



DOCTORS PERCEPTION TESTING FOR UPCOMING PRODUCT CALGAL-XT



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Introduction

Calcium is required by every human being in a definite amount , if there is a deficiency of calcium then the body will not work properly, and various type of unrequired effects can be seen. Although diet is a preferred way to get calcium, the calcium supplements are recommended when a person cannot get enough amount of calcium from the diet or when there is increased demand of calcium as in growing children , pregnancy, lactation and osteoporosis. We are going to see a novel calcium product which is extracted from a red marine algae *lithothamnion* – containing high amount of calcium , magnesium and 72 additional trace elements. *Lithothamnion superpositum* is a species of red coralline algae found off the South American coast. Taxonomically, it's a red algae in the Rodophyta phylum, from the Corallinales order (also known as *Algas calcareas*).

Objective

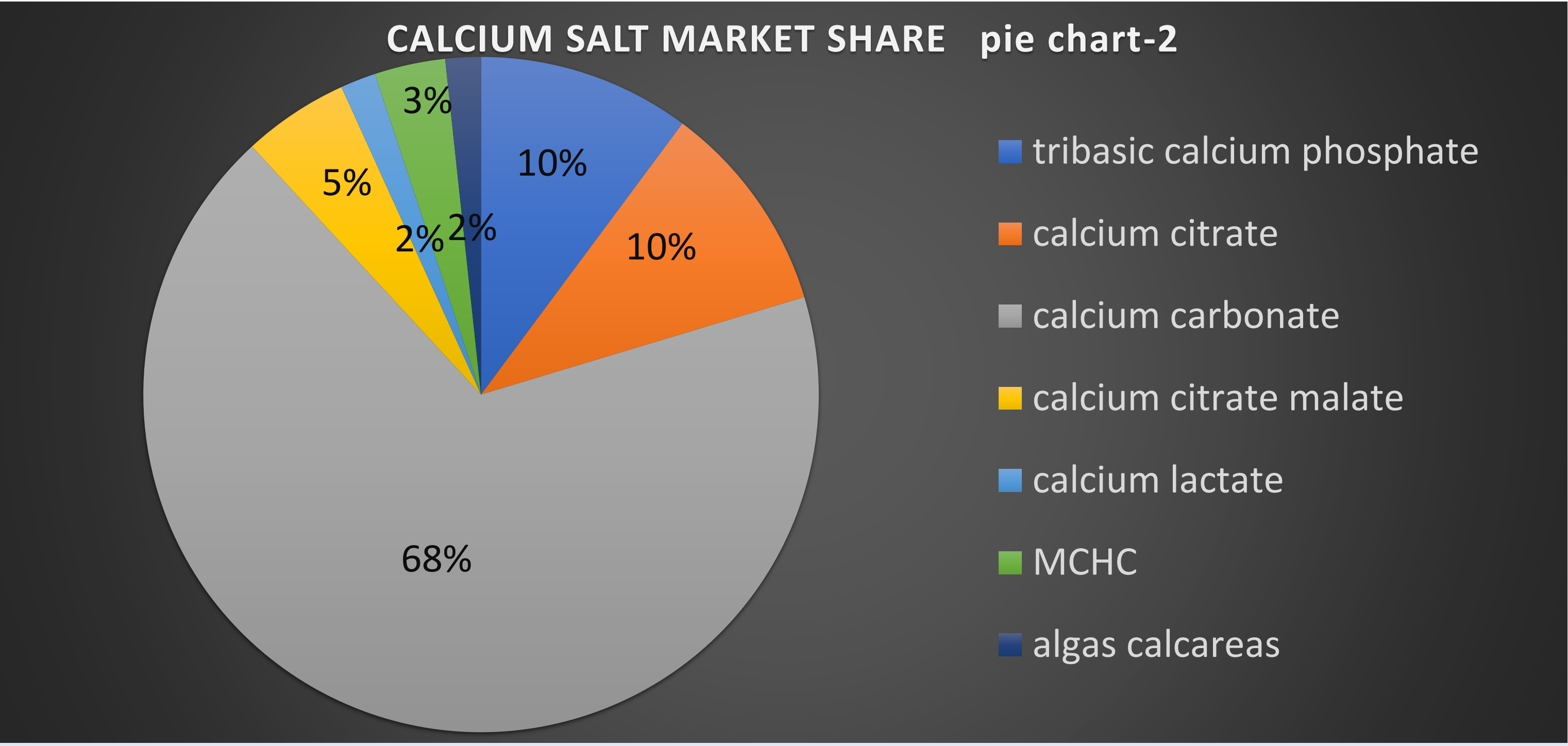
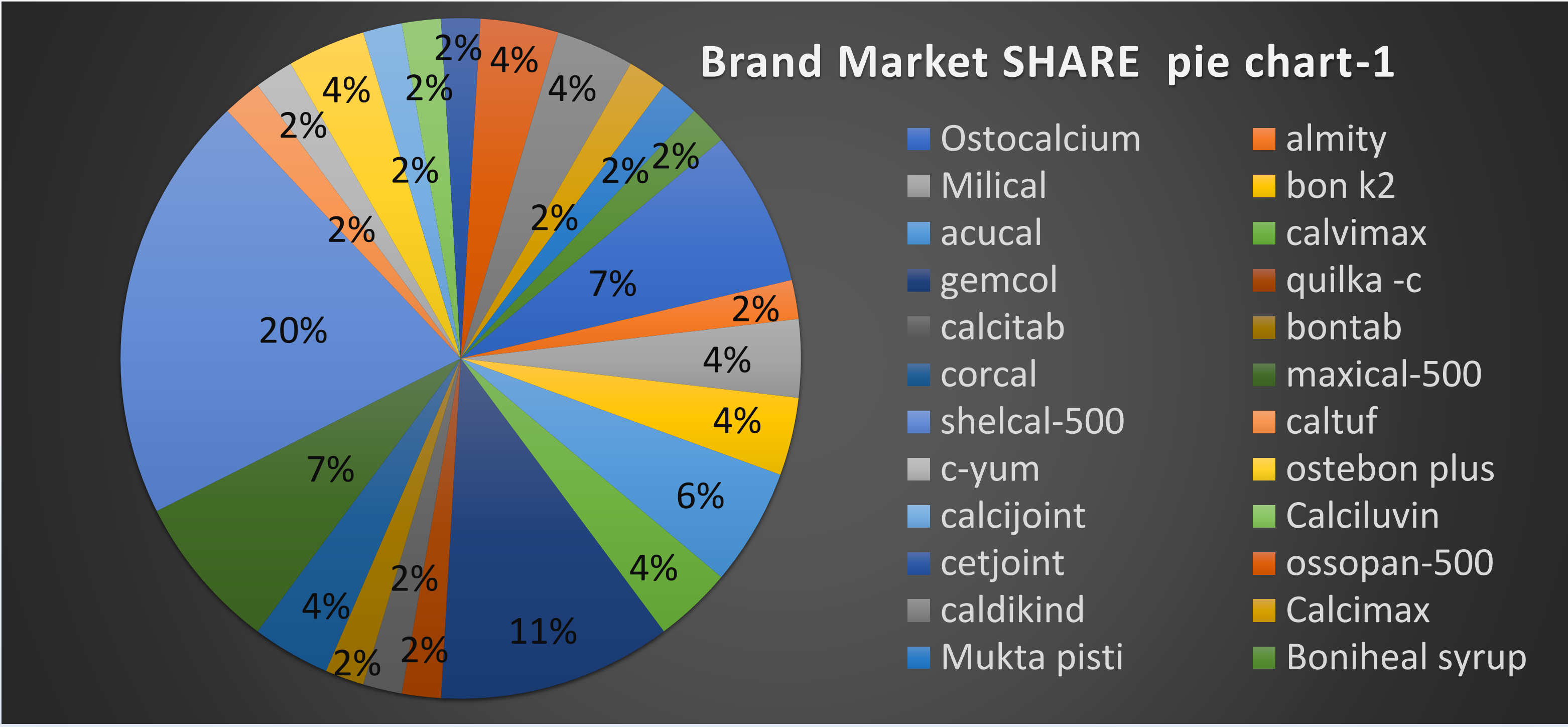
- To find out present competitors in market
- To find out usp for our product
- To find out optimum cost for the product

