

Product-market Strategy and Performance: An Analysis of D-up (Cholecalciferol) in New Delhi



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Rationale:

Cholecalciferol which is commonly known as Vitamin D3 is vital for human body for normal functioning.

In India clinical data suggest that huge number of population is vitamin D Deficient whether its male, Female Infant Children Teenager or Adult.

Market has great scope for product containing Vitamin D3 so few years back Seagull Pharma introduced a Brand D-Up containing 60000 IU unit sachets 600000 IU injection and 500IU/5ml Drops in the market.

Product launched with specific strategy and gain good number of share in the market. But in FY2016-17 sales of D-Up is low.

This study is to analyse the market and the strategy for D-Up and Requirement of the customer to evaluate the overall scenario do product profiling of D-Up

Research Questions

- What are the factors affecting the sales of Dup (Cholecalciferol)?
- What are the attributes of products responsible for Prescribers?
- What is the market potential of Cholecalciferol in patients with vitamin D Deficiency in New Delhi city?

Objectives

- To identify the market scenario of Cholecalciferol
- To investigate the prescription pattern of Cholecalciferol
- To determine highest sales volume & stock of Cholecalciferol
- To investigate the factors responsible for Prescribing Cholecalciferol

Methodology

Sample design

The research conducted was descriptive (Cross-sectional)

Sampling method

The sampling method was Non-Probability (Purposive) sampling

Study Area

The study was carried out in South Delhi.

Sample population

It includes all doctors (General physician, consultant physician, Orthopedician, Gynaecologist, Diabetologist, Cardiologist, Paediatrician and endocrinologist) and Pharmacists

Sample size

Sample size for the study is 130:

- Doctors: 45
- Pharmacist: 85

Data collection

Primary and secondary data

Primary data- The primary data for this project was gathered through survey using questionnaire, face to face interview online format also.

Secondary data- The secondary data for this project was gathered through different dependable articles and research reports and data available in PMT Department.

Research Instrument (tools and techniques)

Research instrument is the structured questionnaire consists of both type of open and close ended questions

The information was collected by interviewing with doctors and Pharmacist.

All the questions could not find involved in the questionnaire as it would have caused in to a lengthy format which results into negative comeback of the sample population due to lengthy and time taking process. Hence some data was collected with the help of informal talk with the doctors and Pharmacist like flash survey technique.

Study duration

3 months (10th February to 10th May)

SWOT ANALYSIS

STRENGTHS

- Special Mouth Dispersible Granules.
- Sugar free with added Aspartan into Granules
- Vanilla Flavor
- Competitive Pricing
- Promoted in various Symptoms or indications

Opportunities

- Growing market for Cholecalciferol
- New Dosage forms
- High Prevalence rate of Vitamin D Deficiency
- High Growth recorded continuously in this Segment

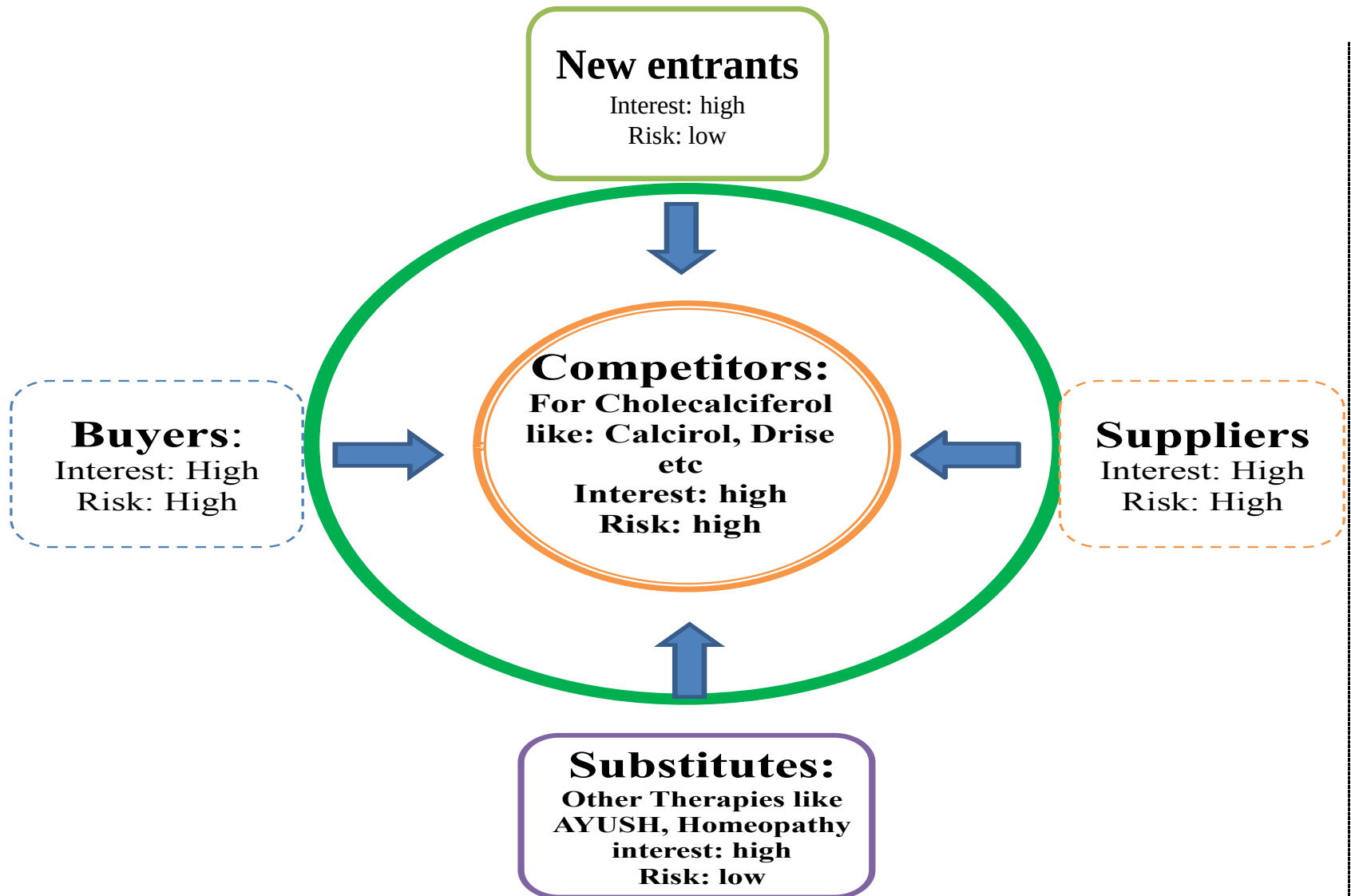
Weakness

- Less Promotion as compared to competitor.
- No Sustained Inputs for D-up
- Less efficiency of representing for major indication

