

Introduction: As we know, our body can't make Calcium, so we need it from food or supplements. Calcium is important for optimal bone health and beyond, throughout one's life!

Although diet is the preferred way to get calcium, the calcium supplements are recommended when a person cannot or does not get enough Calcium from the diet or when there is an increased need of Calcium as in growing children, pregnancy, lactation and osteoporosis.

OBJECTIVES To study the Market Research of Algal Calcium Supplement Calgal XT

RESEARCH METHODOLOGY: The concept testing feedback of algal calcium calgal Xt a novel drug by voll santé was taken in the market from different specialized doctors which include Orthopedics, dietician's, gynecologist, and general physicians at different Private Hospital, corporate hospital and standalone clinics in Nashik.

Data Collection: Primary Data

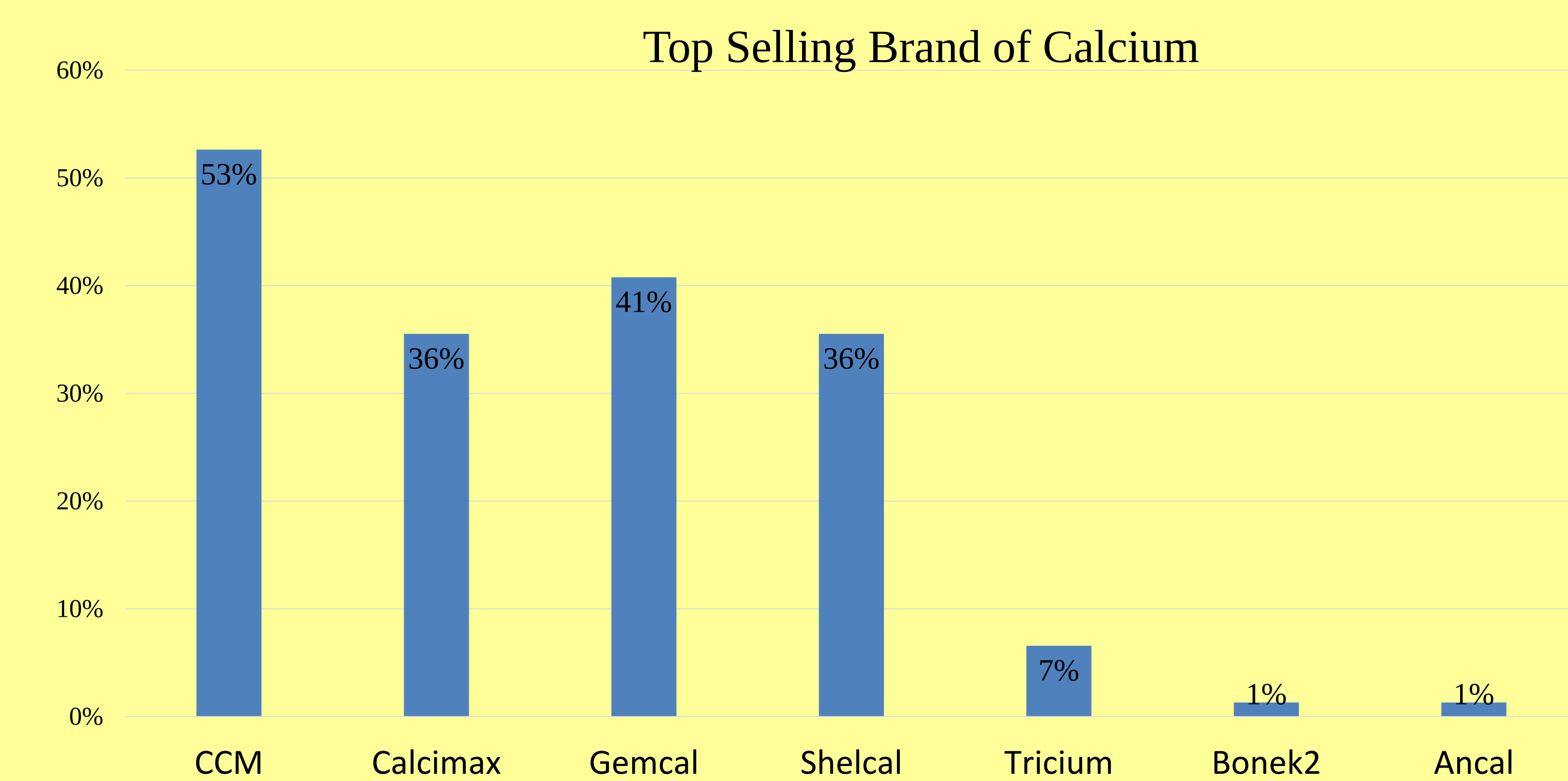
Study Timeline: Two months (April 2019-June 2019).

