

**“VISTA-HA: EXPLORING MARKETING STRATEGIES
FOR PENETRATION AND GROWTH IN
A CROWDED MARKET”**

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By

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DECLARATION BY THE STUDENT

I hereby declare that this dissertation titled **“VISTA-HA: EXPLORING MARKETING STRATEGIES FOR PENETRATION AND GROWTH IN A CROWDED MARKET”** is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

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DECLARATION BY THE FACULTY GUIDE

This is to certify that dissertation titled **“VISTA-HA: EXPLORING MARKETING STRATEGIES FOR PENETRATION AND GROWTH IN A CROWDED MARKET”** is a record of the research work undertaken by **Sri Krishna AR** in partial fulfilment of the requirements for the award of the degree of MBA - Pharmaceutical Management from the IIHMR University, Jaipur under my guidance and supervision and his approach to the research study has been sincere, scientific, and analytical.

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ABSTRACT

Objective: To identify marketing strategies that can help Vista-HA stand out in the market and gain a competitive advantage.

The research approach involves a comprehensive analysis of the product's features, benefits, and target audience, along with an assessment of the current competitive landscape. By understanding the unique selling propositions of Vista-HA and the needs of its target audience, the study aims to propose effective marketing strategies that can drive growth and penetration.

Firstly, the study examines the unique features and benefits of Vista-HA that differentiate it from competitors. These may include its composition, efficacy, safety profile, and potential advantages over existing products in the market. Understanding these unique selling points allows for the development of targeted messaging and positioning strategies that highlight the product's strengths and address the specific needs of the target audience.

Secondly, the study delves into the preferences and behaviours of the target audience in the ophthalmic market. This involves analysing consumer trends, preferences for specific types of eye drops, and factors influencing their purchase decisions. By identifying the target audience's preferences, the study aims to tailor marketing strategies that resonate with their needs and preferences, thereby increasing the likelihood of adoption and usage of Vista-HA.

Furthermore, the study assesses the competitive landscape to gain insights into the marketing strategies employed by existing players in the ophthalmic market. This analysis helps identify potential gaps or areas where Vista-HA can differentiate itself and position itself as a preferred choice among consumers. By understanding the strengths and weaknesses of competitors, the study proposes strategies that capitalize on market opportunities and mitigate potential threats.

Based on the analysis, several marketing strategies are proposed for Vista-HA. These strategies encompass various aspects, such as product positioning, branding, promotional activities, distribution channels, and pricing.

Key words: Vista-HA, Marketing Strategies, Ophthalmic, Market Analysis, etc.

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LIST OF ABBREVIATION

R and D	Research and Development
FDA	Food and Drug Administration
US	United states
OTC	Over the counter
DED	Dry eye Disease
DES	Dry eye Syndrome
KCS	Keratoconjunctivitis sicca
R.A	Rheumatoid Arthritis
TBUT	Tear Film Release Time
CAGR	Compound annual growth rate
WHO	World Health Organisation
ITI	Intent-to-treat
VA	Visual Acuity
IOP	Intraocular Pressure
AMD	Age-Related Macular Degeneration
POAG	Primary Open-Angle Glaucoma
ARMD	Age-Related Macular Degeneration
PVD	Posterior Vitreous Detachment

CHAPTER 1

INTRODUCTION

Overview of company¹

Zydus Life Sciences is a subsidiary of Zydus Cadila, one of the leading pharmaceutical companies in India. Founded in 1995, the company has grown into a major player in the global pharmaceutical industry. Here is a brief history of Zydus Life Sciences:

1995-2000: In 1995, Zydus Life Sciences was founded as the Research and Development (R&D) division of Zydus Cadila. Companies began to focus on developing new drugs and conducting clinical trials. In 2000, Zydus Life Sciences launched its first product, a cancer treatment called Myezoma, approved by the U.S. Food and Drug Administration (FDA).

2001-2010: During this period, Zydus Life Sciences expanded its product portfolio with the launch of several new drugs for conditions as diverse as cardiovascular disease, diabetes, and pain management. In 2006, the company acquired US generics manufacturer Nesher Pharmaceuticals, helping Zydus Life Sciences expand its presence in the US market.

2011-2020: In 2011, Zydus Life Sciences formed a partnership with international pharmaceutical company Hospira to design and manufacture injectable medicines. The partnership, called Zydus Hospira Oncology Private Limited, focuses on the development of oncology drugs. In 2015, Zydus Life Sciences acquired US-based pharmaceutical specialties company Sentyln Therapeutics, which helped the company expand its product offering in the US market.

In 2020, Zydus Life Sciences launched Desidustat, an investigational drug for the treatment of diabetes in patients with kidney disease in India. The drug is currently in clinical trials in the United States and Europe. Zydus Life Sciences also received FDA approval for two drugs to treat HIV and diabetes in 2020.

Overall, Zydus Life Sciences has become a major player in the global pharmaceutical industry by focusing on R&D and commercialization. The company develops new drugs and expands its products in various medical fields.

History of eye drops^{2,3,4,5}

Eye drops have been used for centuries to treat a variety of eye conditions. It is believed that the ancient Egyptians used eye ointments made from natural ingredients such as incense and incense to treat eye infections and other eye diseases.

Today, eye drops have become an important part of eye treatments such as dry eye, glaucoma and eye diseases. The first modern eye drops were invented in the 1800s by German ophthalmologist Carl Koller, who discovered that local anesthetics could be used to numb the eyes before surgery. At the beginning of the 20th century, pharmaceutical companies began to produce antibiotics for many eyes. The first over-the-counter drugs were made from natural substances such as atropine to dilate the pupils and pilocarpine to constrict the pupils.

The development of synthetic drugs in the 1950s led to the emergence of new antibiotics, including corticosteroids, antibiotics, and antibiotics. These eye drops have become standard treatment for many eyes. There are many eye medications, both prescription and over-the-counter, available today. They come in many forms, including solutions, suspensions, and gels, and are used to treat many eye conditions, including dry eye, glaucoma, allergies, and infections.

Eye drops are a type of medicine used to treat many eye problems such as dry eye, glaucoma, conjunctivitis, and allergies. The history of eye drops dates back to ancient times. The therapeutic use of eye drops was first recorded in ancient Egypt by mixing water and honey to treat eye diseases. In ancient Rome, eye drops made from rose petals were used to soothe and heal irritated eyes.

In the Middle Ages, eye drops made from various herbs and minerals were used to treat eye diseases and ailments. These treatments are usually practiced by monks and other religious orders with knowledge of herbs. The use of eye drops became more common in the 17th and 18th centuries. One of the earliest examples of the use of drops for treatment is the use of white sulfate (zinc sulfate) in 1690 by the English physician John Tomes to treat eye diseases.

Advances in the pharmaceutical industry in the 19th century led to the development of specialized eye treatments. In 1859, Swiss ophthalmologist Johann Friedrich Horner developed eye drops made from calabar beans for glaucoma. In the 20th century, the use

of eye creams increased and new drugs were developed to treat various eye diseases. In 1929, the first antibiotic eye drops were introduced, which revolutionized the treatment of eye infections.

Eye drops are an important part of modern medicine today and there are many different types of eye drops. From medicines made from ancient natural ingredients to the newest medicines, the history of eye drops is a testament to human ingenuity in finding new and effective ways to treat disease.

Division of company¹

Zydus

Cadila is a leading pharmaceutical company based in India with a significant presence in the global pharmaceutical industry. The company has several divisions working in different areas of the pharmaceutical industry. Below is a brief summary of the Zydus Cadila sections:

- **Zydus Pharmaceuticals:** This section focuses on the development and manufacture of generic drugs. Zydus Pharmaceuticals has a strong presence in India and many other countries and has a wide range of medicines for various ailments.
- **Zydus Biologics:** This section focuses on the development and manufacture of biological drugs, which are complex molecules derived from living organisms. Zydus Biologics has expertise in developing biosimilars that are similar but not identical to existing biologics.
- **Zydus Animal Health:** This segment focuses on the development and manufacture of veterinary medicines for a variety of animals, including livestock, livestock and aquaculture. Zydus Animal Health offers a wide range of products for the prevention and treatment of various diseases in animals.
- **Zydus Hospira:** This division is a joint venture between Zydus Cadila and the international pharmaceutical company Hospira. Zydus Hospira is focused on the development and manufacture of oncology drugs as well as injectable drugs.
- **Zydus Health:** This segment focuses on the development and manufacture of over the counter (OTC) products for a variety of health and wellness applications.
- **Zydus Wellness** offers a wide range of products including nutrition products, personal care products and skin care products.
- **Zydus Noveltech:** This segment focuses on the development and manufacture of new drug delivery systems, technologies that improve the efficacy and safety of

drugs. Zydus Noveltch has expertise in developing a variety of pharmaceutical products, including vaccines, liposomes and nanoparticles.

OCCUCARE DIVISION⁶

Zydus OccuCare is part of the Indian pharmaceutical company Zydus Cadila. This segment focuses on the development and manufacture of ophthalmic products for the treatment of various eye diseases. Zydus OccuCare products include eye creams, lotions and creams for conditions such as glaucoma, dry eye and conjunctivitis. One of the most popular products is Timolol Maleate Eye Drops, which is used to treat glaucoma by lowering eye pressure. "Ciprofloxacin Eye Drops" for the treatment of bacterial infections and "Tobramycin Eye Drops" for the treatment of bacterial infections are other important products.

Zydus OccuCare also offers a wide range of diagnostic and surgical products such as intraocular lenses and surgical instruments. The company is committed to research and development, with a team of top scientists working to create new products to increase visibility..

Zydus OccuCare operates in many countries around the world, including India, America and Europe. The company has received many certificates and awards for the quality of its products and production. Zydus OccuCare is dedicated to providing affordable and easy-to-use eye care to patients around the world.

Table 1.1: Zydus Ophthalmic Product List ⁶

AMNAC EYE DROP 10X5ML	ZYAQUA FORTE 1% EYE DROP 10ML
BRIOPT 5 ML EYE DROP 10X5ML	ZYBEV INJECTION 100MG/4 ML VIAL
CYCLODROP EYE DROP 10X5 ML	ZYCLEAR SOLUTION - 50X5ML
LATINA RT	ZYONATE INJECTION
MOXTIF EYE DROP(PRESE FREE) 10X5ML	ZYTRAV EYE DROP - 1X3ML
MOXTIF K 0.4 EYE DROP 10X5ML	ZYVISC INJECTION - 3ML
MOXTIF LP EYE DROP 10X5ML SL	ZYWET EYE DROP 10X10ML
ZYAQUA 0.5% EYE DROP 10X10ML	VISTA HA EYE DROPS SALE 1 X 10ML
ZYAQUA CLEANSER SPRAY	ZYSURE 1 X 500 ML INDIA SALE

PRODUCT INTRODUCTION⁷

Vista HA Eye Drops are lubricants. It is used to treat dry eye syndrome. It moisturizes the eyes, relieves discomfort and temporary burning. Vista HA Eye Drops Take as many as needed. Use the drops recommended by your doctor.

Do not drive, operate machinery, or do anything that requires your attention until you are sure it is safe. Talk to your doctor if your condition worsens or if side effects affect you.

Dry eye syndrome

Also known as dry eye disease (DED), dry eye syndrome (DES), keratoconjunctivitis sicca (KCS), and keratitis sicca.