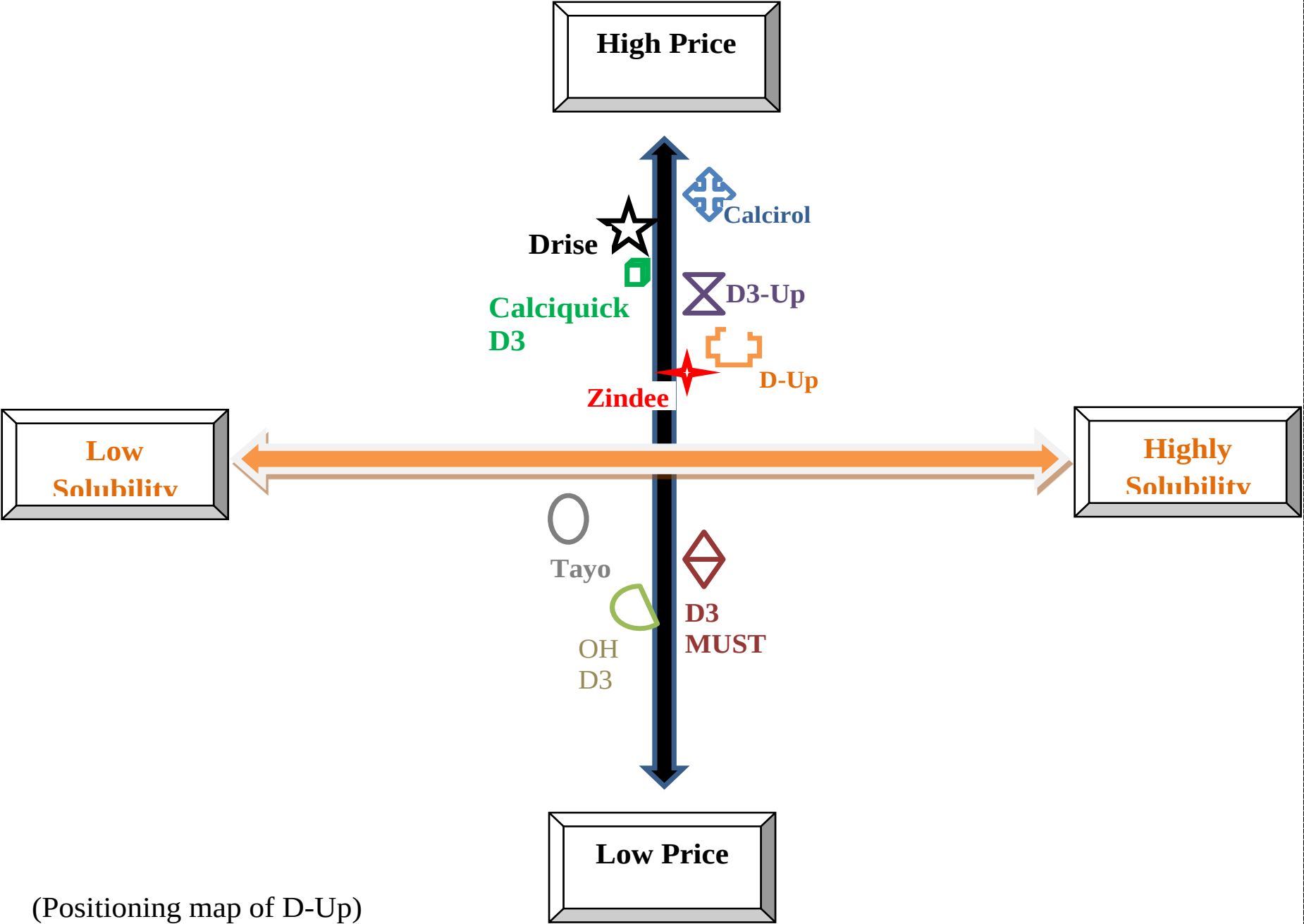
Threats

- Ability to solve Query
- Major players Entry in the competition
- Small Scale industries with competitive pricing Strategy
- Various combination in the market of Cholecalciferol with Calcium and Vitamin K2

Porter 5 force Model



Positioning of D-Up amongst all competitors in the market



(Positioning map of D-Up)

Data Analysis (Findings & Inferences)

no. of Patients	Response	% of Patient
Less than 10	8	16.66
10-20	6	12.5
21-30	17	35.41
31-40	7	14.58
More than 40	10	20.83
Total	48	100