Sampling Unit: I interviewed Orthopaedic, Gynaecologist, General Physician Doctors and Dietician Clinic and hospitals location Provided by Nashik.

Data Analysis and interpretation

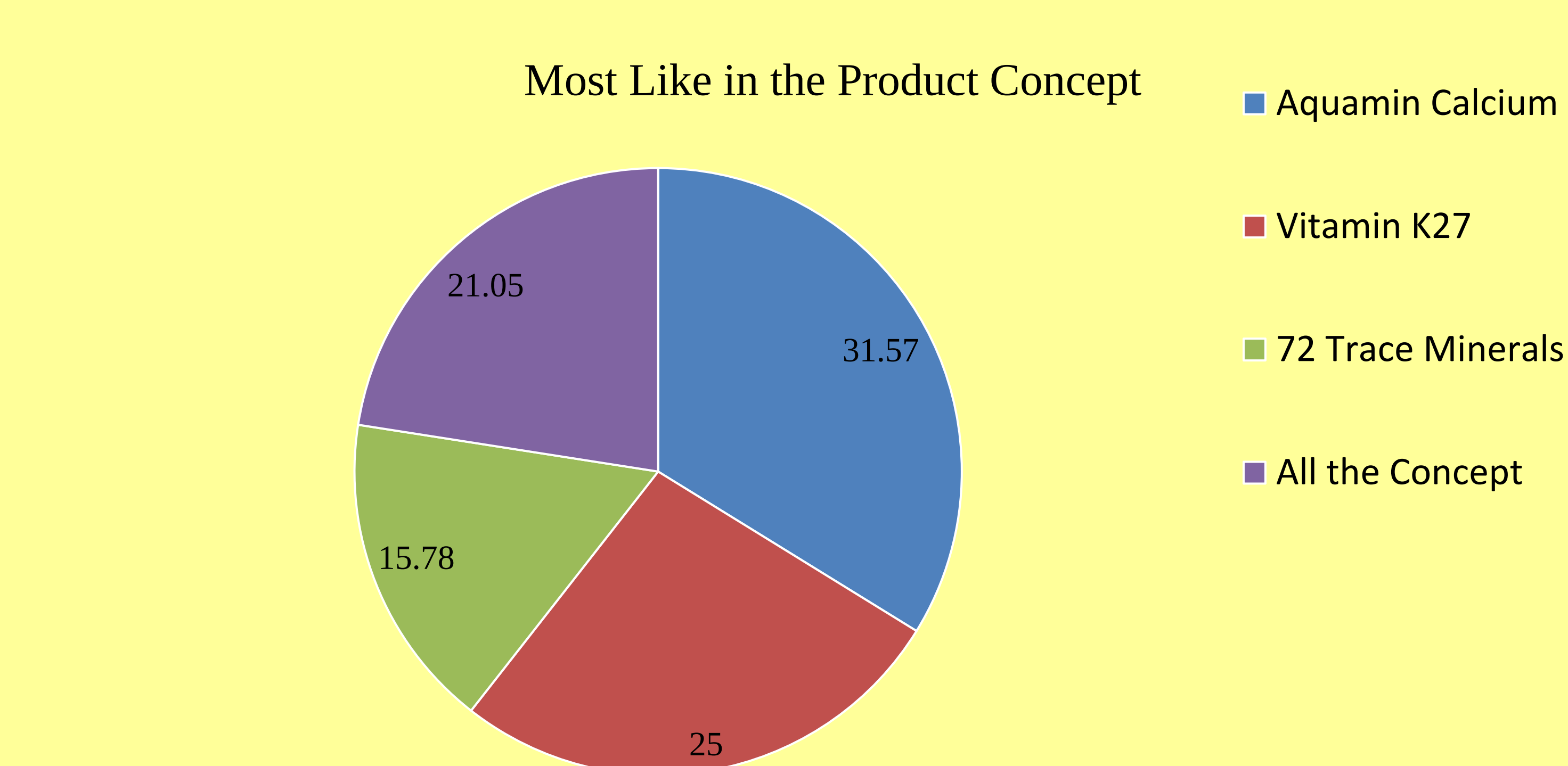
The Feedback Responses are calculated in Percentage and interpreted by using Pie charts and bar graph.

