

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

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Introduction

■ Market Research

- ✓ Identify market entry opportunities
- ✓ Evaluate competitors
- ✓ Understand consumer needs

■ Competitor Analysis

- ✓ Recognising your customer needs
- ✓ Utilizing your competitors weakness
- ✓ Learn from their strengths
- ✓ Positioning your product

Product Overview

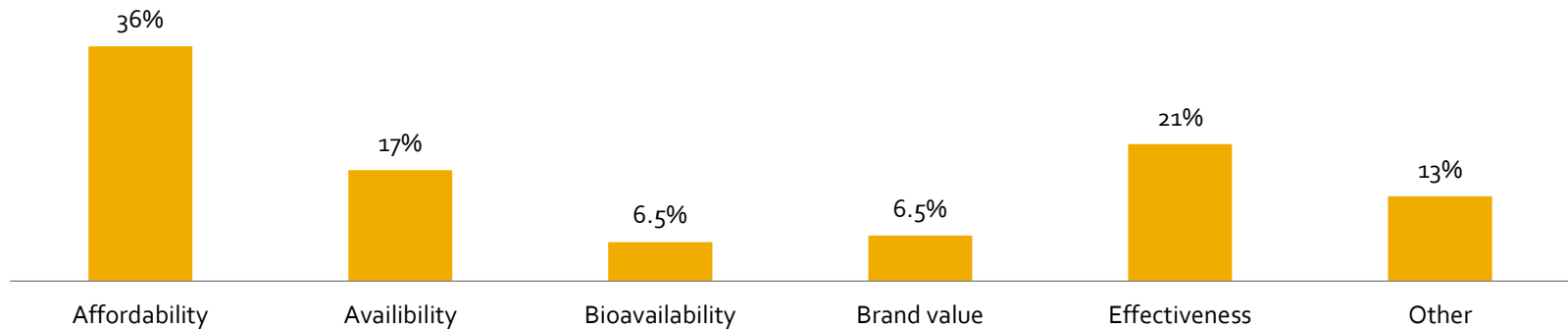
- **Vitamins** and **Minerals** are the essential nutrients of the body because it performs different roles for the normal functioning of the body.
- More than 50 minerals are found in the human body but a few (24) minerals are associated with clearly recognizable clinical situations in man.
- It is available in many forms including Tablet, Capsule, Chewable gummies, Powder and Liquids.
- Minerals are present in the body as follow :
 - ✓ Components of organic compounds, e.g. Haemoglobin contains iron and thyroxine contains Iodine.
 - ✓ As inorganic compound e.g. Calcium phosphate in the bones and teeth.
 - ✓ As free ions in every cell of the body.

Objectives

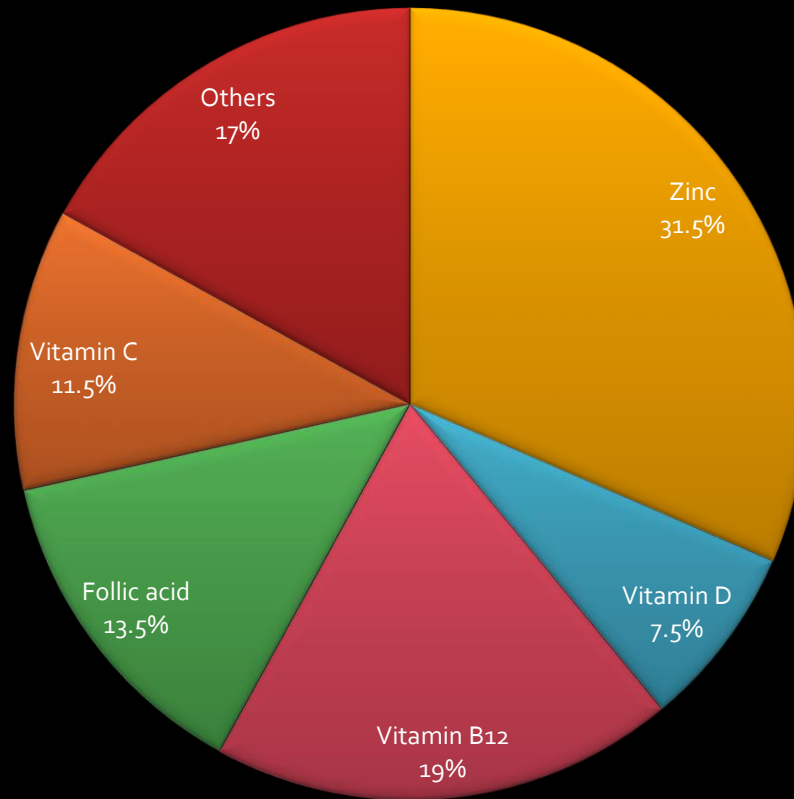
1. To determine specific requirements of doctors in multi-vitamin combination
2. To understand how they make decisions while prescribing any brand and which brand they prescribe
3. To identify the competitors brands and their activities, communication strategy