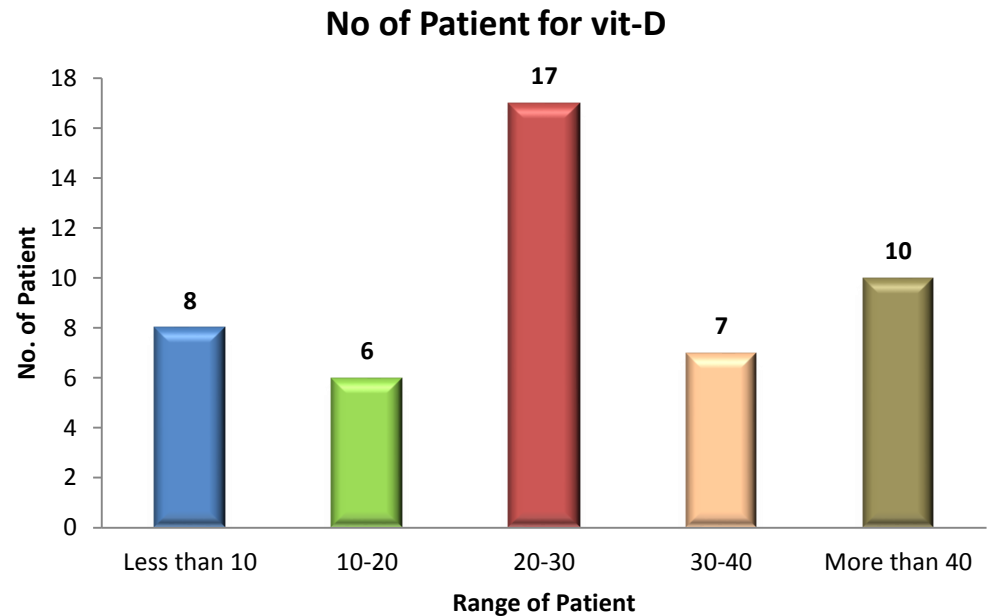


Figure and table: Number of Vitamin D Deficient patients examine by doctors weekly

Top 3 Brands Prescribed by Doctor

Row Labels	Count of Brands of Cholecalciferol	% of Brands of Cholecalciferol
Calcirol	30	21.13%
Tayo	18	12.68%
D3 must	16	11.27%
D-Up	15	10.56%
calciquick k	15	10.56%
calcimax	13	9.15%
D rise	13	9.15%
Db60k	9	6.34%
Kam-D	8	5.63%
Zindee	4	2.82%
Justdee	1	0.70%
Grand Total	142	100.00%

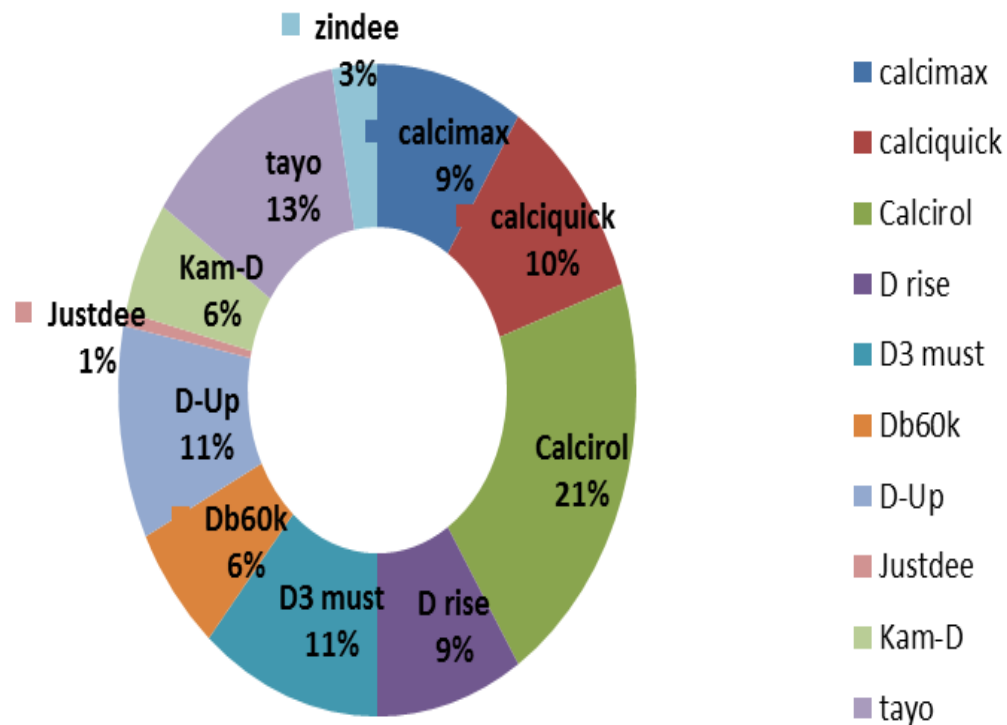


Table and Figure: Top Brands of Cholecalcaiferol Prescribed by doctors

Preferred Dosage form of Cholecalciferol by Doctors

Respondents	Dosage form	Response in %
Tablet	29	21.64
Capsule	30	22.38
Injection	16	11.94
Sachets	35	26.11
Oral liquids	24	17.91
Total	134	100

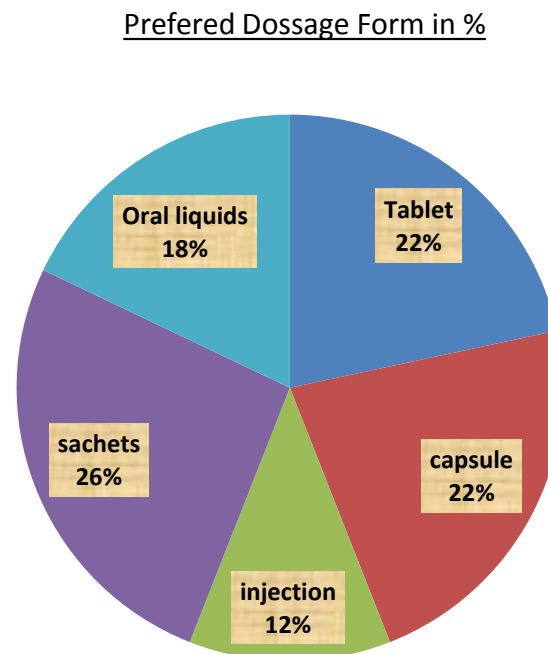


Figure and Table: Preferred Dosage form of Cholecalciferol Prescribed by doctors

Any combination therapy preferred with Cholecalciferol

Count of Respondents	Response	Combination Therapy in %
Yes	30	62.5
No	18	37.5
Total	48	100