Which are the top selling brands of Calcium substitute at your outlet?



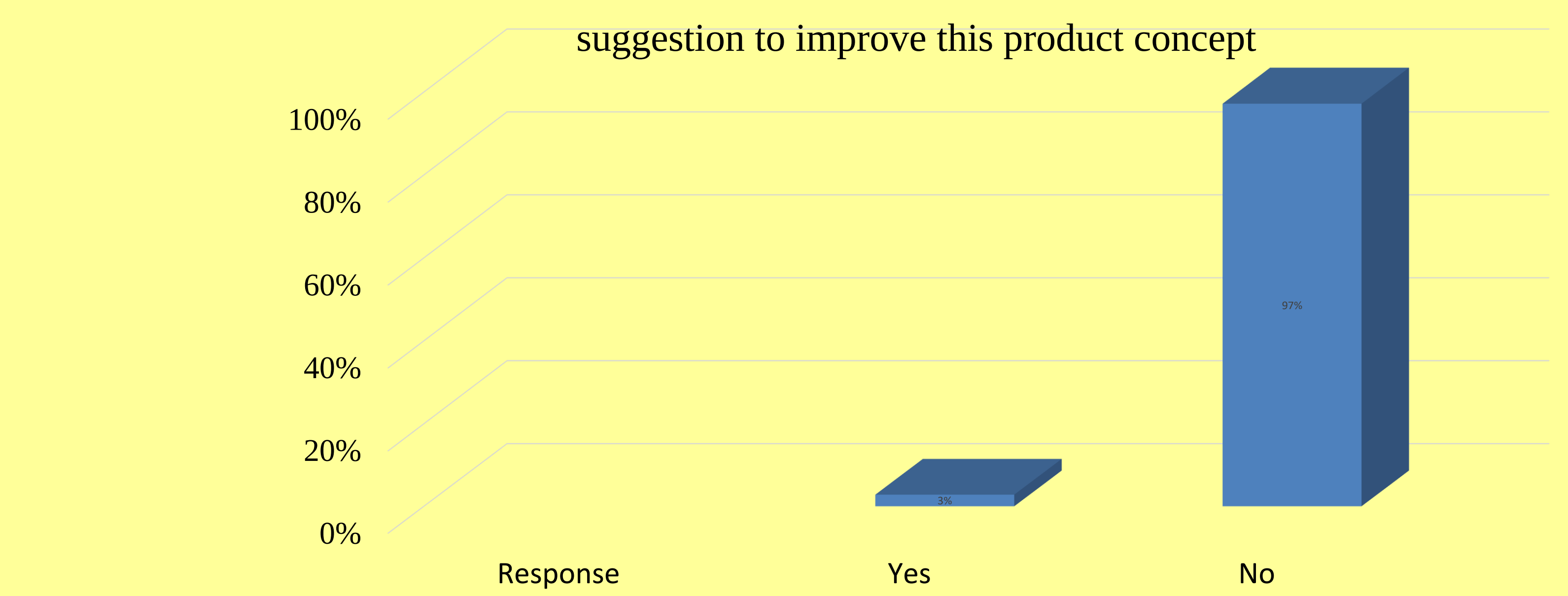
Interpretation: Maximum no. of Doctors Prescribe CCM and Calcimax because it is biggest competitor in Algal Calcium of market.

What did you like most in this product concept?



