

PRESENTED BY UPENDRA VIKRAM SINGH ROLL NO. 0459 UNDER THE GUIDANCE OF
DR. SUDHINDER SINGH CHOWHAN (UNIVERSITY MENTOR) AND MR. ASHISH GOSWAMI
GENERAL MANAGER {SALES AND MARKETING SPECIALIST (INDUSTRY MENTOR)}

GRACEDERMA HEALTHCARE PVT LTD is a pharmaceutical healthcare company with focus on dermato-cosmetology established in 2010. Their products have been developed through extensive research and has an edge over other products in the market. Using the world class ingredients and latest technology they aim at delivering the highest quality products and forming an interface between innovation, technology, healthcare practitioners and patients. The product range covers a wide spectrum of dermatological and cosmetic therapies i.e. skin lightening, hair care, anti-fungal, anti-acne, emollients, anti-bacterial, dermatitis and sun protection

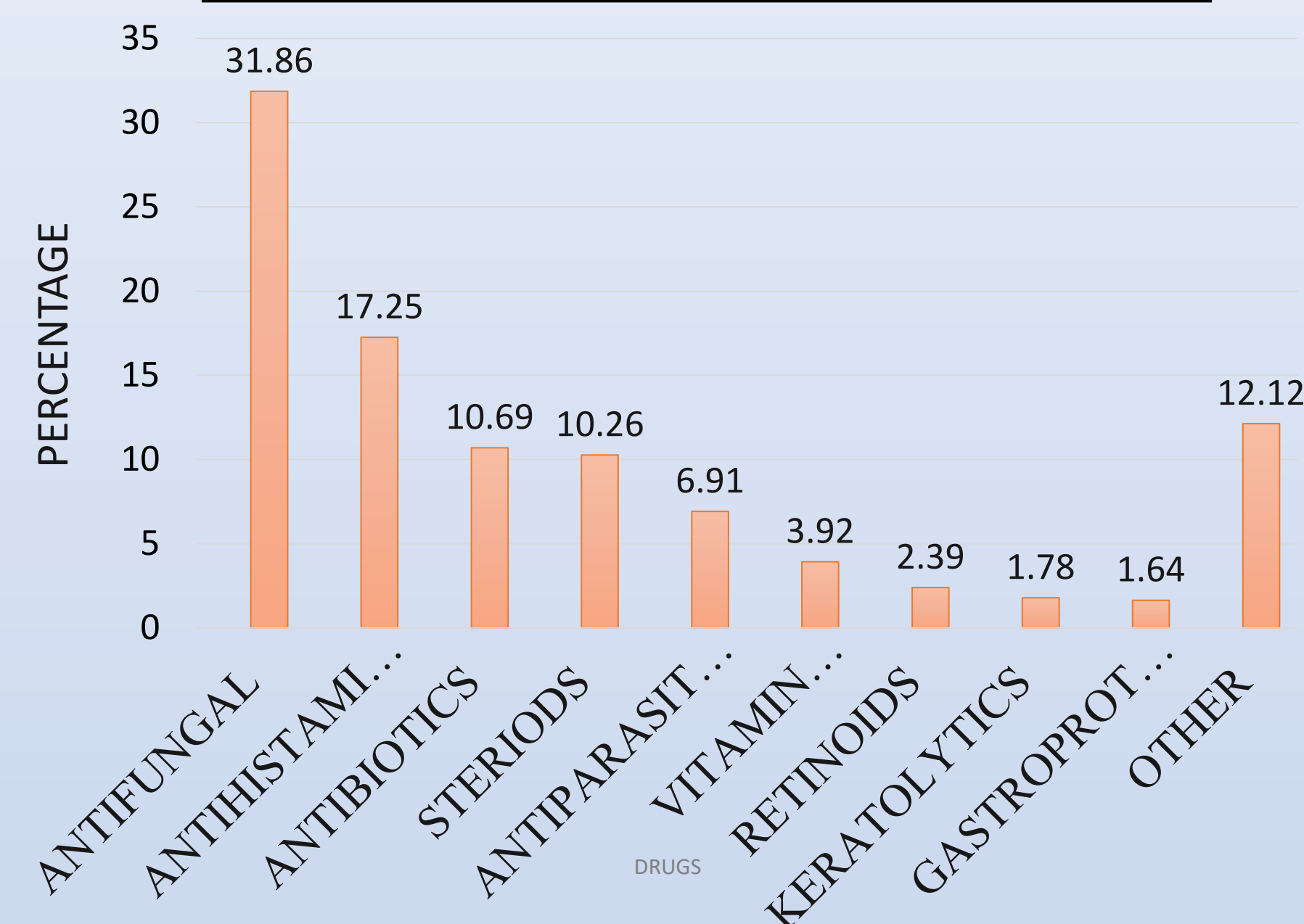
VISION

To become the leading and domestic healthcare organization through innovation, standard and competence, we want to provide quality, innovation solution in medicine and treatment.