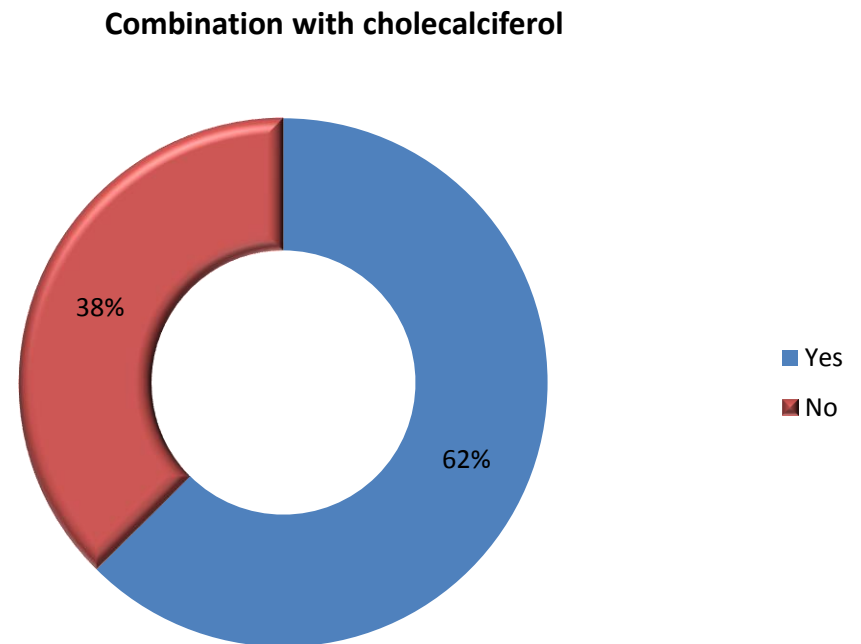
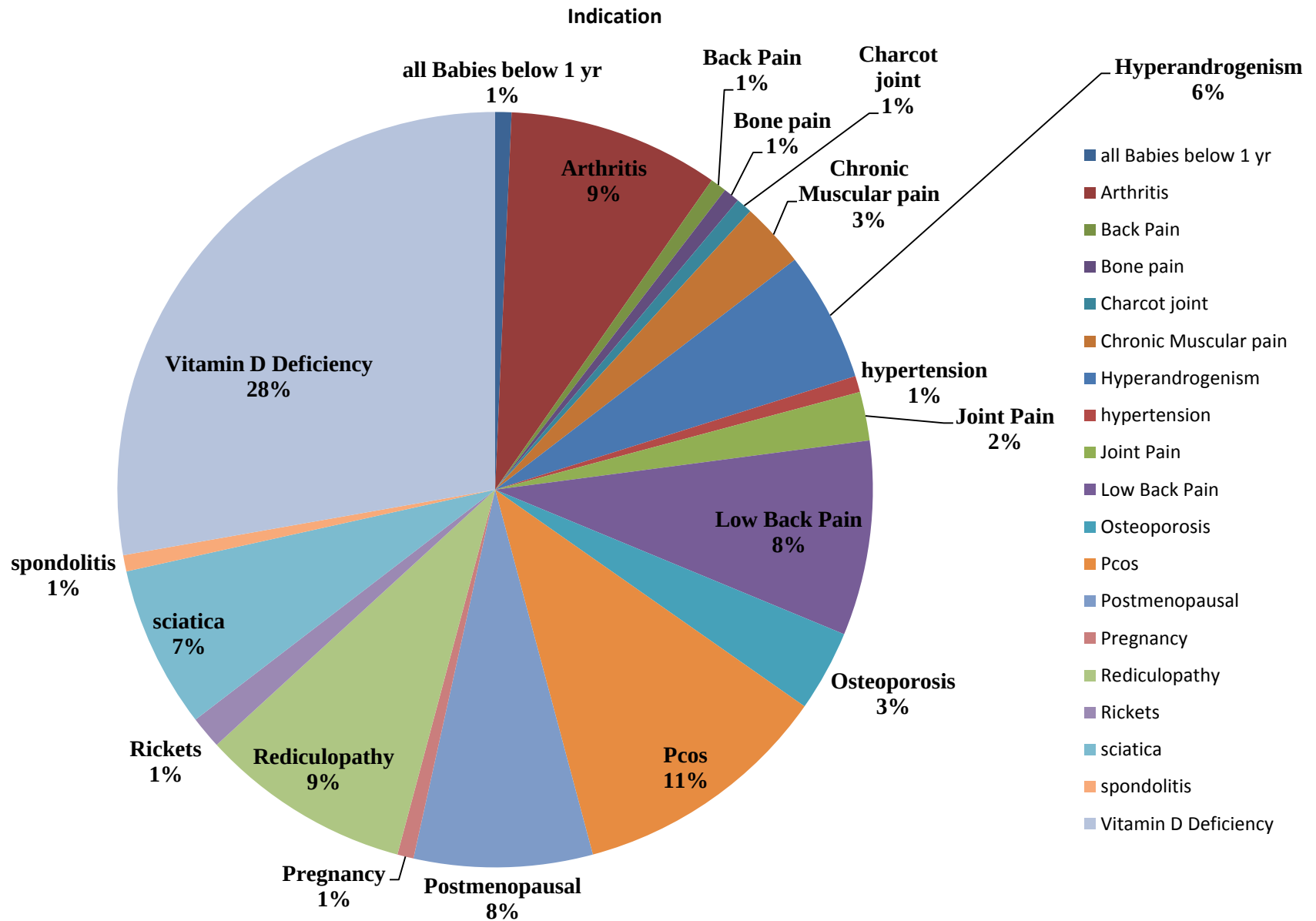