The tears produced by the eyes are necessary to keep them moist and comfortable. Dry eye is a condition caused by low tear production, excessive tear production, and acid or lipids (oils or oils) often found in tears or a combination of these conditions. Dry eye can

affect quality of life by causing itchy and burning eyes, blurred vision, and rough or itchy eyes. This is due to age or underlying Sjögren's syndrome, arthritis, lupus, thyroid disease, etc. It may be due to certain diseases. Many lifestyle factors, such as exposure to dust, pollution, sunlight, computer screens, and smoke, can also affect health and play an important role in improving dry eye.

Dry eyes can be prevented and managed with lifestyle changes such as limiting screen time, blinking frequently, washing the eyes frequently, staying hydrated, using a humidifier at home, and wearing glasses to protect the eyes. Artificial tear eye drops are the mainstay of treatment for this condition. Any symptom associated with dry eye should not be ignored as it can lead to bone loss, scarring and vision loss.

Dry eye symptoms

Dry eye symptoms are usually nonspecific and do not necessarily begin with dryness. In fact, in many cases, patients experience tear production, which is a sign of dry eye. This is because dry eyes cause the body to produce more tears to compensate for water loss.

- Other signs and symptoms of dry eye include:
- Blurred vision that changes daily
- Stinging and burning eyes
- Muddy or itchy eyes
- Photophobia (increased sensitivity to light)
- Thick mucus close to the eyes
- Abdominal cover, especially in the morning
- Blepharitis 4 eyes 4 eyes (inflammation⁴), the need to close frequently
- heavy eyelids
- severe and blunt pain behind the eyes
- difficulty wearing glasses

Causes of dry eyes

Tears play an important role in maintaining overall eye health Provides a smooth surface for better vision Protects the cornea (transparent, protecting the front of the eye) Makes the eye lubricated Tears are very multi-layered Keep the eye smooth and slippery by creating a layered film: The upper layer contains lipids (oil or oil) that coat the upper and lower eyelids. This layer seals the tear film to reduce evaporation.

The middle layer is basically dilute brine. This layer helps keep the eye moist and also removes dirt, debris or foreign matter that may get into the eye. The innermost mucus layer contains mucus. This mucus helps distribute the water layer covering the eye evenly. Dry eye occurs when there is a problem with the two layers, an imbalance in tear production and fluid, or a loss of tear film stability.

Various causes are discussed below:

1. **Lack of tears:** Tears falling around the eyelids are the cause of dry eyes. The most common of these are: Aging Health conditions such as Sjögren's syndrome, rheumatoid arthritis (RA), lupus, scleroderma, sarcoidosis, dry eye caused by vitamin A deficiency reduce tear production decongestants. , antidepressants, antihypertensives and oral contraceptives.
2. **Excessive tear production:** Dry eyes can also occur due to excessive tear production. This may be because: Reduce blinking: Prolonged reading, driving, or working at a computer can reduce blinking and cause tears to evaporate. Diseases such as Parkinson's disease can also reduce blinking.
3. **Meibomian Gland Dysfunction:** The Meibomian gland is a small oil gland located at the edge of the eyelid. They form an oil/lipid layer that covers the surface of the tear film and prevents tear evaporation. Clogging of these glands results in insufficient lipid/fat barrier formation, mostly in conditions such as rosacea, psoriasis, scalp and facial dermatitis, or by taking isotretinoin by mouth. It is sold to prevent evaporation. Blepharitis: An infection that extends along the eyelids or eyelashes and allows bacteria to break down the oil, causing insufficient oil to prevent tear evaporation and dry eye. Certain diseases: Diseases such as stroke or Bell's palsy make it difficult for the eyes to close. This is why the eyes dry out as the tears evaporate.

4. **Production of mucus or lipid in the tear film:** Chemical burns of the eye or certain autoimmune diseases such as Stevens-Johnson syndrome and cicatricial pemphigoid can cause abnormal lipids in the tears. This leads to poor tear production throughout the eye, causing dryness even when there are enough tears. Combination of the above

Risk factors for dry eyes

1.

Age

Since

decreased tear production is part of the aging process, the risk of developing dry eye increases with age. Most people over the age of 65 begin to experience dry eye symptoms.

2. Gender

Women

often experience dry eyes during pregnancy and old age due to hormonal changes. Oral contraceptive use has also been associated with dry eye.

3. Screen time

Exposure

to screens is a major risk factor for dry eye. Continuous exposure to screens reduces blinking and causes tear evaporation, which is a major contributor to dry eye.

4. Ethnicity

Studies

have shown that Asians are more prone to dry eyes than whites. Dry eye test Dry eye symptoms are similar to eye infections and allergies. Therefore, it is necessary to distinguish these diseases with special tests. If you take anti-allergy medicine for dry eye due to a misdiagnosis, it will make your eyes worse.

Various Tests:

1. History and Physical Examination

The

doctor takes a history that includes information about the drugs used by the patient, medical problems and the environment that may cause dry eye.

The doctor also checks:

- Amount of tears in the eye
- Eyelid shape
- Time, location and daily variation of symptoms
- Work stress

- Vivid (dry, dusty 4 Diseases Chemical history

2. Tear Stability Control

Tear Film Release Time (TBUT): This test tests how long tears will last after blinking, a small amount into the eye the color is placed. The time it takes for the stained tear film to cover the entire eye after the clipping is closed. The tear film does not last long if the eye is dry.

3. Tear volume test

Schirmer test This test measures the amount of tears flowing from the eye. During this procedure, water drops are used to reduce eye sensitivity and a small piece of paper is placed on the edge of the eyelid. Close your eyes for 5 minutes. Moisture content of the tear chart. Tear Film Meniscus This test determines the height of the tear film, which helps assess tear film loss.

The height of the tear meniscus is 0.2 ± 0.09 mm in dry eye patients and 0.5 ± 0.02 mm in healthy eye patients.

Foamy tear film is an indicator of lipid layer changes in patients with active meibomian gland. Slit lamp test Here, tears are measured from the eye with a measuring device called a slit lamp. The liquid is put into the eye to clean the tears. Doctors examine the eyes and eyelids by shining a light into the eye.

4. Tear Film Examination Tear Film Osmolarity

The osmolarity of the tear film is determined here. Tear osmolarity is a measure of the salt concentration in tears. Normal osmolarity is important for normal tear cover production. The amount of osmolarity increases with the severity of dry eye. The fluorescein dye falls into the tear film and allows working after 1 to 3 minutes. Lissamine Green Stain It is often used to assess damage to the eyelids and eyelids. The fluorescein dye falls into the tear film and allows working after 1 to 3 minutes.

5. Eye Test Blink Rate Blinking plays an important role in keeping the eye moist by dispersing tears into the eyes.

- Normal face: Talking: 15.5 ± 13.7 blinks/min
- When reading and working at a computer: 5.3 ± 4.5 blinks/min
- Blinks are shortened by 2 times.



Fig 1.1: Vista HA eye Drops costing Rs.245

SODIUM HYALURONATE MOLECULE^{8,9,10,11,12}

1. It is a glycosaminoglycan found in tissues.
2. The molecular weight of the two sugars.
3. Sodium hyaluronate occurs in nature as the sodium salt and is a highly viscous liquid with excellent wetting and lubricating properties.

SH is usually found in the umbilical cord, eye vitreous, joint fluid, etc. is found.

In the eye: -

- tear duct
- lacrimal gland tissue
- corneal epithelium.

sodium hyaluronate product sodium hyaluronate has the following properties:

1. Viscoelasticity - Lubrication
2. Mucoadhesion
3. Mucolysis
4. Water retention
5. Treatment
6. Free radical scavenging.
7. Wettability

Viscoelasticity is a combination: the material in the liquid state + the elastic state of the material due to the use of shear stress.

What does it do to the eye?

blink first when the eyes are open, the SH molecules are not subjected to shear stress and form a cross-linking system, forming a sticky, stable, long

lasting eye protection layer. SH forms a stable protective layer on the light

When the light flashes When the light shines, the SH molecules in the solution are brought into equilibrium by the shear stress. As a result, the solution will be less viscous, more elastic and will spread more easily over the cornea.

Also, this reduced viscosity prevents SH from being neglected, providing better comfort than pure liquid. When the eye is blinked, SH molecules are easily collected and spread throughout the corneal eye. Therefore, when the special viscoelastic material of SH is used as a mask, it increases the stability of precorneal tears and provides tearing time. Mucoadhesion Mucoadhesion of SH molecules follows the mucoadhesion of the precorneal tear film, providing a good and stable corneal layer. The product-

like mucin process (without Mukomi) follows the tear mucin process achieved by SH in Fusion Fresh, as SH has viscoelasticity similar to the liquid pial mucin layer.

Water retention Due to its spiral structure and large hydrophilic area, SH attracts and retains a lot of water, thus reducing water evaporation. After instillation of SH, it effectively moisturizes the eye surface and prolongs the moisturizing effect over time. For superficial keratitis, the biomechanical properties of SH form a protective layer on the corneal surface, preventing further corneal damage. Additionally, SH has been shown to be effective in the treatment of superficial keratitis by promoting rapid cell migration. It has been shown that the free radical scavenger SH molecule has antioxidant properties and therefore is effective in protecting tissues from damage caused by free radicals.

Wettability Sodium hyaluronate, HPMC, carboxymethyl cellulose, pvp, etc. The main feature that distinguishes it from other wetting agents is that its water holding capacity is not affected by ambient humidity. This explains its ability to maintain a constant capacity even with significant changes in ambient humidity. The result of high humidity is that although transparent, the tears remain stable for greater comfort.

Dry Eye Relief Fusion Fresh Eye Drops provide relief from dry eye conditions such as pain, itching or grit.

These can be caused by your eyes not producing enough tears to keep them moist, or by some illness or condition, using the computer for long periods of time (you blink less and therefore not moving your eyes far enough), or dry air. Examples include air conditioning, central heating or air pollution.

Ophthalmic Drugs Market Size, Share & Trends Analysis Report, By Drug Class, Disease (Dry Eye, Glaucoma), Dosage Type, Route of Administration, Product Type (Prescription, OTC), Region, Segment Forecasts, 2023 – 2030,^{13,14}

Global The pharmaceutical market is valued at US\$33.81 billion in 2022 and is expected to grow at a compound annual growth rate (CAGR) of 7.80% from 2023 to 2030.

Increasing R&D activities and launching several large companies to develop and produce new optical drugs will increase demand. Also, the need for ophthalmology is likely to fuel the growth of the ophthalmic drug market.

According to the October 2021 report of the World Health Organization on blindness and visual impairment, approximately 2.2 billion people are affected by living far or near blind, with half of people or at least 1 billion recovering with appropriate treatment. Help protect them.

It causes blindness depending on age. This high risk increases the government's income. For example, blindness from myopia alone is estimated to be worth \$244 billion. The ophthalmic drug market is therefore likely to see growth opportunities due to the emergence of eye diseases.

Chapter -2

OBJECTIVE

Main Objectives:

- To identify the key challenges faced by Vista-HA in terms of market penetration and growth in a crowded ophthalmic market.
- To analyze the ophthalmic market, including Vista-HA's competitors, target audience, and positioning, in order to develop a better understanding of the competitive landscape.
- A propose a set of marketing strategies that can help Vista-HA achieve growth and penetration in the ophthalmic market, taking into account the unique features and benefits of the product, the preferences and behaviors of the target audience, and the competitive landscape.

Research Question:

1. What are the main challenges that Vista-HA has faced in terms of market penetration and growth, and what factors have contributed to these challenges?
2. How does Vista-HA currently position itself in the ophthalmic market, and how does this compare to its competitors?
3. What are the most effective marketing strategies for promoting ophthalmic products in a crowded market, and how can these be applied to Vista-HA specifically?

