

Summer Training at



**Group Pharmaceuticals
Ltd, Surat**

From 1st April to 30th May

**Report on study impact of promotional materials of promotional
materials given by pharma companies in dental segment.**

By

Shubham Das

MBA Pharmaceutical Management

2018-2020

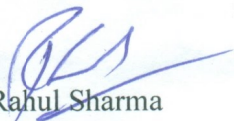


CERTIFICATE

This is to certify that **Shubhamkumar Swadeshi Das** has undergone Summer Training at **Group Pharmaceuticals Ltd.** from 1st April 2019 to 31st May 2019.

The candidate himself completed the project assigned to him in summer training. His approach to project was sincere and proactive. This Summer Training is in partial fulfillment of the course requirement recommended for the award of MBA in Pharmaceutical Management.

I wish him success in all his future endeavors.



Mr. Rahul Sharma
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TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Shubham Das**, student of MBA Pharmaceutical Management, School of Pharmaceutical Management, IIHMR University; Jaipur has completed his Summer Project on **"Impact of Promotional Materials given by Pharma Companies in Dental Segment, Current Needs and the way forward"** from **1st April, 2019 to 31st May, 2019** at **Surat** under the guidance of Mr. Rohit Aher, Product Manager.

The candidate completed the project assigned to him as part of his summer internship in our organisation. During the project, he is exposed to various facets of market research in the pharmaceutical industry.

His approach to the project was sincere and we wish him success in his future endeavours.

For Group Pharmaceuticals Ltd.,

Ann Attavar

Executive Director

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I would like to express my indebtedness appreciation to my project guide **Mr. Rohit Ahir**. His constant guidance and advice played the vital role in making the execution of the report. He always gave me his suggestions that were crucial in making this report as flawless as possible.

During the period of my internship work. His guidance, encouragement and suggestions provided me necessary insight into the research problem and paved the way for the meaningful ending the work in a short duration. I have no hesitation to say that, without his constant support and valuable advice from time-to-time.

I would like to thank my family whose support without whom I would not be able to do this project.

Shubham Swadeshi Das

MBA-Pharmaceutical
Management

DECLARATION

I declare that this Summer Internship project and titled **To** in group Pharmaceuticals Limited Bengaluru submitted to IIHMR University Jaipur is a Bonafede and the study carried out by me under the guidance of **Mr. Rahul Sharma** Associate professor IIHMR University Jaipur the extent of information gathered in the study is discussed in this project report this work is original and confidential.

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CHAPTER 1

ABOUT THE PROJECT

There are over 180000 dental clinics in India. With several companies serving innovative line of products to them which includes toothpaste, mouthwash, dental implants & artificial teeth, braces, dentures, brush-regular brush, orthodontic brush, interdental brush & electric brush, surgical instruments, equipment and disposables.

All these companies for their brand promotion and brand recall uses various promotional tools like scientific inputs, table top brand reminders, gifts with brand reminder and patient education materials.

Factors like surging patient inflow and pharma representatives along with dismounting attention of dentists towards pharma representatives leading to downfall in clinic effectiveness. As a marketing intern, the work assigned was to understand how promotional materials affects dentist's prescription behaviour in addition what type of promotional materials dentists prefer, current needs and way forward.

CHAPTER 2:

2.1 ORGANISATION PROFILE



Group Pharma is an ingenious pharmaceutical corporation having almost 40 years of ascertain prowess in dental and oral care. Group Pharma is an innovative driven company have rich experience in dental and oral care. Innovation persuasion is a basic to Group Pharma culture

Group Pharmaceuticals limited develop, manufacture, market and export a wide range of niche care oral hygiene products that cater the patients with distinguished oral and dental conditions adjoining nature's goodness and newly explored research molecule. Group pharma is driven by the purpose of delivering the best for oral healthcare

Group Pharma facilities are ISO 9001:2015, ISO:22716 and ISO:13485 certified and WHO and with current Good Manufacturing Practices compliant. this enables company to deliver consistently the best products to the fraternity of dental and Patient and it makes us to contract, develop and manufacture for Indian Company and Multinational Companies.

