

A STUDY TO EVALUATE RETAIL PUSH COMPONENTS FOR PRESCRIPTION MEDICINE. (FOR O2 TABLET- OFLOXACIN & ORNIDAZOLE)

IN KOLKATA, WEST BENGAL



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OBJECTIVES

- To know about chemists perception for the product in different locations of West Bengal.
- To know about what retailer pharmacy expect from the company to push the product .
- To identify the most preferred drug among the doctors to treat diarrhoea and dysentery

METHODOLOGY

- Source of Data:** Chemist Shop
- Study Design:** A cross sectional, questionnaire-based study was conducted with different chemists in different location in Kolkata, West Bengal.
- Type of Data:** Primary Data.
- Data collection technique:** Survey
- Data collection tool:** Questionnaire, Data analysis by Excel
- Study locations:** Kolkata, West Bengal, India
- Sample size:** 160

LEARNING FROM DIFFERENT STACKHOLDER

Customers/Doctors:

- How to do product detailing
- Product differentiation
- What should I focus during detailing
- Doctor's interest to the product
- How to classify doctors or how many time I should visit per month.

Patient compliance:

Medley pharmaceutical is having a lot of product with unique feature like-

- O2M Syrup- is having Ofloxacin & metronidazole, having mango flavour, single pack complete 5 days course
- O2H tablet- is having Ofloxacin & Ornidazole the main feature is NO NEED TO BRAKE the tablet, already available in half dose which is convenience for child dose.
- R.B. TONE KIDS- having 80mg of iron in 5ml.



Competitor of O2 tablet:

- Norflox tz
- Cifran-CT
- Metrogyl
- Zanocin- OZ
- Brakke

Channel:

Stockist
Distributor
wholesaler

RESEARCH ANALYSIS & FINDINGS

FIG.1- ANTI-DIARRHOEA MOLECULES PREFER BY DOCTOR
(RESPONDED BY CHEMISTS)