Plan of the research work:

1. Create a survey form.
2. Data Collection by circulating the Survey form.
3. Data Cleaning and sorting
4. Data Analysis and Discussion

CHAPTER 3

REVIEW OF LITERATURE

Roger Vogel , R.Stephens Crockett , Neal Oden , TerryW. Laliberte , Luis Molina, April, (2010) In this multicentre, double blind study, a total of 444 dry eye drugs (n = 221) or vehicle control (n = 223) were randomized 1:1 to the study group. Subjects received 1 to 2 drops 3 to 6 times daily for 14 days and were evaluated on days 7 and 14. The 2 endpoints of the study, the Lissamine Green Stain Score at Day 7 (target) and overall symptoms (meaning). The results of the intent-to-treat (ITT) population were analyzed using the Wilcoxon rank-sum test and Student's t-test, forward end observation (LOCF).¹⁵

Etsuko Takamura, Kazuo Tsubota, Hitoshi Watanabe, Yuichi Ohashi 22 Sep 2012 In this multicenter, randomized, double,blind, parallel study, 286 dry eye patients with fluorescein and rose bengal dye scores ≥ 3 were randomly assigned to the treatment group in a 1:1 ratio. Efficacy and safety were evaluated after drug administration. 6 times a day for 4 weeks.¹⁶

Baeyens, Bron , Baudouin , June 2012 A total of 304 patients were randomized (1:1:1) in this comparative, multicenter, phase I II study. They were instructed to instill one drop of the product in each eye two to four times daily for 84 days. The primary measure of effectiveness was change from baseline in symptom scores at day 28. 0.18% SH (Vismed®) rated better than normal saline and did not evaluate for Carbomer.¹⁷

Ola Camber &Peter Edman 02 Jul 2009 Sodium hyaluronate is used as an additive in eye drops and is said to increase eye contact time, thereby increasing the bioavailability of the drug. In this study, the effects of sodium hyaluronate on the face and drug absorption in rabbits over time were investigated. Addition of sodium hyaluronate (0.125%) to 3Hpilocarpine hydrochloride solution resulted in increased strength in tear fluid and a 2fold increase in the amount of drug in bone and aqueous humor. The effects of sodium hyaluronate concentration and molecular weight on pilocarpine-induced miosis in rabbits were further studied. Weight model. This may indicate that other physicochemical properties of sodium hyaluronate affect the bioavailability of the drug..¹⁸

M.F. Saettone, B. Giannaccini, P. Chetoni, M.T. Torracca, D. Monti 8 November 2002

The efficacy of the vehicles in the study was confirmed by miosis and ocular examination of albino rabbits on the vehicles used, three of which contained molecular weight Na-HA (Healon®).¹⁹

Bissen-Miyajima, Hiroko January 2008. Ophthalmic viscous surgical devices were first introduced to protect the intraocular space during intraocular lens implantation. Other aspects have been discussed with the development of various ophthalmic viscous surgical instruments. The holding capacities of ophthalmic adhesive surgical devices during phacoemulsification were compared to protect the bone endothelium. Ophthalmic mucosal surgical equipment to dilate and stabilize the pupil is particularly used in children or patients with weak iris syndrome. On the other hand, the problems associated with the use of ophthalmic viscous surgical products and their prevention are discussed. Postoperative increases in intraocular pressure have been reported, and successful removal of the ophthalmic viscous surgical device at the end of the procedure is important in preventing these increases. Burns can occur during phacoemulsification, so it is necessary to create a liquid environment around the phacoemulsification tip to avoid them.²⁰

J A P Gomes¹, R Amankwah², A Powell-Richards², H S Dua² 22, 2003

Human corneal epithelial cell cultures were created from 32 limbal donors and maintained in three cultures: (1) medium alone, (2) medium supplemented with sodium hyaluronate (0.6 mg/ml), and (3) enriched with hydroxypropyl methylcellulose (2.5 mg/ml). Measure the total area of

each epithelial cell layer migrated by planimetry on days 4, 8, 12 and 16.

Immunohistochemical analysis of growth and CD44 receptor expression was performed in cytospin preparations of cells cultured in different culture conditions. Antibodies against Ki67 and CD44 were used separately.²¹

CHAPTER 4

METHODOLOGY

Introduction:

This methodology outlines the steps taken to collect and analyse data for the research topic vista-ha: exploring marketing strategies for penetration and growth in a crowded market” The research aims to investigate the relationship between physician recommendation and patient adoption of medical devices. The methodology used is a quantitative research approach, involving a survey of individuals who have used VISTA - HA. The methodology is divided into sections, including Study design, sample selection, data collection, data analysis, and ethical decision making. In order to explore marketing tactics for Vista-HA Eyedrops' penetration and growth using convenient and random sample methods, an online survey was created, and research was done. Between April and MAY 2023, the questionnaire was distributed. Doctors, chemists, members of the healthcare community, and consumers were all invited to participate in the poll. Only one response from each respondent was recorded

Research Design:

The research design used in this study is a crosssectional scanning design. The reason for this is the purpose of the study is vista-ha: exploring marketing strategies for penetration and growth in a crowded market. The survey collected data from participants who have used Vista HA and it included questions related to the physician, pharmacist, consumer recommendation, demographics, and adoption of the product. Demographic data will provide information about the characteristics of the participants, including age, gender, education level, and product. Question-based data will examine the insight on the product.

Sample Selection:

The sample selection for this study involves individuals who have used a vista -HA. The sample population includes pharmacist, doctor and other people who have used vista – HA . The sample population will be selected using a convenience sampling technique. Convenience sampling involves selecting individuals who are readily available and willing to participate in the study. Participants will be recruited through social media platforms, email invitations, and through personal networks. The inclusion criteria for the study will be patients who have used Vista -HA, the reason for its use. To ensure that a

Product group of participants are included in the study, efforts will be made to recruit participants from Differences in age, gender, race and economic background. This method may not represent the entire population, but it will provide valuable data for the research.

Sample size : 250 to 300 people.

Data Collection:

Data will be collected using an online survey questionnaire that will be distributed to participants through the recruitment channels mentioned above. The survey questionnaire will consist of two sections: a) demographics and b) questions on vista-ha: exploring marketing strategies for penetration and growth in a crowded market. The demographics section will include questions related to the age, gender, and place of the participants. The questions on Vista -HA will include items such as Do you know Vista- HA , Have you ever used, sold or prescribed Vista HA eyedrops?, From where did you get the information about the product? Since when are using, selling, or prescribing this product?

The Cross-sectional survey design consisted of 25 questions. The first 5 questions aim to find the general details about the Pharmacists, doctor, and consumer their background information, and their demographic details. The other questions included:

- Their interaction with eye drops with respect to its buying, selling and prescription with 3 options.
- Their knowledge about Vista- HA along with its buying, selling and prescription with 3 options in each case.
- Their source of receiving information of Vista- HA, 6 sources are given with an option to put other sources as well.
- Amount of time since involved with usage and Business of this product with 6 options ranging from weeks to 2 years.
- Frequency on refilling the eye drops, with 5 options.
- Ease of usage, with a 5-point Likert scale, with possible scores ranging from One to Five. (1 = Very Easy to 5 = Very Different)
- Advantage and benefits of the product with 9 multiple answer options. Other option was given as well.
- Disadvantage and side-effects of the product with 11 multiple answer options. Other option was given as well.

- Availability of the drug with 3 options
- Channel used to buy the product with 3 options.
- Inclusion of any drug referred along with Vista- HA with 3 options.
- Specific preferences by the drug which is failed by other drugs with 3 options.
- Effective marketing of the eye drops with 7 multiple answer options. The option to have other point was included as well.
- Challenges faced during marketing of the eye drops with 7 multiple answer options.
- Ways by which these eye drops are promoted to stockist with 6 multiple answer options. The option to have other point was included as well.
- Overall rating of the product on a 5-point Likert scale, with possible scores ranging from 1–5. (1 = Very poor to 5 = Excellent)

The Inclusion Criteria were Age, Gender, Location, Region and Profile.

The Exclusion Criteria were Name and Language. The survey questionnaire used in the qualitative research was initially created and authorised by the mentor. Respondents filled out a Google forms-based online survey. Participants distributed the survey's link over social media. Another reminder was given to promote as much involvement as possible.

Data analysis:

The data analysis method used in this study is descriptive statistics. Statistical information will be used to collect demographic information and questions. Frequency distributions, measures of central tendency, and standard deviations will be used to describe the data. Inferential statistics will also be used to analyze VISTA-HA. Social verification will be used.

vista-ha: Exploring business strategies for market penetration and growth.

Ethical considerations:

This study will follow ethical guidelines for research involving human participants and prior informed consent will be obtained from all participants for participation in the study. Participants will be informed that participation is voluntary, they can withdraw from the study at any time, and their information will be kept confidential. The data collected will be stored securely and only accessible to the researchers involved in the study.

CHAPTER 5

RESULTS AND DISCUSSION

INTRODUCTION

This section presents the findings and analysis of studies conducted to explore effective business strategies for entry and growth in a competitive environment. This section is designed to provide a better understanding of the benefits of using and evaluating the Vista-Ha business model. The main purpose of this article is to explore innovation as well as impactful marketing strategies that can assist companies in gaining a competitive advantage and capturing market share in crowded markets. This chapter serves as the culmination of this research journey, presenting the empirical evidence and insights gained from the study.

No. of participants who took part in this survey: 276

Analysis of respondent's demographic:

1. Age and Gender

Table 5.1: Gender and Age of participants

	Gender		
Age	Female	Male	Grand Total
15-25	8	35	43
26-35	33	55	88
36-45	28	29	57
46-55	27	24	51
56-65	17	14	31
66-75	5	1	6
Grand Total	118	158	276

Discussion and Findings:

- In terms of gender distribution, females constitute approximately 43% of the total participants, while males make up around 57%. This indicates a slightly higher representation of males in the study.
- Turning to the age distribution, the largest group of participants falls within the 26-35 age category, accounting for approximately 32% of the total sample.

- The 36-45 age group follows closely behind, comprising approximately 21% of the participants. The 46-55 age group represents around 18.5% of the total, while the 15-25 age group accounts for approximately 15.5%.
- The 56-65 age category comprises around 11% of the participants, and the smallest age group, 66-75, constitutes merely 2% of the sample.