Constant upgradation in technology and streamlining of operations ensure best industry practices. Group Pharma have dedicated workforce of over500 employees. We consistently streamline our operations and keep upgrading our technology. We are dedicated to our stakeholders, employees and their family and yes, we are driven by our purpose of delivering the best for oral healthcare

This culture shape company strategy defines their purpose and govern every aspects of company operations-from research that leads to new product inventions, to the knowledge transfer to patients and providers. Group Pharma is an innovative driven company have rich experience in dental and oral care

Group Pharma is an innovation driven company and innovation persuasion is a basic to Group Pharma culture. This culture shape company strategy defines their purpose and govern every aspects of company operations-from research that leads to new product inventions, to the knowledge transfer to patients and providers, and the way we respond to the changes in marketplace

2.2 ORGANISATION STATEMENTS

MISSION STATEMENT

- To facilitate oral care specialists for prevention, cure and alleviate the suffering of lacks people in accessing basic healthcare needs
- Deliver 'the best' in good oral health and contribute in a small way to the well-being of the society at large and the growth of our people.

VISION STATEMENT

- To create an image of a leading healthcare & dental care company in India.
- Serving the healthcare fraternity with customized & innovative products.
- Being driven by a missionary zeal, to encourage social awareness and progress in healthcare, through community services

GOAL STATEMENT

- Being recognized as a trustworthy and transparent organization by our stakeholders.
- Providing challenging and rewarding career opportunities to our employees with the spirit of participation, care and empowerment.

2.3 ORGANISATION DETAILS

Website	: http://www.grouppharma.in .
Headquarters	: Bangalore, Karnataka.
Year Established	: 1980.
Organisation Type	: Public Company.
Human Resource	: 501-1000 employees.
Specialization	: Dental Care Manufacturers, Marketing of Oral care, Pharmaceuticals & Healthcare Products.

COMPANY POLICIES

To meet the expectations of our customers and in terms of quality of products and delivery of Pharmaceuticals and products which are related to cosmetics.

Power objective are obtained by maintaining equality and safety culture through

- Best Resources which are available.
- Well Trained Professionals.
- Good Manufacturing Practices.
- Comprehensive quality management systems.
- Continual improvement programming
- Quality risk management.

Therefore, Group Pharmaceuticals Limited are committed to maintain quality, safety and efficacy and product reliability through equality culture with good quality management system in place.

Group Pharma was established in 1980, since the organisation is engaged in marketing and manufacturing tablets, liquid preparations and cosmetics across globe. Company started in 1980 with his first manufacturing plant at Tarapur which near Mumbai is. And to handle the increase the volume of Model plan to manufacturing liquids and semisolids Technologies and equipment's which are very sophisticated capable of meeting current Good manufacturing units ,Schedule M and WHO requirements was initiated in the year 2001 at Malur and this facility become full operational in March 2002.Total land is about 170000 square feet and build up area 42000 square feet for drug facility and 30000 square feet for cosmetic facility.

Group Pharmaceuticals is a mediocre Indian Pharmaceutical organisation which is involved in manufacturing of innovative products and Marketing a broad range of formulations with proven efficacy for oral care and hygiene.

TECHNICAL HIGHLIGHTS

- For both facilities Full support of air ventilation system AHU.
- Manufacturing washing feeling area covered under glass 1,00,000 filtered with temperature humidity control for both facilities.
- Effluent Treatment plant.
- Independent water purification plant compiling IP, utilizing the reverse osmosis process.

KEY COMPETITORS

- REDDY
- GSK
- COLGATE
- PATANJALI
- Align Technologies Inc
- 3M Company

PRODUCT PORTFOLIO

BLOCKBUSTER PRODUCTS:

- SHY-NM,
- Freshclor,
- Glodent,
- Pediflor kidz,
- EnaFix,
- Elsenz

TOOTHPASTE & MOUTH WASH

- Aclaim,
- Amflor,
- Guard OR

CAPSULES AND TABLET

- Aminol,
- Azoo,
- Conrage,
- Ess Cal,
- Euspas,
- Formicet,
- Hemogold,
- Hemogold duo,
- Hemogold XT,
- Hyheal,
- Azoo,
- Cefantib,
- Folate,
- Geeflam kid,
- Ibunol

SUSPESION AND SYRUPS

- Ess Cal,
- Greenflam,
- M Cid Nt,
- Aminol,
- Dimpy,
- Hemagold

GEL

- Anbel-CT,
- Clindy,
- Clorni

MISC

- Aminol drop,
- Lcaine injection,
- Astrigum Gum Paint

2.4 ORGANISATION OPERATIONS

Manufacturing Facilities:

Tarapur (1 unit) & Malur (2 units).