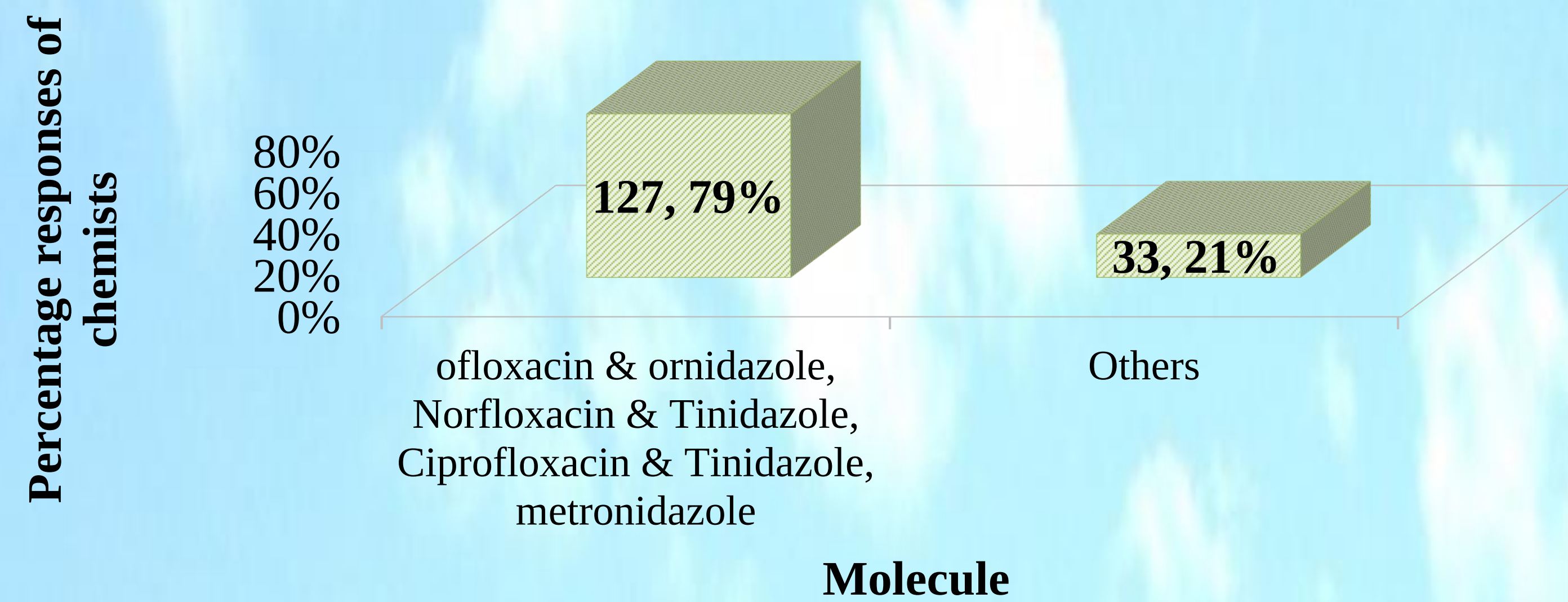


FIG.2-DOSE RECOMMENDED BY DOCTOR
(RESPONDED BY CHEMISTS)

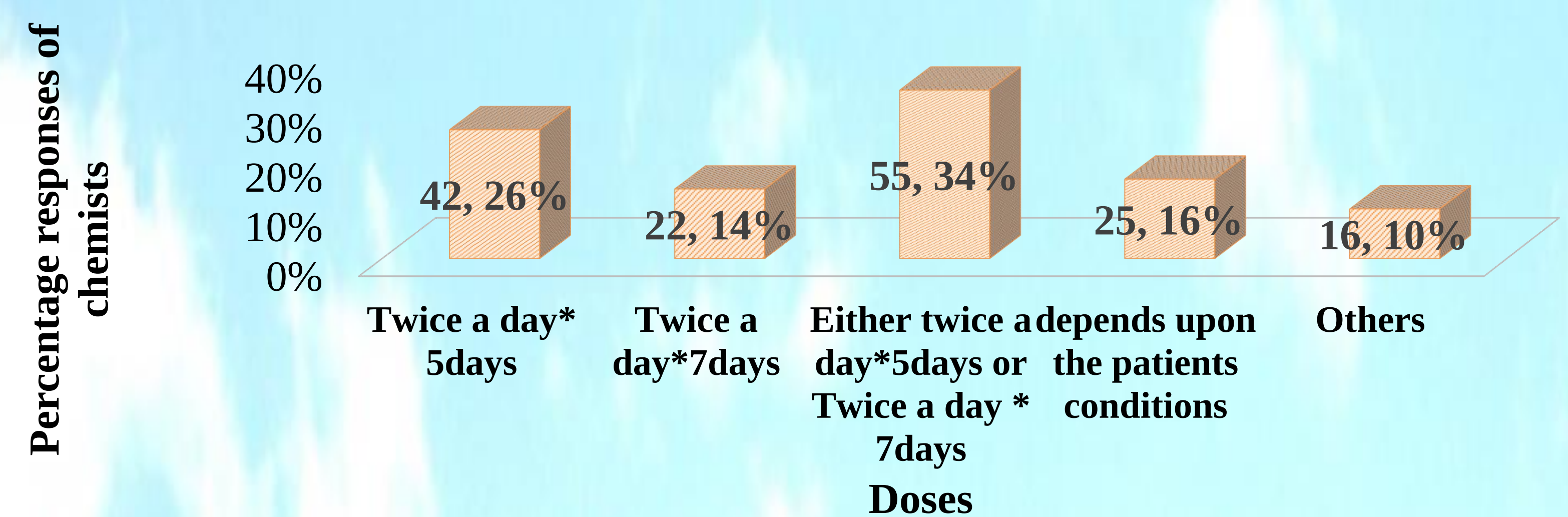


FIG.3- DOSE PURCHASED BY PATIENTS (RESPONDED BY CHEMISTS)