- ❖ **Interpretation:** Most of Doctors Algal Calcium Concept like in Aquamin Calcium Because Aquamin Calcium is used in To Prove the Positive impact of Aquamin on Bone Joint and Digestive Health.
- ❖ Vitamin K27- Vitamin K2 is associated with the inhibition of arterial calcification and arterial stiffening. An adequate intake of vitamin K2 has been shown to lower the risk of vascular damage because it activates matrix GLA Protein (MGP), which inhibits the deposit of calcium on the walls.
- ❖ Vitamin K2 provides major protection from osteoporosis, Cardiovascular blockages and Pathological Calcification.

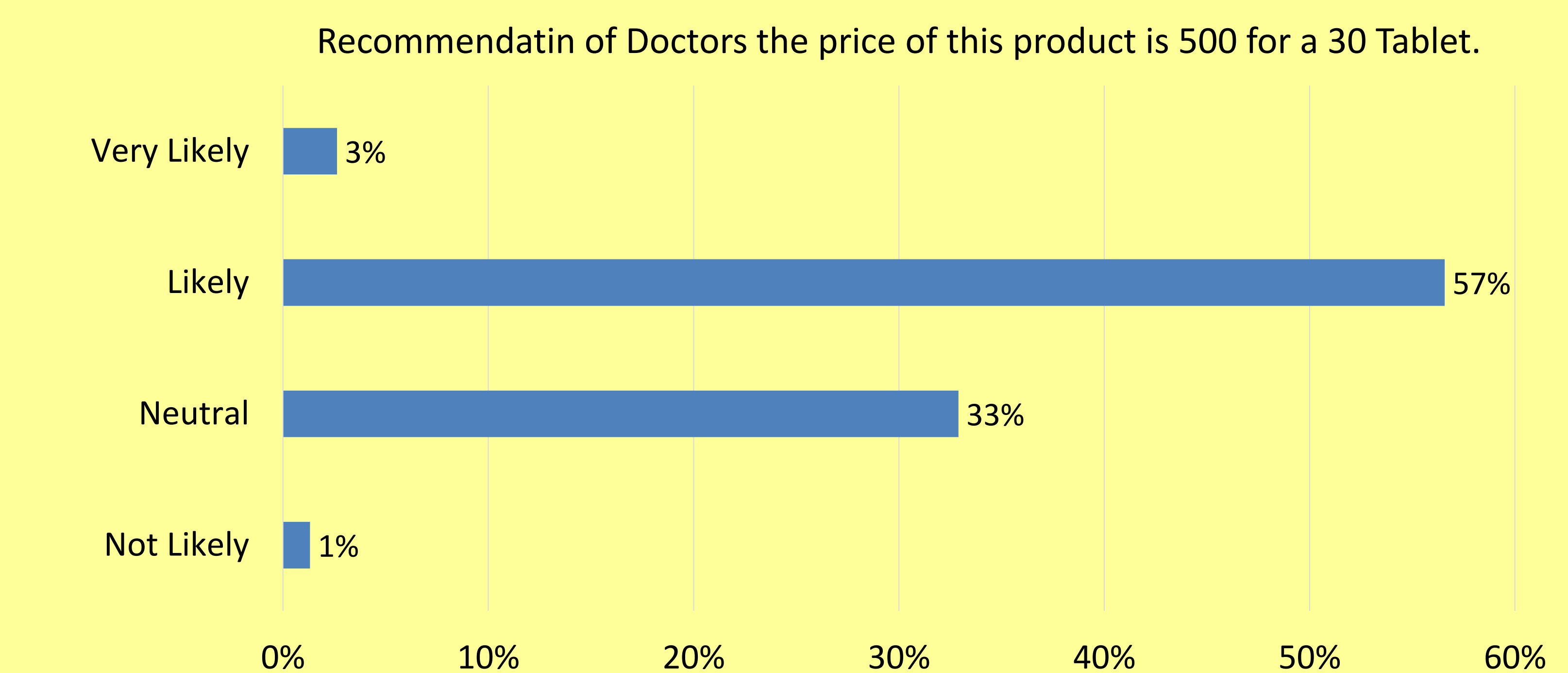
Any suggestion to improve this product concept?



