

Summer Training  
At  
DelCureLifeSciences Limited

Date: 1<sup>th</sup> April 2019 – 1<sup>th</sup> June 2020

A Report On: **TO IDENTIFY AND ASSESS COMPETITION OF MULTIVITAMINS  
AND MULTIMINERALS BRANDS AND THEIR PROMOTIONAL STRATEGIES.**

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## **Acknowledgement**

I take this opportunity with pride and enormous gratification to express gratitude from the core of my heart to all individual who abided with us directly and indirectly throughout the learn lush phases during the materialization of this project.

At the very commencement, with great veneration and immense glee to express my deep sense of admiration to our adorable guide **Dr. Ashok Peepliwal**, Professor, Department of Pharmaceutical Management, whose immeasurable espose, encouragement and affirmative criticism and providing all necessary facilities for the completion and has given full bloom to this research work.

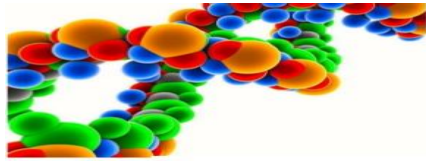
With great pleasure I express my most cordial, humble and gratefull thanks to **Mr. Harishankar Sahu** (Senior Product Executive) for giving opportunity to do my research work and also for inspiration and valuable suggestions.

I sincerely extend my gratitude to all the faculty members of department of Pharmaceutical Management for their timely help and suggestion during the course of summer training.

I wish to express my cheerful thanks to all our classmates and seniors for their encouragement for the successful completion of summer training.

**SAURABH RAI**

## ABOUT ORGANIZATION PROFILE



### VISION

“To become the most respected, uniquely positioned leading pharmaceutical company in the chosen areas or specialty verticals in India and abroad with distinct value-based characteristics.”

### HAPPINESS

DelCure’s purpose is to spread Happiness at every corner around the world by bringing technology backed innovative medicines.

### HELPFULNESS

DelCure’s culture is helpfulness, we address all unmet needs of our patients for better wellbeing.

### TRUTHFULNESS

DelCure’s values is truthfulness, we are committed to provide best quality medicine for the larger benefit of the community.

## OUR PRIMISE

Our objective is to benefit our customers with our in-depth understanding of the market, technical expertise in products and the ability to combine it with commercial know-how, since the base of our innovation is our client's need and requirement.

- Bringing Innovative medicine within reach
- Delivering Excellence Beyond
- Addressing unmet patient needs

## BACKGROUND

**Vitamins** and **Mineral** are the essential nutrients of the body —because it performs different roles for the normal functioning of the body . They also helps in healing the wounds and boosting the immune system of the body . It works by converting food into energy and repairing cellular damage of the body.

A multivitamin/mineral supplement is defined as a supplement containing three or more vitamins and minerals that does not include herbs, hormones or drugs, where each vitamin and mineral is included at a dose below the tolerable upper intake level and does not present a risk of adverse health.

It is available in many forms including Tablet, Capsule, Chewable gummies, Powder and Liquids.

More than 50 minerals are found in the human body but a few (24) minerals are associated with clearly recognizable clinical situations in man.

Minerals do not provide energy but they are essential for growth, repair and regulation of the body fluids and many other functions. Like vitamins, they are required in small amounts and are vital to the body. They should be supplied daily as they are excreted through the kidneys, bowels and the skin.

Minerals are present in the body as follows:

- Components of organic compounds, e.g. hemoglobin contains iron and thyroxin contains Iodine
- As inorganic compounds, e.g. calcium phosphate in the bones and teeth.
- As free ions in every cell of the body.
- In all fluids as soluble salts.

## LITERATURE REVIEW

1. Huang HY, Caballero B, Chang S, 2008 May, Effect of multivitamin-multimineral supplements on the occurrence of chronic diseases, such as breast cancer , is unclear. Breast density is increasingly used as a biomarker of breast cancer.
2. Kavita Shekri and Kirandeep Kaur. 2014, December, The use of supplements has increased substantially in the past few decades. The present study is an effort to explore pattern of use, knowledge and attitude toward consumption of multi-vitamin supplements among the general public.
3. Ethan D, Basch CH, Samuel L, Quinn C, Dunne S, 2015, An examination of product packaging marketing strategies used to promote pediatrics multivitamins research study explains the nature of marketing strategies for multi-minerals and multi-vitamins packaging and access the extent to which these supplements are marketed as food product.
4. Bates CJ, Prentice A, Van der Pols JC, December,1998, Compare the evidence derived from blood biochemical status indices with the evidence from a questionnaire and from a 4 day weighed dietary record of micro nutrient supplement use in the British National Diet and Nutrition Survey (NDNS) of people .  
Aged 65 years and above; to resolve some apparent incompatibility between nutrient intake and status estimates and to recommend an approach towards supplement recording that should improve the accuracy.