Quality Standards followed:

ISO 9001:2015,
ISO:22716,
ISO:13485 certified,
WHO cGMP and
PIC/S compliant.

Exports:

Products of group pharma are currently being exported to more than 40 countries.

Workforce:

600+ Employees.

QUALITY ASSURANCE & QUALITY CONTROL

Specialised quality control lab with qualified Technician.

Laboratory divided into wet Lab instrumentation, Microbiology Lab, Packing Material Lightening Lab.

This Lab also perform stability study at accelerated conditions as well as CRT conditions of new formulations and marketed products.

Quality assurance departments ensures that each stage of manufacturing analysis comply all the regulatory requirements.

CHAPTER 3:

MARKET SCENARIO

The orthodontic market is expected to grow at a 11.7% from 2018 to reach \$6,035 million by 2023.

Orthodontic Market

The orthodontic market is expected to grow at a 11.7% from 2018 to reach \$6,035 million by 2023. The increase prevalence of misalignment of teeth and surging awareness about modern orthodontic treatments along with a growing number of orthodontists are some of the key factors driving the growth of orthodontic market.

Use of advanced condition and automation technical software for treatment are anticipated to rise the number and quality of dental treatments which is favourable for huge market growth.

Rising Numbers of orthodontists and clinics drive the growth of Global Orthodontic Market.

In Years, Numbers of dentists increased across the world and with growing number of orthodontists, the number of clinics also increased. In India, every early 12000 to 15000 new dental practices start in the country. According to Fraternity of dentist, there are more than 29000 oral care delivery organizations in India by year 2018., which is expected to increase to more than 42,000 organizations by 2020. Thus the rising number of dentist and growing number of orthodontics clinics expected to drive the adoption of orthodontics market of products.

4.1 RATIONALE

1. Does marketing promotional activities affects Prescription behaviour of the dentists?

4.2 RESEARCH QUESTION

1. In your opinion which of promotional strategy and has the most significant impact on prescription?
2. What type of promotional items you prefer the most?
3. What are the most commonly used promotional tools you generally encounter?

4.3 OBJECTIVES

1. To understand the impact of in clinic promotional material.
2. To understand the effect of promotional material on brand prescription.
3. To study what type of promotional materials dentists, prefer and their current needs.
4. To study and evaluate what type of promotional material pharmaceutical companies are using maximum.

5 METHODOLOGY

A market research survey was carried out to study the impact of promotional materials given by pharmaceutical companies in dental segment

Research was carried out in Surat, metropolitan city in Gujarat.

Sampling was done by purposive sampling method. Primary data were obtained through questionnaire and survey and has been used in the study.

