

Summer Internship Presentation

Project Undertaken at Vefa Ilac

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PRESENTED BY:

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MBA PM-11



Project Title

To analyse and evaluate the paradigm shift from the conventional marketing strategy to the new strategic model for Nutraceuticals.



WEEK 1: Key Takeaways

- Company's Profile
- About Cogni 3 (the product)
- Overview of Nutraceutical and Omega 3 market



- Turkey-based company which was founded in 2012.
- Manufacture both pharmaceutical and food supplements.
- Within 10 months the company earned the Good Manufacturing Practices certificate from the ministry of health.
- It has its R&D, quality control and microbiology laboratories
- Vefa has solid, liquid and semi-liquid production line.
- It exports to 30 different countries

Cogni3: The Intelligent Choice



- Cogni3 is a dietary supplement that has high-quality omega3 fatty acids which helps to improve the memory and learning behavior of the children
- It contains EPA and DHA which helps in brain development.
- It plays a significant role in absorption of vital nutrients.
- Helps in autism
- Cogni3 sets the benchmark for the safest Fish oil syrup as per the standard set by European Food safety Authority (EFSA) for heavy metals, PCBs, dioxins and other contaminants by maintaining the best purification process using molecular distillation

ADVANTAGES OF COGNI3



VISION



HEART



ANTI-
INFLAMMATORY



BRAIN



IMMUNITY

Nutraceuticals

Nutraceutical is the hybrid of 'nutrition' and 'pharmaceutical'.

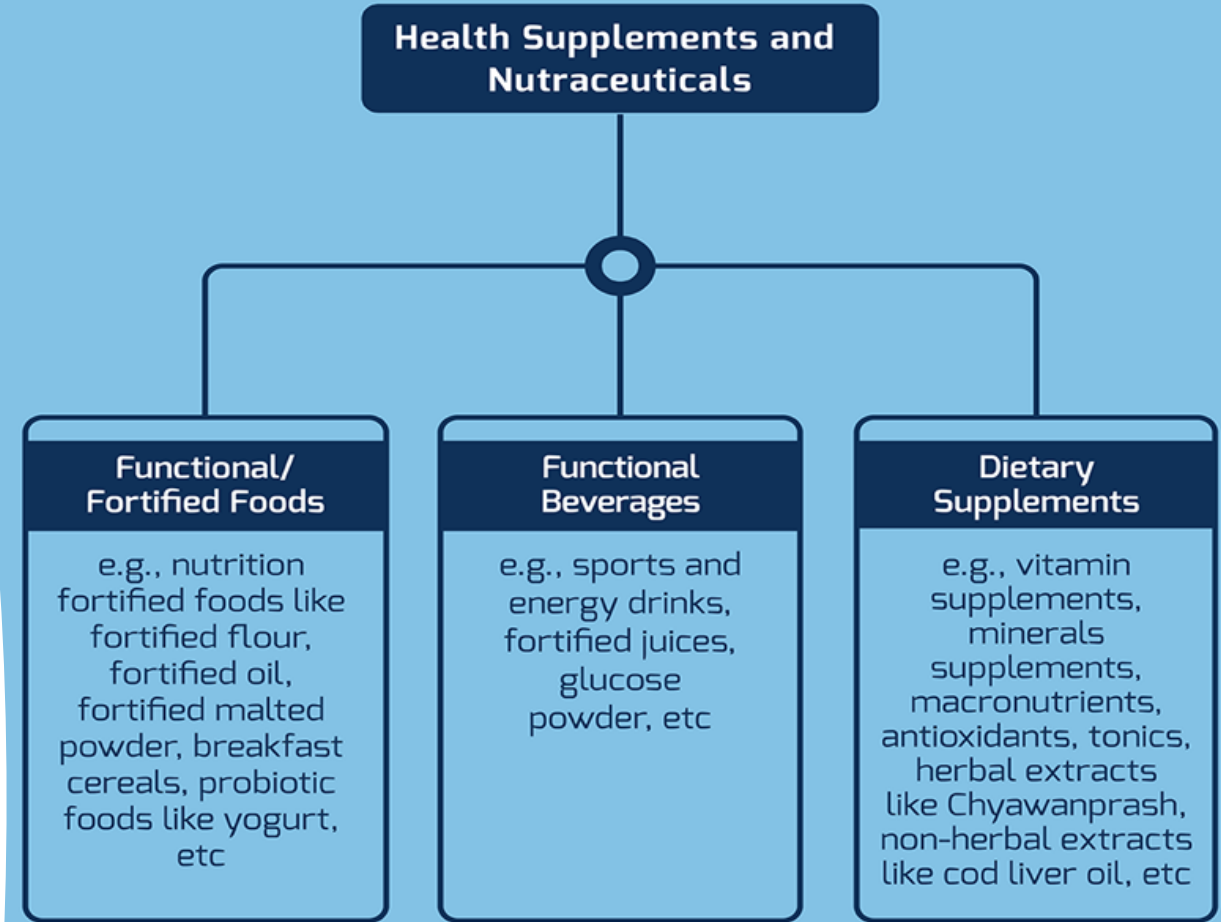
The food products used as nutraceuticals can be categorized as:

- Dietary fibre
- Prebiotics, Probiotics
- Polyunsaturated fatty acids (PUFA)
- Antioxidants
- Different types of herbal/ natural foods.