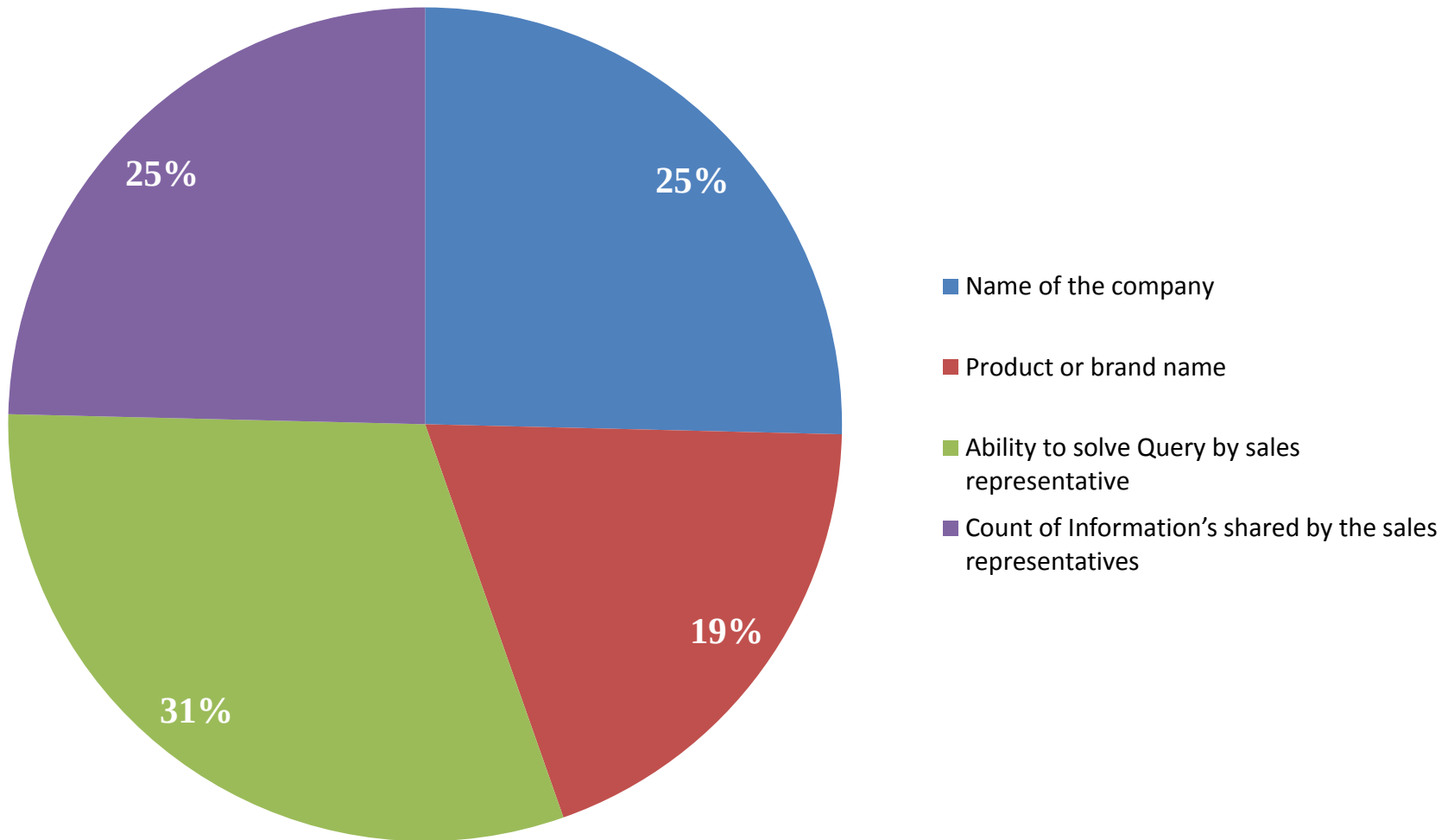
Table and figure: use of combination for Cholecalciferol

Indication in which you prescribe Cholecalciferol



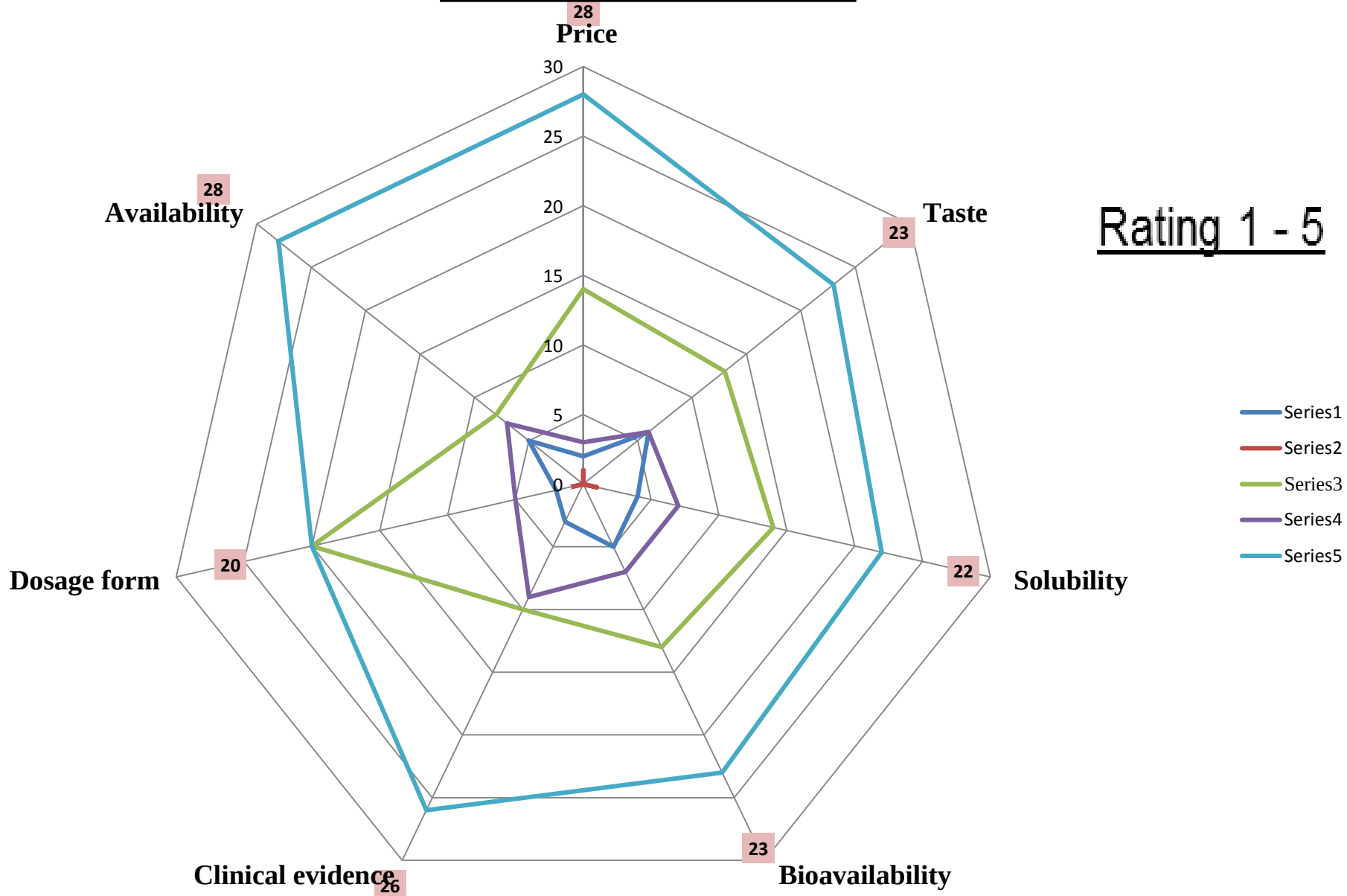
What catches attention of doctor during the product promotion

