

Synopsis for Dissertation Submitted



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of
Master of Business Administration (MBA)
in
Pharmaceutical Management

By

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2024

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SYNOPSIS

Title: Market Assessment of Disposable Injections in India.

Introduction:

Brief background on the use of disposable injections in the healthcare industry in India.

Importance of understanding the market dynamics of disposable injections.

Relevance of the study to the healthcare sector in India.

Research Question:

What are the current market size and growth trends of disposable injections in India?

How do factors such as pricing, distribution channels, and regulatory environment impact the market for disposable injections in India?

Objectives:

To assess the market size and growth rate of disposable injections in India.

Analyze the factors influencing the demand for disposable injections in the Indian market.

To evaluate the competitive landscape and market opportunities for disposable injections in India.

Hypothesis:

1. The market for disposable injections in India is growing at a steady rate due to increasing healthcare infrastructure.
2. Pricing and distribution strategies significantly impact the market share of disposable injections in India.

Material and Methods:

Study Design: Descriptive study design to analyze market trends and factors influencing the demand for disposable injections.

Setting: Various healthcare facilities, pharmacies, and distributors across different regions in India.

Study Population:

Inclusion Criteria: Healthcare facilities, pharmacies, and distributors involved in the supply chain of disposable injections in India.

Exclusion Criteria: Non-healthcare-related industries and products not related to disposable injections.

Study Tools:

Data collection through interviews with key stakeholders, market surveys, and analysis of secondary data sources.

Use of questionnaires to gather information on market preferences and purchasing behavior.

Duration of Study: The study will be conducted from April,1,2024 to June,30,2024

Sampling Technique: Stratified random sampling will be employed to ensure representation from different regions and types of healthcare facilities.

Data Collection Procedure: Detailed account of data collection methods, including interviews, surveys, and data analysis techniques.

Operational Definitions: Definitions of key variables such as market size, growth rate, pricing strategies, and competitive landscape in the context of the Indian market for disposable injections.

Data Analysis Plan:

Statistical software such as Power BI, will be used for data analysis.

Descriptive statistics and regression analysis will be conducted to identify significant factors influencing the market for disposable injections in India.

Ethical Considerations:

Informed consent will be obtained from all participants.

Measures will be taken to ensure data security, privacy, and confidentiality of information collected during the study.

Implications of Research:

The research findings will provide valuable insights for healthcare providers, manufacturers, and policymakers in the healthcare sector in India.