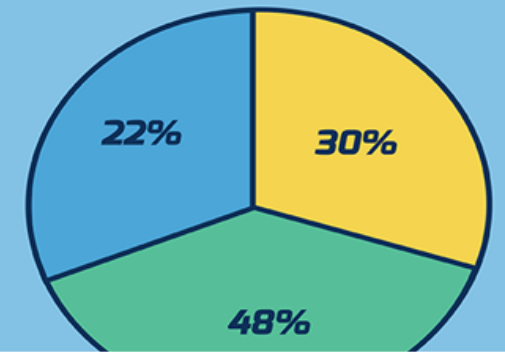
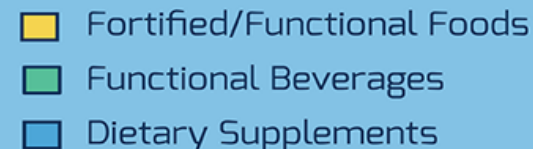
Frequency of nutraceuticals use is 50%–70% in developed countries

They don't require FDA approval.

Segmentation of Health Supplements and Nutraceuticals



Global Nutraceutical Market Segmentation (2019E)



DRIVERS AND CHALLENGES



DRIVERS:



Rising awareness about health and fitness



Change in Physician prescribing habit towards nutraceutical



Majority of nutraceutical consumers are middle aged.



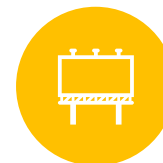
CHALLENGES:



High pricing of nutraceutical products



Lack of Standardisation of nutraceutical products



Marketing and challenges of nutraceutical products

TOTAL OMEGA-3 MARKET IN INDIA



It is estimated that the market will grow by a healthy rate of 11.4% CAGR from 2013 through 2020 in terms of volume, whereas in terms of value it is projected to touch US\$29.4 million by 2020 growing at a CAGR of 13%.



Dietary supplements sector is the largest consumer of omega-3 ingredients in terms of volume and value, followed by food & beverage fortification sector.

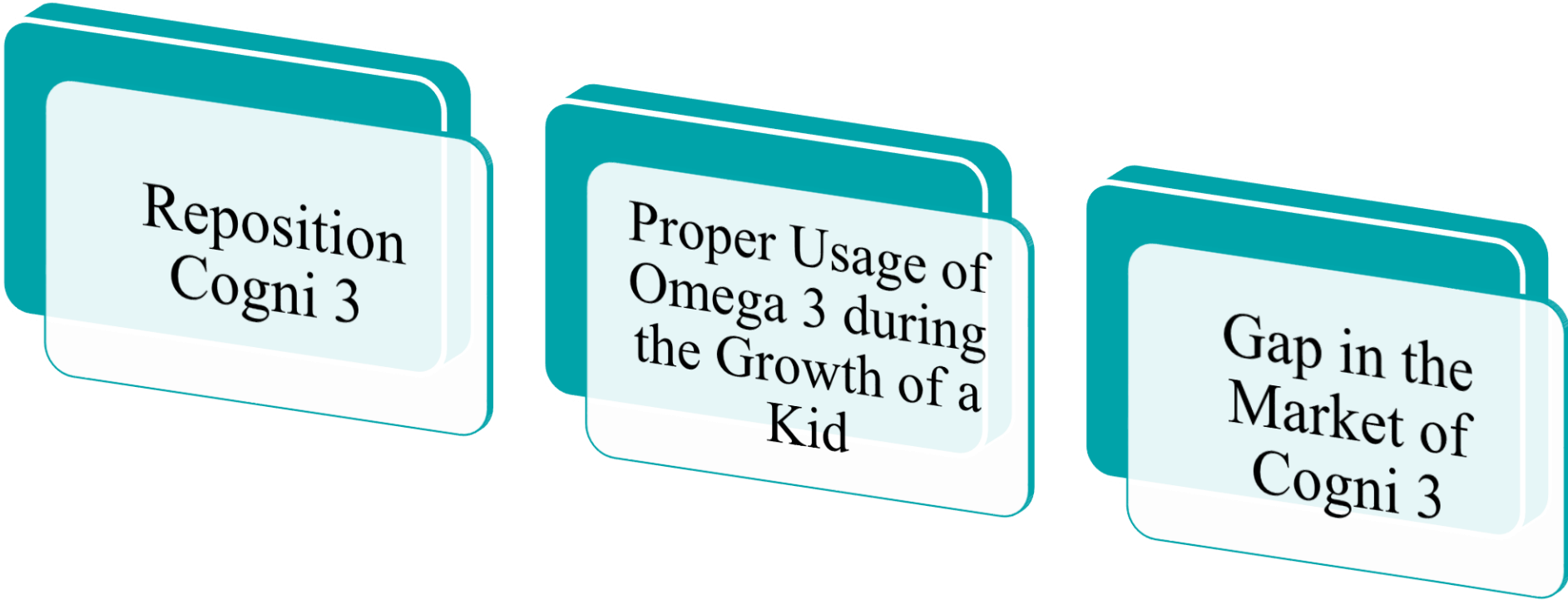


Pharma and clinical nutritional applications are yet to be developed in the Indian omega-3 market.



Among omega-3 ingredient sources, algal oil is expected to grow faster than the fish oil attributed to the large vegetarian population in India.