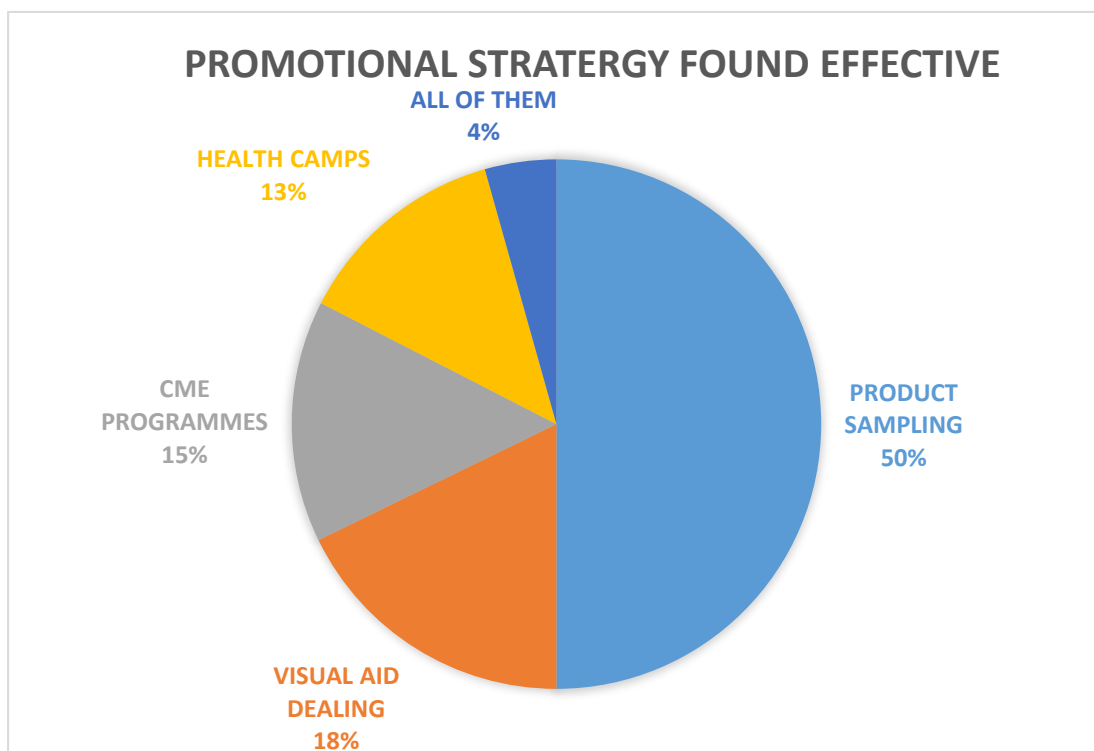
Data was transferred in MS EXCEL and results were interpreted.

The collected data was analysed using MS Excel.

Research Study Type	: Cross sectional, Descriptive study
Study Areas	: Surat
Duration of Study	: Two Months
Data Collection Tool	: Survey
Questionnaire	: Open and close ended both
Modes of Data Collection	: Primary Data by Interviewing Dentists
Sample Population	: Dentists
Sample Size	: 300
Research Approach	: Mix, Qualitative and Quantitative Approach Both
Sampling Type	: Purposive Sampling
Data interpretation tool	: Microsoft Excel.

6. FINDINGS AND INTERPRETATION

- (i) Promotional strategies used in dental marketing and its impact on prescription

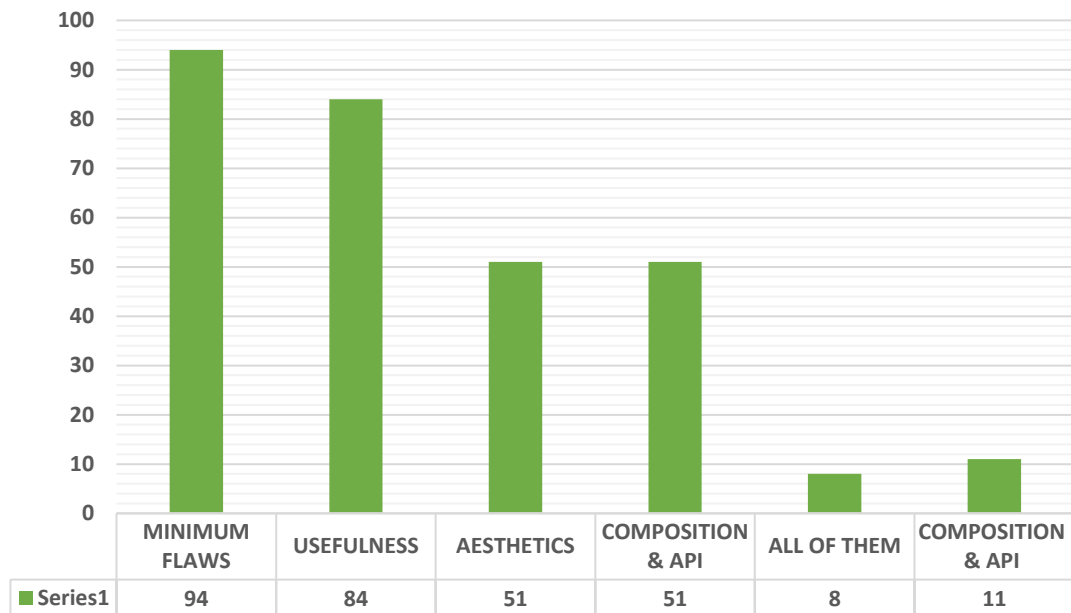


It is observed that product sampling is the most effective and welcomed promotional strategy to create an impactful brand awareness.

