

Introduction

Our body can't make Calcium so we need it from food or supplements.

- Currently Voll Sante take the pleasure of introducing a novel plant-based calcium supplement, derived from red marine algae species Lithothamnion-containing high levels of calcium, magnesium plus 72 additional trace minerals.

• Benefits of Algal Calcium over traditional Calcium supplements:

- *More bioavailable*
- *Rapid absorption*
- *Easy to digest*
- *Not just calcium*

Objective

- To test the market feasibility of Algal Calcium Supplement (Calcium and vitamin D3).
- To analyze the suggestions regarding Algal Calcium Supplement as well as opinion regarding vitamin k2-7 during pregnancy.
- To analyze expecting of price of Algal Calcium by customer
- To analyze dislike factors which can influence for not prescribing Algal Calcium.
- To analyze competitors brand and substituent of Algal Calcium.

Methodology:

- ❖ Study Area: Mumbai
- ❖ Study Respondents : Gynecologist, orthopedics, pharmacist
- ❖ Research Design : Descriptive research
- ❖ Sample Size : 110
- ❖ Study time : 1st April – 1st June.
- ❖ Methods of Data Collection : Survey Method
- ❖ Technique : Face to face interview
- ❖ Approach : Quantitative Data Collection
- ❖ **DATA MANAGEMENT :**

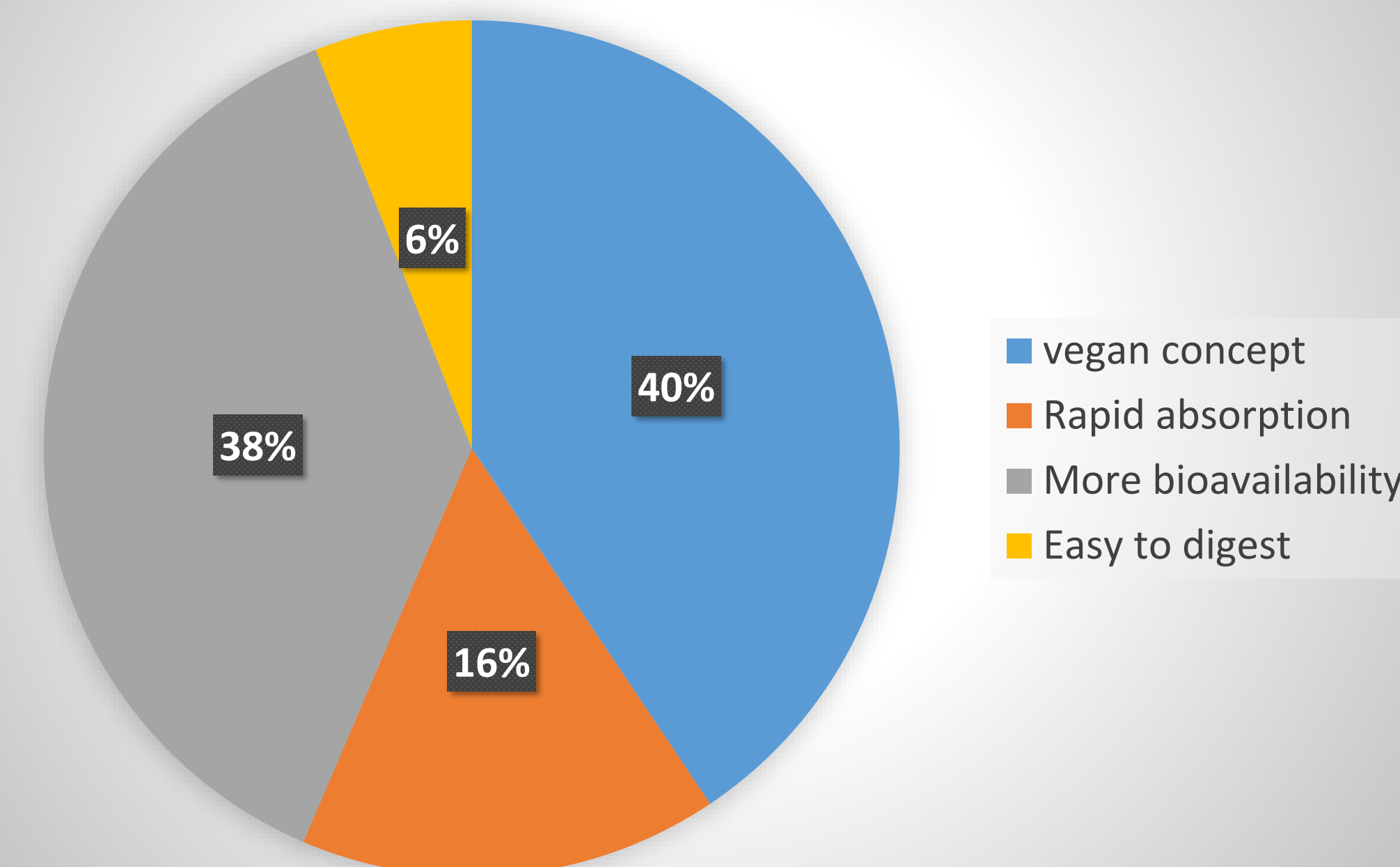
Data processing : Manual data collected from the field and then entered in the data base.