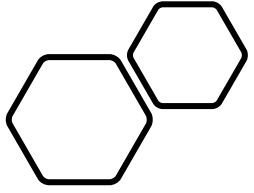
WEEK 2: Key Takeaways



Reposition
Cogni 3

Proper Usage of
Omega 3 during
the Growth of a
Kid

Gap in the
Market of
Cogni 3



REPOSITIONING COGNI 3



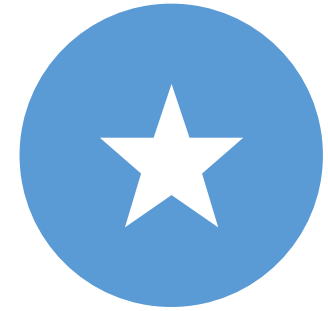
ENGAGING
TARGETED
CUSTOMERS



UP MARKET
REPOSITIONING



EXPANDING TO
WELLNESS



CELEBRITY
ORIENTED
REPOSITIONING

ROLE OF OMEGA-3 (Scientific Approach)



Cognition



Immunity



Vision

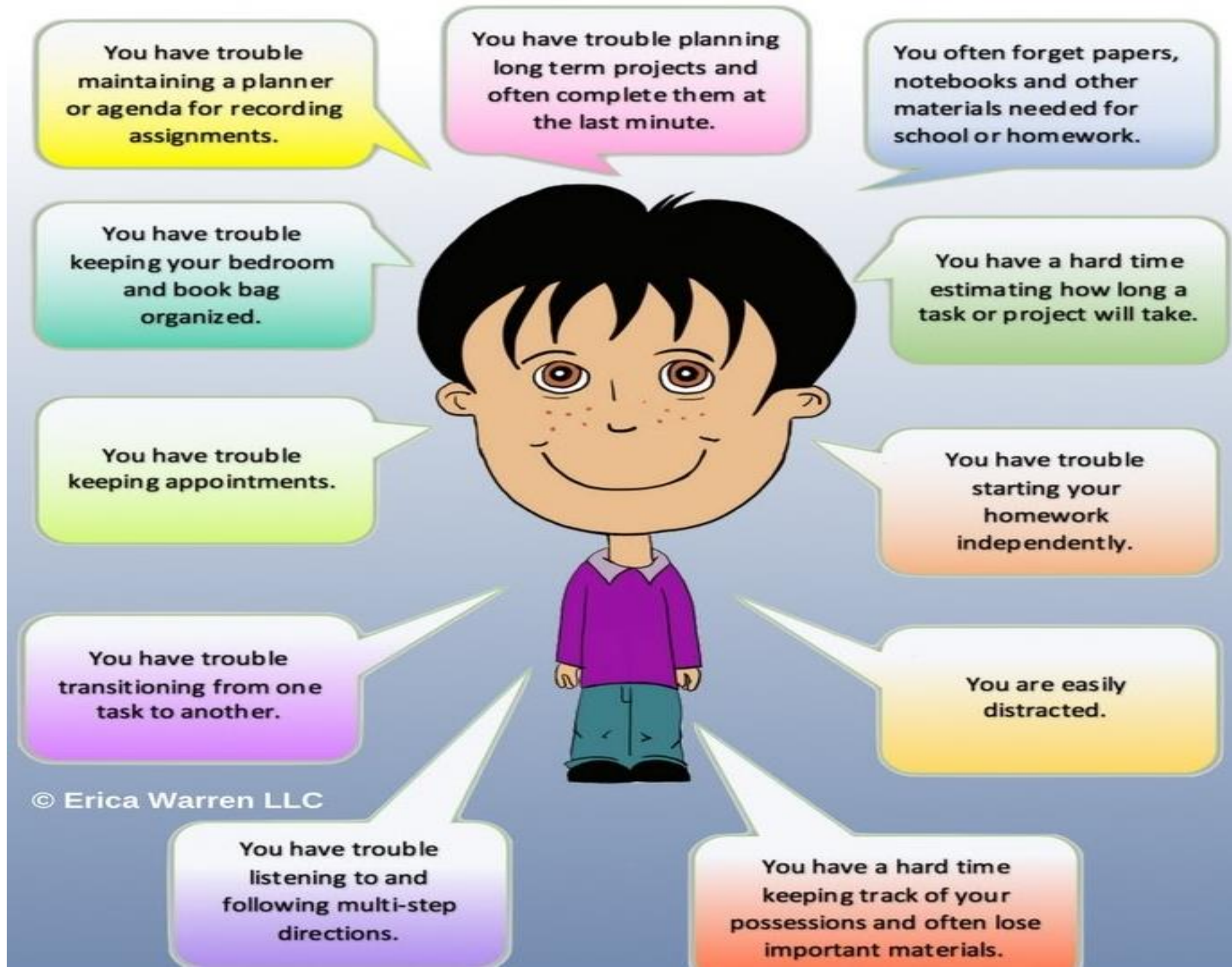


Hormonal imbalance



Improving nutritional deficiency

Functional benefits of Omega-3



STP OF COGNI-3



SEGMENT THE
MARKET

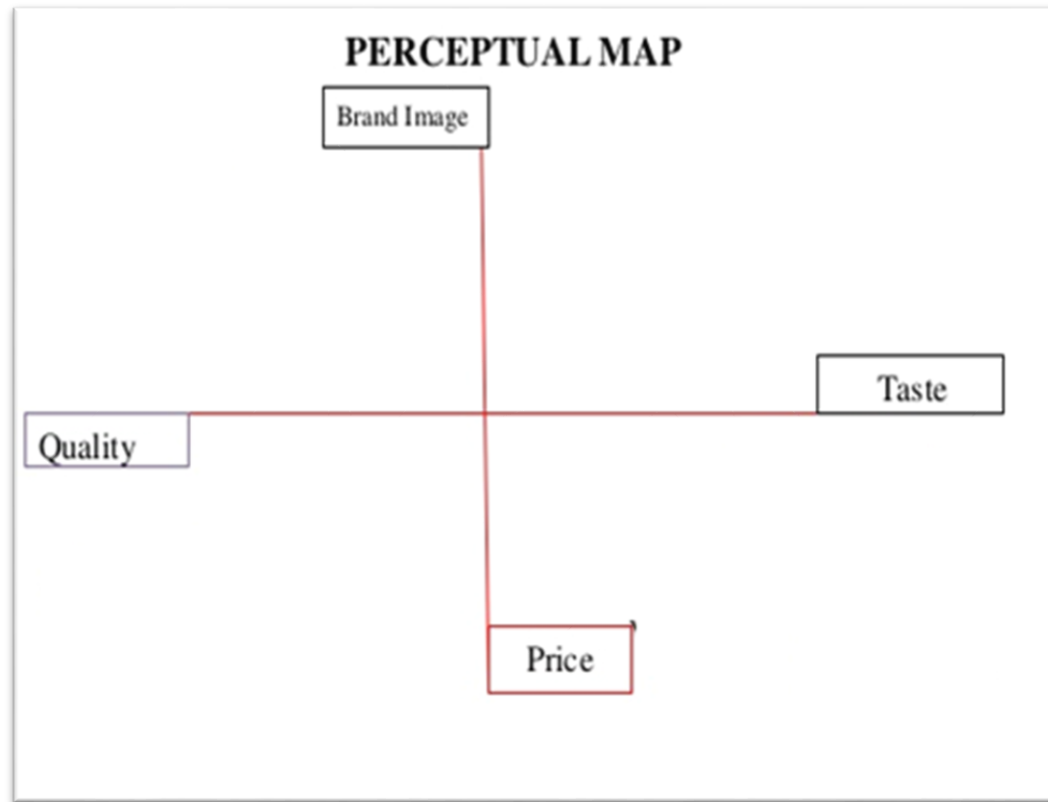


TARGETING



POSITIONING

A Perceptual Map in Market Positioning: An example of consumers perception of price and quality of brands and taste can be mapped in a following manner



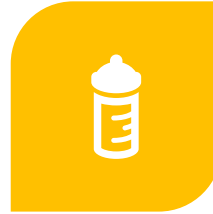
MARKET GAP



MOST OF THE PRODUCT
FOCUSES ON THE BRAIN
DEVELOPMENT OF KIDS.



NO PRODUCT IS AVAILABLE
SPECIFICALLY FOR EYE
HEALTH.



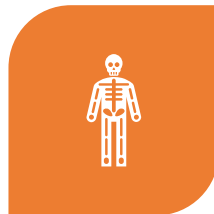
NO PRODUCT IS AVAILABLE
FOR PREGNANT WOMEN'S
HEALTH.



ABILITY OF OMEGA 3 IN
ENHANCING IMMUNITY IS
NOT BRING USED.



BENEFITS OF OMEGA 3 IN
MAINTAINING HORMONAL
BALANCE IS IGNORED.



IT'S ANTI-INFLAMMATORY
ACTIONS ARE NOT BEING
USED.



NO OMEGA 3 SUPPLEMENT
IS PRESENT IN THE MARKET
SPECIFICALLY FOR
SUPPORTING HEART HEALTH

WEEK 3: Key Takeaways

Overall Impact of the Lockdown & its after effects

To analyse that whether market will be same after lockdown

How lockdown will effect the buying motive of the consumer

Impact of Lockdown

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M
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- Shutdown of Manufacturing Units
- Supply Chain Losses
- Economic Disruption
- E-commerce Slowdown

India has emerged as the 9th most affected nation by the COVID-19 pandemic.



