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INTRODUCTION

Danone, a French multinational food-products corporation, is headquartered in Paris. The Nutrition business started in 2012 by acquiring Wockhardt's nutrition division. Danone tailors its products to meet the diverse dietary needs of global regions.

In India, it merges local relevance with Danone's R&D and brand expertise. The focus spans from prenatal to adult nutrition, featuring renowned brands like Aptamil, Dexolac, and Protinex, prioritizing 1000-day health journeys.

MISSION, VISION AND CULTURE

Mission

Bringing health through food to as many people as possible.

Vision

Danone, One Planet. One Health.

Culture

Our four core 'HOPE' Values: HUMANISM, OPENNESS, PROXIMITY and ENTHUSIASM are our "moral compass".

TOP COMPETITORS

Nestle
(Nan pro, Nan excella)

Abbott
(Similac plus, Similac advance)

OBJECTIVE OF THE PROJECT

The aim of this market research project was to gather insights from pediatric nurses regarding their knowledge, practices, and perceptions related to infant milk substitutes, while also analyzing the online presence of Danone products.

Infant milk formula (IMF) serves as a substitute for human milk, crafted from a blend of various dairy and nondairy ingredients to meet the nutritional needs of infants.

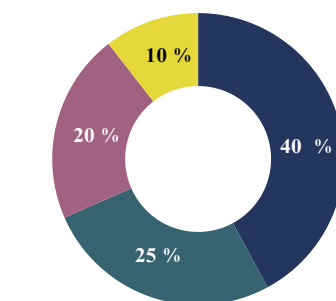
The survey was designed to collect information on the following key aspects:

- Awareness and Knowledge
- Factors Influencing Formula Choice
- Perceived Challenges
- Understanding the Role of Pediatric Nurses

INFANT NUTRITION MARKET

The India Infant Nutrition Market, valued at USD 5.7 billion in 2023, is projected to grow to USD 9.0 billion by 2032, with a compound annual growth rate (CAGR) of 7 %.

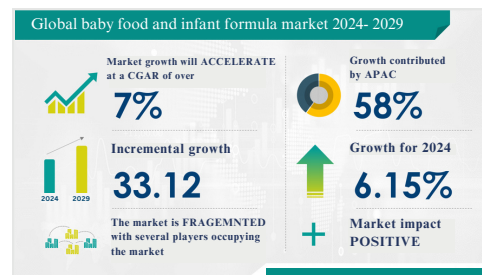
India Infant Nutrition Market share



- Infant milk formula
- Dried baby food
- Prepared baby food
- Others

Global Infant Nutrition Market

The Infant Nutrition Market is projected to be valued at USD 94.77 billion in 2024 and is expected to grow to USD 134.86 billion by 2029, CAGR of 7 %.



SWOT ANALYSIS

STRENGTH :

- Strong global presence and brand recognition (ranks 2 worldwide in infant milk nutrition)
- High-quality, scientifically backed nutritional products.

WEAKNESS :

- High product cost compared to competitors.
- Dependence on healthcare professionals for recommendations.

OPPURTINTIES :

- Expanding product line to include more comprehensive nutritional profiles.
- Increasing demand for infant nutrition products.

THREAT :

- New innovation from competitor's product
- High substitution rate
- Intense competition from other global and local brands.

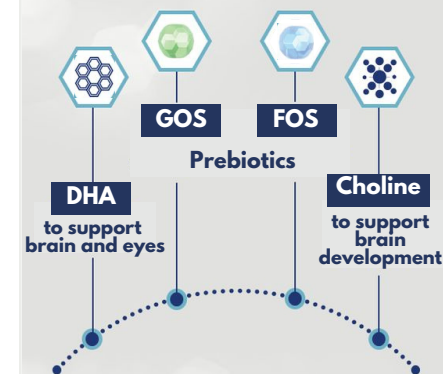
THEORETICAL UNDERSTANDING

Theoretical understanding provides a foundation of knowledge, frameworks, and analytical tools, along with an understanding of marketing principles and strategies, offering a conceptual basis for informed decision-making and the design of effective marketing approaches.

PRACTICAL EXPOSURE

Practical exposure integrates theories into real-world scenarios, fostering critical thinking and strategic decision-making for effective marketing. It involves hands-on tasks, engaging healthcare professionals, and real-world marketing activities, enhancing practical skills and industry insight.

Remarkable nutrition through their first 12 months



CHALLENGES DURING INTERNSHIP

- Navigating marketing restrictions under the IMS Act.
- Limited data from pediatric nurses.
- Managing extensive travel distances.

LEARNING DURING INTERNSHIP

- Effective communication with higher authorities.
- Engaging nurses for responses.
- Analyzing competitor markets for strategic insights.

USEFULNESS OF INTERNSHIP

Offered exposure to early life nutrition industry, facilitated skill development, and provided networking opportunities.

SUGGESTION

Expand product range with comprehensive nutritional profiles, highlighting scientific benefits aligned with healthcare professional recommendations.