

SUMMER INTERNSHIP REPORT

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OBJECTIVE

**TO ANALYZE AND EVALUATE THE PARADIGM SHIFT
FROM THE CONVENTIONAL MARKETING STRATEGY TO
THE NEW STRATEGIC MODEL FOR NUTRACEUTICALS**

INTRODUCTION OF THE ORGANISATION

- 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’.

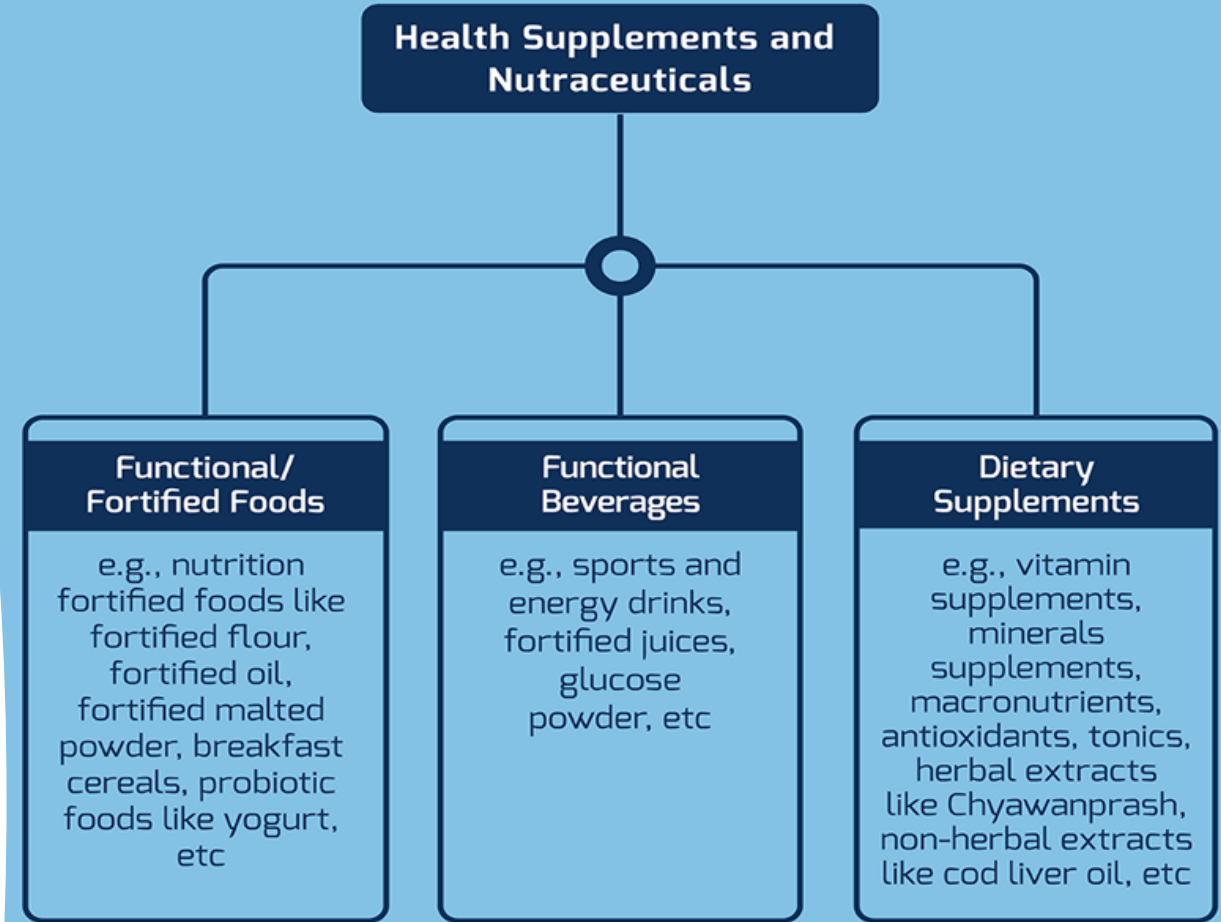
The food products used as nutraceuticals can be categorized as:

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

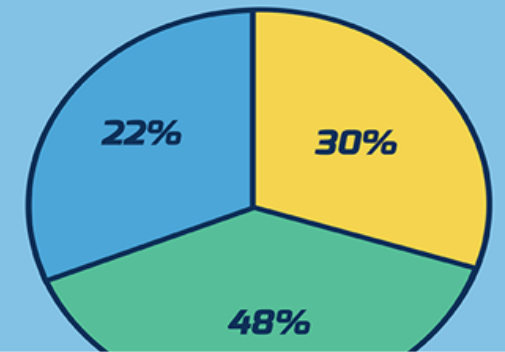
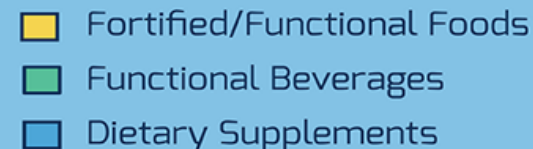
Frequency of nutraceuticals use is 50%–70% in developed countries

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.