Product Promotion



parameter consider, best define the mentioned Cholecalciferol Brands

Parameters for Cholecalciferol

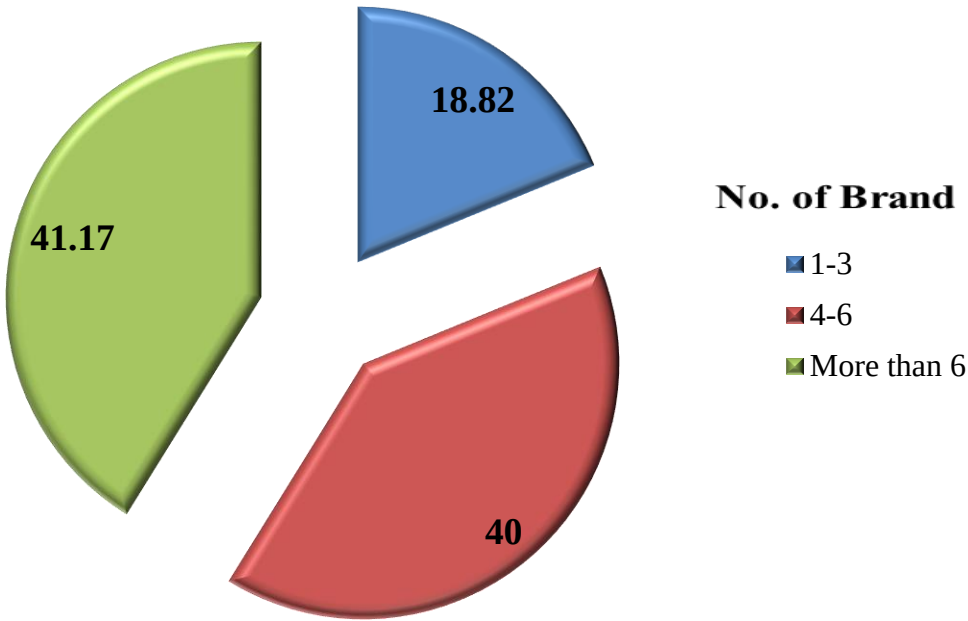


Analysis of Pharmacists' views

Number of cholecalciferol Brands in stock

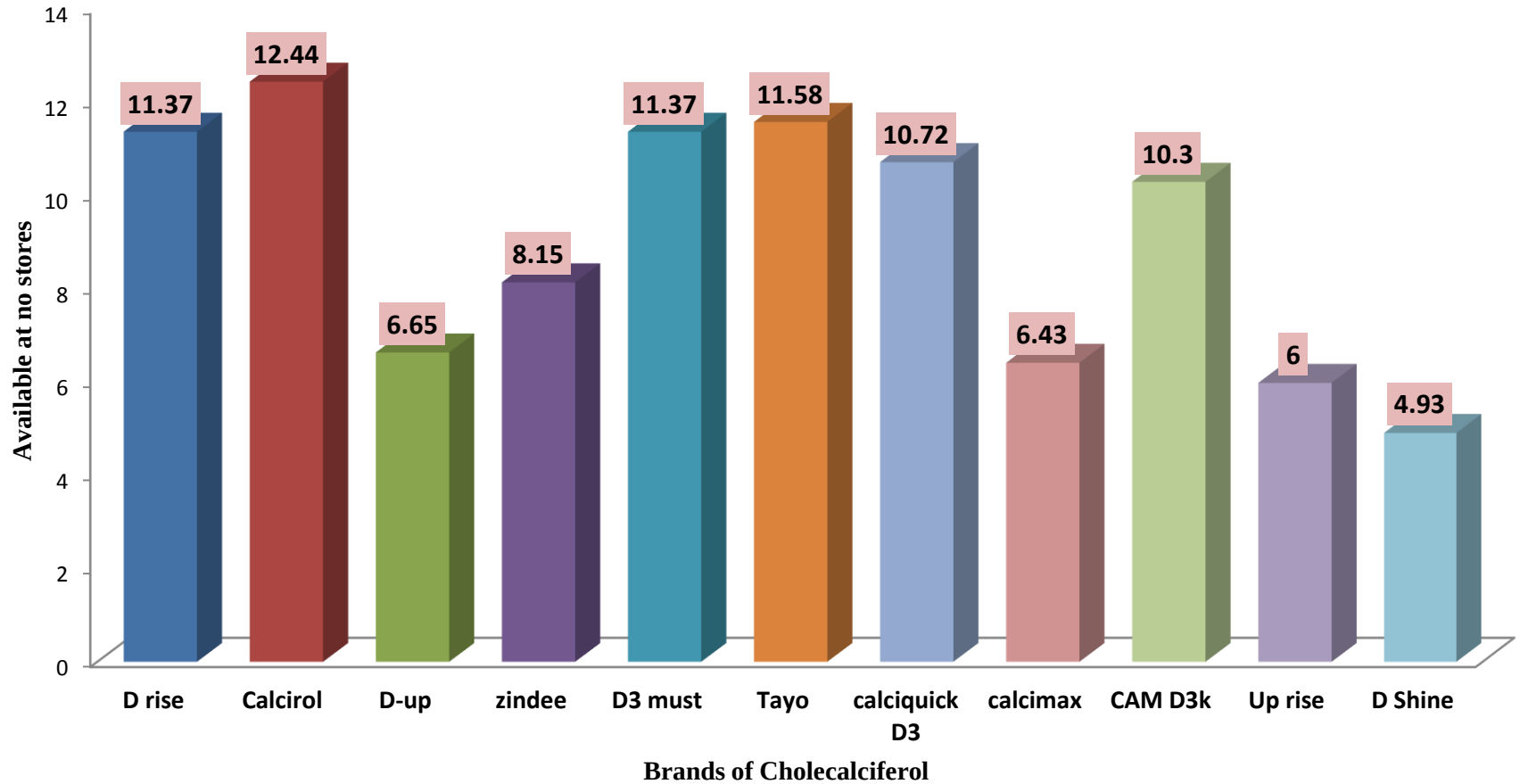
No of Patient	Respo nse	No. of Brands in Percentage
1-3	16	18.82
4-6	34	40
More than 6	35	41.17
Total	85	100