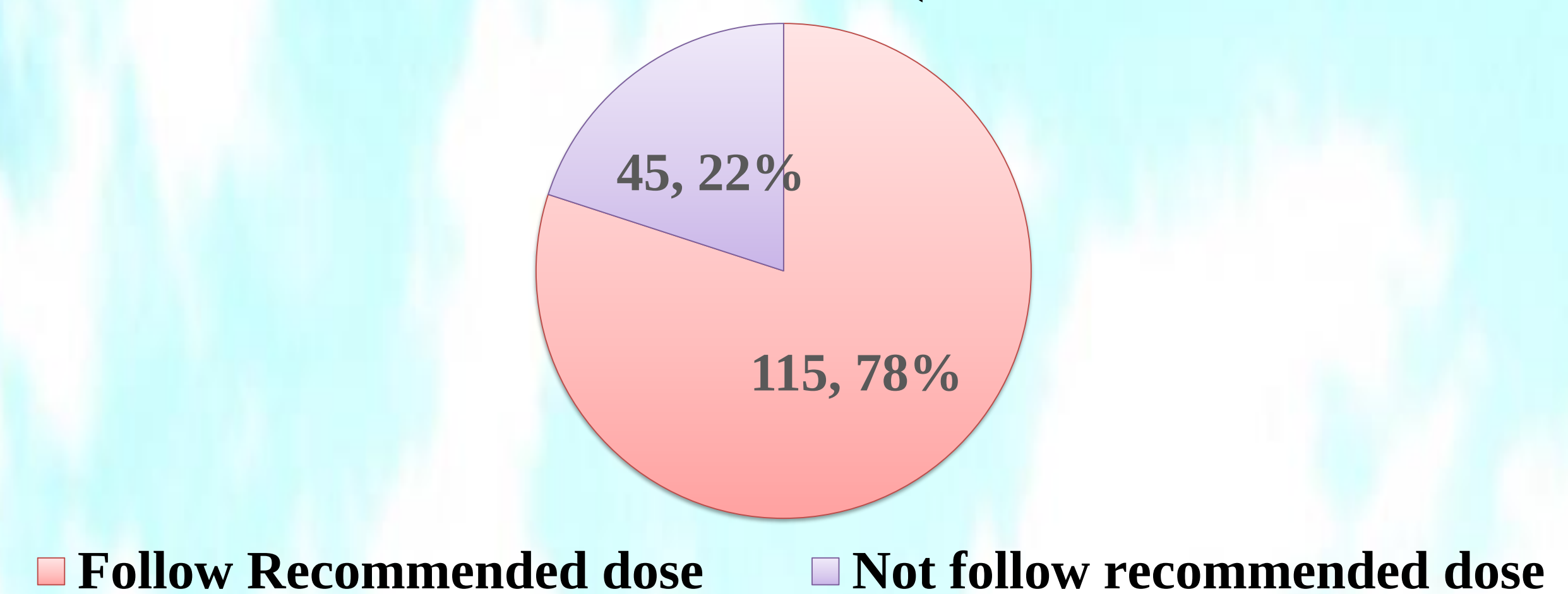


FIG.4- BRAND DISPENSED MORE BY DOCTORS
(RESPONDED BY CHEMIST)