ROLE OF OMEGA-3 (Scientific Approach)



Cognition



Immunity



Vision



Hormonal imbalance



Improving nutritional deficiency

STP OF COGNI-3



SEGMENT THE
MARKET



TARGETING



POSITIONING

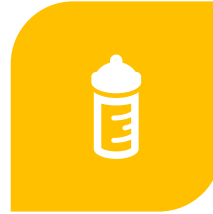
MARKET GAP



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



NO PRODUCT IS AVAILABLE
SPECIFICALLY FOR EYE
HEALTH.



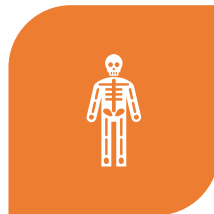
NO PRODUCT IS AVAILABLE
FOR PREGNANT WOMEN'S
HEALTH.



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

How To Fill The Gap

Introducing products for:



optical health.



maintain full term pregnancy and helping with infertility.



immunity buildup for infants, teens, adults and old aged people



hormonal imbalance



Fat reduction

Opportunities on Digital Space

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



Activities to promote COGNI3



FACEBOOK Shop Section

Direct Buying of Product



Video Challenge

Regarding Fitness
Activities



Conferences

Increases Doctor-MR
interaction



RUN Contests

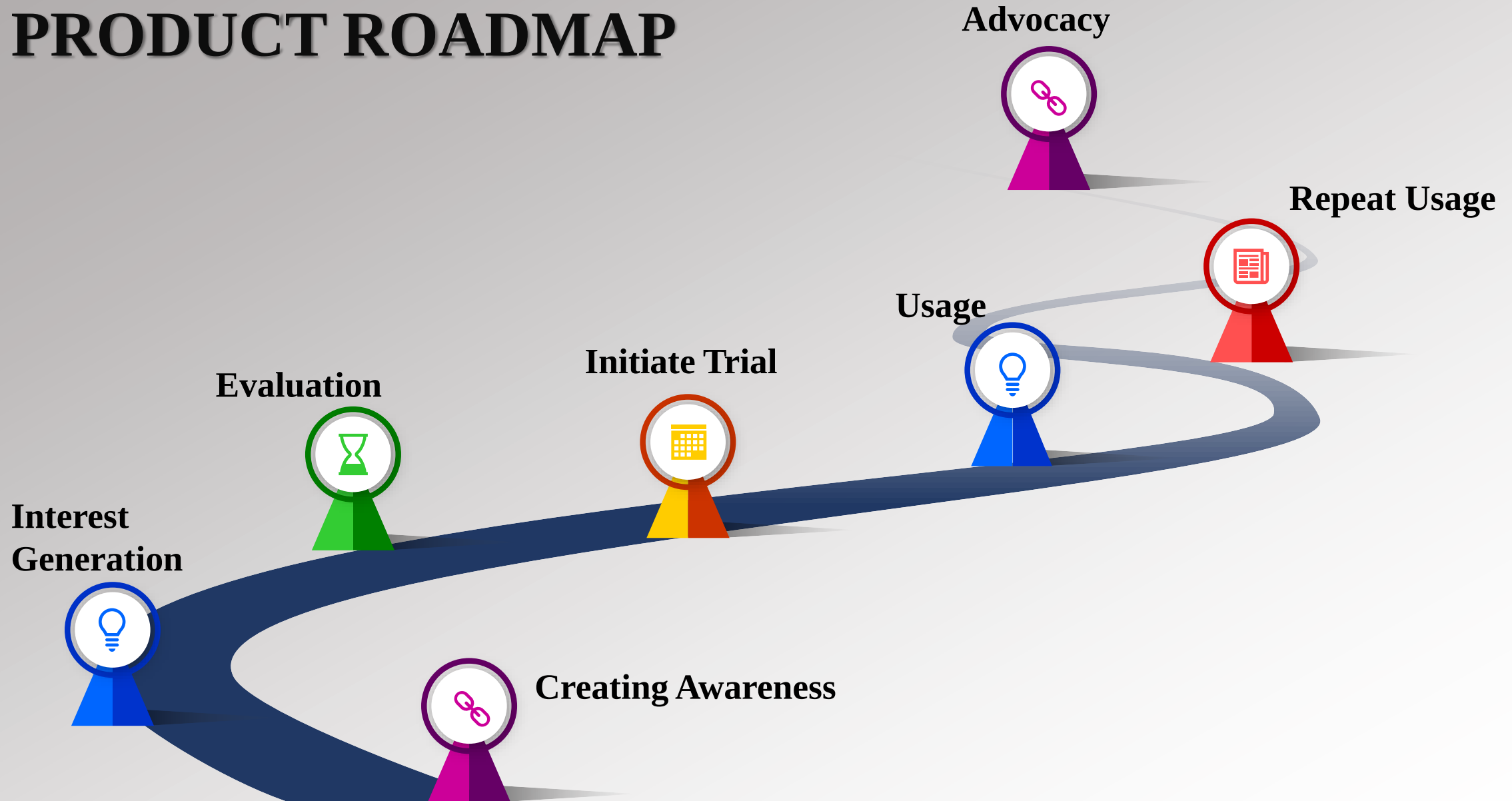
Frame a story or Tagline



Review Promotion

Testimonials or reviews of
the product

PRODUCT ROADMAP



CAMPAINGS

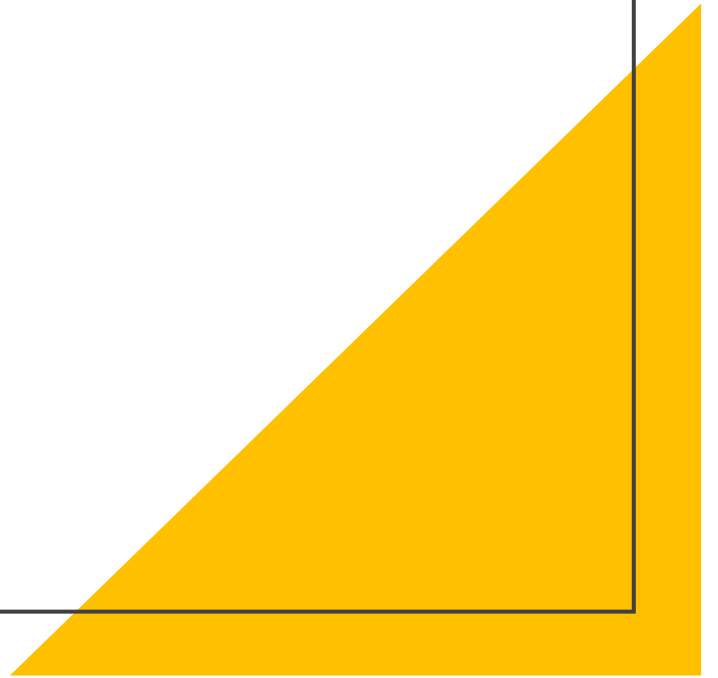
1. Create to connect
2. I am the best mom
3. Om at home

Conclusion

- ENGAGING CUSTOMER IN 80:20 RATIO
- ANSOFFS MARTRIX
- DIGITALIZATION- GAME CHANGER

ONLINE COURSE

DIGITAL MARKETING





DIGITAL MARKETING

- Selling and promoting products and services through online strategies
- these strategies can be
 - a) Email marketing
 - b) Social media marketing
 - c) Research marketing