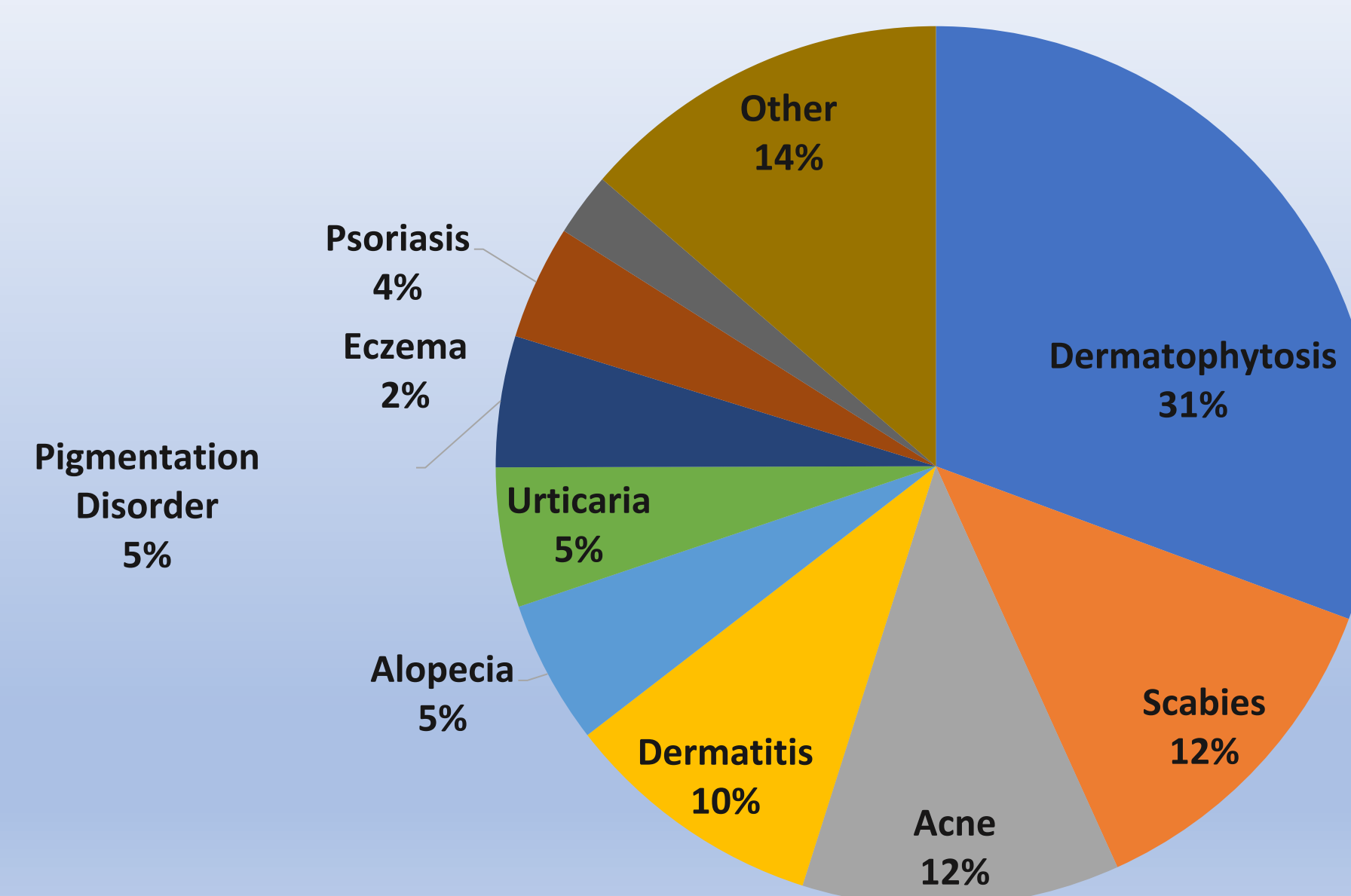
MISSION

We will fulfill all our social responsibilities of providing high quality healthcare solution to every small to large segment of our society with proper maintenance of our core value ethics ,commitment and integrity

