

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



Dissertation
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01

INTRODUCTION



INTRODUCTION

- In today's highly competitive business environment, the ophthalmic market stands as a prime example of intense competition, with numerous players vying for market share. In such a crowded landscape, it becomes crucial for companies to adopt effective marketing strategies to not only penetrate the market but also sustain growth.
- The ophthalmic market encompasses a wide range of products and services related to eye care, including pharmaceuticals, medical devices, and vision care services.
- It is a significant and rapidly growing market, driven by factors such as an aging population, increasing prevalence of eye disorders, and technological advancements.
- This crowded nature of the market poses challenges for new entrants and existing players alike, making it imperative to develop and implement effective marketing strategies.

INTRODUCTION

Need for Effective Marketing Strategies:

- Marketing strategies play a pivotal role in the success of companies operating in the ophthalmic market.
 - A well-executed marketing strategy can help companies differentiate their products, establish brand awareness, and effectively reach their target customers.
 - It is through strategic marketing that companies can overcome market barriers, gain a competitive edge, and drive sustainable growth.
 - Therefore, understanding and harnessing the power of marketing strategies is essential for ophthalmic companies aiming to succeed in this highly competitive landscape.
- 

INTRODUCTION

Vista HATM

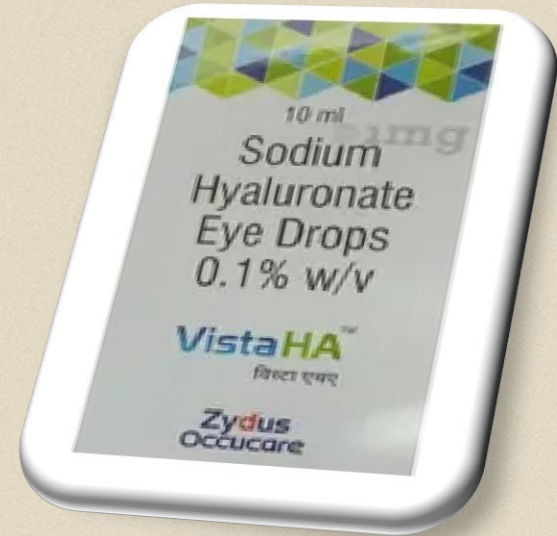
The **Superior** Tear Film Stabilizer

Uses:

- Severe Dry Eye Condition
- Post Ocular surgery
- PreOperative

Benefits:

- It Moisturizes the eyes
- Relieves Discomfort
- Temporary Burning



02



OBJECTIVES

OBJECTIVES

01

To identify the key challenges faced by Vista-HA in terms of market penetration and growth in a crowded ophthalmic market.

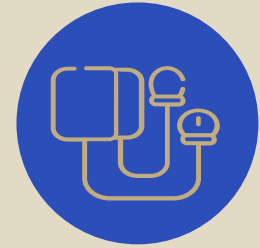
02

To analyse the ophthalmic market, including Vista-HA's competitors, target audience, and positioning, in order to develop a better understanding of the competitive landscape.

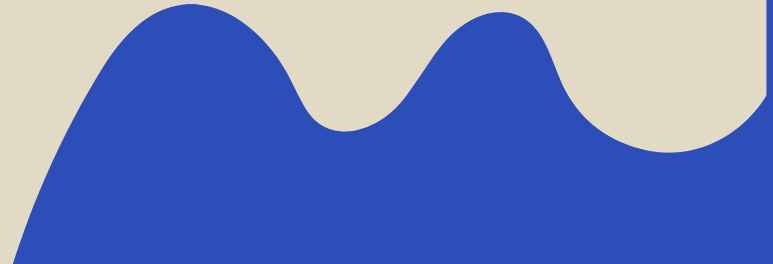
03

To propose 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 behaviours of the target audience, and the competitive landscape.

03



METHODOLOGY



RESEARCH METHODOLOGY



RESEARCH DESIGN

This study's research methodology was a cross-sectional survey.



SAMPLE POPULATION

Convenience Sampling Strategy among the Physician and Pharmacist



DATA COLLECTION

Online Google Survey Form consisting of 2 sections Participants demographics and questions based on objectives.



