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Topic: Perception of Medical Practitioners Towards Prescribing/ Non-prescribing Pharmaceutical Brands of an Organization – A Exploratory Study

Problem Statement: Why are the doctors not prescribing my company brand?

Research Questions:

1. What is doctors' perception towards any brand or the company?
2. How he selects the brand for the prescription?
3. What are the factors that can influence the decision making of the physician while prescribing the medication?

Objectives:

1. To understand Doctors perception regarding Any brand while prescribing it.
2. The factors that can influence the decision making of physician.
3. To find the gap between the organization and the prescriber relationship.

Methodology:

1. The responses will be collected from the doctors through the personal visit by giving the structured questionnaire.

Area of Study: Hyderabad

No. of respondents:

100 Physicians

Anticipated result:

From the above study I will be able to understand that what are the factors that can influence the physician decision make while the prescription writing.

Able to understand the gap between the practitioner and organization.

Able make the strategy accordingly to promote the brand to the physician.