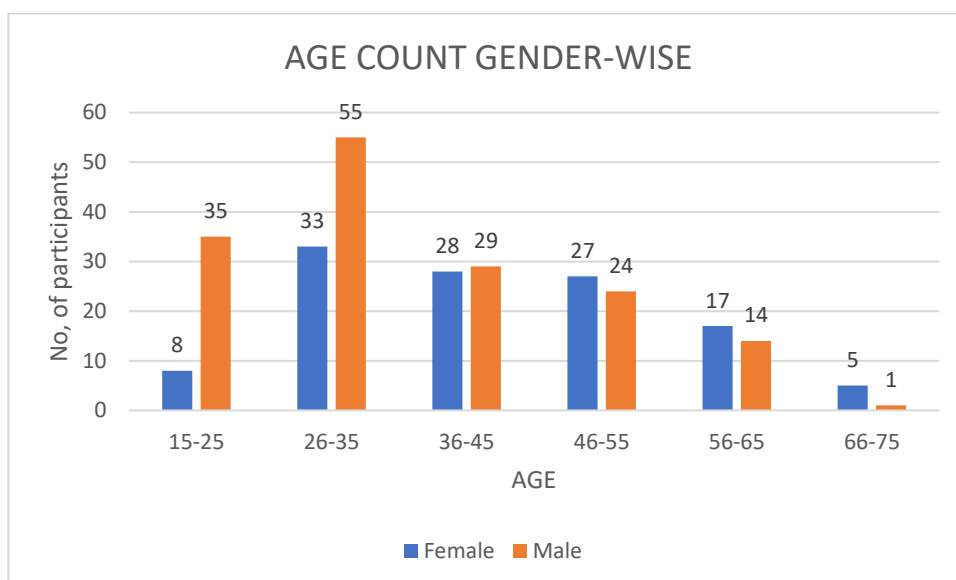


Fig 5.1: Column chart showing Gender and Age of participants

2. Geographical Location

Table 5.2: State of the Participant

States	No, of participants
Madhya Pradesh	5
Uttar Pradesh	25
Telangana	40
Delhi	15
Gujarat	16
Andhra Pradesh	2
Karnataka	75
Kerala	8
Maharashtra	4
Punjab	16
Rajasthan	21
Tamil Nādu	35
Bihar	6
West Bengal	8
Grand total	276

Discussion and Findings:

- Among the participants, Karnataka exhibits the highest representation, accounting for approximately 27.2% of the total sample. Telangana follows closely behind, representing around 14.5% of the participants.
- Tamil Nadu contributes approximately 12.7%. Uttar Pradesh and Rajasthan make up roughly 9.1% and 7.6% of the sample, respectively.
- On the other hand, states such as Andhra Pradesh, Bihar, Maharashtra, and Madhya Pradesh have comparatively lower participation rates, each constituting less than 3% of the total sample.
- This distribution showcases varied levels of engagement across different states. The higher representation from states like Karnataka, Telangana, and Tamil Nadu suggests a strong interest or relevance to the research topic in those regions.
- Conversely, the lower representation from states like Andhra Pradesh, Bihar, Maharashtra, and Madhya Pradesh indicates relatively lesser interest or availability of participants.

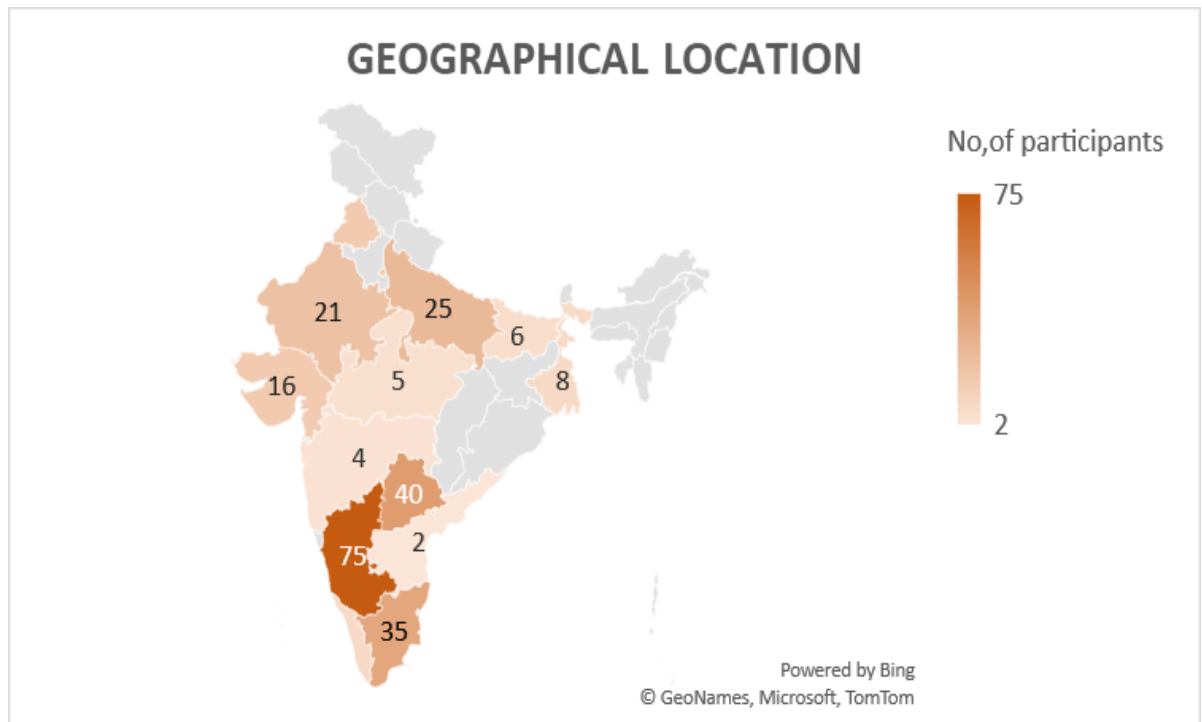


Fig 5.2: India map showing the state of the participants

3. Work profile of the participants

Table 5.3: working profile of participants

Row Labels	No,of participants
Doctor	136
Pharmacist	140
Grand Total	276

Discussion and Findings:

- The table reveals that doctors represent approximately 49.3% of the participants, with a total of 136 individuals. In comparison, pharmacists constitute around 50.7% of the participants, with a total of 140 individuals. This indicates a relatively balanced distribution of participants between the two working profiles.
- The substantial representation of both doctors and pharmacists within the study highlights the significance of healthcare professionals in the research. The high number of doctors and pharmacists suggests their active involvement, potentially as key stakeholders, or primary contributors to the research topic.

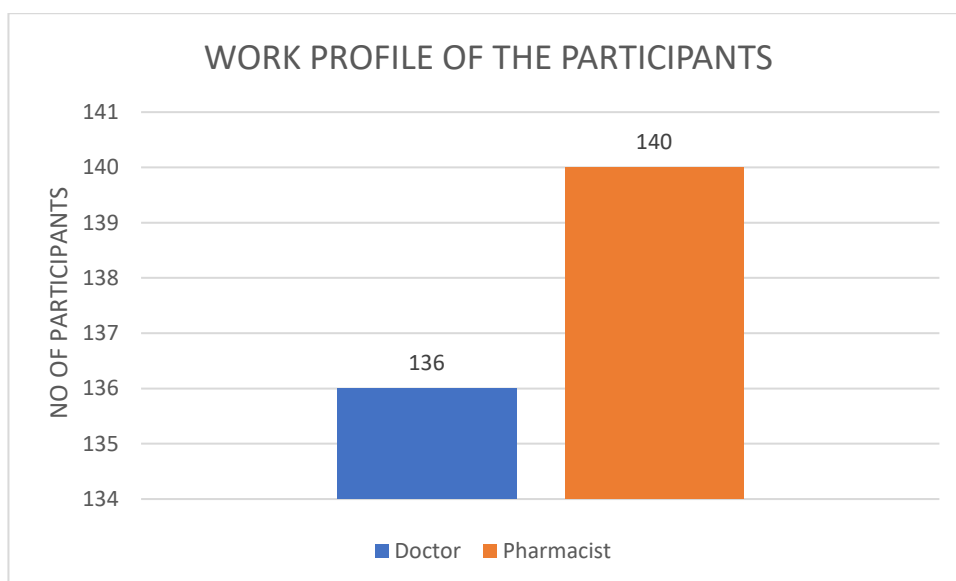


Fig 5.3: column graph showing work profile of the participants

Analysis of Questions Based on the Research Objectives and Questions:

1. Knowledge on Vista- HA

Table 5.4: Participants Knowledge on Vista- HA

Labels	No. of Participants
Maybe	90
Yes	186
Grand Total	276

Discussion and Findings:

- The table reveals that approximately 67.4% of the participants responded with "Yes," indicating their knowledge of Vista-HA. This represents a majority of the sample. On the other hand, around 32.6% of the participants answered with "Maybe," signifying some level of uncertainty or partial awareness.
- This analysis highlights the relatively high awareness levels among the participants, with a significant majority, approximately 67.4%, familiar with Vista-HA. However, it is important to note that a considerable proportion of participants, approximately 32.6%, expressed uncertainty or limited knowledge about the concept.

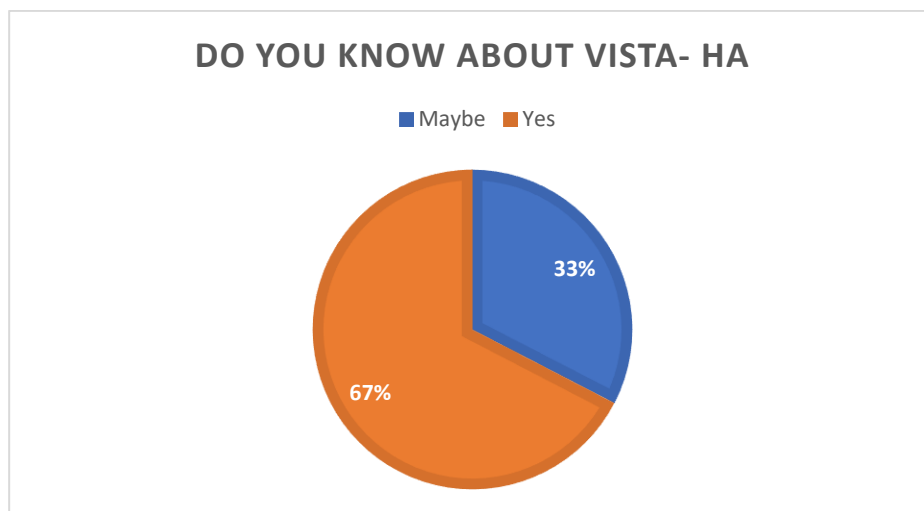


Fig 5.4: Pie chart showing Participants Knowledge on Vista HA

2. Prescribe or Sell eye drops

Table 5.5: Participants prescribing or selling eye drops

Label	No. of Participants
Sometimes	112
Yes	164
Grand Total	276

Discussion and Findings:

- The table reveals that approximately 59.4% of the participants responded with "Yes," indicating their active usage, prescription, or sale of eye drops. On the other hand, around 40.6% of the participants answered with "Sometimes," signifying occasional engagement with eye drops.
- This analysis highlights a significant level of engagement with eye drops among the participants, with approximately 59.4% actively involved in their usage, prescription, or sale. This suggests a substantial market presence and demand for eye drops among the study's participants.
- Furthermore, the data also indicates that approximately 40.6% of the participants engage with eye drops on an occasional basis. This group may use, prescribe, or sell eye drops sporadically rather than consistently.

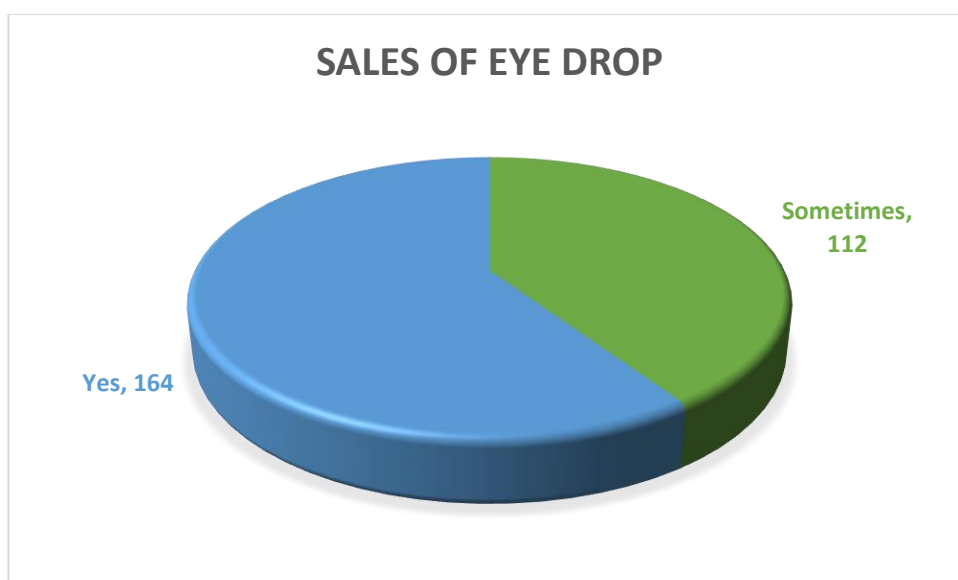


Fig 5.5: Pie chart showing Participants prescribing or selling eye drops

3. Sold or prescribed Vista HA eyedrops

Tab 5.6: Participants selling or prescribing Vista HA eyedrops

Labels	No. of Participants
No	8
Yes	268
Grand Total	276

Discussion and Findings:

The table reveals that approximately 97.1% of the participants responded with "Yes," indicating that they have used, sold, or prescribed Vista HA eyedrops in the past. On the other hand, a small percentage, approximately 2.9%, answered with "No," indicating that they have not had any experience with Vista HA eyedrops.