## **OBJECTIVES**

1. To determine what are the specific requirements of doctor in multivitamin combinations.
2. To understand how they make decisions, which brand they prescribes ?
3. To identify the competitor brands and their activities, communication strategy.

## **RESEARCH METHODOLOGY**

**TYPE OF RESEARCH:** Descriptive research study

**SOURCE OF DATA:** Primary and Secondary Data

**COLLECTION OF DATA:** The primary data was collected by the respondent doctors with the quantitative interview, and also online Google form, the Secondary data was collected by the published journals, articles.

**STUDY PERIOD:** 60 days

**SAMPLE SIZE:** Sample size for the following study was 200 doctors and 200 retailers in Kanpur and nearby area.

**TOOLS:** Structured Questionnaire

## **QUESTIONNAIRE FOR THE DOCTOR**

DR. NAME: -----

SPECIALITY: -----

QUALIFICATION: -----

CONTACT: -----

PLACE: -----

DATE: -----

**Q1.** Do you prescribe multivitamins or multi minerals?

- Yes
- No

**Q2.** If yes, in which indication do you prescribe?

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**Q3.** If no, then why?

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**Q4.** How long you prescribe Multivitamins or Multi minerals (Therapy duration)?

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**Q5.** Any specific elements you prefer in Multivitamins or multi minerals combination?

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**Q6.** What are the attributes you consider while prescribing any brand of multivitamins & multi minerals?

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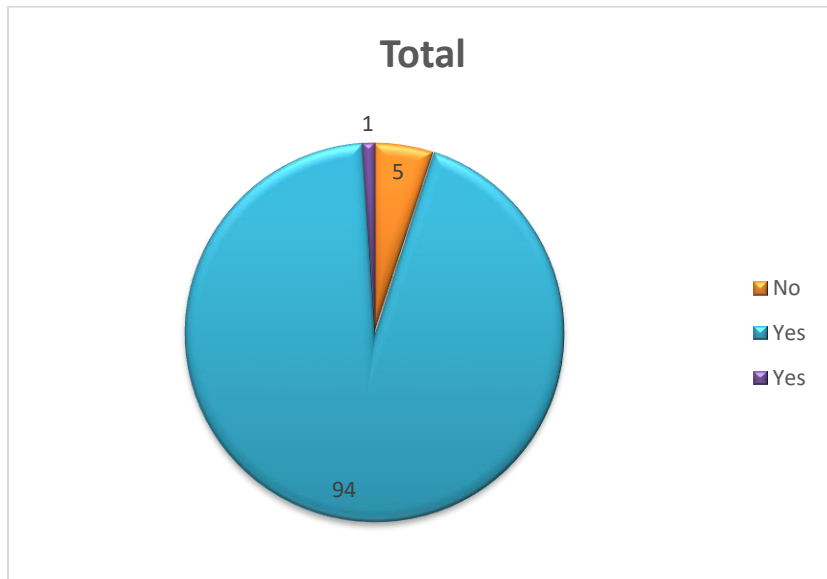
**Q7.** What are things helps you remember the brand name?

- Regular Medical representative visit
- Brand Reminder through SMS
- Leave Behind / Literature's
- Brand reminder inputs
- Other:

**Q8.** Any other comments / Suggestions:

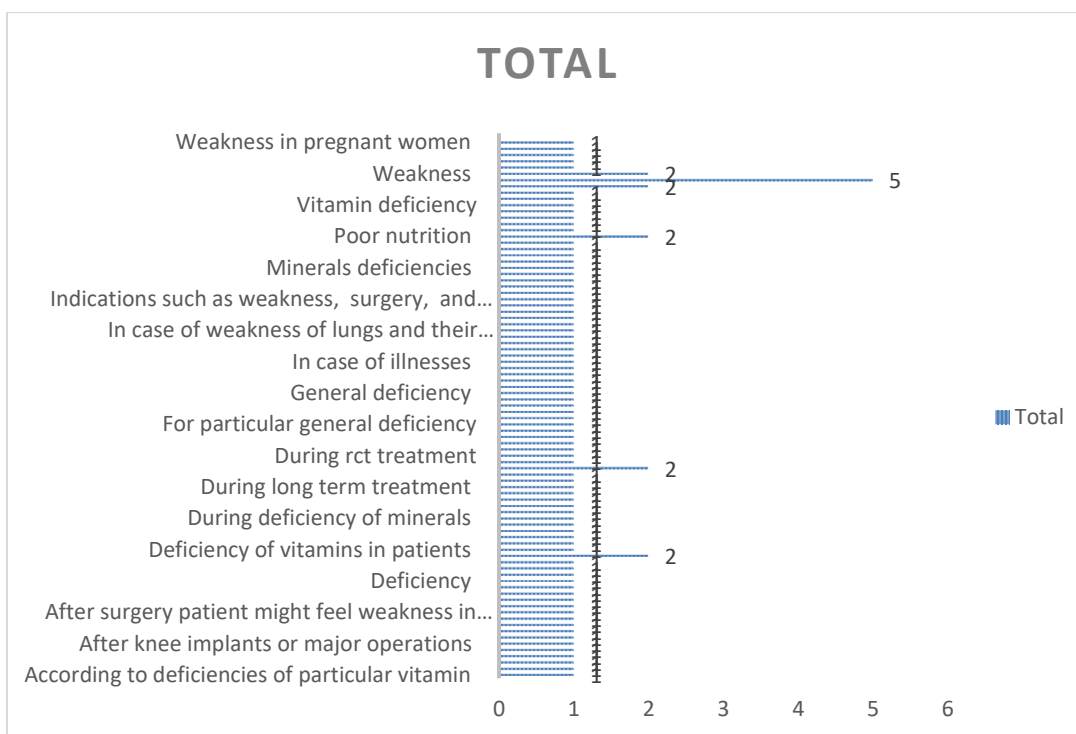
## DATA ANALYSIS & INTERPRETATION

- Do you prescribe Multivitamins or multi minerals?



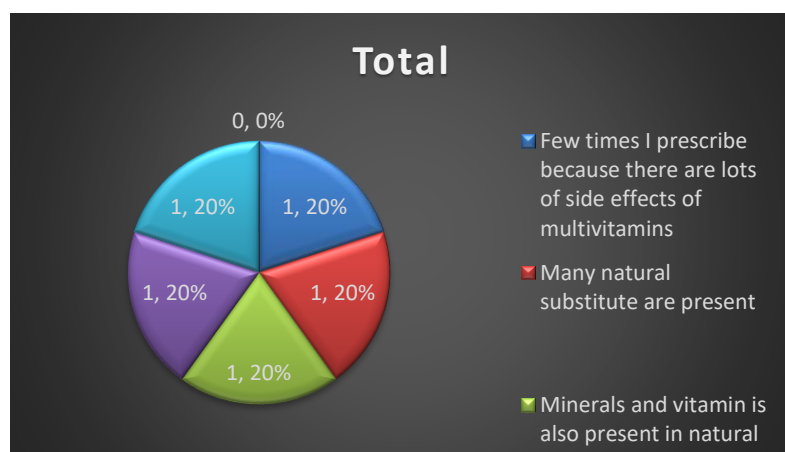
**Interpretation:** As the above Graphs shows as mostly all the doctors are prescribe Multivitamins only few of them are not suggest for it.

- If yes, in which indication do you prescribe?



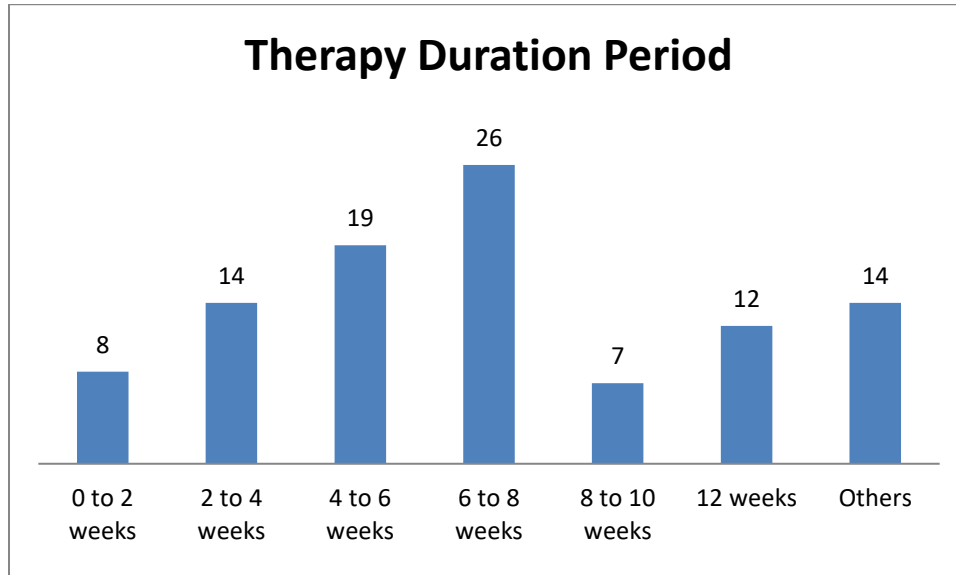
**Interpretation:** As in the above figure the highest ratio for prescribing the Multivitamins & multi minerals is for General Deficiency and Weakness. Also the pediatrician are prescribing for infants for their growth and nutrition deficiency.