After Effects Of Lockdown



Hike in Unemployment



**Covid-19 pandemic has created a
paradigm shift in consumer behaviour**



**Sales and production most affected by
COVID-19 lockdown**



No hike in Salaries



Pharma disruption

**Will Market be
the same after
Lockdown ?**

**Proper
Action**

**Proper
Time**

Fall in GDP

Low Wage Labourers

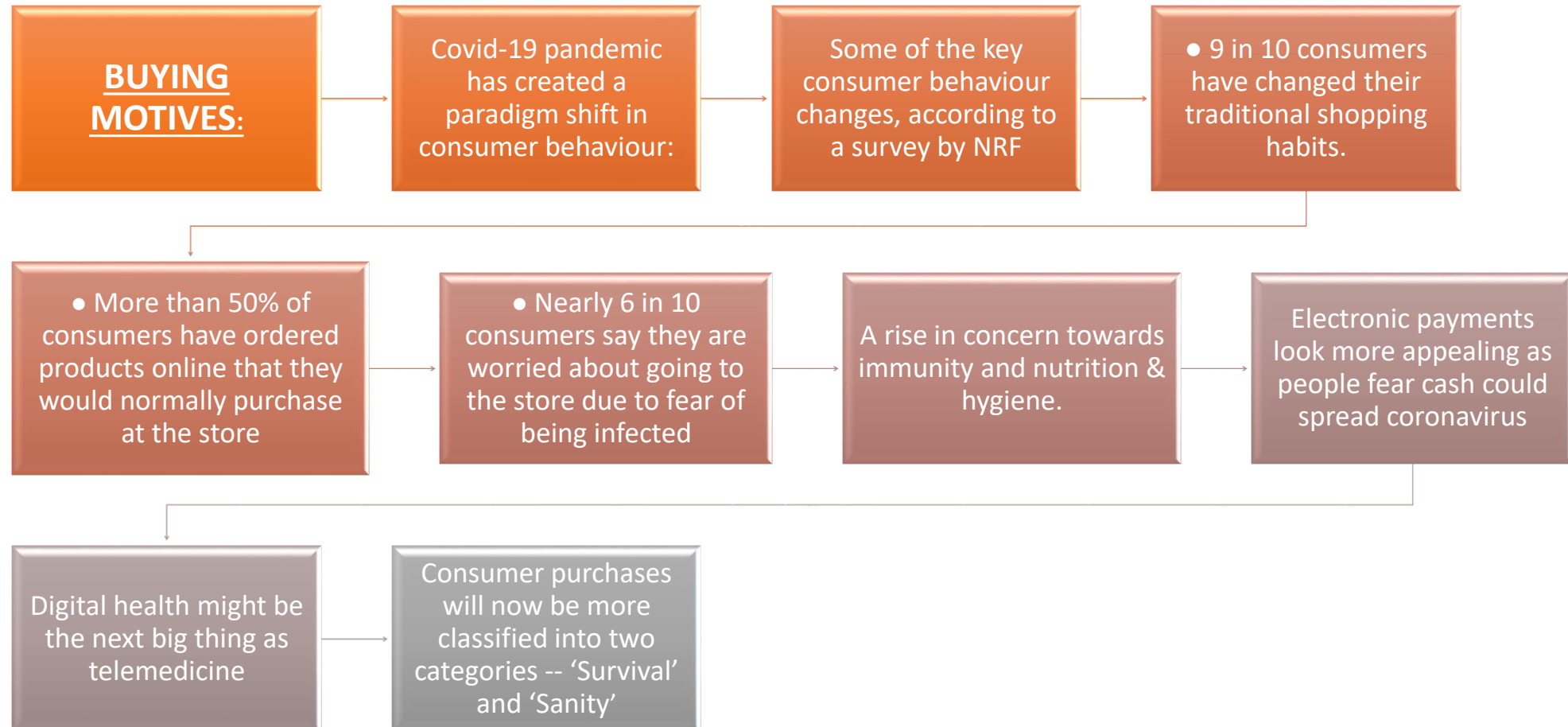
Fear of Getting Contaminated

Low Cash Flow In and Out of Organizations

Less Man Power in Pharma Manufacturing Units

Digital Health might be the next big thing !!