This analysis highlights a significantly high level of engagement with Vista HA eyedrops among the participants, with approximately 97.1% having used, sold, or prescribed them. This indicates a strong familiarity and past experience with Vista HA eyedrops within the study's sample.

Additionally, the data shows that a small proportion, approximately 2.9%, of the participants have not engaged with Vista HA eyedrops. This suggests that the majority of participants have some level of experience or knowledge regarding this product.



Fig 5.6: Pie chart showing Participants selling or prescribing Vista HA eyedrops

4. Source of information about the product

Table 5.7: Participants source of information about the product

Labels	No. of Participants
Colleagues	40
Medical Representatives	150
Newspaper	34
Social Media	16
Website	35
Website	1
Grand Total	276

Discussion and Findings:

- The table reveals that Medical Representatives are the most common source of information, with approximately 54.3% of participants relying on them. Colleagues and Websites follow closely, accounting for approximately 14.5% and 12.7% of participants, respectively. Newspaper and Social Media are relatively less utilized sources, with approximately 12.3% and 5.8% of participants, respectively. There is also an entry of "Website" mentioned twice, representing less than 1% of participants.
- This analysis highlights the significance of Medical Representatives as the primary source of information, with a substantial majority of participants (54.3%) relying on them. Colleagues and Websites also play significant roles, being important sources for 14.5% and 12.7% of participants, respectively. On the other hand, Newspaper and social media have a comparatively lower influence as sources of information.
- In summary, Table 5.6 demonstrates that Medical Representatives are the dominant source of information for the participants, followed by colleagues and websites. This indicates the importance of building strong relationships with Medical Representatives and leveraging colleagues and websites as trusted sources to disseminate information about the product. While newspaper and social media play a relatively smaller role in information acquisition, they should not be disregarded entirely, as they still influence a portion of the participants. Marketers can allocate resources accordingly to strengthen engagement with the primary sources and explore targeted strategies to leverage the potential of social media and newspapers.

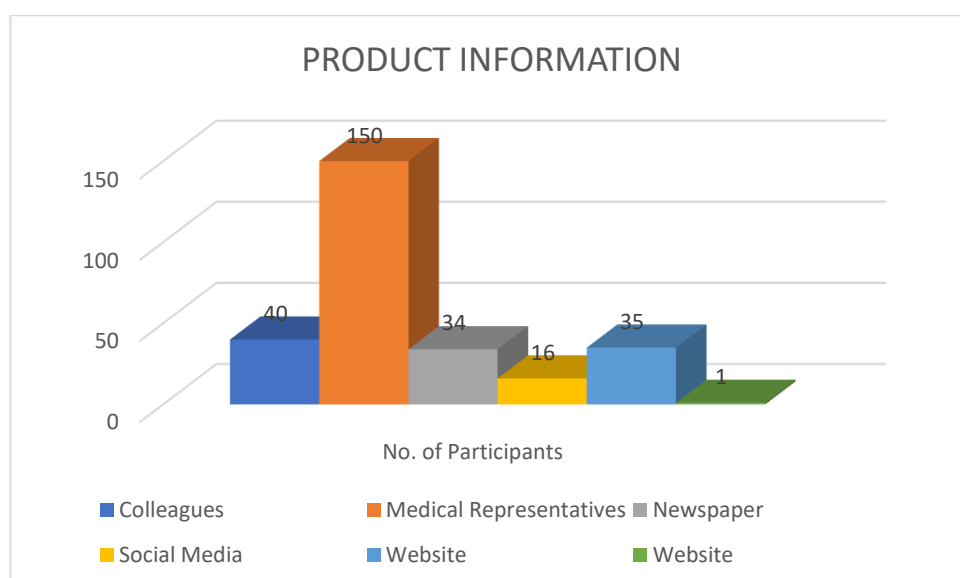


Fig 5.7: clustered chart showing Participants source of information about the product

5. Timeline of selling or prescribing this product

Table 5.8: Participants timeline of selling, or prescribing this product

Row Labels	No. of Participants
Couple of days/ weeks	40
From 1-6 months	23
from 6-12 months	83
More than 1 years	76
More than 2 years	46
Never used the product	8
Grand Total	276

Discussion and Findings:

- The table reveals that approximately 14.5% of participants have been using, selling, or prescribing the product for a couple of days or weeks, while approximately 8.3% have been doing so for 1-6 months. Around 30.1% of participants have a usage duration of 6-12 months, and approximately 27.5% have been engaged with the product for more than 1 year. Additionally, approximately 16.7% of participants have a usage duration of more than 2 years. There is also a small proportion, approximately 2.9%, of participants who have never used the product.
- This analysis highlights the diverse usage timelines among the participants. While a notable portion of participants have been engaged with the product for

more than 1 year, indicating a strong customer base, there is also a significant percentage of recent adopters, as well as a smaller group of long-term users. The presence of participants who have never used the product suggests potential growth opportunities in targeting this segment.

- The analysis reveals a varied distribution across different usage timelines, with a notable proportion of participants in each category. This indicates a mix of recent adopters, long-term users, and potential new customers who have not yet engaged with the product. Marketers can utilize this information to develop targeted strategies that cater to the specific needs and preferences of each group, focusing on customer retention, acquisition of new users, and addressing any barriers preventing non-users from trying the product.

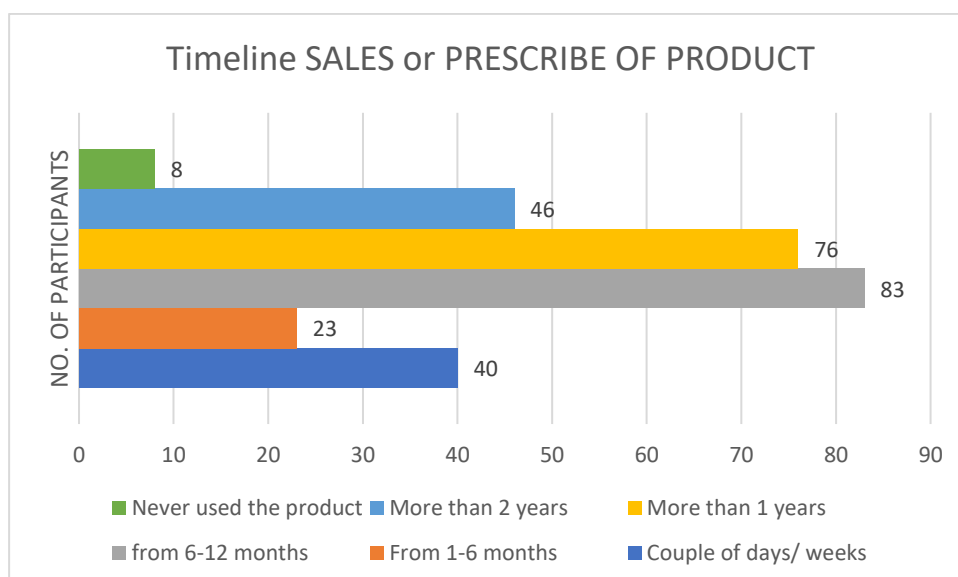


Fig 5.8: clustered bar showing Participants timeline of selling or prescribing this product

6. Timeline to refill your prescription for the drug

Table 5.9: Participant timeline of refilling prescription for the drug

Refill time	Everyday	Monthly	Weekly	Grand Total
No. of Participants	100	152	24	276

Discussion and Findings:

- The table reveals that approximately 36.2% of participants require monthly prescription refills, making it the most common refill frequency among the participants. Around 24.6% of participants require daily refills, indicating a significant number of participants who rely on the drug on a daily basis. Additionally, approximately 8.7% of participants require weekly refills.
- This analysis highlights the varying refill frequencies among the participants. The majority of participants require monthly refills, indicating a need for sustained medication over a longer duration. The significant proportion of participants requiring daily refills suggests a higher frequency of drug usage, potentially indicating the drug's use in managing chronic conditions or as part of daily medication regimens. The smaller segment of participants requiring weekly refills indicates a need for consistent availability for participants with weekly prescription refills.
- The analysis reveals a diverse distribution of participants across different refill timeframes. Monthly refills are the most common, indicating a need for sustained medication, while daily refills highlight the drug's importance in daily treatment plans. Weekly refills represent a smaller but significant segment.

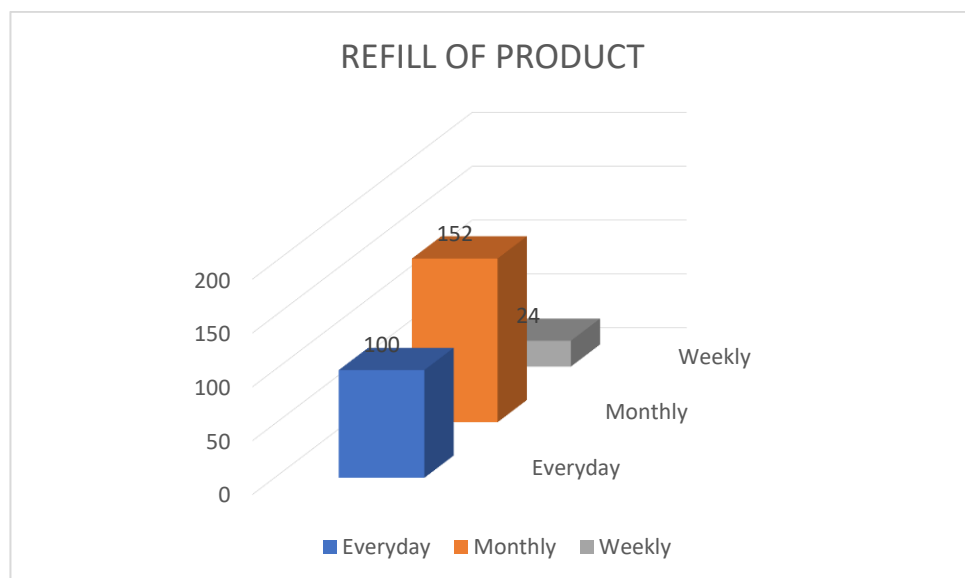


Fig 5.9: column chart showing Participant timeline of refilling prescription for the drug

7. Promotion of the product by MR to Doctors and Pharmacists

Table5.10: Participant responses on Promotion of the product by MR to Doctors and Pharmacists

Row Labels	No. of Participants
Everyday	276
Grand Total	276

Discussion and Findings:

- The table reveals that 100% of participants reported that the product was promoted by medical representatives on an everyday basis. This indicates that all participants were exposed to daily promotional activities for the product by MRs.
- This analysis highlights the intensive promotional efforts undertaken by the company or organization behind the product. The 100% everyday promotion frequency indicates a consistent and dedicated approach to reaching out to healthcare professionals and creating awareness about the product. The fact that all participants were exposed to daily promotion suggests a comprehensive marketing strategy aimed at maximizing product visibility and engagement with the target audience.
- The analysis reveals a 100% everyday promotion frequency, indicating a strong commitment to consistent engagement and communication with healthcare professionals. This approach ensures continuous product visibility, facilitates knowledge dissemination, and potentially influences prescribing or recommending decisions.