DATA ANALYSIS

Descriptive Statistical Analysis performed using graphs, pivot tables in MS Excel

Process





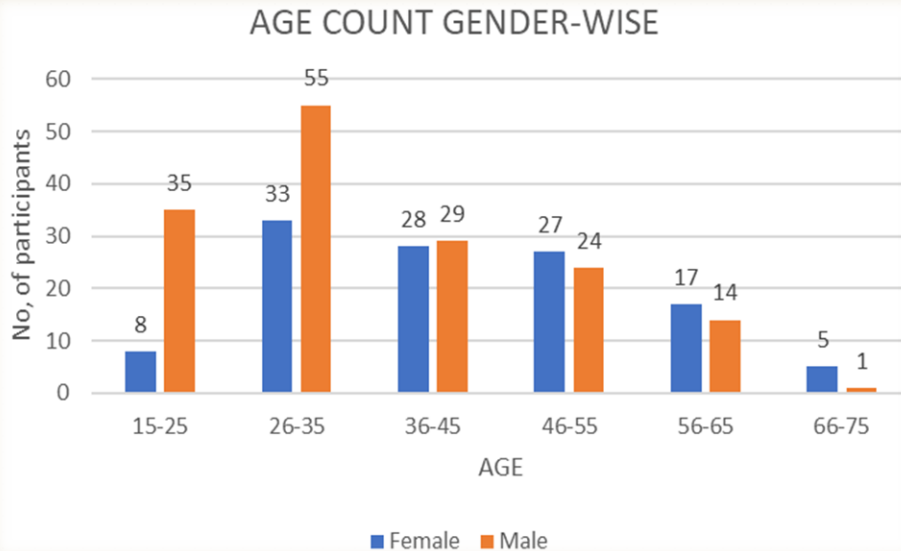
04

RESULT ANALYSIS

**Total No. Of Participants Who
Voluntarily took part in the survey**

276

RESULTS ANALYSIS



MALE

55.6%



FEMALE

42.5%



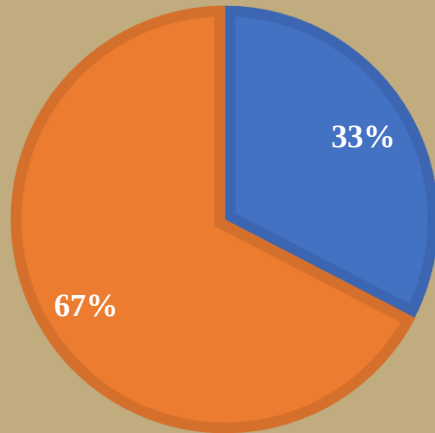
RESULTS ANALYSIS

GEOGRAPHICAL LOCATION OF PARTICIPANTS	
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 Nadu	35
Bihar	6
west bengal	8
Grand Total	276

