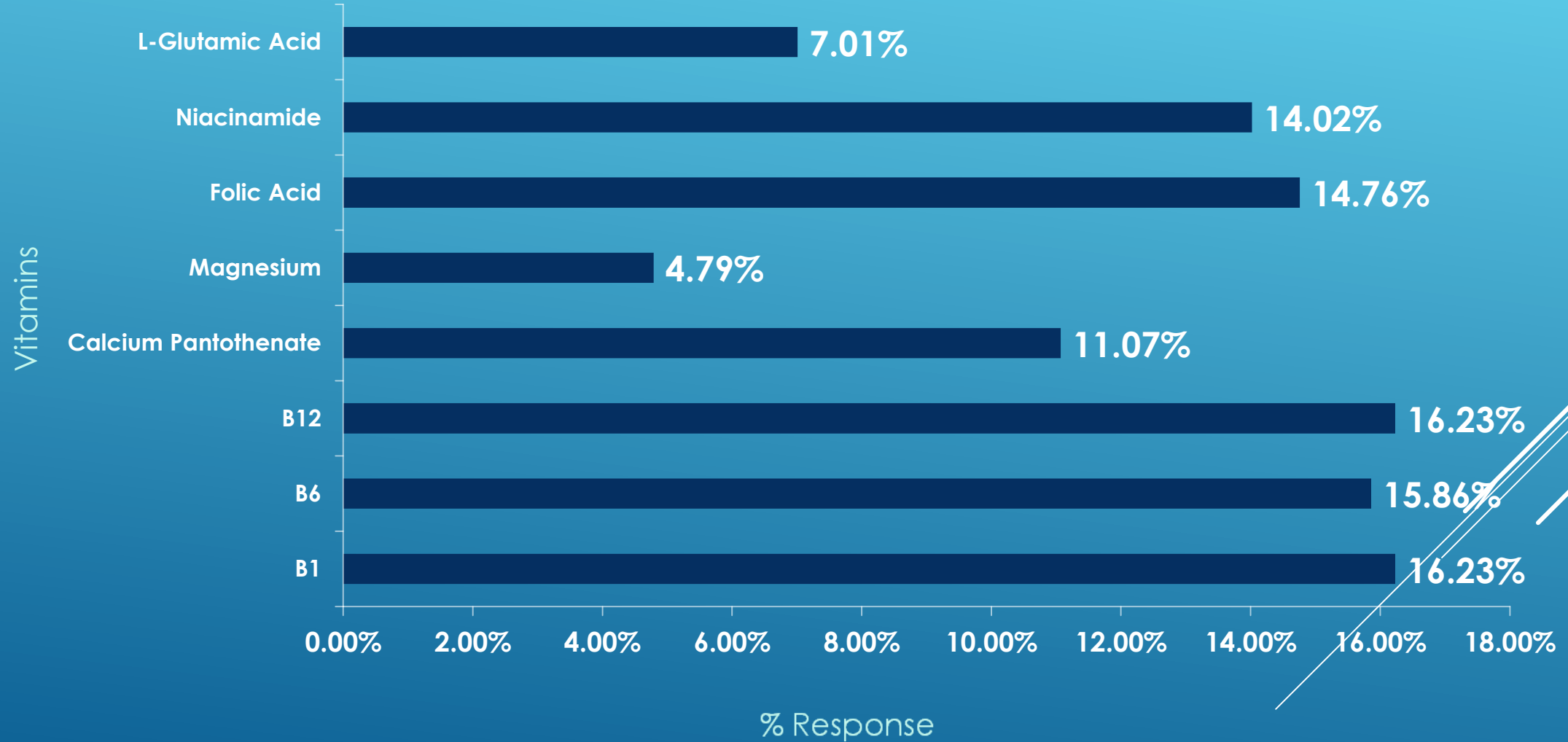
3. Doctors preferred brands of Neurotropic vitamins.