WEEK 4: Key Takeaways



HOW TO TURN
CONSTRAINTS
INTO
OPPORTUNITY



SPILL OVER
EFFECT



TO IDENTIFY THE
VARIOUS
OPPORTUNITIES
ON DIGITAL SPACE



DRIVING FACTORS
FOR CONSUMERS
AND PARENTS

CONSTRAINTS and OPPORTUNITIES



NO MEETINGS WITH
DOCTORS



NO SEMINARS,
CONFERENCE IN
HOSPITALS



PATIENT FLOW IS
AFFECTED



BRAND REMINDER
IS AFFECTED



SUPPLY CHAIN IS
DISTURBED

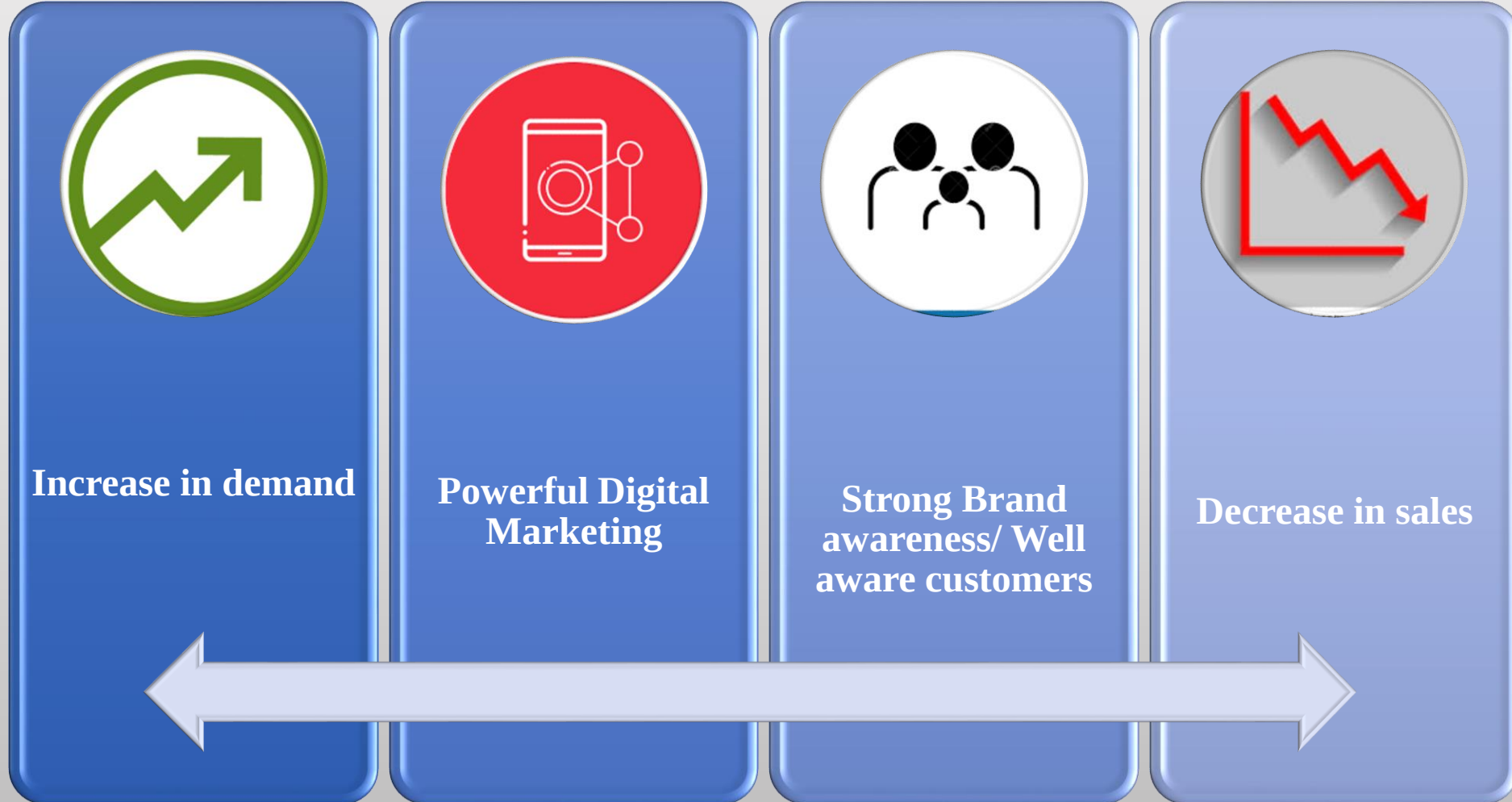


CASH FLOW IS
AFFECTED



SKILL
DEVELOPMENT IS
GETTING AFFECTED

SPILLOVER EFFECT



Opportunities on Digital Space

- Meeting via digital platforms
- Webinars/online workshops
- Opportunities in various Online Pharmacies
- Affiliate Marketing
- Paid Promotions



Driving factors for the consumers and parents



To remove the gaps



Fuel for play



For vegetarian
or children who eat
only vegan



Lifestyle Changes



Easy and fun way of
receiving nutrients



Issue related
concerns



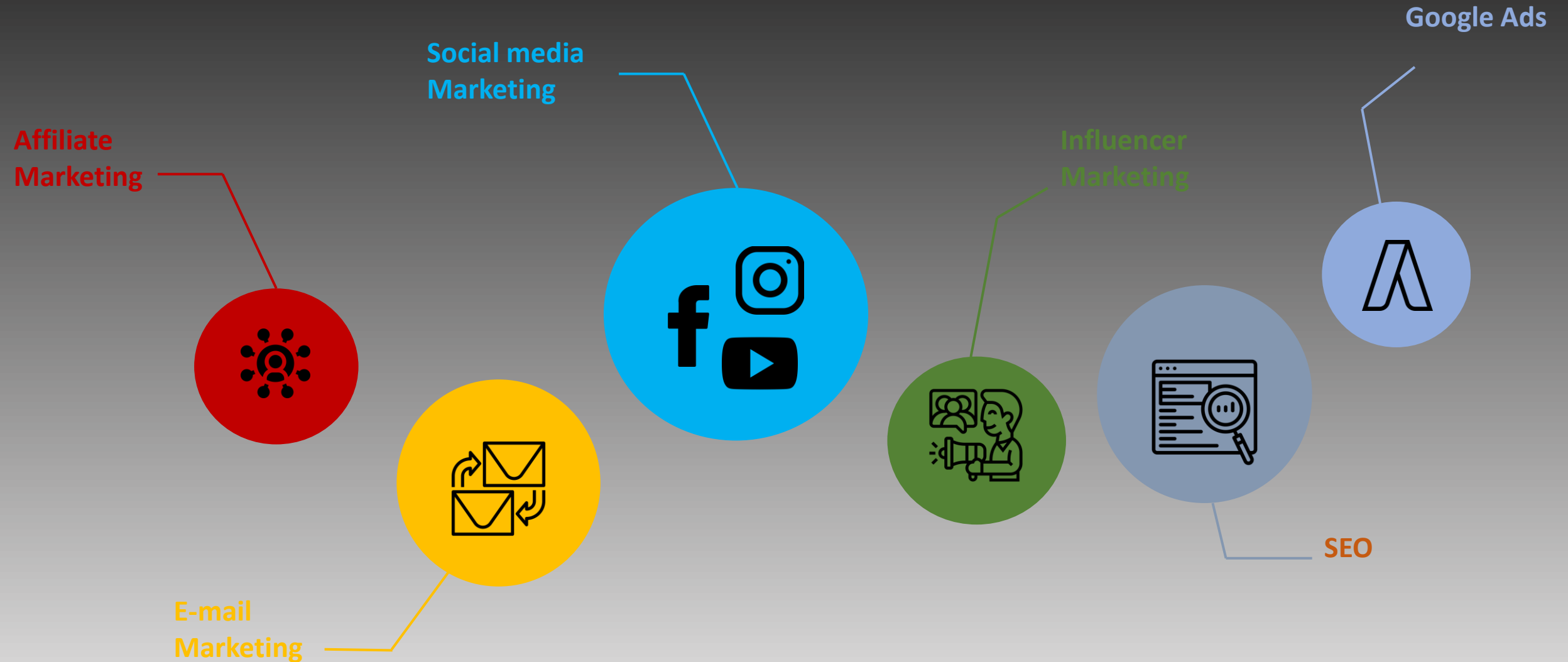
Rising Awareness

WEEK 5: Key Takeaways

- Ways to go Digital



Different ways to go Digital



WEEK 6: Key Takeaways

- Strategic Plan
- How to retain the business in the ethical space
- Competitor Analysis