Product promotional strategies can attract new customers to the business to get bigger sales by combining items into smaller package offers.

(ii) **Factors for acceptance of dental product**

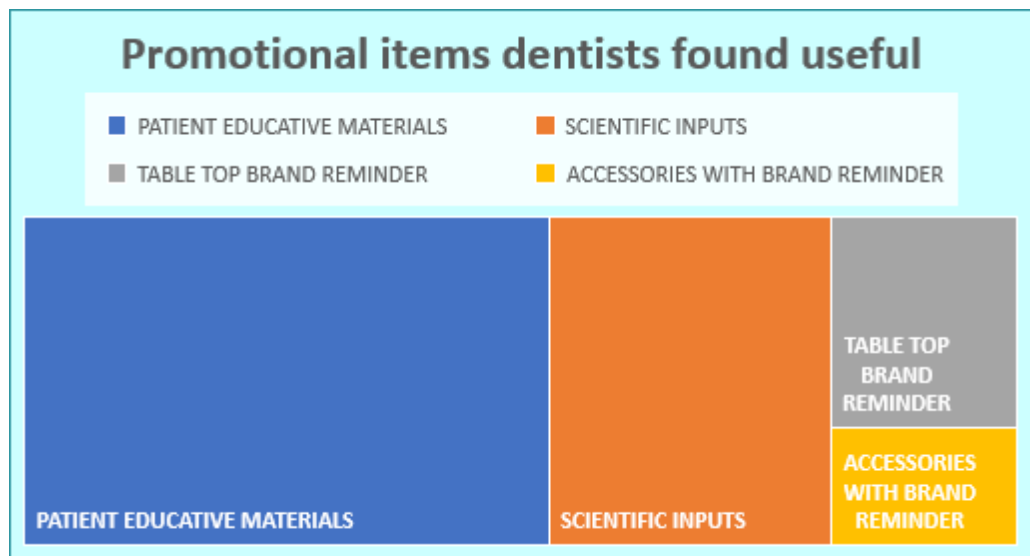
Factor For Acceptance Of A Dental Product



The data reveals that the acceptability of a product over other similar product is marked by the product usefulness, convenience and minimum side effects.

Dentists are more likely to prescribe a drug with less flaws and greater usefulness. The product aesthetics as well as api and composition were found to be equally important.