Data entry : MS word and MS excel sheet.

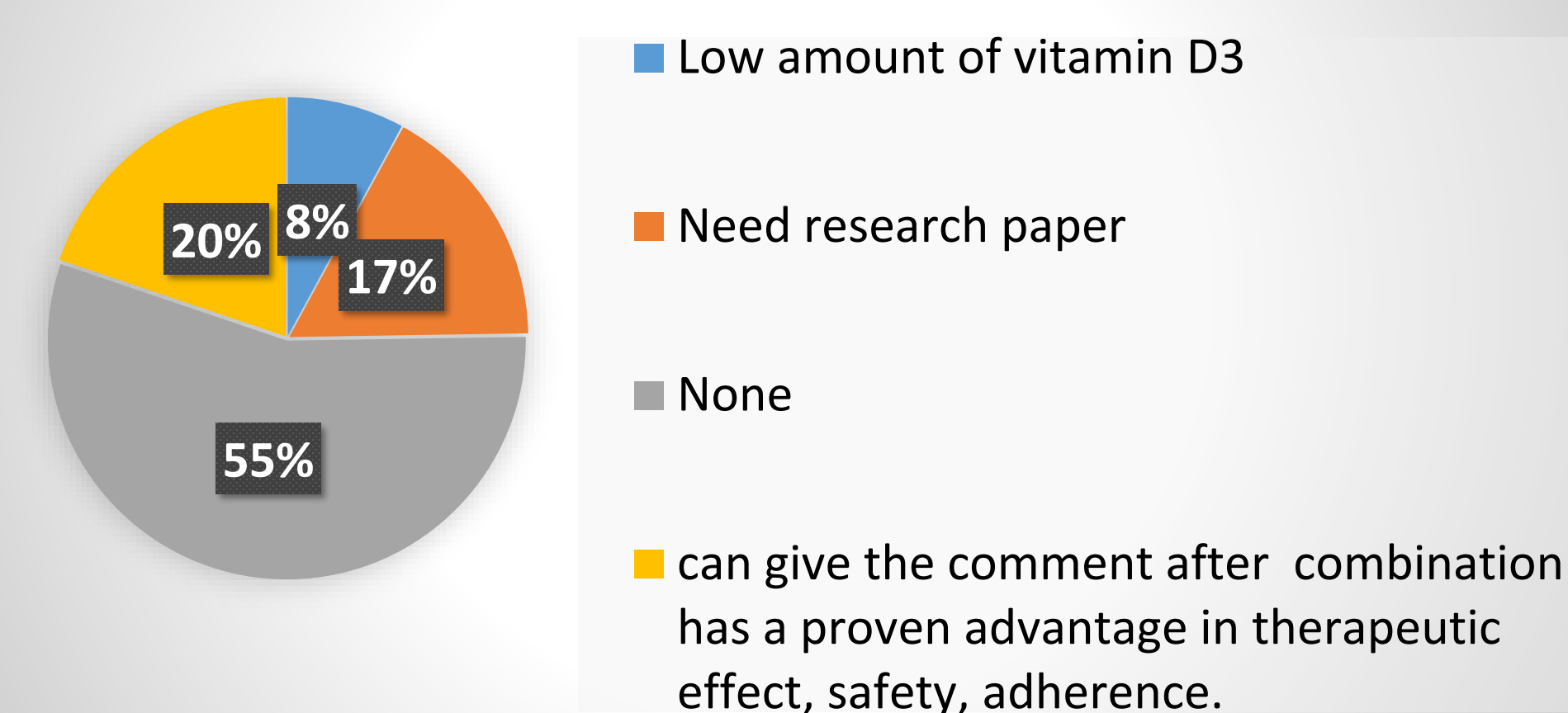
Data analysis plan and statistical techniques : MS Excel used for graphical representation and analyzing the data