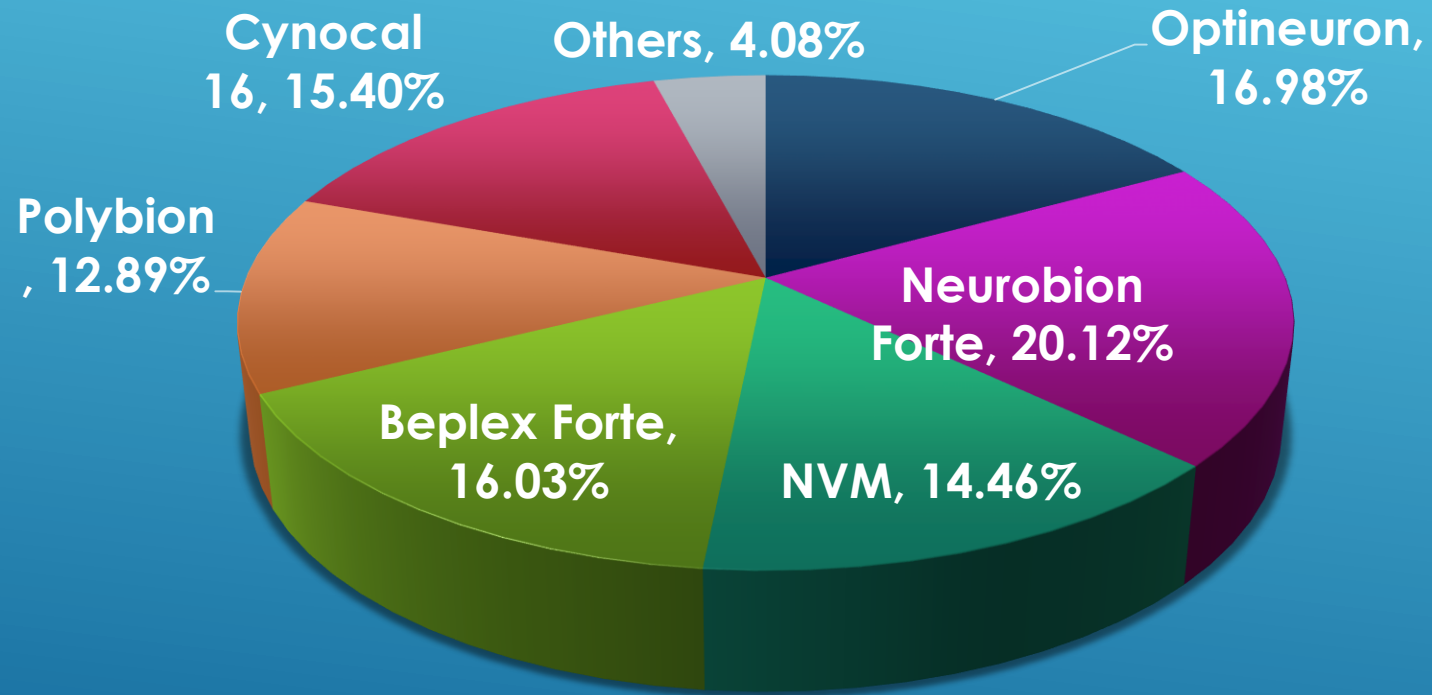
4. Criteria behind prescribing Preferred brand by doctor