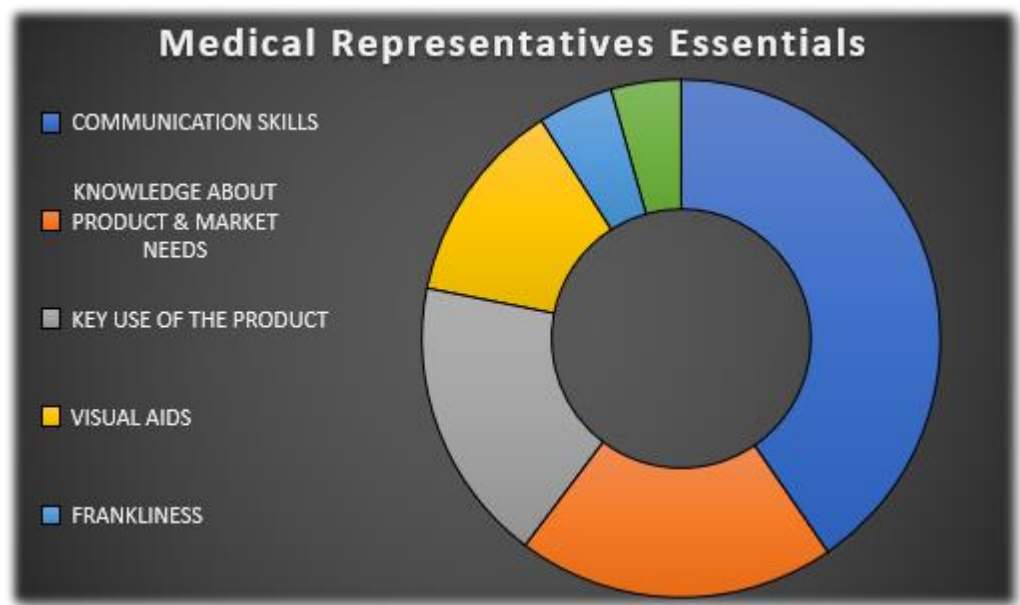
(iii) Promotional strategy found useful



Dentist consider patient educational material as the most worthy and useful amongst other promotional items

There are many sales and marketing tactics implemented for retaining customers and product promotions. However, most dentists believe that patient educational materials illustrating oral hygiene & awareness and the use of a product were found to be more worthy promotional items.

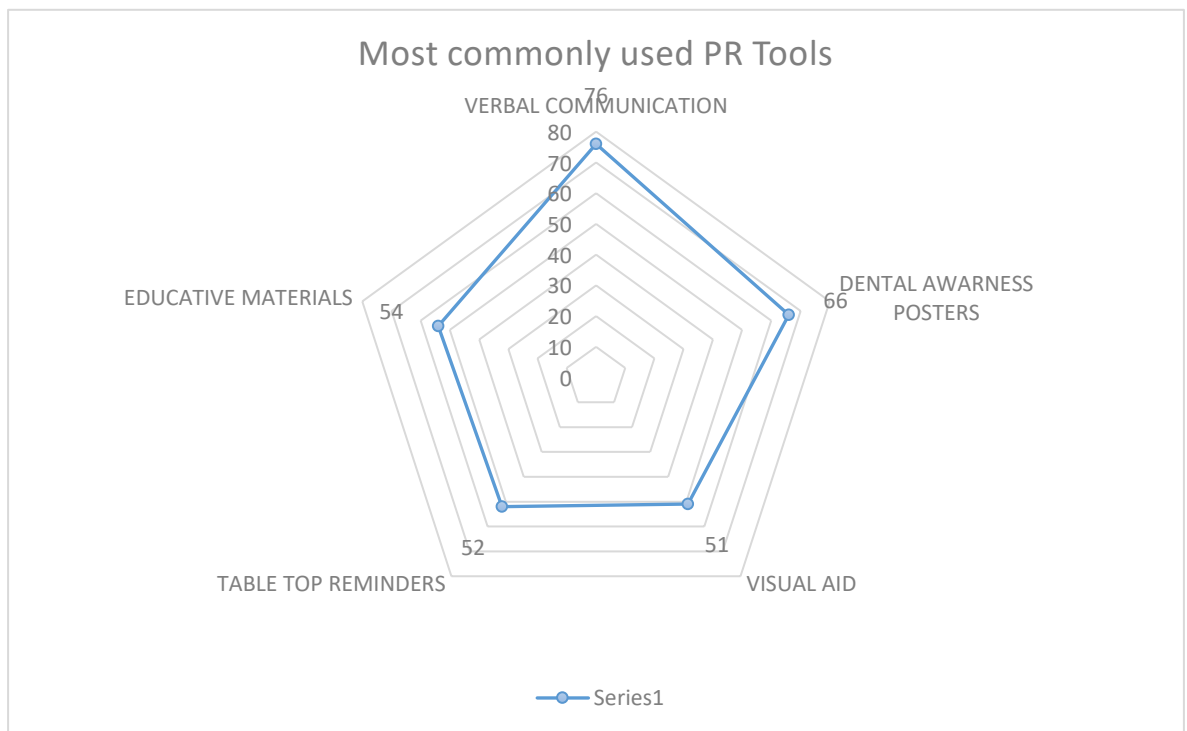
(iv) Evaluation of Medical Representatives



The medical representative's proficiency in communication & knowledge about product & market needs are the qualities highly regarded by the dentist.