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

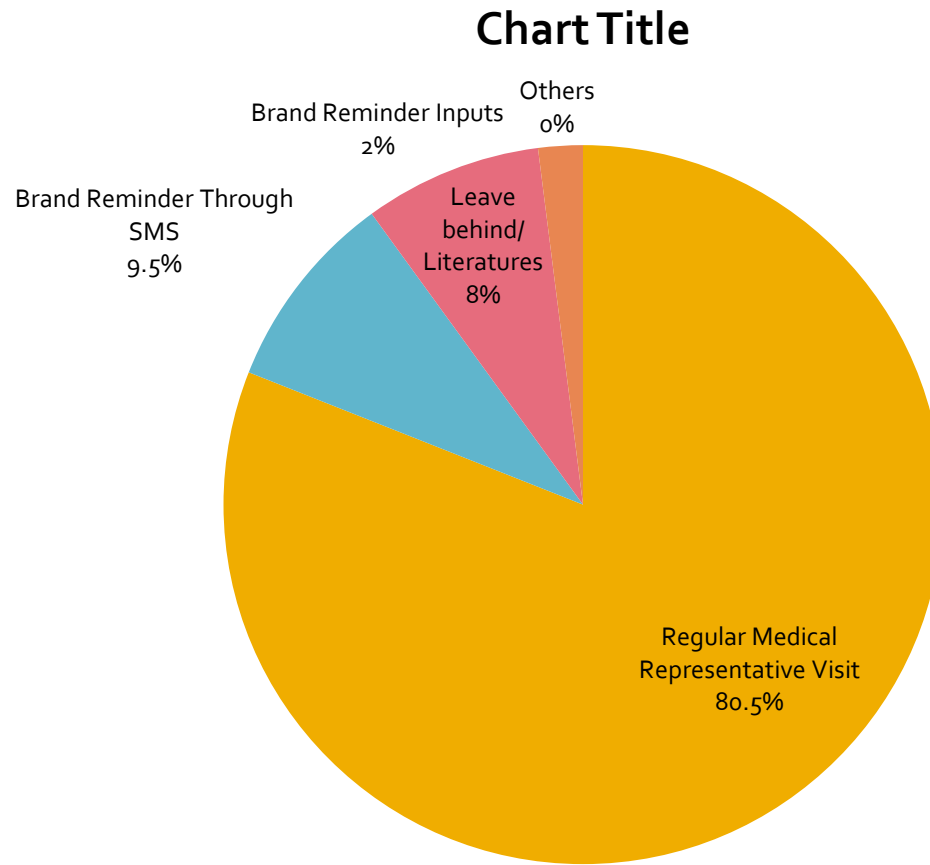
Attributes consider by doctors while prescribing multi vitamin



Specific elements doctor prefers in multivitamin combinations

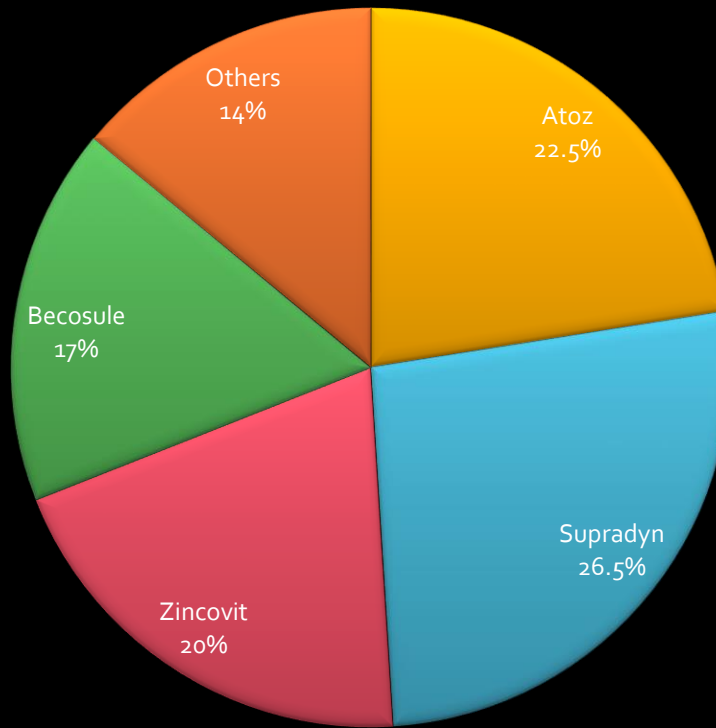


To understand how they make decisions and which brand they prescribes?