No. of Cholecalciferol Brand Available in Percentage

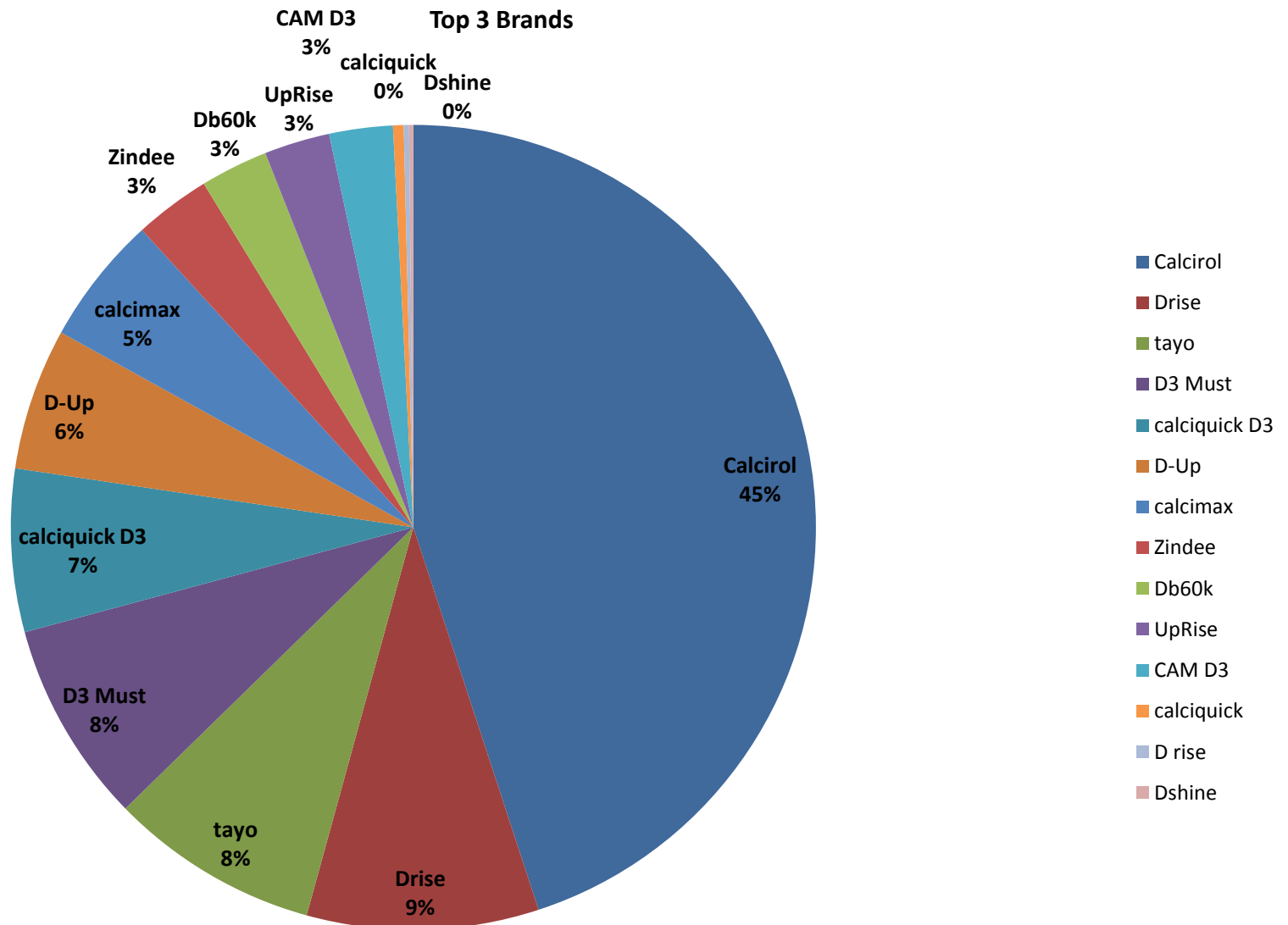


Brands of Cholecalcaiferol Available in Pharmacy

% of available brands



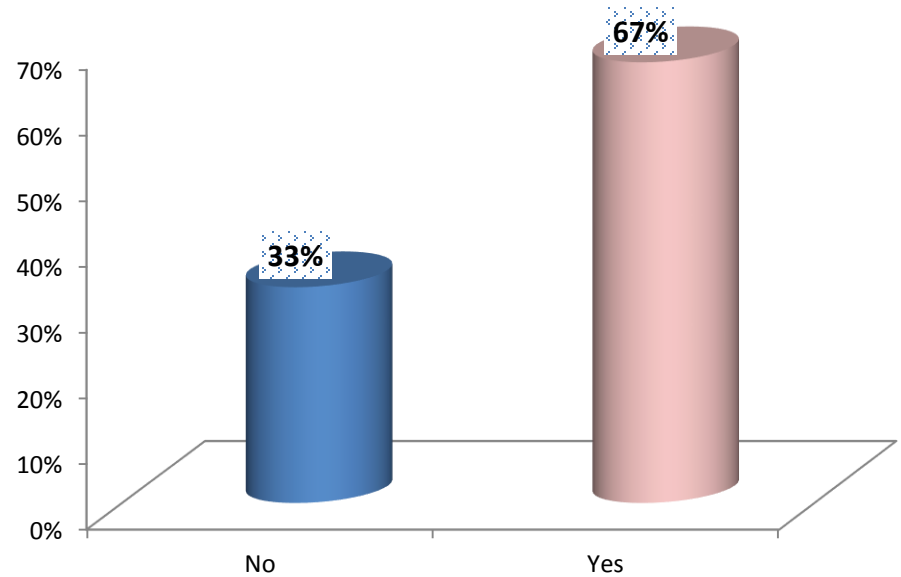
Top 3 major brands of Cholecalcaiferol selling most on Pharmacy counter and their sales.



Sale other brand of same molecule in absence of prescribed brand

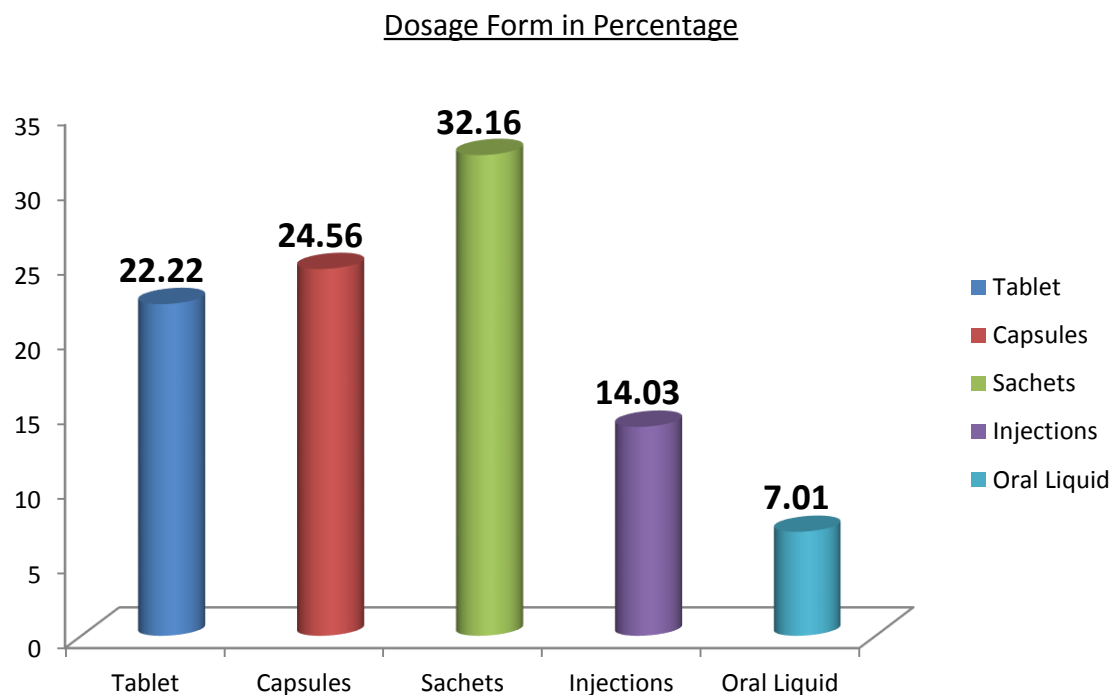
sale of other brand than Rx	Response	% Response
No	57	33%
Yes	28	67%
Total	85	100%

Substitution of brand



Dosage form of Cholecalciferol is most prescribed

Values	Response	Response in Percentage
Tablet	76	22.22
Capsules	84	24.56
Sachets	110	32.16
Injections	48	14.03
Oral Liquid	24	7.017
Total	342	100



Conclusion

- Prescription pattern also follow with the information shared by the company all the updated views provided for use of Cholecalciferol and various studies changes the prescription pattern is Cholecalciferol.
- As Calcirol has highest volume in sales which is 44.96% and stock 12.44% stock is of Calcirol as well as in prescription which states that availability of your product in the market makes foundation even for substitution at times.
- Many factors affects the prescription pattern of Cholecalciferol such as 71% of doctors says Price is an important parameter and 45.83% of doctors says solubility also because many Cholecalciferol products are less soluble. But in doctors chamber information shared and communicating the required information is necessary.

Findings based on observation & key opinions

- Number of patients with Vitamin D Deficiency therapy is increasing exponentially.
- Prescription pattern of Cholecalciferol depends on the presentation of sales representatives in the chamber
