

Hello!

I am vandana Rathod

I am here to deliver a presentation on

“Competitor analysis of multivitamin brands in market”.

Competitor analysis of multivitamin brands in market



To identify the competitor brands of multivitamins and minerals in market and their promotional strategies.



Introduction:

- ✓ Market Research
- ✓ Competitor analysis



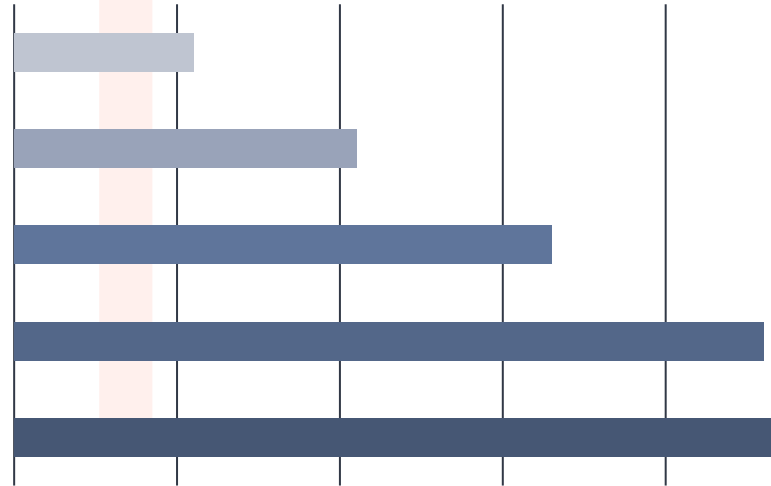
Objectives:

- What are the specific requirements of doctors in multivitamins combination
- To understand how they make decisions which brand they prescribes
- To identify the competitor brands and their activity, communication strategy



What are the specific requirements of doctors in the multivitamin combinations?