- If no, then why?



**Interpretation:** As you can see in the above Graph that few of doctors are not prescribing the Multivitamins & multi minerals.

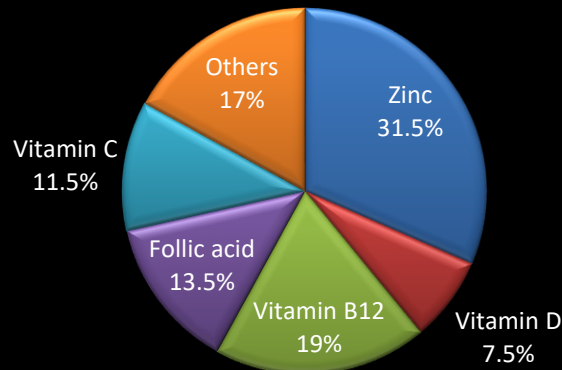
- **How long you prescribe Multivitamins or Multi minerals (Therapy Duration)?**



**Interpretation:** In the above figure shown the different criteria for given dose therapy, as maximum doctors prescribe it for the 6 to 8 weeks.

- **Any specific element you prefer in multi vitamin and multi mineral combinations ?**

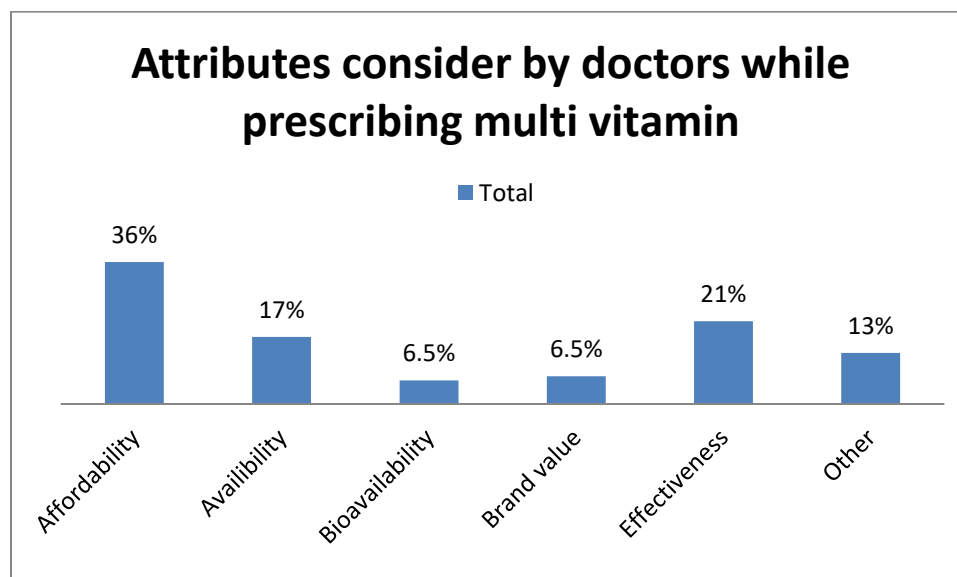
### Specific element prefer in multivitamin combinations



**Interpretation:** The above pie chart exhibits the elements they prefer in multi vitamin and multi mineral combination. The maximum of the 31.5% of the respondent prefers zinc element. Scaling the same level around 19% of the doctors prefers Vitamin B12. Whereas 13.5%, 11.5% and 17% of the doctors prefer Vitamin B12, Vitamin C and Vitamin D. Rest 9 % recommended to prefer good combination of vitamin and minerals or no specific elements.