Medical representatives are the key point of contact between pharmaceutical and medical companies and healthcare professionals. Pharmaceutical companies rely heavily on the medical representatives for their effective sales and marketing. Their job is to promote and sell their company's products. The medical representative will increase product awareness, answer queries, provide advice and introduce new products. Key skills of medical representatives include communication skills, knowledge about product and market needs, presentation, Knowledge, communication, attire, pro-activeness, mobility is few of the parameters a medical representative is looked upon.

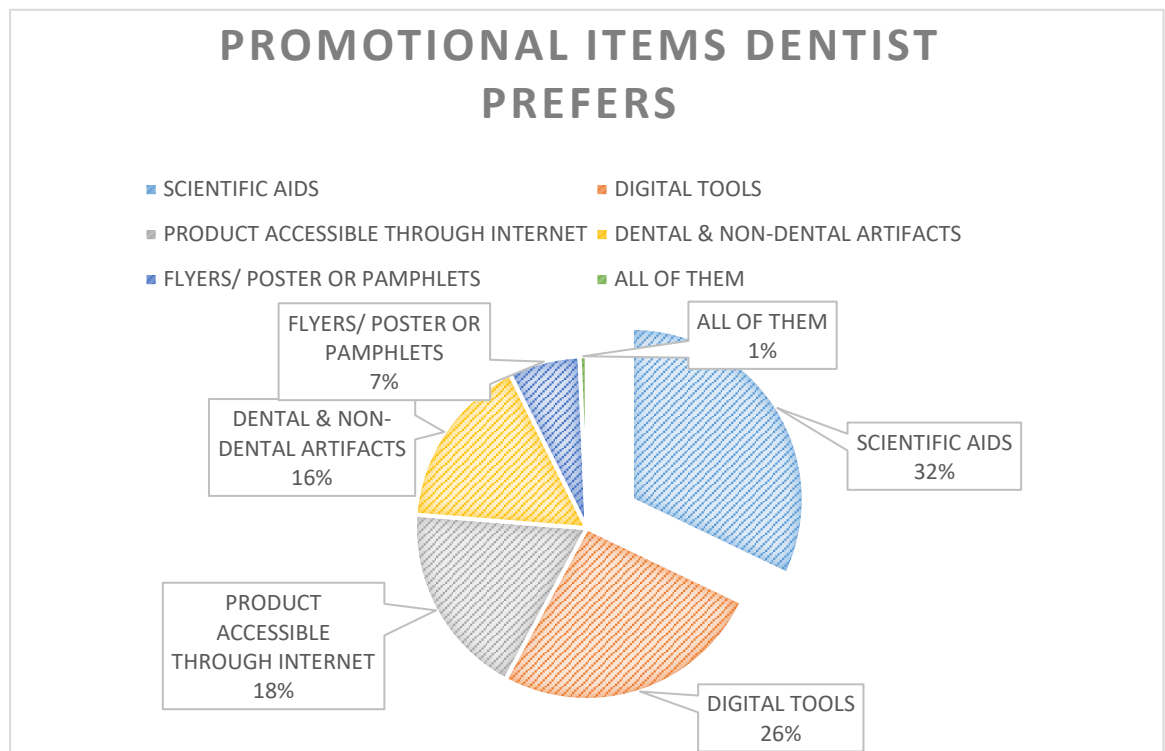
(v) **Most commonly used promotional tools dentist generally encounter**



According to dentist, the most common promotional tools used by various pharmaceutical companies to influence them are verbal communication and dental awareness poster.

Today the dental business will become more difficult and fierce competition. Under such circumstances it is very much important to know how other good pharmaceutical companies are fiercely promoting their products. It was found that the mode of verbal communication is indeed very popular and evergreen medium or tools used for product promotion.

(vi) **Promotional items dentists prefer the most**



The promotional items that dentist personally prefer are scientific aids and modern digital tools.

The statistics reveal that the traditional promotional medium fails to cater significant interest for a long-lasting impression and new age technologies used for product promotion have begun trending.