RESULT AND INTERPRETATION

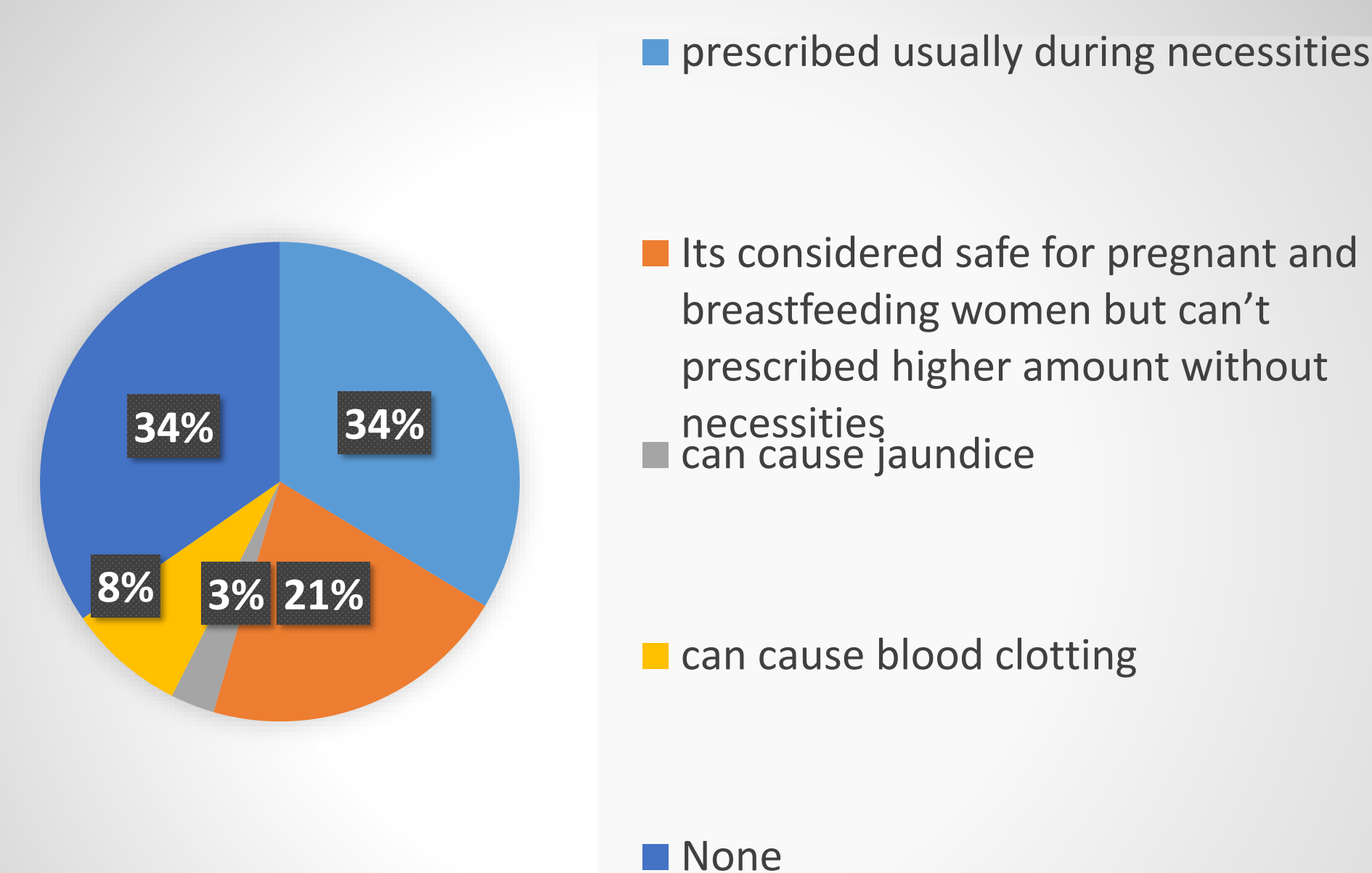
Positive opinion towards this Algal Calcium product concept