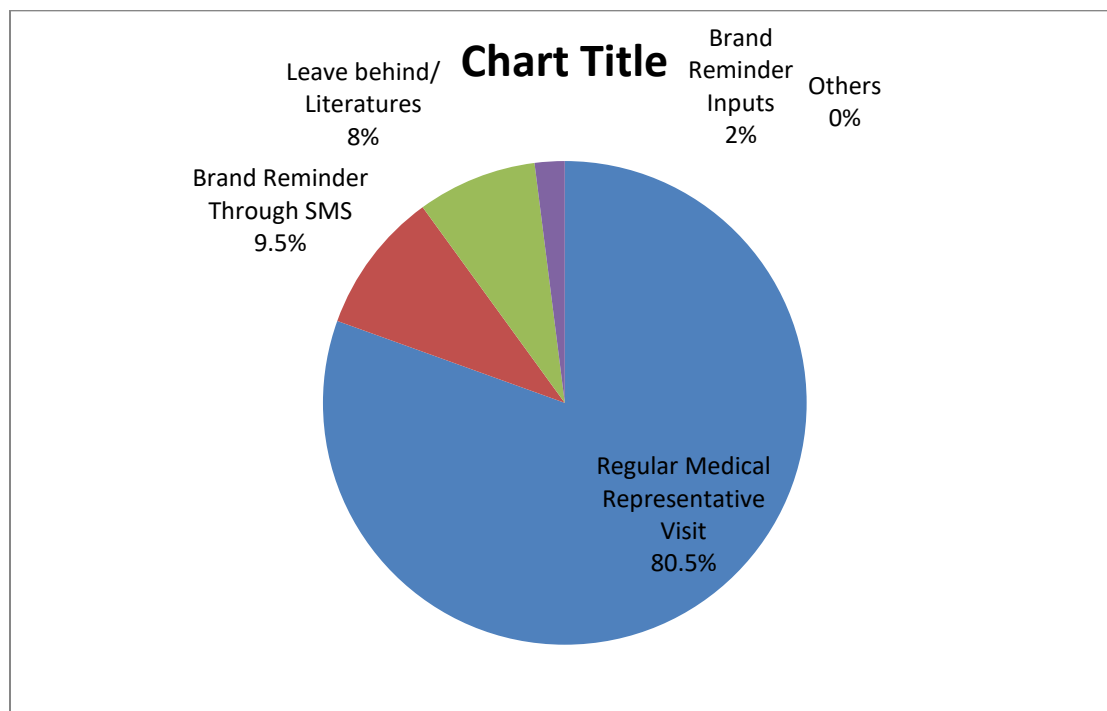
- **What are the attributes you consider while prescribing any brand of Multi-vitamin and Multi-mineral ?**

### Attributes consider by doctors while prescribing multi vitamin



**Interpretation:** The above pie chart exhibits the attributes doctor consider while prescribing any brand. The maximum of the 36% of the doctors consider affordability while prescribing any brand. Scaling the same level around 21 % of the doctor consider effectiveness while prescribing. Whereas 17%, 6.5% and 6.5% of the doctor consider Availability, Brand value and Bioavailability respectively. Remaining 13% consider about taste, size etc.

- **What are the things helps you to remember the brand name ?**



**Interpretation :** The above pie chart exhibits about the things which helps doctors to remember about the brand name. The maximum of the 80.5 % of the doctors suggest that Regular medical representative visit helps them to remember the brand name