Activities to promote COGNI3



FACEBOOK Shop Section

Direct Buying of Product



Video Challenge

Regarding Fitness Activities



RUN Contests

Frame a story or Tagline



Review Promotion

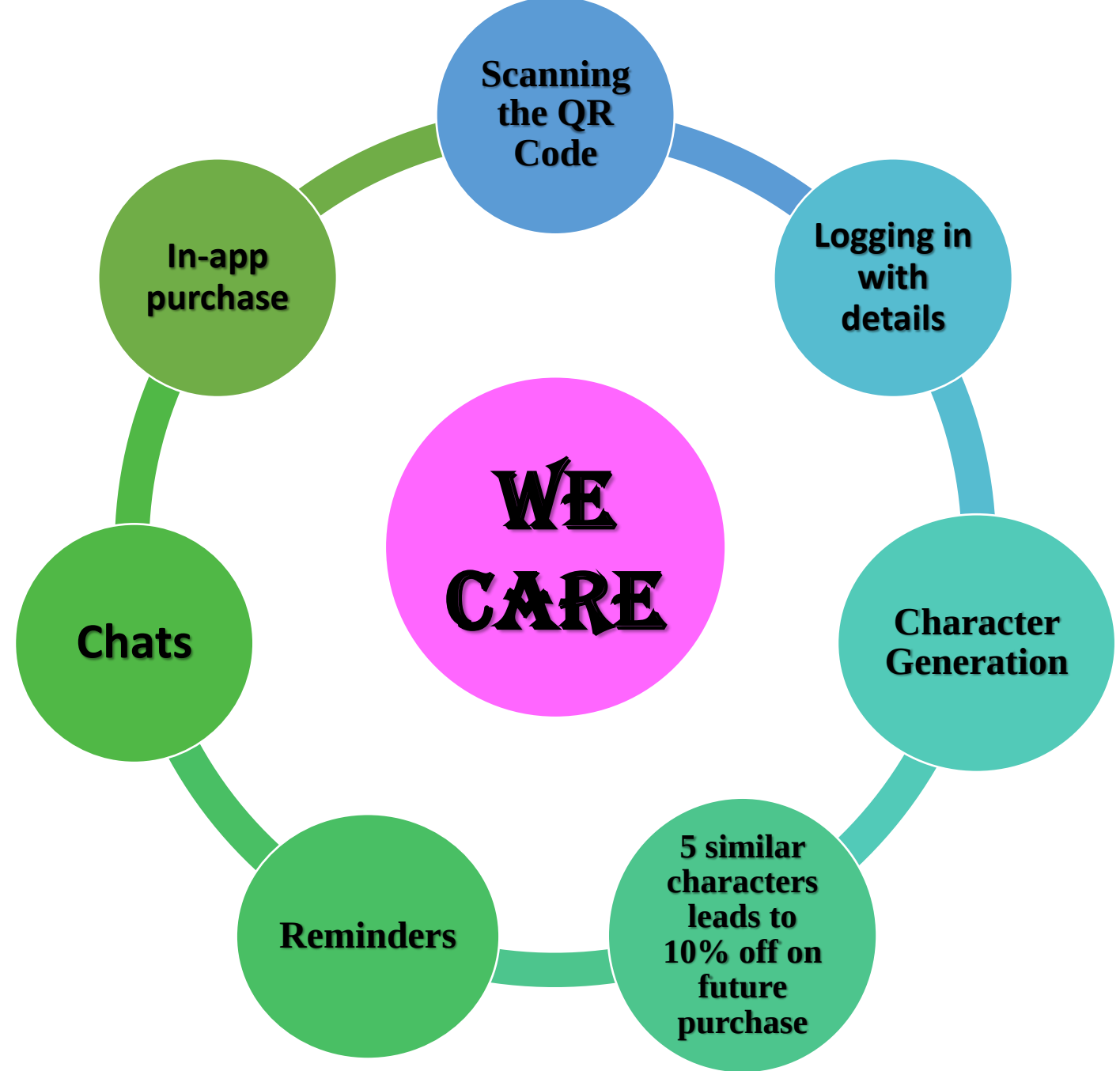
Testimonials or reviews of the product



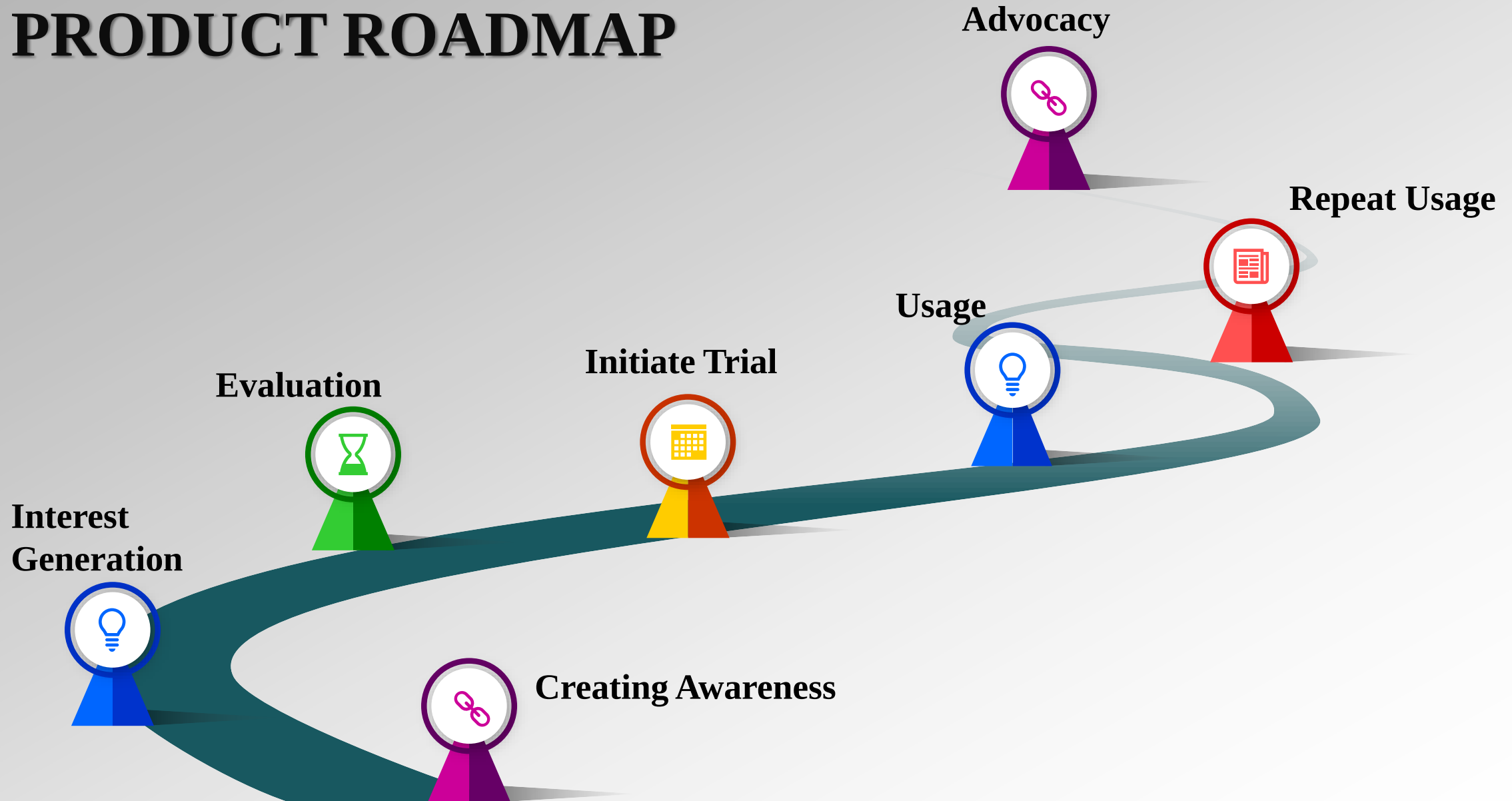
Conferences

Increases Doctor-MR interaction

Idea For An App Development



PRODUCT ROADMAP



Conclusion

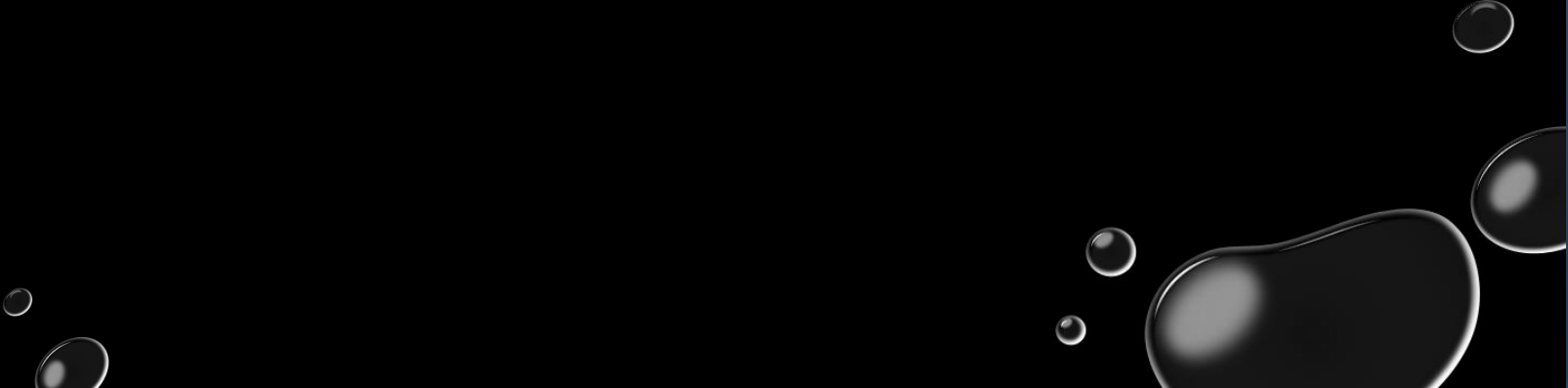
Social media campaigns conducted:

- **“CREATE TO CONNECT”** an event hosted by Cogni3 - The Intelligent Choice for 10 days (1st April to 10th April 2020), on World AUTISM AWARENESS DAY, 2nd April 2020 which was dedicated to creating awareness about autism.
- On Mother’s Day, a Facebook campaign was hosted **“#iamthebestmom”**
- On International Yoga day, a Facebook contest **“#OmAtHome”**
- Also, different Live session on Facebook was organized on different topics like, Eyesight that matters by Dr Digvijay Singh, Paediatric ophthalmologist, Food that matters by Dr Luana Mascarenhas, Nutritionist.

Paradigm shift in Marketing

Sr. No	From	To
1.	Transactional Marketing	Relationship/Interactive marketing
2.	Product centric	Customer centric marketing
3.	Conventional media	Non-conventional marketing
4.	Offline word of mouth	Blogs, Testimonials
5.	Brand visibility	Brand engagement
6.	Operating only in physical marketplace	Operating in online shops/sites

BRAND AND PRODUCT MANAGEMENT



SUBMITTED BY-

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CONTENT

Introduction

Objective

Course Content

Key Learning

INTRODUCTION



A Product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need.



Brand is a name, term, sign, symbol or design or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors.

OBJECTIVE



Understand products and product strategy



Developing and launching your product



Understand brand and how to develop them



Developing brand strategy, brand architecture



Building your brand portfolio



Brand Engagement



COURSE CONTENT



KEY LEARNING

Launching new products and the challenge of managing their life-cycle.

Knowing how to communicate your offering

Building brand portfolio

Delivery of brand promise



THANK YOU!!!