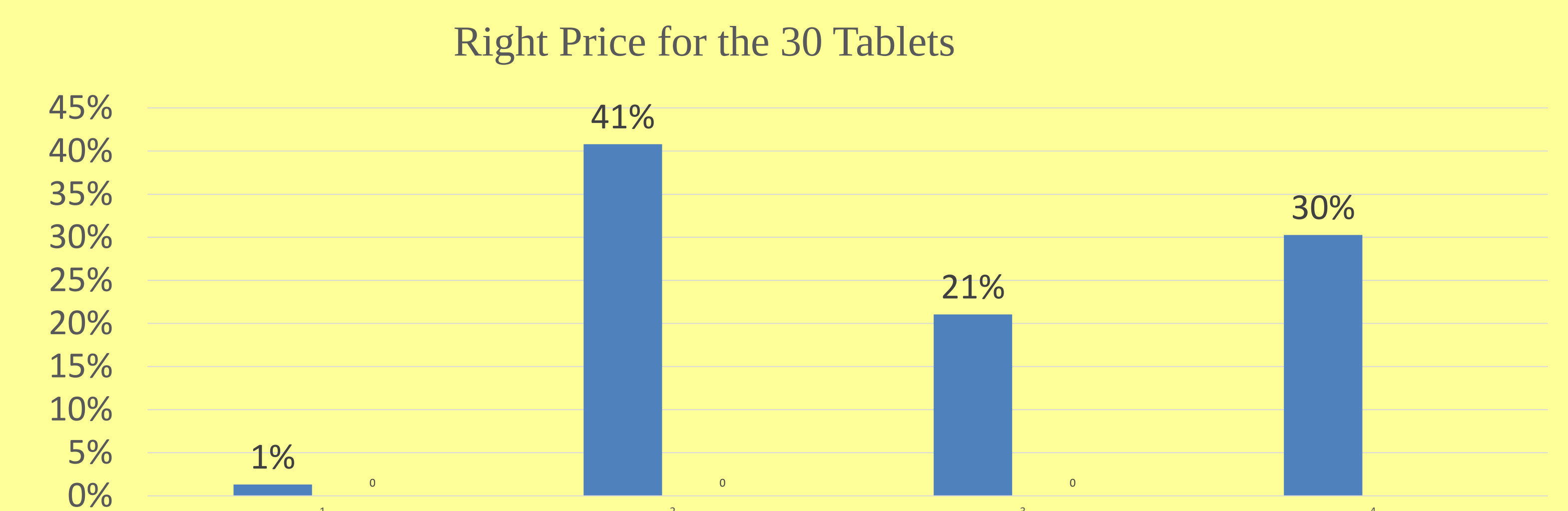
Interpretation: Maximum Doctors Responses is the Algal Calcium Concept is better.

The Vitamin D3 400 IU is Maximum so other Competitors Drugs available. In 200 IU so the Algal Calcium is added Vitamin D3 200 IU its Sufficient in Calcium.

Assuming the price of this product is ₹ 500 for a bottle of 30 tablets, how likely are you to prescribe / recommend this product to your patients?



Interpretation: The total doctors surveyed, 57% of the doctors are "likely" to recommend the product. Also, around 33% of the doctors remained "neutral" for the choice of product. Only a very few doctors are either "very likely" or "not likely" for the product



Interpretation : Mot of doctors(41%) preferred the right choice of price to vary between 300-350, whereas 30% doctors agreed to pay 500 or more for the same product. 21% doctors also placed the price range between 350-400. Only a single 1% response was obtained for a price less than 300.

Conclusion

During the study it was found that the report on the doctors perception on the concept testing of calgal XT a novel Voll Santé product conducted at various hospitals and standalone clinics suggest that Calgal XT is one of the best quality Product contains Aquamin Calcium 1000mg, Vitamin D3 400 IU, Magnesium Sulphate 50mg, Zinc Sulphate 50mg, Vitamin K27 50mg. Algal Calcium also have Best price compare to other competitors. Most of the respondent suggested that 400 to 500 costing of the product for 30 tablets of calgal XT is affordable for the consumers. There are very good numbers of chances that Algal Calcium is become like an OTC product. Just a need is to work on its aggressive campaigning to chemists and doctors as it also has lots of benefits over other brands.

Guide: Dr. Abhishek Dadhich
Presented By – Yewale Harish M.
MBA Pharmaceutical Management
Roll No- 0132