SEO(search engine optimization)



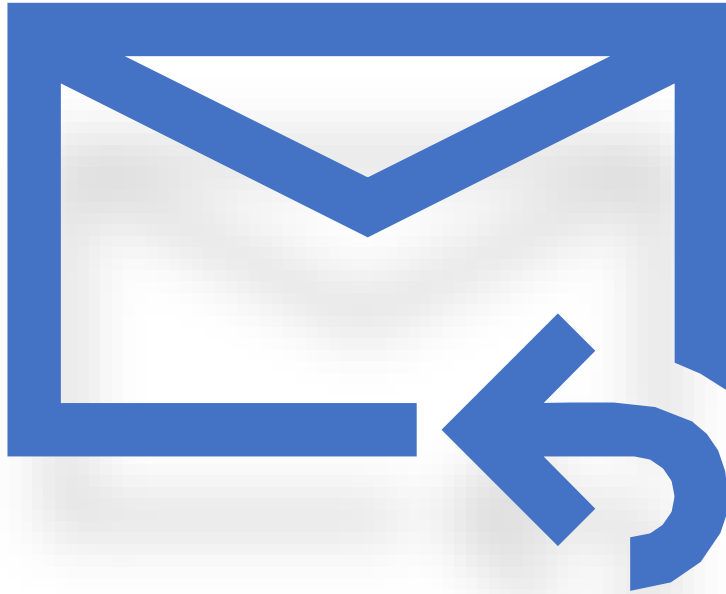
HELPS IN OPTIMIZING
CONTENT



BRINGS YOUR PAGE/ WEBSITE
ON TOP OF SEARCH RESULT



BRINGS MORE TRAFFIC TO
YOUR PAGE



Email marketing

1. Email are considered as one of the best ways of communication, as most of the people check their emails daily.
2. Emails marketing has a better conversion rate then any other digital marketing platform.
3. On other social media platform there are chances that your account might get suspended or deleted due to any reason, but in email marketing you have your own email list which will be with you forever.

SOCIAL MEDIA MARKETING

- It includes posting good contents on social media profiles.
- The major social media platforms are Facebook, Instagram, Twitter, LinkedIn, Pinterest and YouTube.
- Helps in connecting with your desired audience to build a brand, increase sales and attract web traffic.

Marketing research



Marketing research concerns with finding out issues related to marketing i.e. consumer behavior, advertising effectiveness, sales force effectiveness



as well as gathering, analyzing and interpretation of information regarding the market



KEY TAKEAWAY

- Develop a buyers persona
- Set a S.M.A.R.T marketing goal
- For increasing your email list add sign of forms to your lead magnet
- Use A.I.D.A for copy writing it is the most powerful way to structure your sales copy
- For SEO optimization use high domain authority of other websites
- For YouTube marketing create simple 'how to' videos
- leverage other people's social networks for Facebook marketing

THANK YOU