8. Ease to use the product

Table 5.11: Participants rating on ease to use the product

Count of Is the product easy to use?	
Row Labels	No. of Participants
1	198
2	33
3	28
4	15
5	2
Grand Total	276

Discussion and Findings:

- The table reveals that the majority of participants, approximately 71.7%, rated the product as "1" in terms of ease of use, indicating that they found it very easy to use. A smaller proportion of participants, around 12%, rated it as "2," implying a moderate level of ease of use. Additionally, 10.1% of participants rated it as "3," suggesting a somewhat neutral perception. A further 5.4% rated it as "4," indicating a slightly lower level of ease of use. Only 0.7% of participants rated it as "5," representing the lowest perception of ease of use.
- This analysis highlights the favourable perception of the product's ease of use among the majority of participants. The high percentage of participants rating it as "1" suggests that the product is widely perceived as user-friendly and intuitive. This positive perception can contribute to a positive user experience, ease of adoption, and potential user satisfaction.

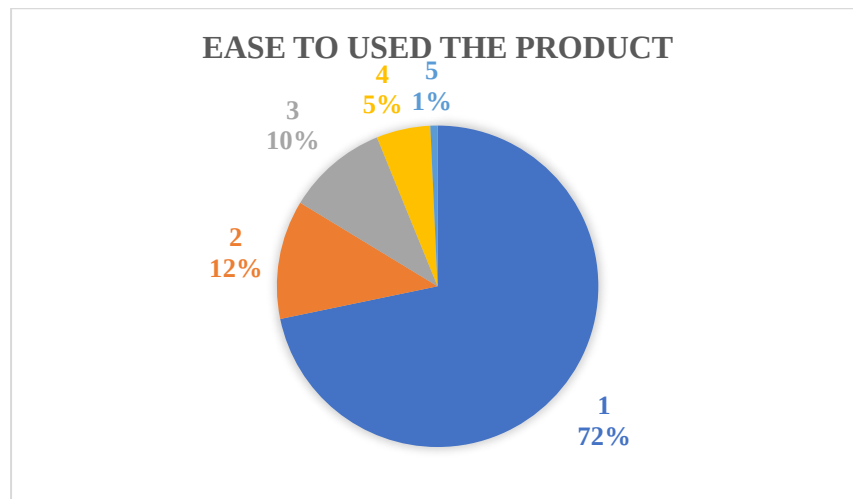


Fig 5.10: Participant ratings on ease to use the product

9. The advantages and benefits of this product

Table 5.12: Participants responses on advantages and benefits of this product

Row Labels	No. of Participants
No side effects on major organs	21
Better sales than competitor product	15
Less costing	83
No dry eyes	75
Unique composition	82
Grand Total	276

Discussion and Findings:

The table reveals that 7.6% of participants identified "No side effects on major organs" as an advantage, highlighting the product's safety profile. Approximately 5.4% of participants mentioned "Better sales than competitor product," indicating their perception of the product's market performance. Furthermore, 30.1% of participants recognized the advantage of "Less costing," emphasizing the product's cost-effectiveness. Another benefit mentioned by 27.2% of participants was "No dry eyes," suggesting that the product may offer relief from dry eye symptoms. Additionally, 29.7% of participants appreciated the "Unique composition" of the product.

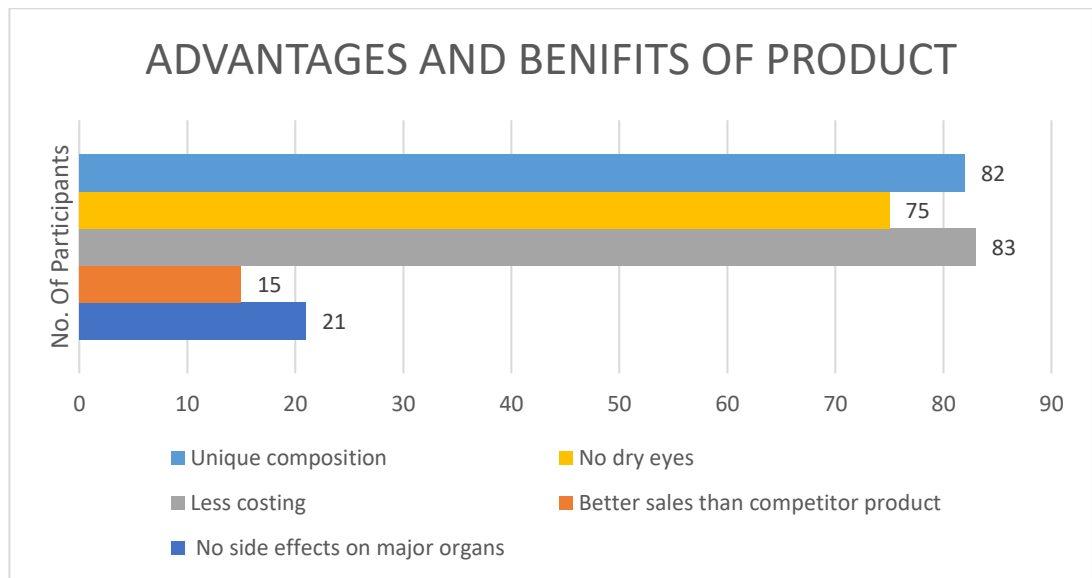


Fig 5.11: Bar Chart Showing Participants responses on advantages and benefits of this product

10. Ease of availability of the product in the market

Tab 5.13: Participants responses Ease of availability of the product in the market

label	No	Yes	Grand Total
No. of Participants	189	87	276

Discussion and Findings:

- The table indicates that 68.5% of participants responded with "No," expressing the belief that the drug is not easily available in the market. Conversely, 31.5% of participants responded with "Yes," indicating their perception that the drug is readily available.
- This analysis highlights a notable perception gap among the participants regarding the availability of the drug in the market. The majority of participants (68.5%) consider the drug to be less accessible, which raises concerns about its availability for potential users and prescribers. On the other hand, a significant portion (31.5%) perceives the drug as easily available.
- Addressing the perception gap is crucial for marketers and manufacturers to ensure that the drug is accessible to the target audience. Strategies such as improving distribution networks, optimizing supply chain management, and

establishing strong partnerships with pharmacies and healthcare providers can help enhance the drug's availability in the market.

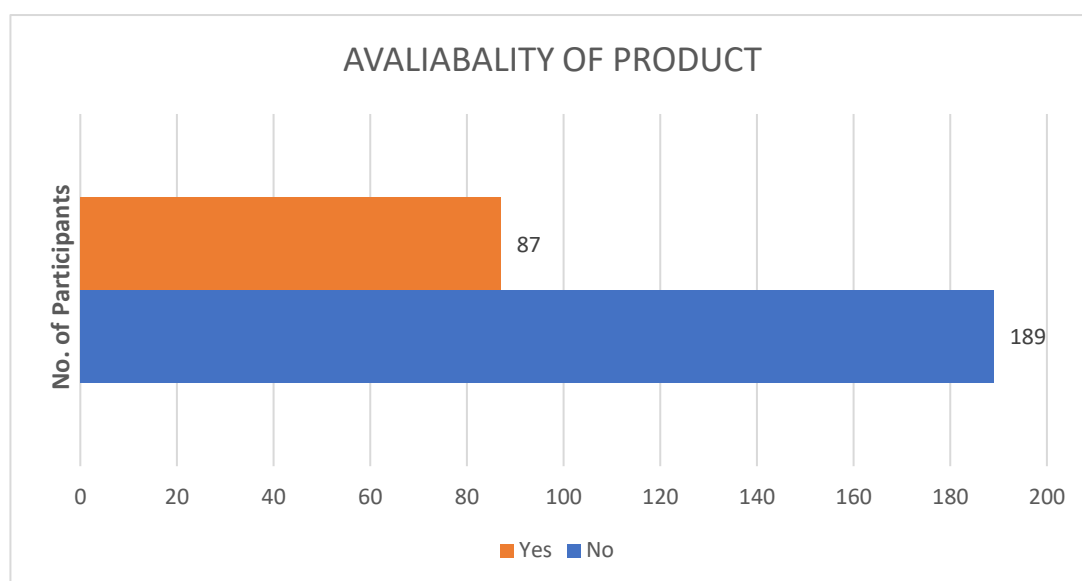


Fig 5.12: cluster bar showing Participants responses Ease of availability of the product in the market

11. Source to Procure the product

Table 5.14: Participants source of procuring the product

label	Offline	Online	Grand Total
No. of Participants	178	98	276

Discussion and Findings:

- The table indicates that 64.5% of participants prefer to buy the product through offline channels, while 35.5% choose online channels for their purchases.
- This analysis reveals a significant preference for offline channels among the participants. The majority of participants (64.5%) opt for the traditional brick-and-mortar stores, pharmacies, or healthcare facilities to make their purchases. This preference suggests that these participants value the in-person shopping experience, the ability to interact with experts, and the convenience of immediate access to the product.

- On the other hand, a notable portion of participants (35.5%) prefers online channels for their purchases. This indicates a growing trend towards e-commerce platforms and online pharmacies. These participants appreciate the convenience, wider selection, and the ability to compare prices and reviews that online channels offer.

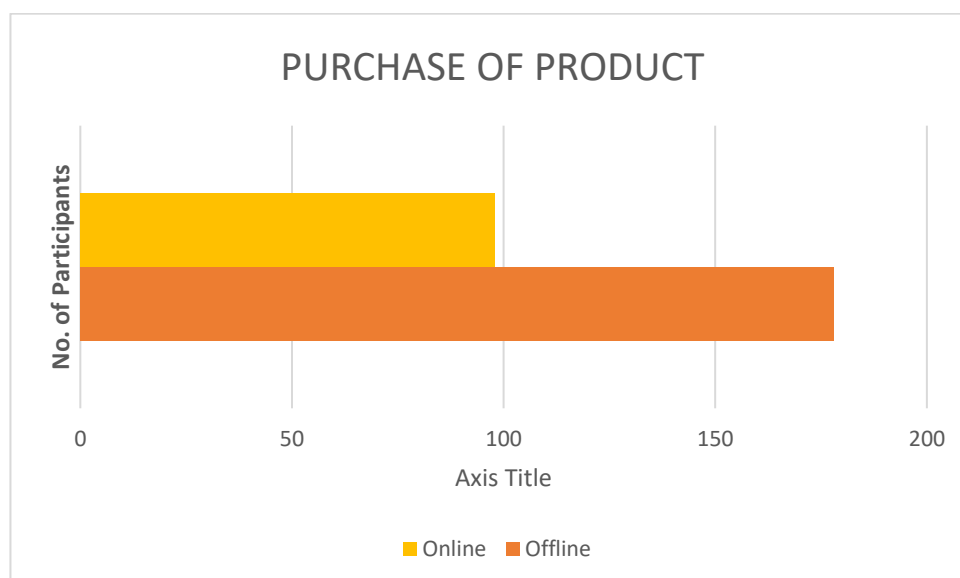


Fig5.13: cluster bar showing Participants source of procuring the product

12. Product addressing specific needs or preferences that are not met by other pharmaceutical drugs for the same condition

Table 5.15: Participants Responses on Product addressing specific needs or preferences that are not met by other pharmaceutical drugs for the same condition

Label	Maybe	No	Yes	Grand Total
No. of Participants	93	22	161	276

Discussion and Findings:

- The table indicates that 33.7% of participants responded with "Maybe," 8% responded with "No," and 58.3% responded with "Yes" when asked about the drug's ability to address specific needs or preferences not met by other pharmaceutical drugs for the same condition.
- This analysis reveals that a majority of participants (58.3%) perceive the drug to have unique advantages and address specific needs or preferences that are not met by other pharmaceutical drugs. This positive perception indicates that these

participants recognize the distinct qualities or benefits of the drug, which differentiates it from existing options in the market.

