

Synopsis for Dissertation Submitted



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By

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Synopsis

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Market Research of Semaglutide: Analyzing Market Dynamics and Brand Perception.

Introduction:

The global prevalence of type 2 diabetes and obesity has prompted the need for effective treatment options that can manage these conditions and improve patients' quality of life. Among the various treatment options available, GLP-1 receptor agonists have emerged as a promising class of drugs due to their ability to enhance insulin secretion, suppress appetite, and promote weight loss. Semaglutide, a relatively new entrant in this class, has demonstrated significant efficacy in clinical trials, making it a notable contender in the pharmaceutical market.

Semaglutide's introduction has been met with both enthusiasm and scrutiny. While its clinical benefits are well-documented, understanding the market dynamics surrounding its adoption is crucial for maximizing its impact. Market dynamics encompass various factors, including regulatory approvals, pricing strategies, competition, and market demand. Additionally, brand perception plays a critical role in determining the success of pharmaceutical products. This perception is shaped by healthcare providers' trust in the drug's efficacy and safety, patients' experiences and satisfaction, and the effectiveness of branding and marketing strategies employed by pharmaceutical companies.

This dissertation seeks to explore these multifaceted aspects of Semaglutide's market presence. By investigating the perspectives of healthcare providers, patients, and industry stakeholders, this study aims to provide a holistic view of the factors influencing Semaglutide's market dynamics and brand perception. The insights gained from this research will be invaluable for pharmaceutical companies looking to optimize their marketing strategies and enhance stakeholder engagement. Furthermore, it will contribute to the broader understanding of how innovative treatments can successfully navigate the competitive landscape of the pharmaceutical industry and achieve widespread acceptance and use.

Research Questions:

1. What are the key factors influencing the market dynamics of Semaglutide?
2. How do healthcare providers perceive the effectiveness and safety of Semaglutide compared to other GLP-1 receptor agonists?
3. What are the patients' attitudes and experiences regarding the use of Semaglutide?
4. How does the branding and marketing strategy of Semaglutide impact its market performance?

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Objectives

1. To identify and analyze the factors driving the market dynamics of Semaglutide.
2. To assess healthcare providers' perceptions of Semaglutide in terms of efficacy and safety.
3. To explore patients' attitudes, experiences, and satisfaction with Semaglutide.
4. To evaluate the branding and marketing strategies employed for Semaglutide and their effectiveness.

Materials & Methods

Study Design:

A mixed-methods approach combining quantitative and qualitative research methods.

Study Population:

Healthcare providers (endocrinologists, diabetologists, general practitioners), patients using Semaglutide, and key stakeholders in the pharmaceutical industry.

Study Groups:

- Group 1: Healthcare providers
- Group 2: Patients using Semaglutide
- Group 3: Key stakeholders (pharmaceutical marketing and sales professionals)

Intervention

There will be no experimental intervention; instead, the study will focus on surveys, interviews, and market analysis.

Data Collection

1. Surveys and questionnaires distributed to healthcare providers and patients.
2. In-depth interviews with key stakeholders.
3. Secondary data collection from market reports, sales data, and peer-reviewed articles.

Outcome Measures

1. Key factors influencing market dynamics.
2. Perceptions of Semaglutide's effectiveness and safety.
3. Patient satisfaction and experiences.
4. Impact of branding and marketing strategies on market performance.

Statistical Analysis

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Quantitative data will be analyzed using descriptive and inferential statistics, while qualitative data from interviews will be analyzed using thematic analysis.

Ethical Considerations:

All participants will provide informed consent, and the study will adhere to ethical guidelines for research involving human subjects. Confidentiality and anonymity of participants will be maintained.

Implications of the Study:

The findings will provide valuable insights for pharmaceutical companies in optimizing their marketing strategies and improving patient and healthcare provider engagement. It will also inform healthcare policy and practice regarding the use of Semaglutide.

Conclusion:

The study aims to provide a comprehensive understanding of the market dynamics and brand perception of Semaglutide, offering actionable insights for stakeholders to enhance its market acceptance and patient outcomes.

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