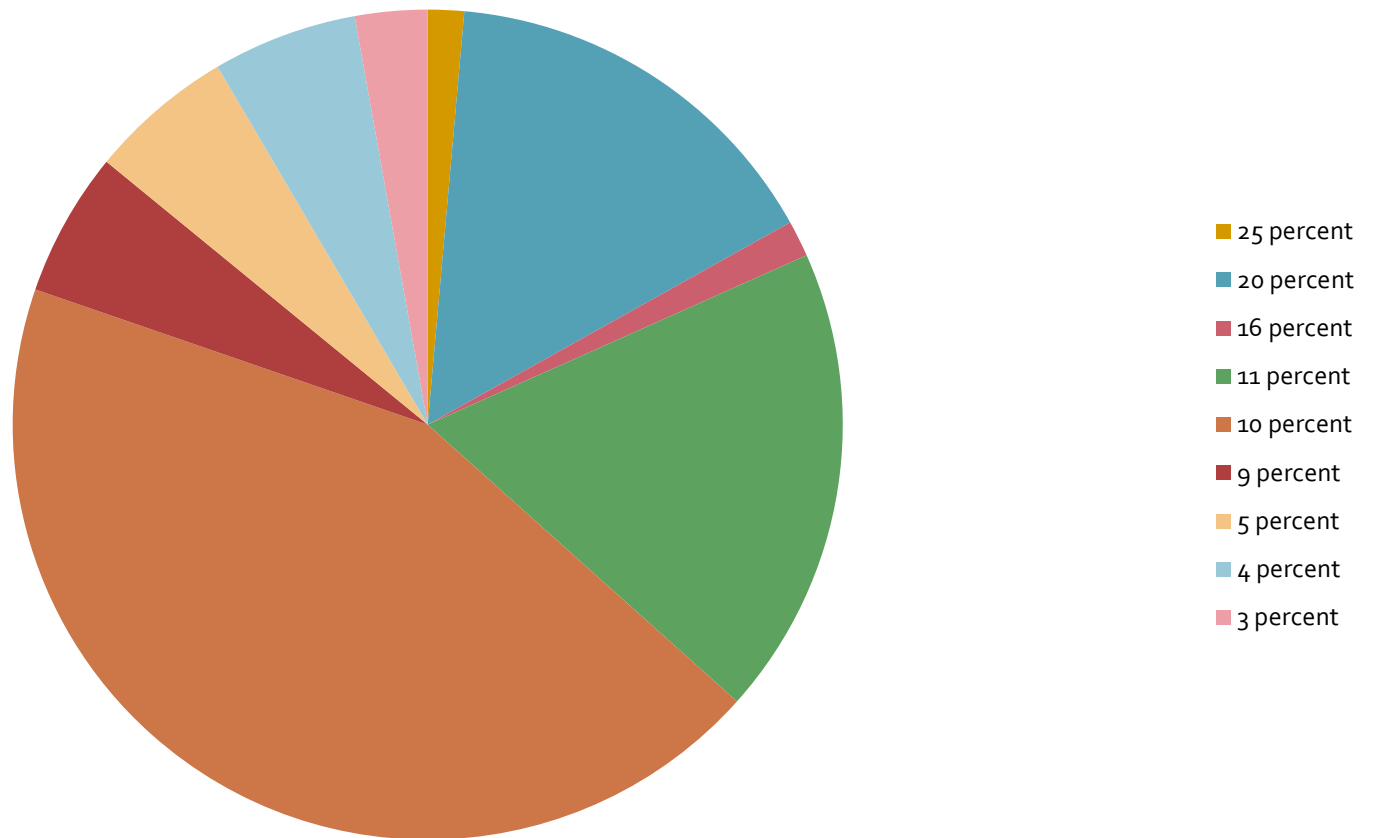
To Identify the competitor brands

Chart Title



Their activities and schemes

Scheme offered by companies



Suggestions

- Multi-vitamins should be cost effective along with essential elements.
- Patient education activities to avoid over use of multi-vitamins in adults and childrens.
- Good bioavailability of composition of the drug.
- Suggest patients to intake vitamins and minerals enriched foods that are crucial for good health.
- Avoid prescribing of multi vitamins to children and suggest them to intake from natural sources.

Conclusion

- Maximum number of doctors prefer zinc as a essential molecule followed by vitamin B₁₂, Follic acid and Vitamin d.
- Maximum doctor consider attributes while prescribing any brand are affordability, effectiveness, availability, quality.
- Maximum number of the doctor prescribes Supradyn, followed by Atoz and others brands such as zincovit, maxirich, becosule.
- Regular medical representative visit help doctors to remember the brand name.

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Thank you ...