RECOMMENDATIONS

- ✓ Better product portfolio for online marketplace.
- ✓ To enhance the outreach of products and increase sales of products following recommendations are made.
- ✓ Personalised Marketing.
- ✓ Promote branding through brand reminders
- ✓ Consumer and customer behaviour analysis.
- ✓ Effective communication extensive and vigorous training programme.
- ✓ Online advertising and brand promotion.
- ✓ Use of digital promotional tools.
- ✓ Product information brochures
- ✓ Brand and product reminders.
- ✓ Video presentation of products.
- ✓ Newsletter with dental updates.
- ✓ Free product sample for medical store and dentist.
- ✓ Focus on local SEO
- ✓ Creating a strong well-designed site
- ✓ Use content marketing to offer values
- ✓ Run adward campaigns

CONCLUSION

The study concludes based on statistics clearly reveal that the traditional promotional medium fails to cater significant interest for a long-lasting impression and new age technologies used for product promotion have begun trending.

Product sampling is the most effective and welcomed promotional strategy to create an impactful brand awareness.

The data reveals that the acceptability of a product over other similar product is marked by the product usefulness, convenience and minimum side effects.

Dentist consider patient educative material as the most worthy and useful amongst other promotional items

The medical representative's proficiency in communication & knowledge about product & market needs are the qualities highly regarded by the dentist.

According to dentist, the most common promotional tools used by various pharmaceutical companies to influence them are verbal communication and dental awareness poster.

The promotional items that dentist personally prefer are scientific aids and modern digital tools.

ANNEXURE

Questionnaires

1. Name of doctor *

2. Age

3. Specialization

4. Name of Clinic/Hospital

5. Do medical representatives of pharma companies visits you ?

Mark only one oval.

- ☐ **Yes**
- ☐ **No**

6. In your opinion which of promotional strategy has the most significant impact on prescription?

- ☐ **Check all that apply.**
- ☐ **Visual-Aid dealing**
- ☐ **Product Sampling**
- ☐ **CME Programmes**
- ☐ **Health Camps**

7. What do you look for while acceptance of a dental product ?

Mark only one oval.

- ☐ **Aesthetics**
- ☐ **Composition/Active Ingredient**
- ☐ **Packing**
- ☐ **Usefulness**

- **Minimum flaws or no side effects**

8. Which of these promotional materials you find worthy and useful ?

Mark only one oval.

- **Scientific Inputs**
- **Table top brand reminder**
- **Accessories with brand reminder**
- **Patient educative materials**

9. While dealing with a medical representative which thing catches your attention the most ?

Mark only one oval.

- **Communication Skills**
- **Knowledge about product and market needs**
- **Visual Aids (Promotional Items)**
- **Key use of the product**
- **Frankliness**
- **Reference/ Branding/ Advertisements**

10. What type of promotional items you prefer the most ?

Mark only one oval.

- **Scientific Aids**
- **Dental/Non Dental Artifacts**
- **Digital tools**
- **Flyer/Poster/Pamphlet**
- **Decoratives**
- **Product Accessible through internet**

11. What are the most commonly used promotional tools you generally encounter ?

Mark only one oval.

- ☐ Dental or Awareness Related Posters
- ☐ Visual Aid
- ☐ Verbal communication
- ☐ Table top reminders
- ☐ Education materials

12. Would you prefer if the promotional materials are more customized in accordance with the behavior aspects , product needs or requirements ? Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

13. Is brand awareness by pharma companies satisfactory ?

Mark only one oval.

1 2 3 4 5

Not at all satisfied Deeply satisfied

14. What is the extent of impact of Advertisements or promotional materials in prescription behavior ?

Mark only one oval.

1 2 3 4 5

No impact Huge Impact

15. Areas where things are lacking or improvement can be made ?

16. In your opinion, Does it influence prescription behavior ?

Mark only one oval.

- ☐ **Yes**
- ☐ **No**
- ☐ **Maybe**

17. Does the promotion of the pharma company comply with ethical criteria ?

Mark only one oval.

- ☐ **Yes**
- ☐ **No**

18. In your opinion what are the dental trends pharma companies need to cope up with ?

19. In your opinion, what will you rate this company in terms of promotional materials ?

Mark only one oval.

1 2 3 4 5 6 7 8 9 10