- On the other hand, a significant number of participants (33.7%) expressed uncertainty or were unsure if the drug addresses specific needs or preferences. This suggests the need for further information, education, or clarification regarding the drug's unique features and advantages. Addressing their uncertainties and providing additional information can help strengthen their understanding and perception of the drug's benefits.
- A smaller proportion of participants (8%) responded with "No," indicating that they do not believe the drug offers any specific advantages over other pharmaceutical drugs for the same condition. Understanding the reasons behind their belief is crucial in identifying potential gaps in communication or areas for improvement.

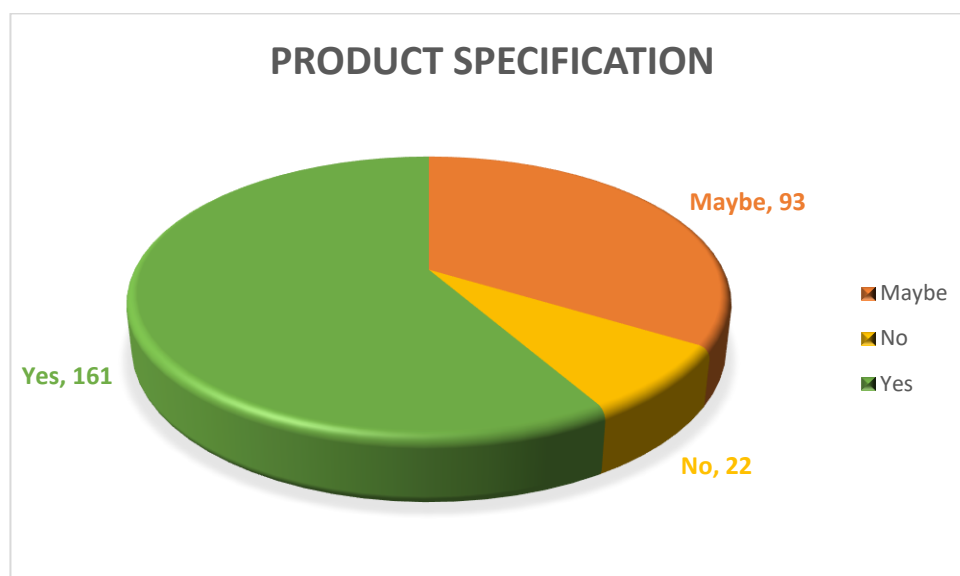


Fig5.14: Pie chart showing Product addressing specific needs or preferences that are not met by other pharmaceutical drugs for the same condition

13. Effective marketing of the product

Table 5.16: Participant opinion on Effective marketing of product

label	No	Yes	Grand Total
No. of Participants	202	74	276

Discussion and Findings:

- The table indicates that 73.2% of participants responded with "No," while 26.8% responded with "Yes" when asked about their perception of the product's marketing effectiveness. This analysis reveals that a majority of participants (73.2%) express dissatisfaction or believe that the product is not being marketed effectively. This indicates a significant gap or perceived shortcomings in the current marketing efforts. It suggests the need for improvements in areas such as messaging, reach, visibility, or other marketing strategies.
- On the other hand, a smaller but notable proportion of participants (26.8%) believe that the product is being marketed effectively. These participants likely perceive strong branding, targeted communication, and impactful promotional activities that effectively communicate the product's value proposition.

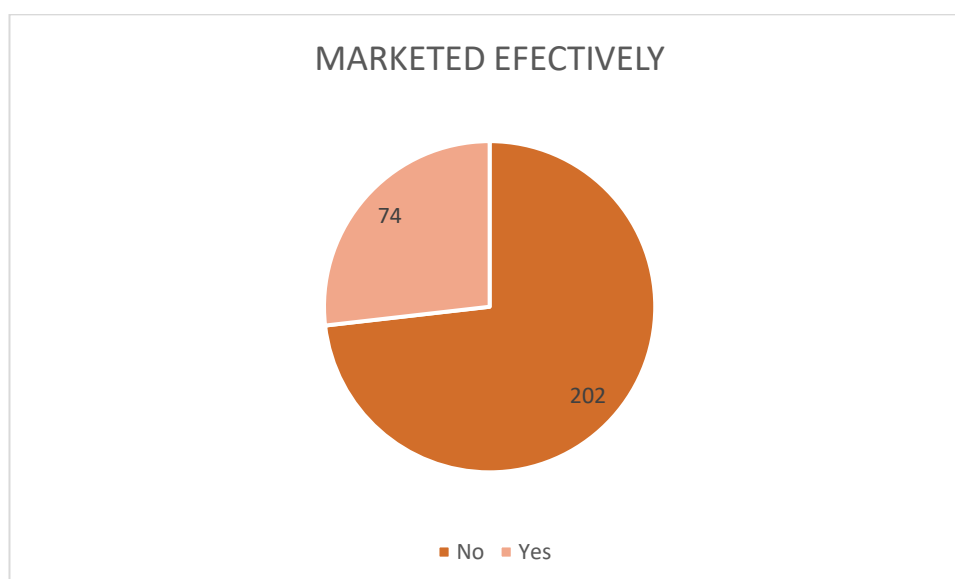


Fig 5.15: pie chart showing Participant opinion on Effective marketing of product

14. Marketing strategies to promote this drug

Table 5.17: Participant opinion on Marketing strategies to promote this drug

Row Labels	No. of Participants
Digital Marketing	1
Making product highly available	10
Provide discounts	49
Rapport building with Doctors and Pharmacists	216
Grand Total	276

Discussion and Findings:

The table indicates that participants have varying opinions on the most effective marketing strategies for promoting the drug:

- Digital Marketing: Only 0.4% of participants mentioned digital marketing as the most effective strategy.
- Making product highly available: Approximately 3.6% of participants believe that making the product highly available would be the most effective strategy.
- Provide discounts: Around 17.8% of participants think that providing discounts would be the most effective marketing strategy.
- Rapport building with Doctors and Pharmacists: The majority of participants, 78.3%, mentioned building rapport with doctors and pharmacists as the most effective strategy.

The analysis reveals that building rapport with doctors and pharmacists is perceived as the most effective marketing strategy by a significant majority of participants (78.3%). This highlights the crucial role of healthcare professionals in influencing the prescription and usage of the drug. Establishing strong relationships and trust with doctors and pharmacists can significantly impact the success of the marketing efforts.

While digital marketing, making the product highly available, and providing discounts were mentioned by a smaller proportion of participants, they still hold some relevance in promoting the drug. Digital marketing can be a powerful tool for reaching a wider audience and creating awareness, while ensuring the product's availability and offering discounts can attract and retain customers.



Fig 5.16: cluster bar showing Participant opinion on Marketing strategies to promote this drug

15. Potential barriers or challenges impacting the effectiveness of marketing strategies for this drug in the ophthalmic market

Table 5.18: Participants opinion on Potential barriers or challenges impacting the effectiveness of marketing strategies for this drug

label	Less buyers	Less sellers	Lack of Marketing	Grand Total
No. of Participants	110	72	94	276

Discussion and Findings:

- Less buyers: Around 39.9% of participants identified the presence of fewer buyers as a potential barrier or challenge to marketing strategies for the drug.
- Less sellers: Approximately 26.1% of participants mentioned the presence of fewer sellers as a potential barrier or challenge.
- Lack of Marketing: About 34.1% of participants perceived a lack of marketing as a potential barrier or challenge.

The analysis reveals that the potential barriers or challenges identified by participants include the presence of fewer buyers (39.9%), fewer sellers (26.1%), and a perceived lack of marketing efforts (34.1%). These factors can impact the effectiveness of marketing strategies for the drug in the ophthalmic market.

Addressing these challenges is crucial for optimizing marketing efforts:

- Increasing awareness and education: Manufacturers should focus on educating potential buyers about the benefits and unique features of the drug to overcome any reservations or lack of understanding that may hinder purchase decisions.
- Strengthening distribution channels: Collaborating with more sellers and ensuring wider availability of the drug in different locations can improve accessibility for customers, enhancing the chances of successful marketing.
- Enhancing marketing efforts: Investing in comprehensive marketing campaigns that effectively communicate the value proposition of the drug is essential. This

can include utilizing various channels such as digital marketing, medical conferences, and collaborations with healthcare professionals to expand reach and impact.

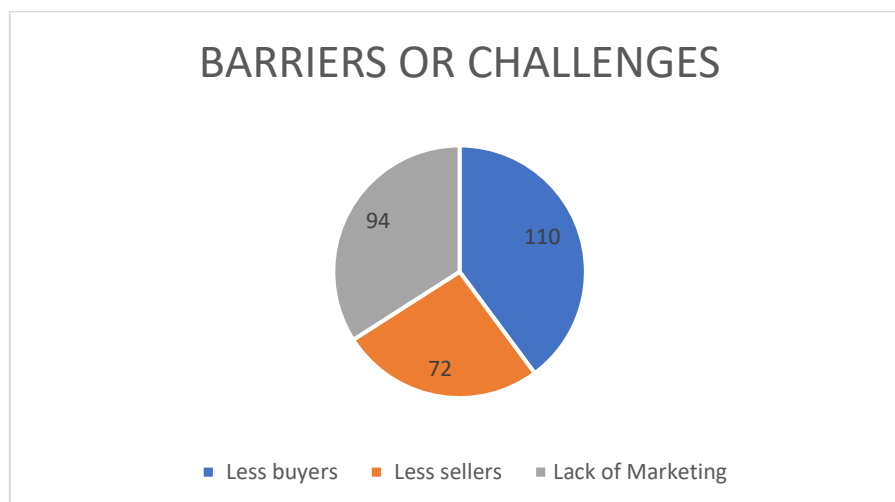


Fig 5.17: pie chart showing Participants opinion on Potential barriers or challenges impacting the effectiveness of marketing strategies for this drug

16. Effective ways to Promote the drug by Manufacturer to stockist

Tab 5.19: Effective ways to Promote the drug by Manufacturer to stockist

Row Labels	NO. OF PARTICIPENTS
Bonus rewards for meeting sales targets	59
By increasing visits from Medical Representatives	47
Discounts on bulk orders	95
Free product samples for testing and display	75
Grand Total	276

Discussion and Findings:

- Bonus rewards for meeting sales targets: Approximately 21.4% of participants (59 individuals) suggested offering bonus rewards for meeting sales targets as an effective strategy.
- By increasing visits from Medical Representatives: Around 17.1% of participants (47 individuals) emphasized the importance of increasing visits from medical representatives to stockists.
- Discounts on bulk orders: Approximately 34.4% of participants (95 individuals) recommended providing discounts on bulk orders to incentivize stockists.

- Free product samples for testing and display: About 27.2% of participants (75 individuals) highlighted the significance of offering free product samples for testing and display purposes.

The analysis reveals that pharmacists believe manufacturers can promote the product to stockists by providing bonus rewards for meeting sales targets (21.4%), increasing visits from medical representatives (17.1%), offering discounts on bulk orders (34.4%), and providing free product samples for testing and display (27.2%).