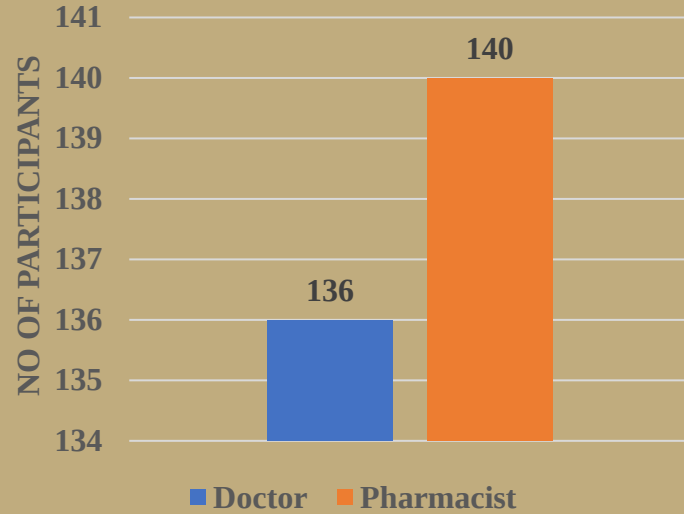
RESULTS ANALYSIS

DO YOU KNOW ABOUT VISTA- HA

■ Maybe ■ Yes

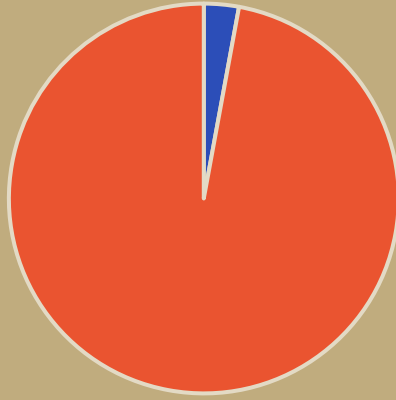


WORK PROFILE OF THE PARTICIPANTS



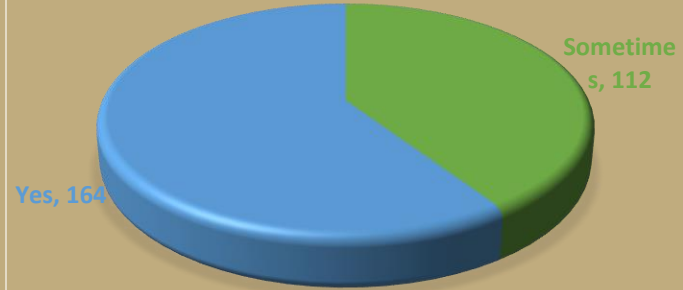
RESULTS ANALYSIS

SOLD OR PRESCRIBE VISTA HA

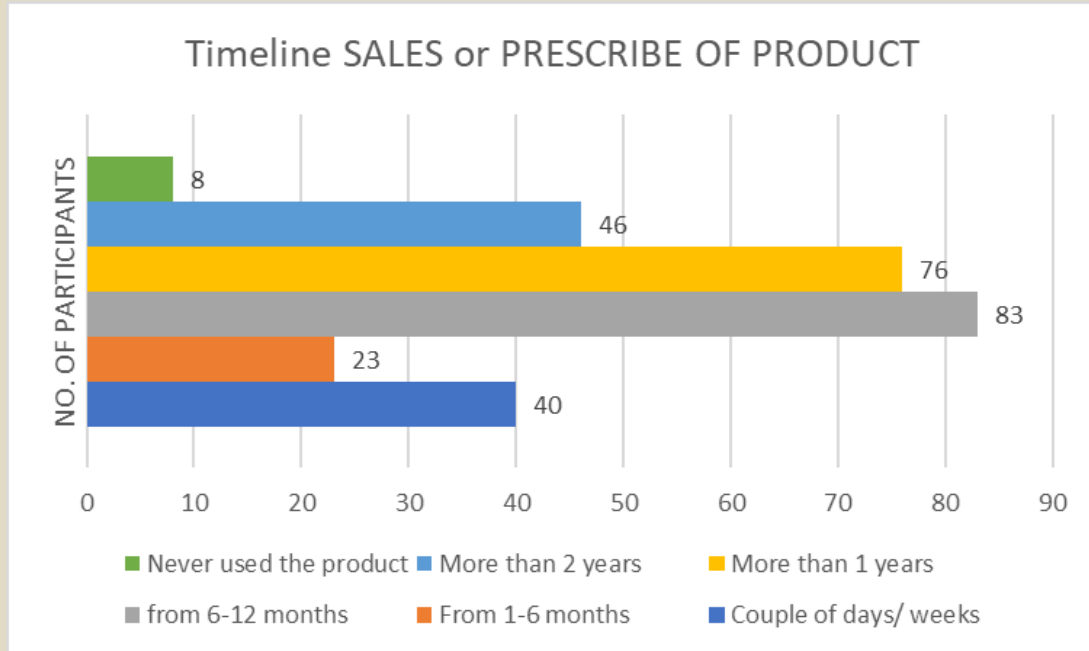


■ no ■ Yes

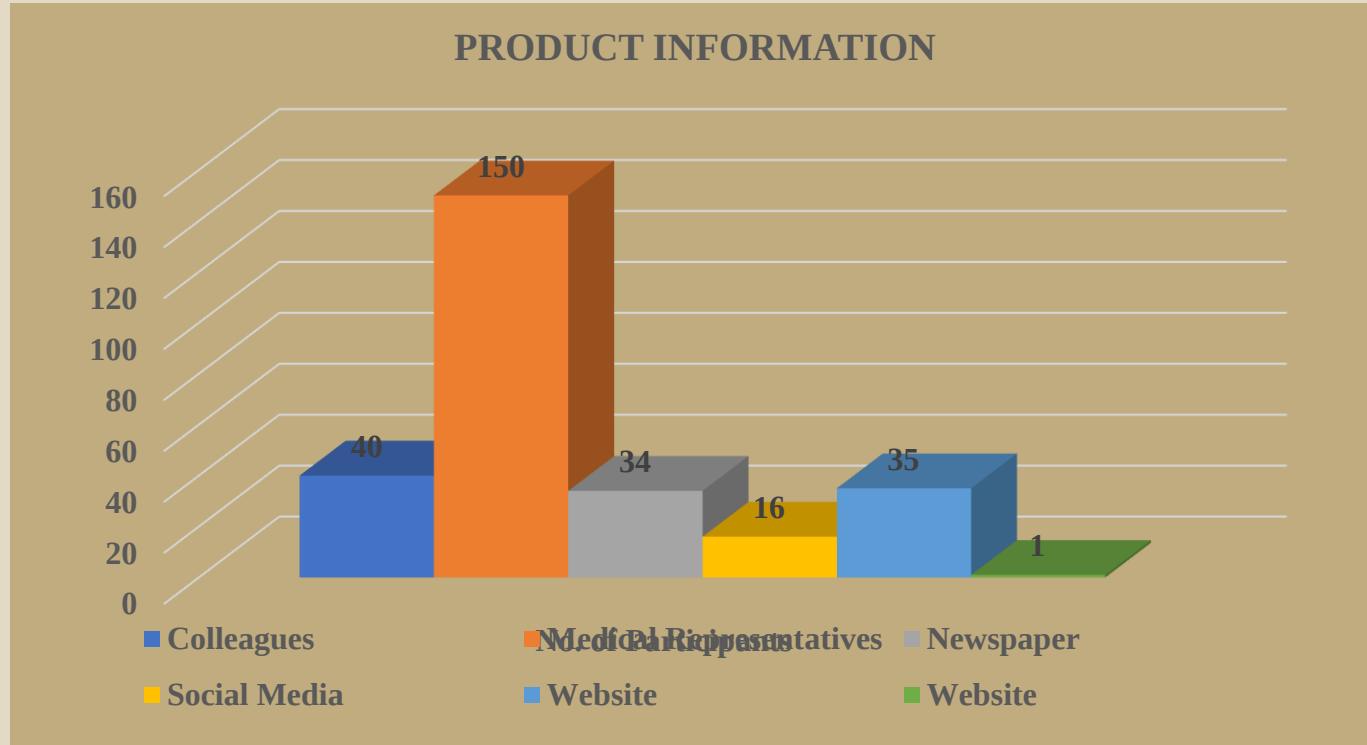
SALES OF EYE DROP



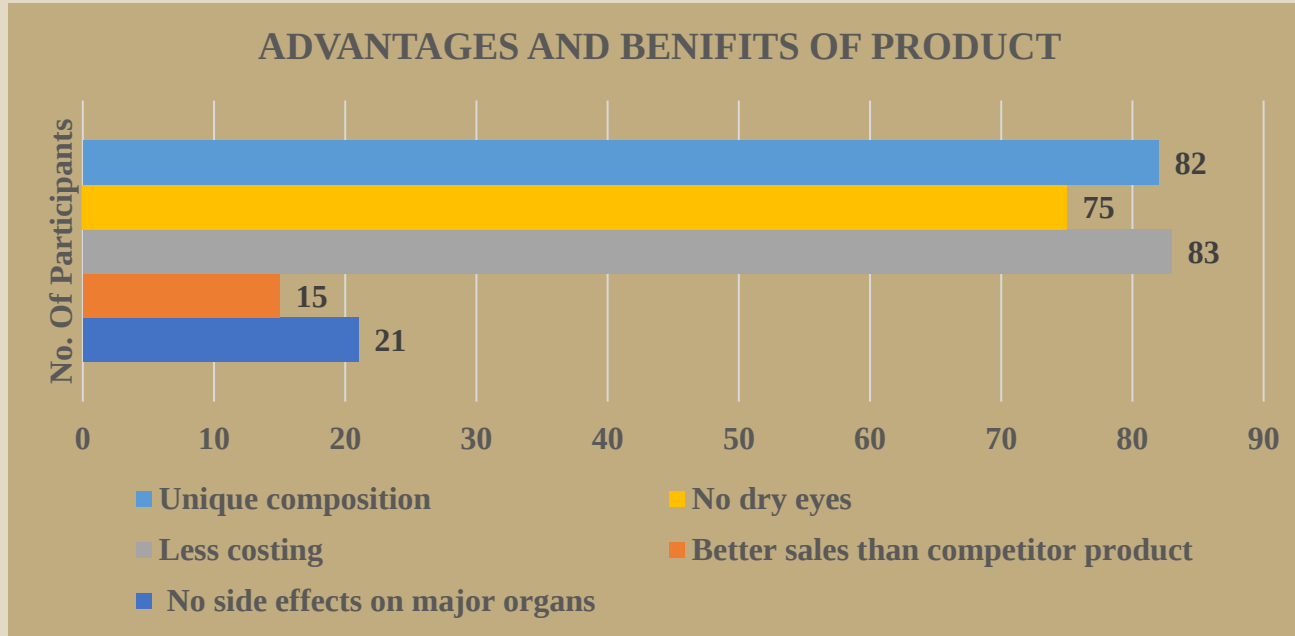