Dislike opinion towards this Algal Calcium product concept

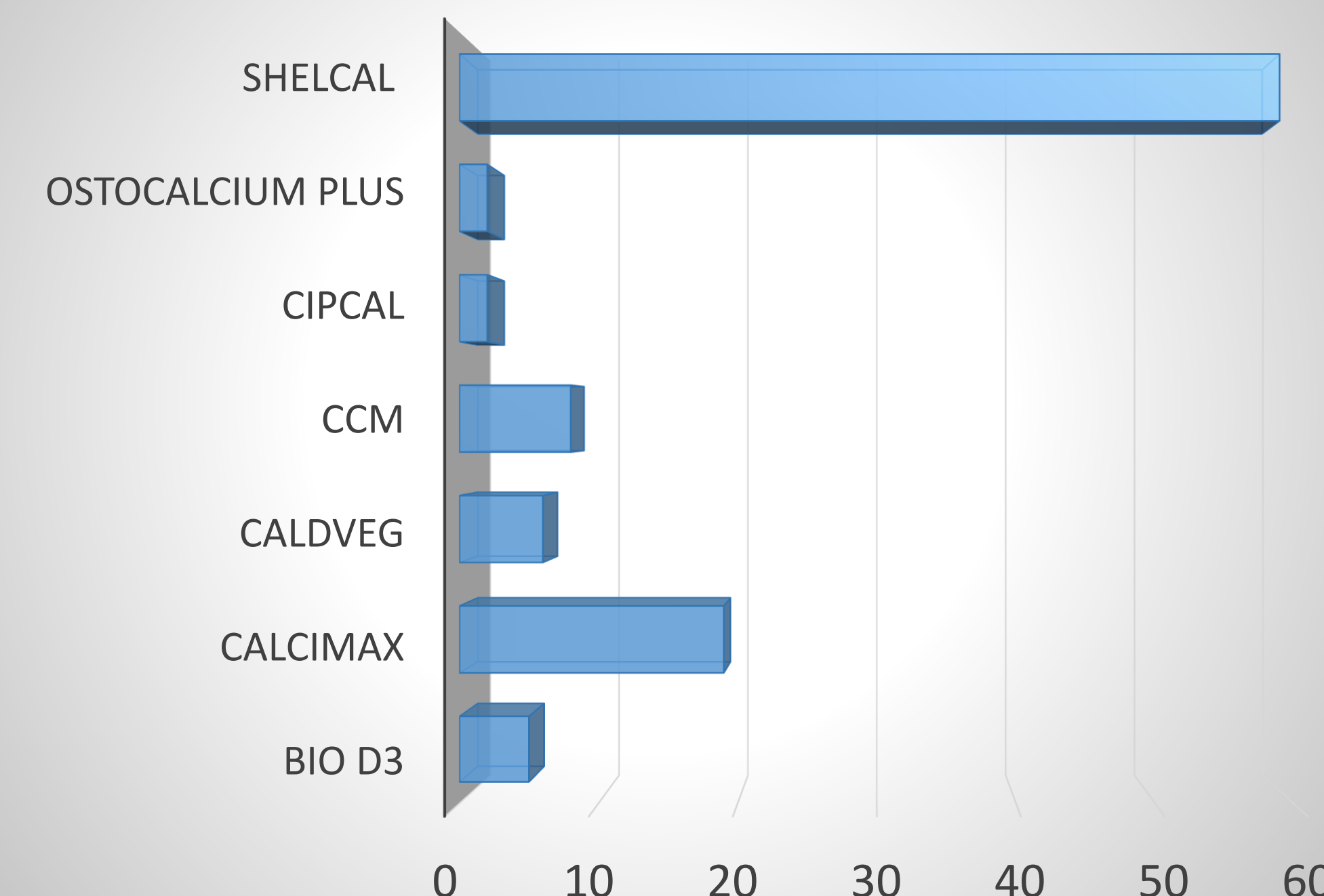


comment regarding vitamin K2-7

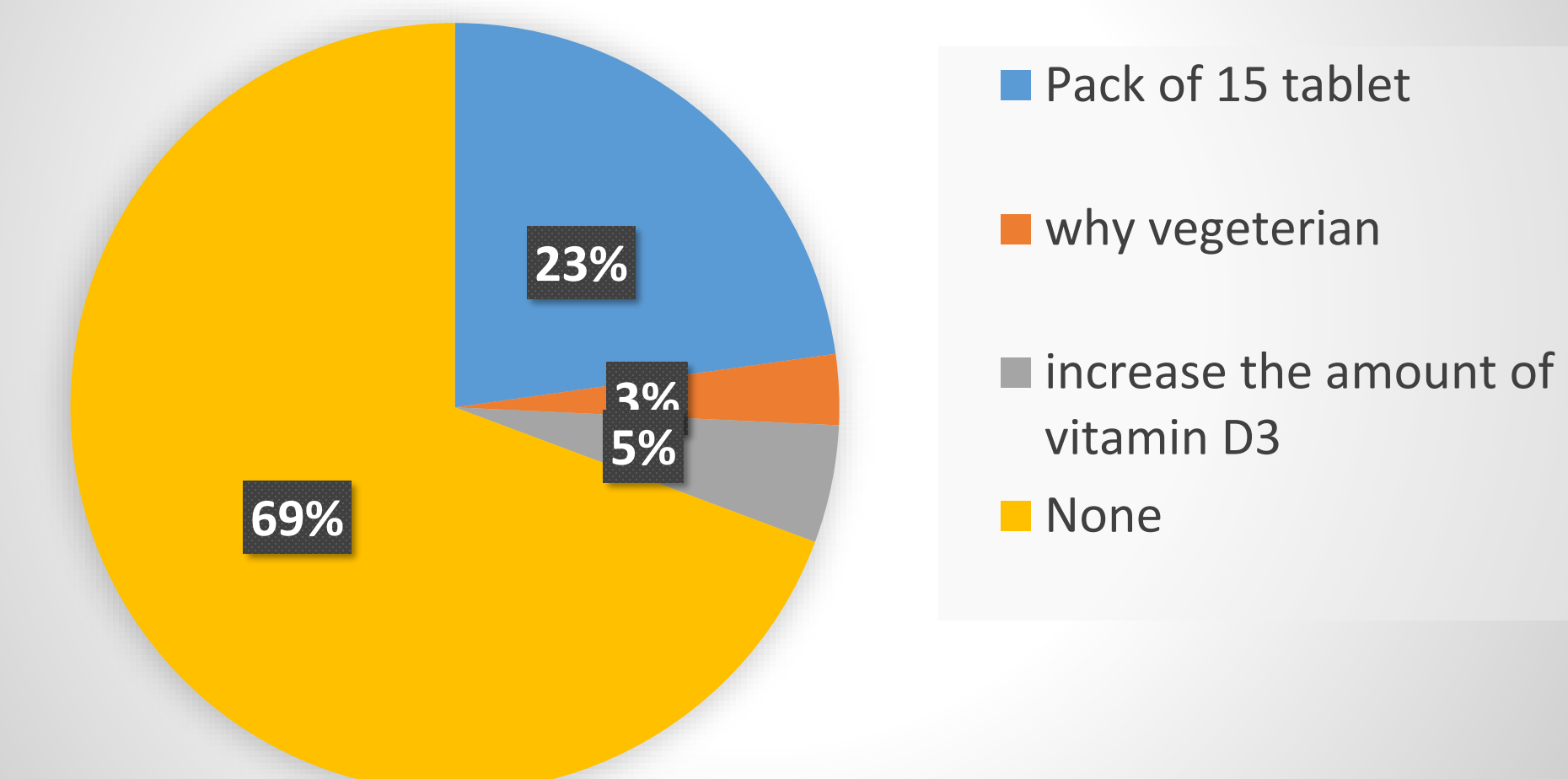


RESULT AND INTERPRETATION

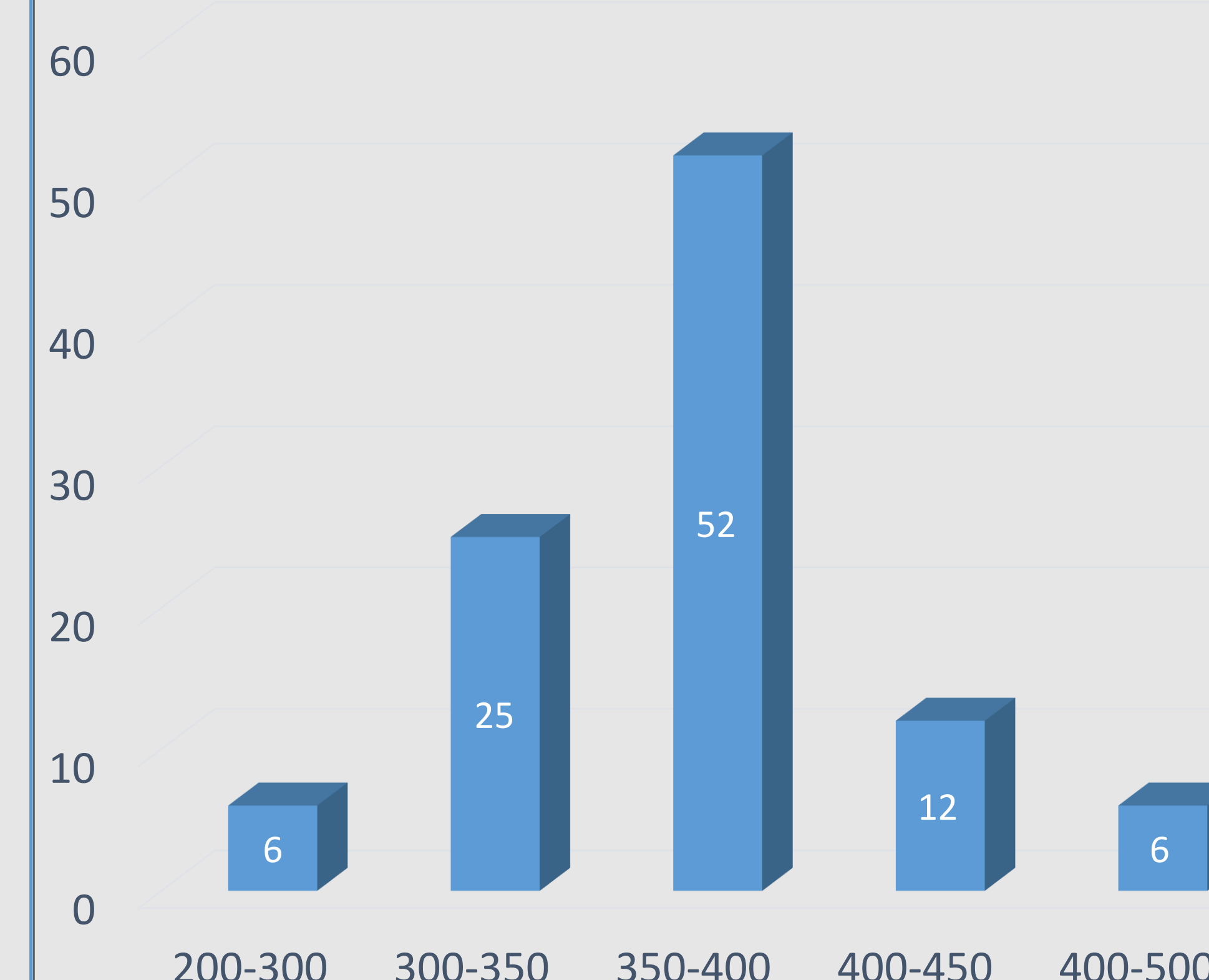
Competitor



Suggestion regarding product



Right price of product as per prospect



Analysis

- ✓ According to the result of survey Shelcal is most preferred competitor brand and substituent of Algal Calcium where as Calcimax also preferred by most of the prospects.
- ✓ As per majority of prospects vegan concept and more bioavailability is the plus point of Algal Calcium Supplement.
- ✓ According to the one third of prospects, prescribing Vitamin K2-7 during pregnancy is possible but as per necessities of patient only.
- ✓ According to the result of survey one fourth of prospects beliefs that Algal Calcium supplement should be available in pack of fifteen tablet.
- ✓ As per majority of prospects price of supplement should meet up in between Rs.350-Rs.400 by considering there consumers.

Conclusion:

The result of survey provides some of the empirical data about the concept of Algal Calcium. The survey data provides evidence about how the prospects perceive the concept of Algal Calcium and what is there opinion towards the Algal Calcium.

- ✓ Overall the survey finding suggest that there is abundant support to the concept of Algal Calcium supplement which is from marine algae
- ✓ Response also suggest there is critical need to clarify amount of vitamin k2-7
- ✓ More over that dose of vitamin D3 in Algal Calcium supplement is less than requirement of customer.

Conclusion is based on the finding of the survey and its own judgment and analysis.

Recommendation

- ✓ Although Algal Calcium provides high levels of calcium from red marine algae , magnesium , vitamin k2-7 plus 72 additional trace minerals but more over there is requirement in increase in percentage of vitamin D3
- ✓ Should meet the requirements of customer not only with the best result but also with affordable price .
- ✓ Increase the awareness as well as significance among the gynecologist of calcium supplement which with vitamin K2-7