% OF DRUGS CLASS IN SKIN DISEASE



% Wise Disease Distribution in Derma Segment



OBJECTIVE

- To analyze Dermatologist Customer Profiling

METHODOLOGY

- **Study Design:** Descriptive (Cross-Sectional)
- **Sampling Type-** Stratified random sampling
- **Sample Population:** Doctors and chemists
- **Sample Size:** Doctors: 90; Chemists:100
- **Sample Area:** Jaipur
- **Time Duration:** 60 days
- **Data Collection:** Survey Questionnaires were used to collect data from Doctors and chemists

SWOT ANALYSIS

STRENGTH

1. Strong product portfolio
2. Brand reputation
3. Expertise and Knowledge

WEAKNESSES

1. .High prices, not affordable
2. Copies taking up the attention
3. Limited geographic presence

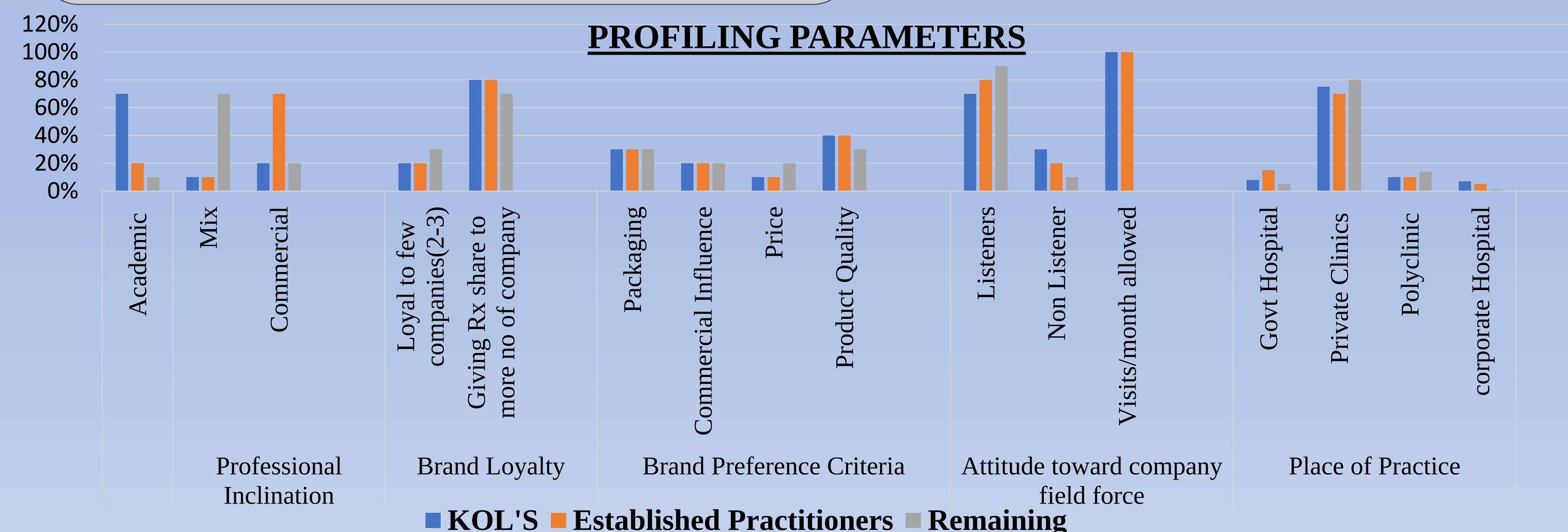
OPPORTUNITIES

1. Growing skincare market
2. Expansion into new markets
3. Collaboration with dermatologists

THREATS

1. Competition with other beauty brands
2. Changing consumer preferences
3. Regulatory challenges

PROFILING PARAMETERS



Learning Outcomes

- Discovering Key Influencers
- Uncovering Trends and Patterns
- Understanding Customer Needs
- Identifying Target Segments
- Determining Communication Channels

Recommendations

- Segmentation and Targeting
- Product and Service Development
- Thought Leadership and Engagement
- Continuous Monitoring and Adaptation