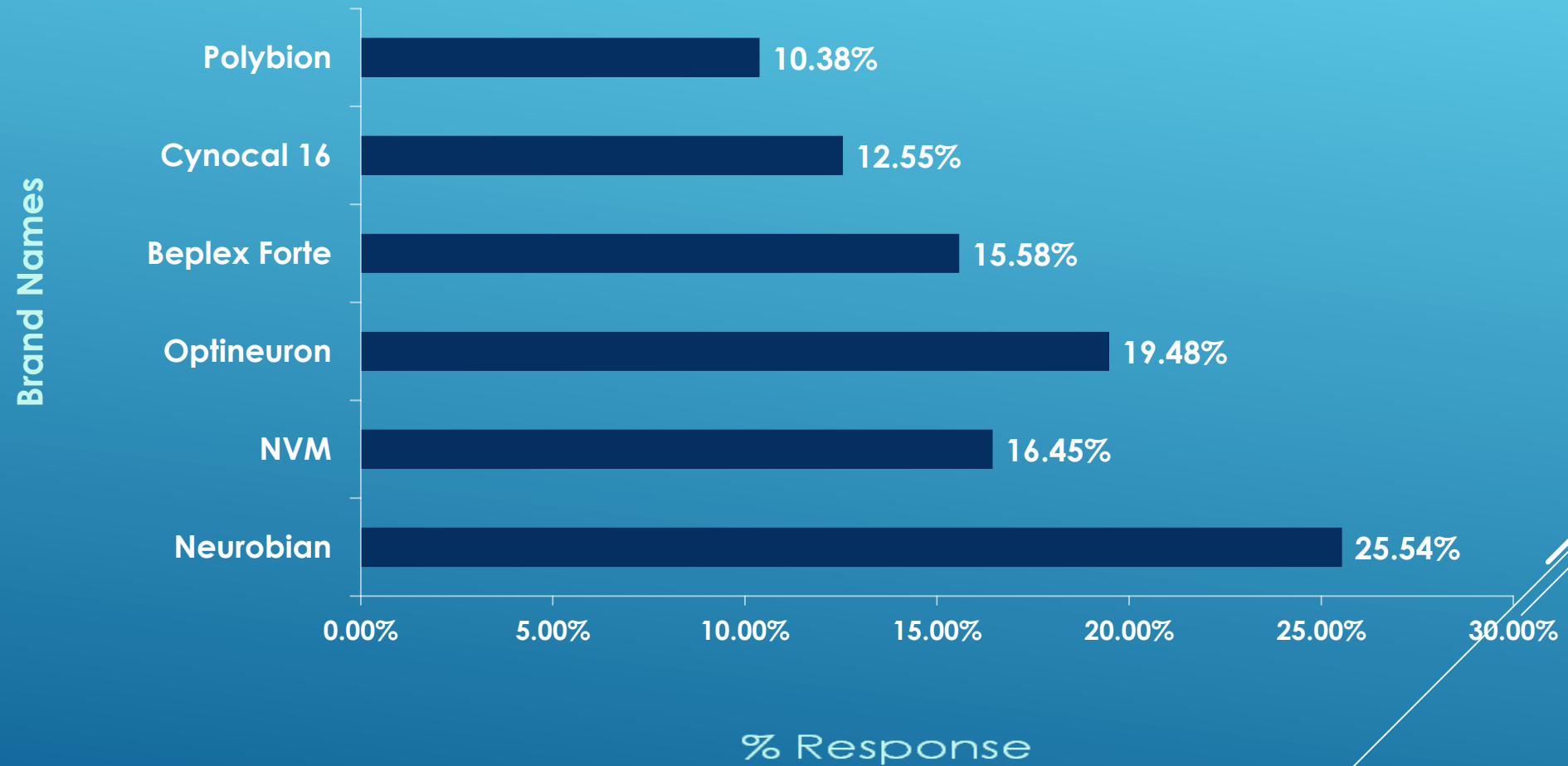
4. Doctors preferred combination of Neurotropic Vitamin



5. Different brands of neurotropic vitamin available in stock of chemist



5. Most prescribed brand of neurotropic vitamin tablet



CONCLUSIONS:

- ▶ Study shows that majority of respondents (Doctors) uses neurotropic vitamin in indication of peripheral neuropathy, Diabetic neuropathy and sciatica.
 - ▶ Neurobion forte is most preferred brand by doctors because of the availability factor, and this brand is majorly available at chemist too.
 - ▶ Vitamin B1, B6, B12, Niacinamide, Folic acid are the preferred vitamins in neurotropic vitamin formulation as per the majority of responses.
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RECOMMENDATION

- ▶ While repositioning of NVM brand company should more focus on the availability and visual appearance of NVM tablet to increase the market share of Neurotropic vitamin tablet.
- ▶ Also company should add Peripheral neuropathy, diabetic neuropathy and sciatica indication in visual aid of NVM tablet.

LIMITATIONS

- ▶ This study performed in the limited areas of Delhi city.
 - ▶ Doctor and chemist responses are may be biased because some of doctors and chemist know that investigator promoting NVM brand.
 - ▶ Study done on limited factor for repositioning of NVM tablet, deep study can be performed in future for other factors for repositioning.
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- 4) Smithline HA, Donnino M, Greenblatt DJ. Pharmacokinetics of high-dose oral thiamine hydrochloride in healthy subjects. BMC Clin Pharmacol 2012;12:4.