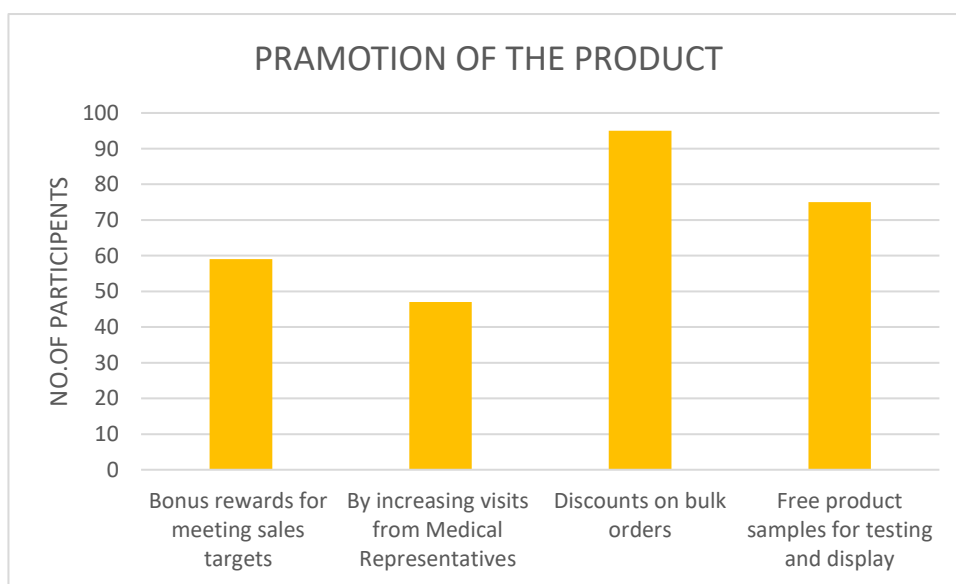


Fig 5.18: bar chart showing Effective ways to Promote the drug by Manufacturer to stockist

CHAPTER 6

CONCLUSION

The objective of this analysis was to propose a set of marketing strategies that can help Vista-HA achieve growth and penetration in the competitive ophthalmic market.

Through a comprehensive examination of various factors, including the unique features and benefits of the product, the preferences and behaviors of the target audience, and the competitive landscape, valuable insights have been gained to inform the development of effective marketing strategies.

Firstly, the analysis focused on understanding the unique selling propositions of Vista-HA. By evaluating its composition, efficacy, safety profile, and potential advantages over existing products, it became clear that Vista-HA possesses distinct features that can be leveraged for competitive advantage. These features include its innovative formulation, minimal side effects, and potential to address specific needs of the target audience, such as dry eyes or allergies. Recognizing and effectively communicating these unique attributes will be crucial in positioning Vista-HA as a preferred choice among consumers.

Furthermore, the analysis delved into the preferences and behaviors of the target audience in the ophthalmic market. By identifying consumer trends and factors influencing purchase decisions, such as price sensitivity, brand loyalty, and reliance on healthcare professionals' recommendations, the analysis shed light on the key drivers that influence the target audience's choices. This information will be instrumental in tailoring marketing strategies to align with the target audience's preferences and create a strong brand-consumer connection.

Additionally, the analysis explored the competitive landscape of the ophthalmic market. By assessing the strategies employed by existing players, such as their marketing approaches, distribution channels, and pricing strategies, valuable insights were gained regarding the market dynamics and potential areas of opportunity for Vista-HA. Understanding the strengths and weaknesses of competitors enables the formulation of strategies that can differentiate Vista-HA and carve out a distinctive market position.

Based on the analysis, a comprehensive set of marketing strategies can be proposed for Vista-HA. These strategies encompass various aspects, including product positioning, branding, promotional activities, distribution channels, and pricing. Firstly, effective product positioning and messaging should be developed to highlight Vista-HA's unique features, benefits, and advantages over competitors. Emphasizing its innovative formulation, safety profile, and targeted solutions for specific eye conditions will resonate with the target audience.

Building a strong and recognizable brand presence is another crucial aspect of the proposed marketing strategies. This can be achieved through engaging and consistent

branding across various marketing channels, including digital platforms, print media, and healthcare professional networks. The aim is to establish Vista-HA as a trusted and preferred brand within the ophthalmic market, building brand loyalty and advocacy among consumers and healthcare professionals.

Promotional activities should be tailored to reach the target audience effectively. Collaborations with healthcare professionals, including doctors and pharmacists, can help generate endorsements and recommendations, as well as provide opportunities for product demonstrations and education.

Distribution channels play a pivotal role in ensuring the availability and accessibility of Vista-HA to the target audience. Collaborations with pharmacies, eye clinics, and e-commerce platforms should be established to widen the product's reach. Additionally, strategic pricing strategies, such as competitive pricing, volume discounts, or bundling options, can incentivize consumers and healthcare professionals to choose Vista-HA over alternative products.

Implementing these marketing strategies will position Vista-HA as a preferred choice among consumers, strengthen brand-consumer connections, and create a distinctive market position. By effectively highlighting the unique features and benefits of Vista-HA, consumers will be motivated to choose the product over competitors. Through consistent branding and engagement with the target audience, Vista-HA will establish itself as a trusted and recognized brand in the ophthalmic market, building loyalty and advocacy.

Collaborations with healthcare professionals and effective promotional activities will enhance awareness and generate endorsements, ultimately driving adoption and usage of Vista-HA. Ensuring a wide and convenient availability of the product through strategic distribution channels will further facilitate its accessibility to the target audience. Additionally, implementing pricing strategies that provide value to consumers, such as competitive pricing or bundled offerings, will create an attractive proposition for choosing Vista-HA.

In conclusion, by utilizing the proposed marketing strategies, Vista-HA can achieve growth and penetration in the competitive ophthalmic market. These strategies encompass various elements, including product positioning, branding, promotional activities, distribution channels, and pricing. By effectively communicating the unique features and benefits of Vista-HA, tailoring strategies to align with consumer preferences, and leveraging collaborations and digital marketing platforms, Vista-HA will establish itself as a preferred brand among consumers and healthcare professionals. Continuous monitoring and adaptation will ensure the sustained success of these marketing strategies, leading to the accomplishment of Vista-HA's business objectives in the ophthalmic market.

CHAPTER 7

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ANNEXURES

Annexure – 1

Survey Form (Informed Consent and questionnaire)

Exploring Marketing Strategies for Penetration and Growth for Vista-HA Eye Drops.

Dear Participant,

Thank you for considering taking my survey. I value your opinion and your input will help me in my research studies. Before you begin the survey, I would like to provide you with some important information:

The information collected will be used to improve marketing strategies and to develop more effective communication with healthcare providers and patients.

*This survey should take **approximately 5 minutes to complete**. Please allocate enough time to answer all questions thoroughly.*

Voluntary Participation:

Participation in this study is completely voluntary. You have the right to refuse to participate or withdraw from the study at any time without penalty or loss of benefits to which you are entitled. Your decision to participate or not will not affect your current or future relationship with the researcher.

Confidentiality and privacy:

*Your responses will be **kept confidential and will only be used for research purposes**. Your personal information will not be shared with any third parties. The data will be stored securely and will be used for statistical analysis only.*

Contact information:

*If you have any questions or concerns about this survey, please **contact at srikishnaar82@gmail.com**. I appreciate your feedback and look forward to hearing from you.*

By proceeding with the survey, you indicate that you have read and understood the information provided in this consent form and voluntarily agree to participate in this study.

Gender *

- ☐ Male
- ☐ Female
- ☐ Others

Age *

- ☐ 15-25
- ☐ 26-35
- ☐ 36-45
- ☐ 46-55
- ☐ 56-65
- ☐ 66-75
- ☐ Above 75 years

Location (state) *

Your answer

Your Profile *

- ☐ Doctor
- ☐ Pharmacist

Have you ever used, sold or prescribed Vista HA eyedrops? *

- ☐ Yes
- ☐ No
- ☐ Maybe

From where did you get the information about the product? *

- ☐ Medical Representatives
- ☐ Website
- ☐ Social Media
- ☐ Newspaper
- ☐ Colleagues
- ☐ Friends or Relatives
- ☐ Other

Since when are using, selling or prescribing this product?

- ☐ Couple of days/ weeks
- ☐ From 1-6 months
- ☐ from 6-12 months
- ☐ More than 1 years
- ☐ More than 2 years
- ☐ Never used the product

How often do you have to refill your prescription for the drug? *

- ☐ Everyday
- ☐ Weekly
- ☐ Monthly
- ☐ 6 months
- ☐ Yearly

How often was this product promoted by MR to Doctors and Pharmacists? *

- ☐ Everyday
- ☐ Weekly
- ☐ Monthly
- ☐ 6 months
- ☐ Yearly

Is the product easy to use? *

- | | | | | | | |
|-----------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Very Easy | ☐ | ☐ | ☐ | ☐ | ☐ | Very Difficult |

What are the advantages and benefits of this product? *

- ☐ Less costing
- ☐ Reduces irritation
- ☐ No dry eyes
- ☐ No allergies
- ☐ Unique composition
- ☐ Better sales than competitor product
- ☐ Easy to use
- ☐ No side effects on major organs
- ☐ No advantage
- ☐ Other: _____

What are the disadvantage or side effects of the product you have faced? *

- ☐ False claims by the company
- ☐ Burning of eyes
- ☐ Redness and irritation
- ☐ Discolouration
- ☐ Allergic reaction
- ☐ Dry eyes
- ☐ Costly
- ☐ Inconvenient
- ☐ There are other better product
- ☐ Time consuming
- ☐ No issues
- ☐ Other: _____

Is the drug easily available in the market? *

- ☐ Yes
- ☐ No
- ☐ Maybe

From which channel do you buy this product? *

- ☐ Online
- ☐ Offline
- ☐ Both

Are there any specific needs or preferences that this drug addresses that are not met by other pharmaceutical drugs for the same condition? *

- ☐ Yes
- ☒ Maybe
- ☐ No
- ☐ Other: _____

Do you think the product is being marketed Effectively ? *

- ☐ Yes
- ☐ No
- ☐ Maybe

What marketing strategies do you think would be most effective in promoting this ^{*} drug ?

- ☐ Digital Marketing
- ☐ More seminars and conferences
- ☐ Making product highly available
- ☐ Rapport building with Doctors and Pharmacists
- ☐ Provide discounts
- ☐ Increase visit by Medical representatives to places
- ☐ Educating healthcare providers via visual aids, videos and testimonials
- ☐ Other: _____

Are there any potential barriers or challenges that could impact the effectiveness ^{*} of marketing strategies for this drug in the ophthalmic market?

- ☐ Many competitors
- ☐ Lack of Marketing
- ☐ Pricing
- ☐ Lack of Quality in the product
- ☐ Less buyers
- ☐ Less sellers
- ☐ No good sales effort by the company

For Pharmacists: How do you think manufacturers can promote this product to Stockists to make it a successful product?

- ☐ Discounts on bulk orders
- ☐ Free product samples for testing and display
- ☐ Bonus rewards for meeting sales targets
- ☐ Co-branding opportunities
- ☐ By getting more prescriptions from doctors
- ☐ By increasing visits from Medical Representatives
- ☐ Other: _____

Will you recommend this drug to someone having the same conditions? *

- ☐ Yes
- ☐ No
- ☐ Maybe

On a scale of 1 to 5 how much would you rate this product? *

- | | | | | | | |
|-----------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------|
| | 1 | 2 | 3 | 4 | 5 | |
| Very Poor | ☐ | ☐ | ☐ | ☐ | ☐ | Excellent |

Submit

Clear form