Attributes considered by doctors while prescribing multivitamin

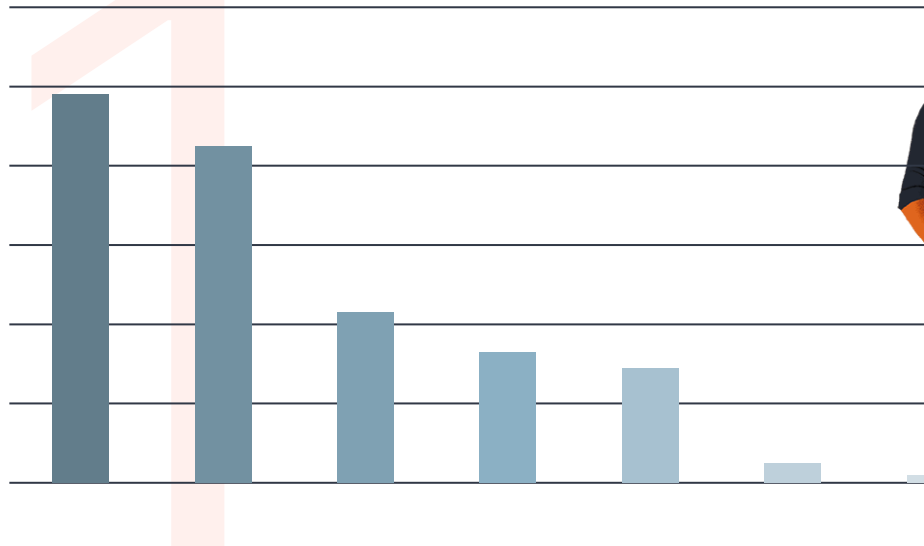


- Cost
- Compatibility
- Quality
- Availability
- Effectiveness

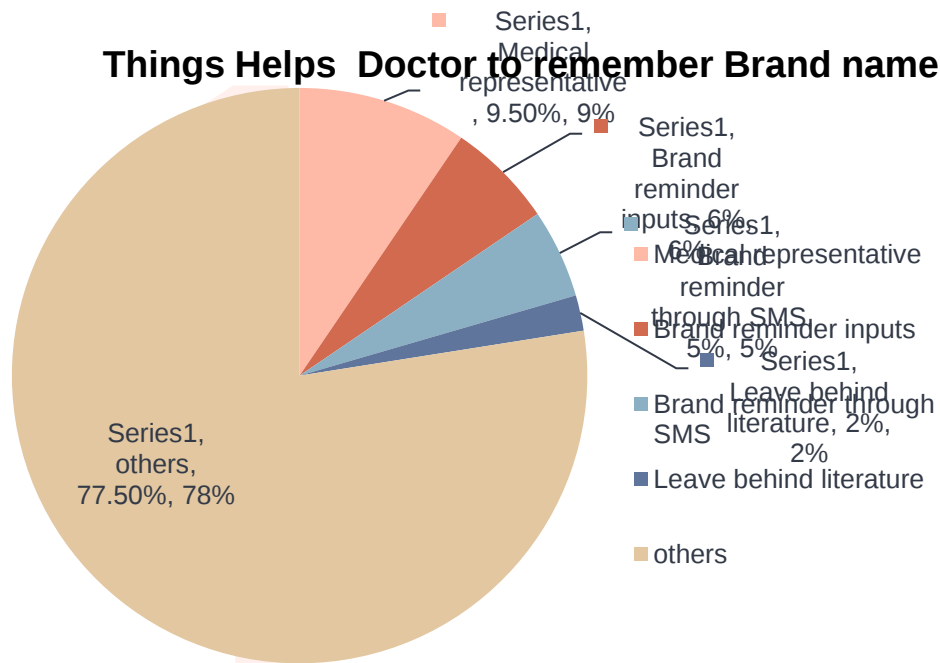


Molecules Preferred

Elements Preferred by Doctors in Multivitamins and Minerals Cor

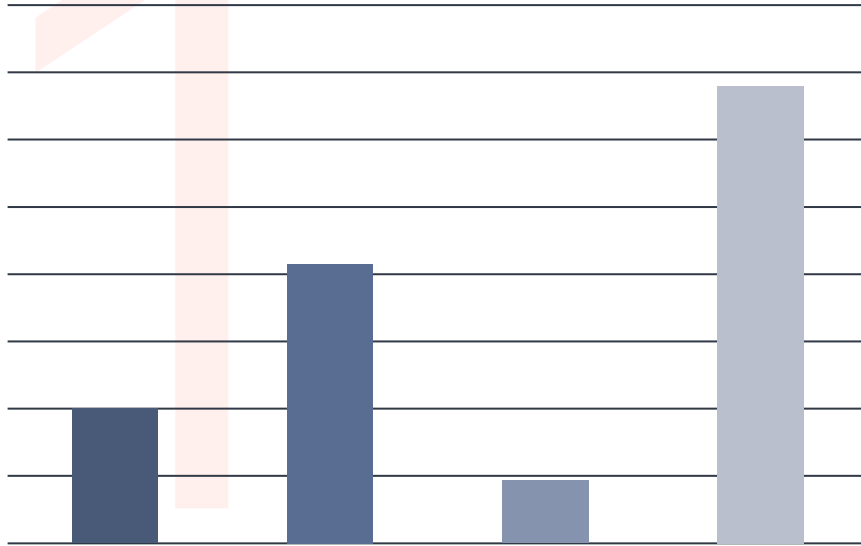


To understand, how they make decisions which brand they prescribes?



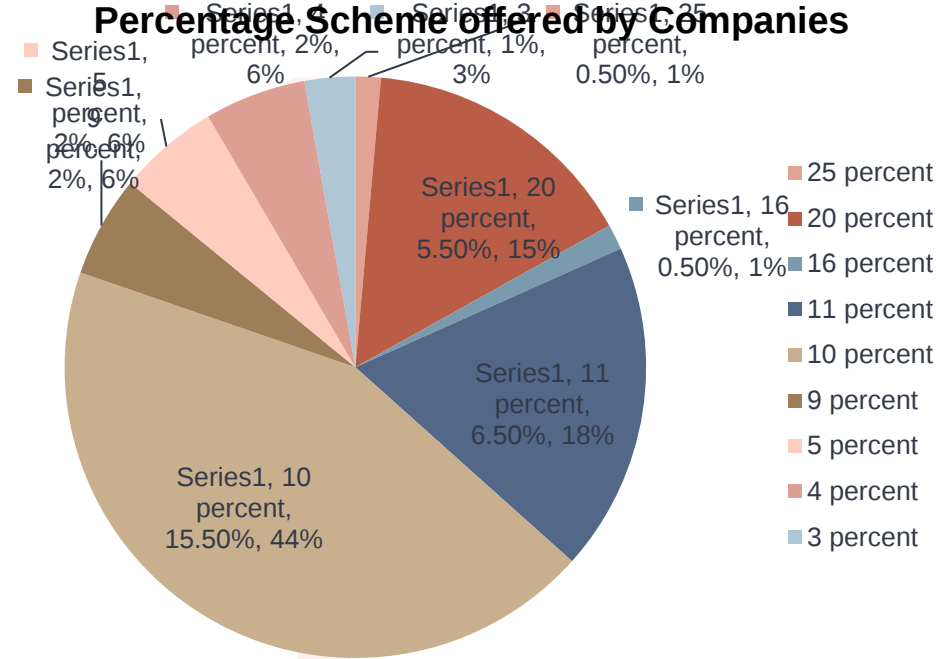
To identify the competitors brand of
multivitamins and minerals, their
activity

Multivitamins and Multiminerals Brands prescribed by the



Their Activities :

Percentage Scheme offered by Companies



Suggestions:

- Approved composition of vitamins , minerals and trace elements during pregnancy needs to be develop
- Multivitamins should be as per prescribed dose to avoid over use of multivitamins
- Rather than prescribing multivitamins doctors should get the dietary intake charts
- Ingredients must be as per the recommenations with good shelf life
- Every multivitamins should be economic



Conclusion:

- Mostly prescribed multivitamin brands by the doctors are, supradyn, A to z followed by zincovit and others hence these are the competitor brands of multivitamins
- Maximum numbers of doctors prefer zinc as a specific molecule followed by vitamin B, iron and calcium
- Most of the doctors consider attributes like cost, composition, quality followed by availability
- Maximum doctors remember the brand name through other means followed by MR





Thanks!



Fundamentals of Digital Marketing

PRESENTED BY -
VANDANA RATHOD

Introduction :

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services

Objectives:

01

Basics of digital
marketing

02

customer behaviour

03

Web Analytics

04

Certain types of
marketing in digital
itself

- Display advertising
- Search engine marketing and SEO
- Analytics
- Website designings

Consumer behavior:



✓ Consumer behavior is very important to understand, What influences the buying decisions of the consumers and why it is so. By understanding CB



Web analytics

What is web analytics

Web analytics is the measurement, collection, analysis and reporting of web data for the purpose of understanding

Importance of web analytics

Web analytics used as a tool for business and market research, to access and improve the effectiveness of websites and

Types of digital marketing



- Content marketing
- E-mail marketing
- Display advertising
- Social media
- Online vedioes

Key learnings:

- Types of digital marketing
- Understanding consumer behavior
- Web Analytics
- Website designings
- Search engines and how to choose key words



Thanks