### **QUESTIONNAIRE FOR THE CHEMIST**

**Chemist Name** \_\_\_\_\_

**Chemist Shop Name** \_\_\_\_\_

**Contact** \_\_\_\_\_

**Place** \_\_\_\_\_

**Date** \_\_\_\_\_

**Q1. How many brands of multi-vitamin and multi mineral brands are available ?**

\_\_\_\_\_

**Q2. Which brand Doctors prescribes most and why ?**

\_\_\_\_\_

**Q3. Monthly sale of the brand ?**

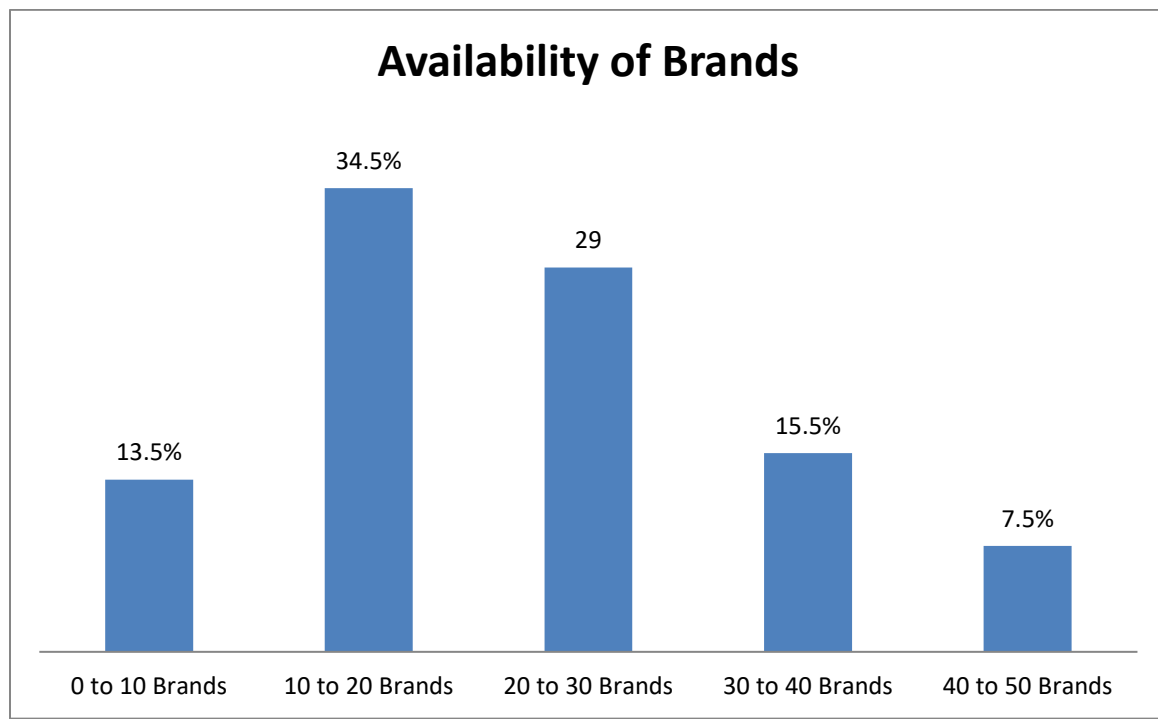
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**Q4. %Scheme/Bonus/Input(Gift) company is offering**

\_\_\_\_\_

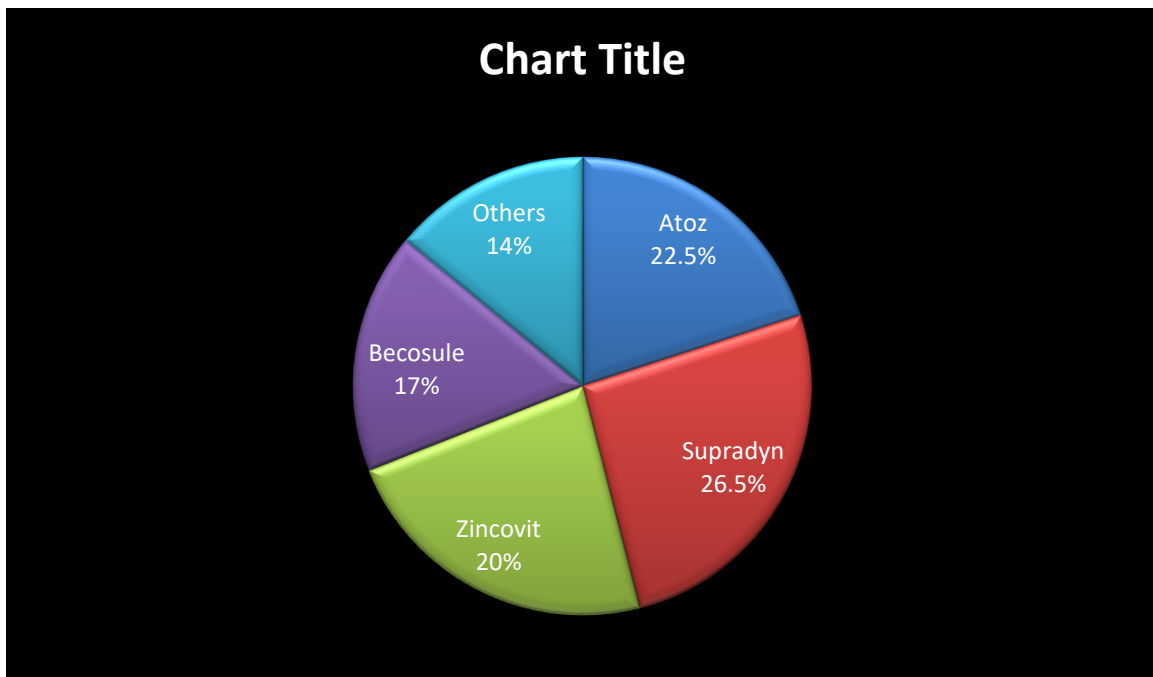
## DATA ANALYSIS AND INTERPRETATION

- How many brands of Multivitamin and Multimineral brands are available ?