- Prescription pattern trails Price competitiveness of the Product at higher response
- Prescription pattern follows economy status of the patients such as PCPM (Per capita Per Month).
- Availability is the major issue need to solve for product to be approachable to consumers. Otherwise, major substitute is available in the market which will permanently evaporate the bounced prescription.
- According to some doctors prescription trend never residues equal, it keeps on changing as per Product being Promoted effectively
- Many doctors prefer approved article for the indications products being promoted.

Suggestions

- As India is developing country, with a large population which is Vitamin D Deficient. D-Up Repositioning along with different parameter with same USP could be able to generate new prescriptions.
- It is been observe that query handling in major indications is not up to the mark. This can cause semantic barrier between the products attribute and doctors understanding.
- Combination therapy with Calcium and Calcium with Vitamin K2 as Add on therapy could be future market driver as it is having good efficacy.
- Rigorous Brand Promotion of D-Up with various separate inputs segregated for the specialty could help to increase the sales of D-Up.
- During the study it was found that language is a major constraint. For awareness of a particular product among doctors, company's sales representatives should know the local languages.

Limitations

- Sample unit are limited for survey, it affect the accuracy of outcomes.
- Survey was carried out in one region only (Mumbai).
- Time duration of the survey did not allow collecting more data.
- The respondents were very busy and could not afford more time to answer.

Thank you