RESULTS ANALYSIS



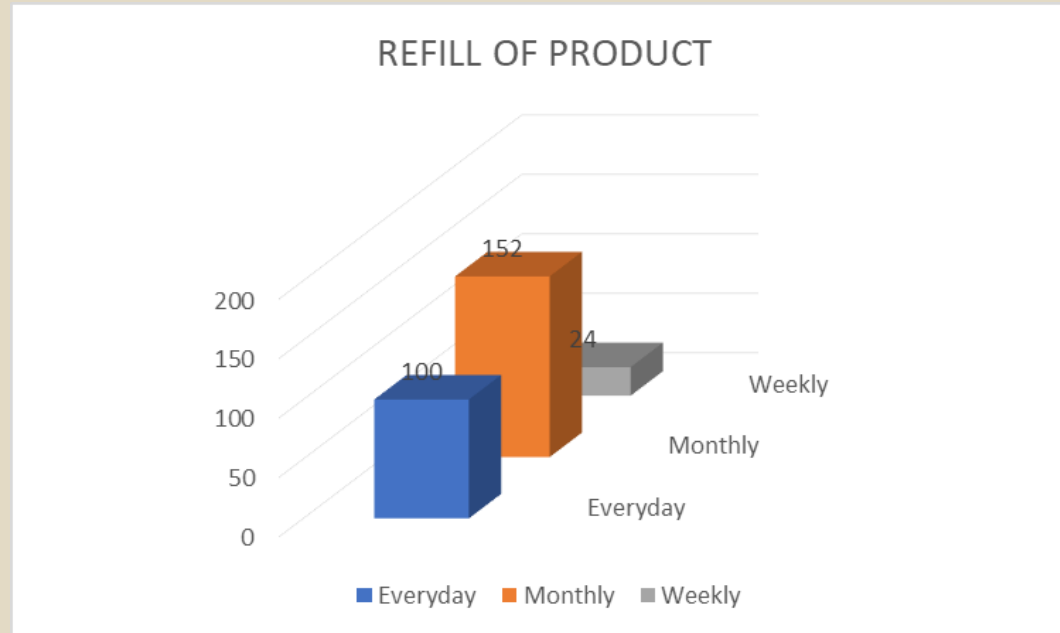
RESULTS ANALYSIS



RESULTS ANALYSIS



RESULTS ANALYSIS

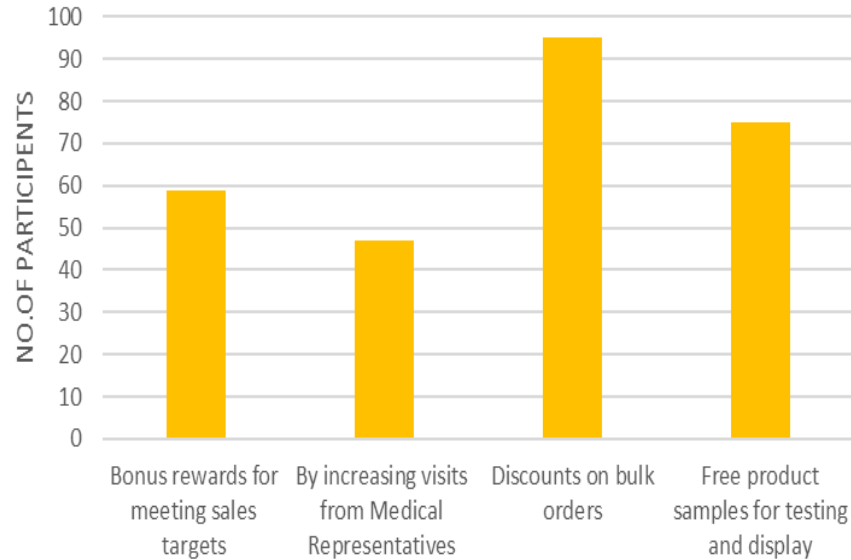


RESULTS ANALYSIS

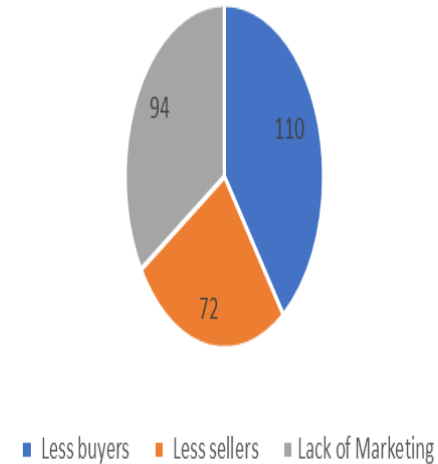


RESULTS ANALYSIS

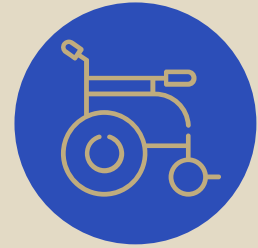
PROMOTION OF THE PRODUCT



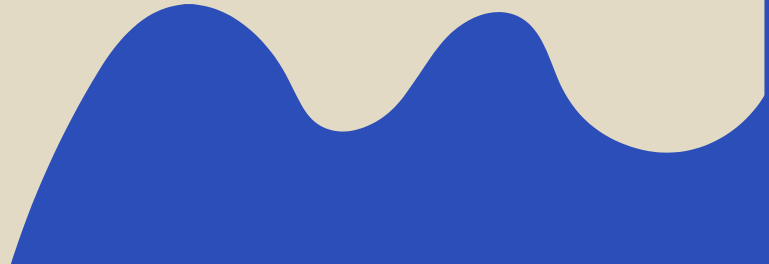
BARRIERS OR CHALLENGES



05



CONCLUSIONS



CONCLUSIONS

1

Physican and pharmacist Recommendation

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

How to Lead Opthal market

2

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. To grow in the market with a unique way of understanding is require.



3

CONCLUSIONS

Focus how to development Vista -HA

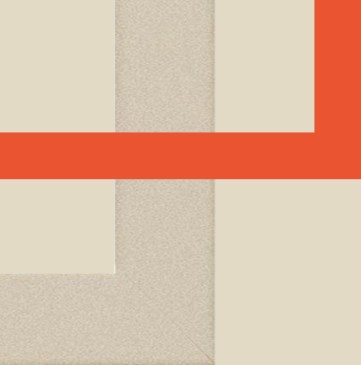
- Firstly, the analysis focused on understanding the unique selling propositions of Vista-HA. By evaluating its composition, efficacy, safety profile, and potential advantages over existing products, it became clear that Vista-HA possesses distinct features that can be leveraged for competitive advantage.

Factors Influencing Adoption of Vista -HA

4



- 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. To grow in the market with a unique way of understanding is require.



**THANK
YOU !!**