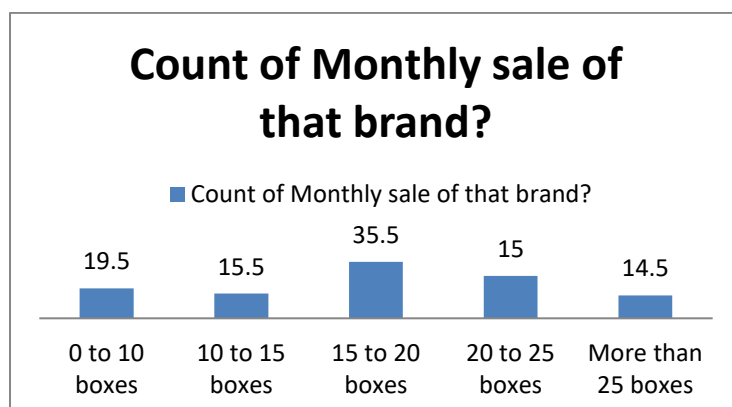
**Interpretation :** The above bar graph shows brands of multivitamin and multimineral available at chemist shop. Most of them around 34.5% have 10 to 20 brands available at chemist shop. Whereas 29 % of chemist have 20 to 30 brands available at chemist shop.

- Which brand doctors prescribe most and why ?



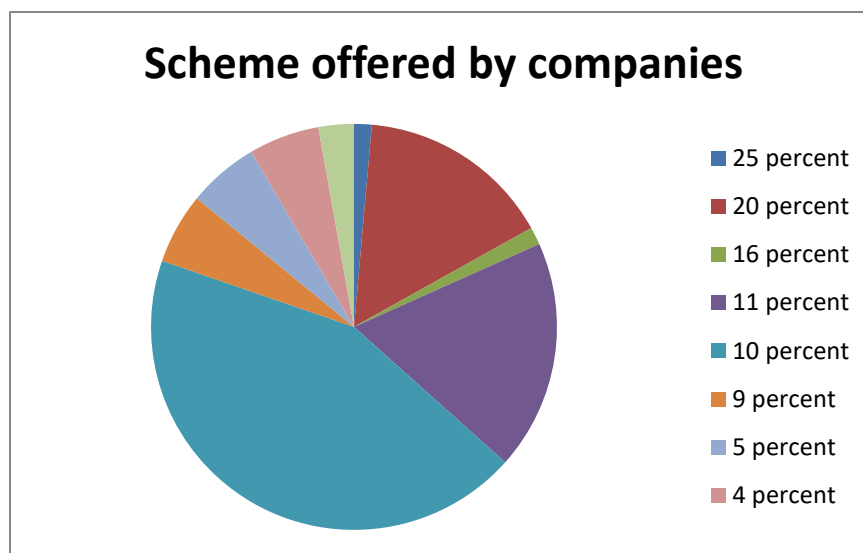
Interpretation :The above pie chart describes about the brand doctor prescribes most. The maximum of the 26.5 % of the doctors prescribes supradyn because of the cost and effectiveness of the drug. Scaling the same level around 22.5 % doctors prescribes Atoz. Whereas 20 % of the doctors prescribes Zincovit. Rest 14 % of doctors prescribes brands such as Revital H, Becozinc, Maxirich, Surbex Gold.

- Monthly Sale Of The Brand ?



**Interpretation:**The above bar graph describes about the monthly sale of the brand. The maximum of the 35.5 % chemist sell 15 to 20 boxes of the multivitamin in a month. It also depends upon prescription period of the drug by the doctor.

- **% Scheme/Bonus/Input (Gift) company is offering**



**Interpretation :**The above pie chart describes about the maximum 25 % scheme is offered by the company . Whereas various gifts such as watch, pens, notepads are also givento the chemist.

## **CONCLUSION :**

From this survey will conclude that specific requirement of doctor is multi vitamin should have essential vitamins and minerals such as zinc, folic acid, vitamin C, B12 and D and prescribe any brand on the basis of affordability, availability and efficacy of the drug.

While regular medical representative visit helps doctor to remember the brand name.

Many doctors suggested to Patient education activities and about the proper use of multi vitamins those who really need it.