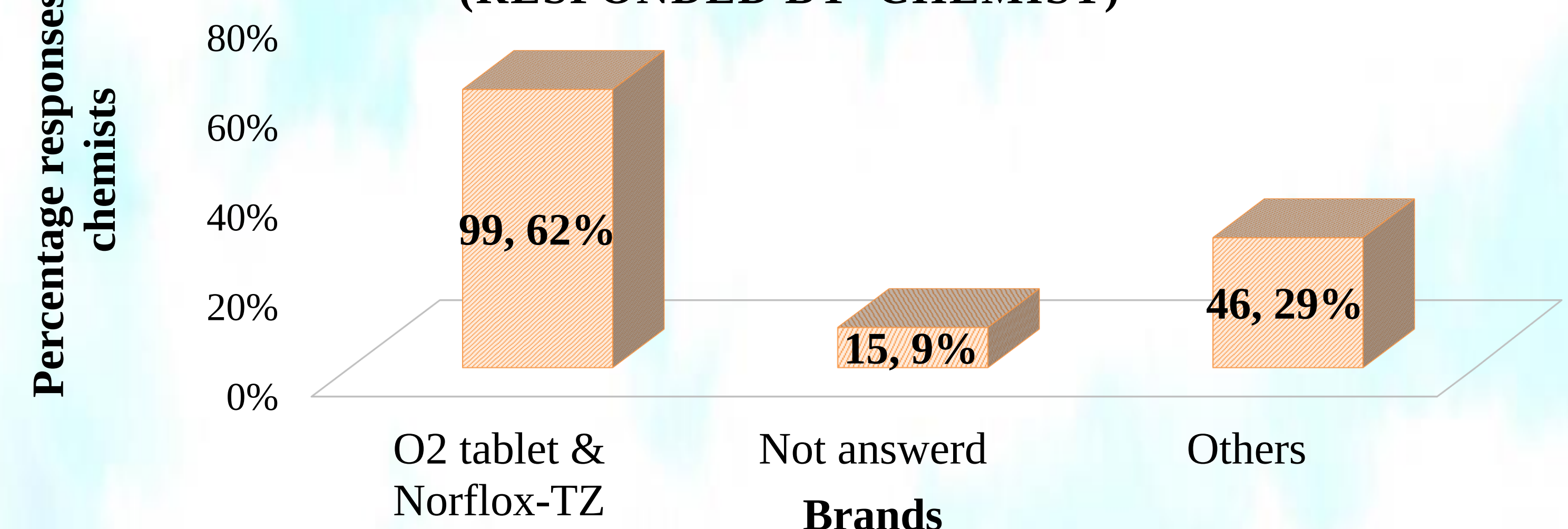


FIG.5- INFLUENCING FACTOR FOR THE CHEMIST WHILE DISPENSING ANY BRAND

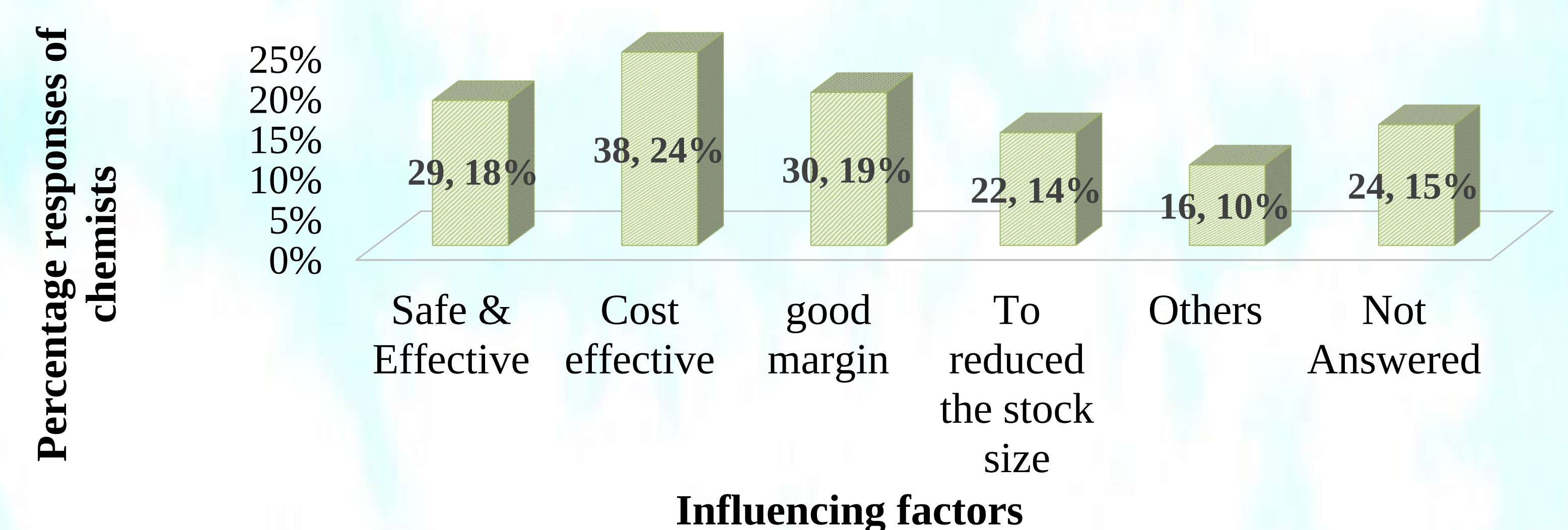
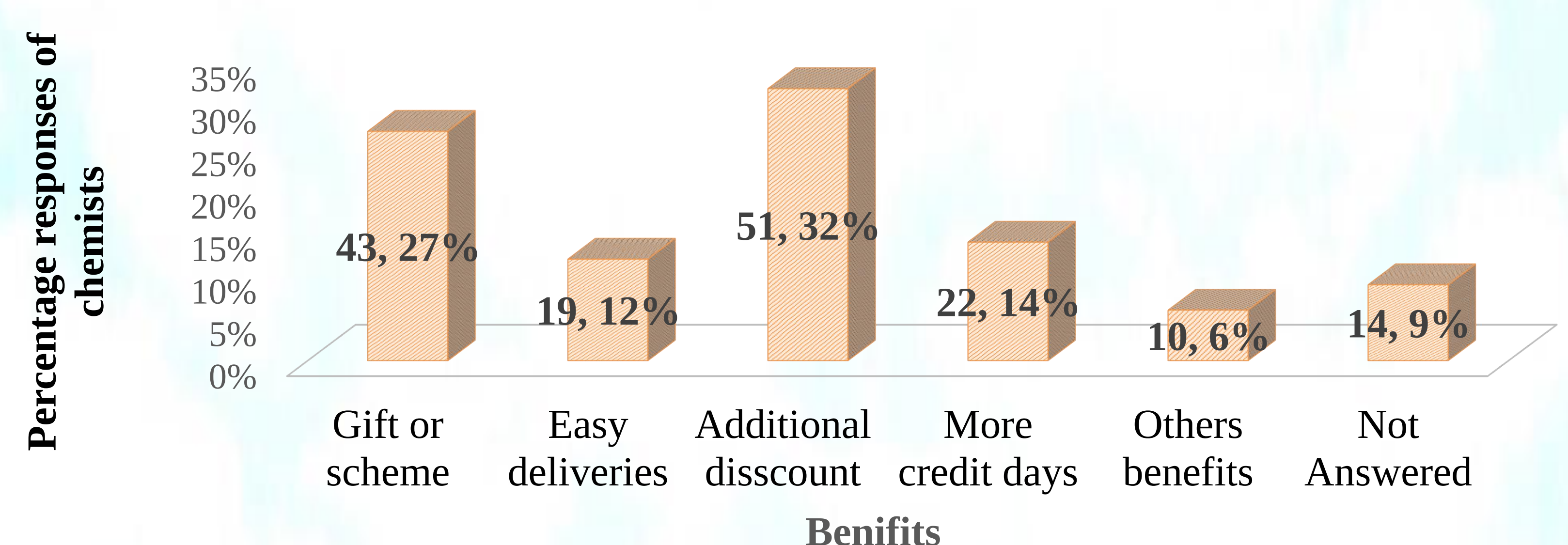


FIG.6- BENEFITS PREFERRED BY CHEMISTS ON ADDITIONAL PURCHASE OF ANTI-DIARRHOEA PRODUCT



CONCLUSION

- As per the data observation, its very clear that Norflox TZ is a big competitor for O2 tablet.
- From fig. 1, 79% of the chemist prefer molecule like Ofloxacin & Ornidazole or Norfloxacin & Tinidazole or Ciprofloxacin & Tinidazole or Metronidazole in the condition of diarrhoea and dysentery.
- As per the result (fig.2) obtained 34% of chemist either recommend "Twice a day for 5 days or Twice a day for 7 days.
- From figure 4, 62% of the chemists said that brand like O2 tablet and Norflox TZ they dispensed more.
- According to the result obtained (fig. 5), 24% of chemists said that brand should be "cost effective" while 19% of the chemist said that brands should have "good margin" for the chemist.
- From figure 6, For additional purchase of anti-diarrhoea product, 32% of the chemists want benefits like "Additional discount" while 27% of the chemists want benefits like "Gift or Scheme".