In this survey I found that Atoz, Supradyn and Zincovit are the top competitors brand of multi vitamins because of low cost and effectiveness. They also offers scheme to the retailers

## **References:**

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- <https://en.wikipedia.org/wiki/Multivitamin>
- [https://www.emedicinehealth.com/drug-multivitamin/article\\_em.htm](https://www.emedicinehealth.com/drug-multivitamin/article_em.htm)
- <https://pubmed.ncbi.nlm.nih.gov/17209210/>
- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4137646/>
- [https://www.researchgate.net/publication/268790150\\_An\\_Examination\\_of\\_Product\\_Packaging\\_Marketing\\_Strategies\\_Used\\_to\\_Promote\\_Pediatric\\_Multivitamins](https://www.researchgate.net/publication/268790150_An_Examination_of_Product_Packaging_Marketing_Strategies_Used_to_Promote_Pediatric_Multivitamins)
- <https://pubmed.ncbi.nlm.nih.gov/25416097/>
- <https://pubmed.ncbi.nlm.nih.gov/9881887/>

## **PART II – ONLINE COURSE REPORT**

**Table of Contents:**

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|-----------------------------------------|
| Name of the Course                      |
| Course Description                      |
| Objective of the course                 |
| Course contents                         |
| Learning methodology used in the course |
| Key learning from the course            |

**NAME OF THE COURSE :**

DIGITAL MARKETING

**COURSE DESCRIPTION**

Digital Marketing is a blooming, dynamic and vast field of marketing with a number of digital marketing job roles.

There are different job roles in digital marketing like Marketing campaigns designing, maintaining, supplying the right content for an organization, engaging people through social media, checking and keeping visitors flow on the website. Digital Marketing roles and responsibilities are there for developing strong and innovative digital marketing strategies using PPC, SEO, SEM, and other techniques to attract traffic to the company websites and increasing awareness of company's products and services .

**Objective of this course :**

- To learn the skills for getting job in marketing industry.
- To develop the skills for efficient spending on your campaign
- To learn dozens of proven digital marketing strategies.

## **Course Contents :**

### **Section 1- Introduction to the course**

- What is digital marketing ?
- Need of Digital Marketing
- Objective of digital marketing

### **Section 2- Define your business & Target audience**

- Define your purpose
- Find your audience

### **Section 3 – Brand Identity**

- Branding basics
- Tools for creating graphics

### **Section 4 – Email Marketing**

- Email marketing funnels
- Segment and tag your audience

### **Section 5 – Youtube**

- Youtube basics
- Start your youtube channel

### **Section 6 – Video Marketing**

- Video marketing basics
- Video equipment for beginners
- Intro to equipment

### **Section 7 – Facebook Group ( Social Media Marketing )**

- Why facebook groups ?
- Start a facebook group for your audience

## Section 8 – **Facebook Pages ( Social Media Marketing )**

- Why facebook pages are important for your business ?
- Creating an optimized facebook page for your business

## Section 9 – **Facebook Ads ( Social Media Marketing)**

- Introduction to the facebook ads
- Introduction to the facebook ads manager

## Section 10 – **Facebook Retargeting ( Social Media Marketing )**

- What is Facebook retargeting and why is important to you ?
- Creating a facebook pixel

## Section 11 – **Facebook for local business ( Social Media Marketing )**

- How facebook Ads can help your local business to grow
- Creating your local business facebook Ad

## Section 12 – **Google Adwords**

- Google Adwords for your business
- How Google Adwords works ?

## Section 13 – **Google Analytics**

- Set up google analytics ?
- Setting up goals with google analytics

## Section 14 – **Twitter ( Social Media Marketing )**

- Why twitter and how it can help your business
- Tips to choose your twitter handle

## Section 15 – **Instagram ( Social Media Marketing )**

- Why instagram and how it can help your business
- Instagram for business – What's our strategy

## Section 16 – **Social Media Live Streaming**

- Using different social media streaming to grow your business
- Basic equipment for social media marketing
- Facebook Live basics
- Youtube live basics

### **LEARNING METHODOLOGY:**

1. Video Lectures.
2. Shares pdf & give assignments after completion of the section.
3. Articles are provided for ease of learning.
4. Assignments are given to apply the strategies we learned in this course.
5. Downloadable resources are also there in this course.

### **KEY LEARNINGS :**

- It helps out in learning dozens of proven digital marketing strategies.
- How to improve brand identity and grow brands audience
- To learn social media marketing using all of the most popular social media platforms to grow business
- How to grow your email list, website traffic, subscribe count and social media following.
- How to increase conversions and sales with real world techniques.