Result

Description of market share of different brands and different types of calcium supplement salts.

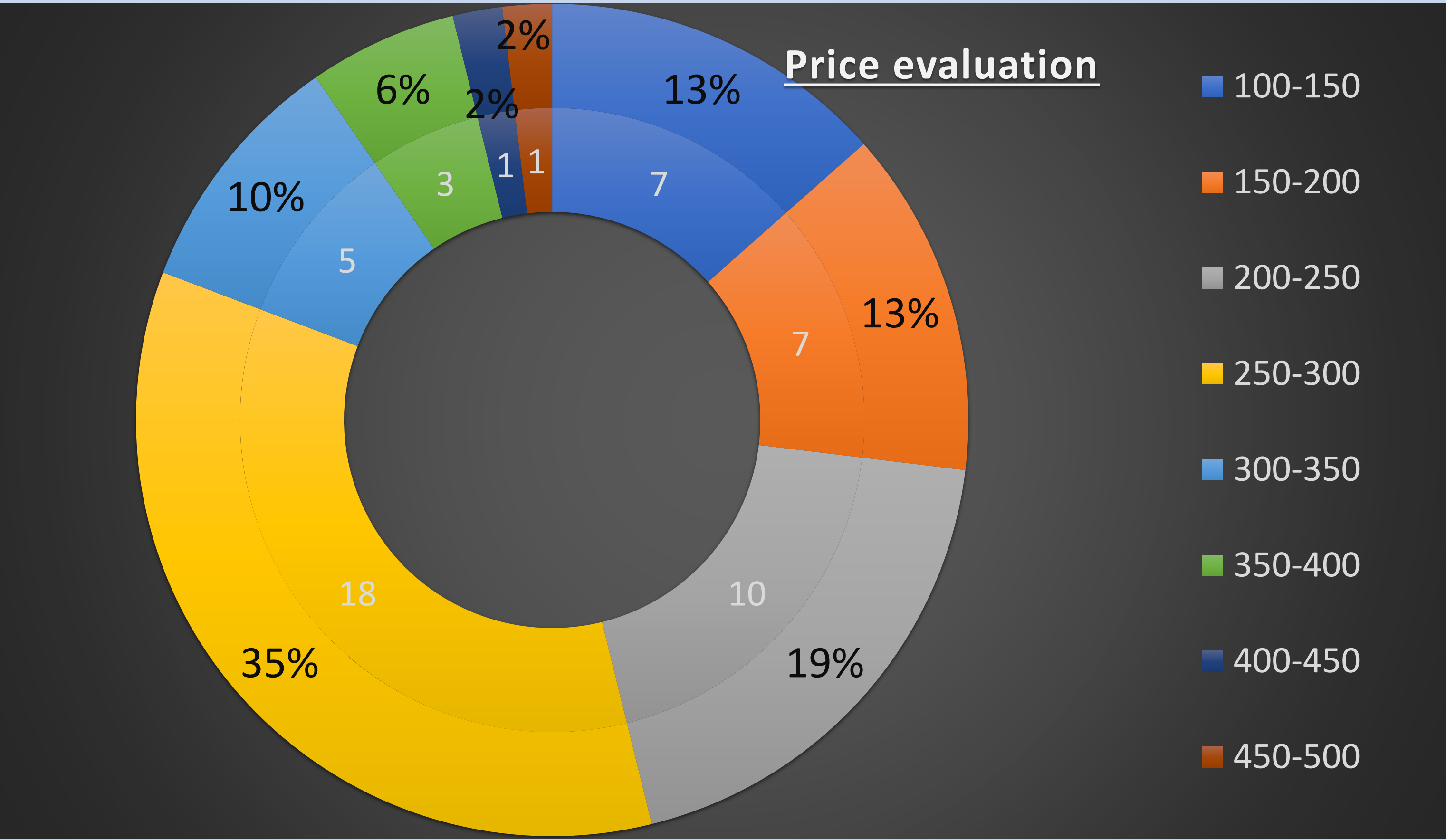
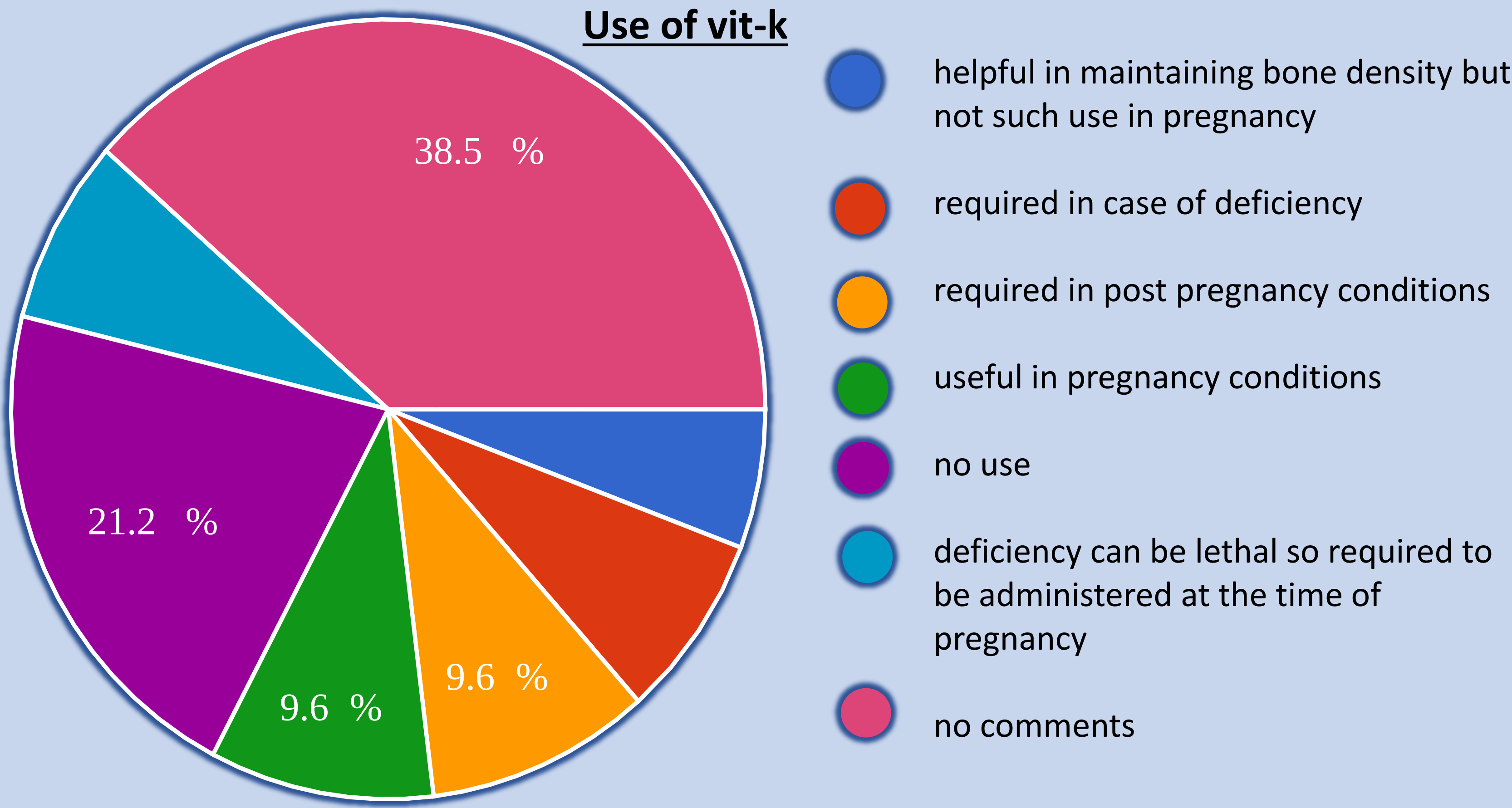
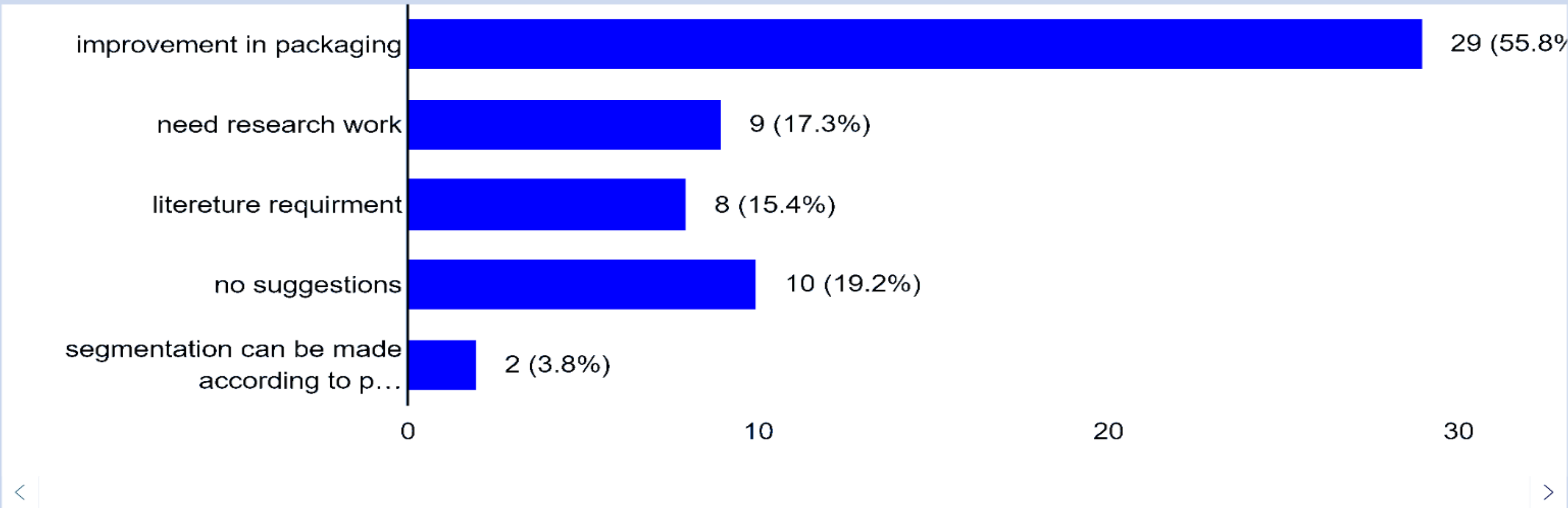
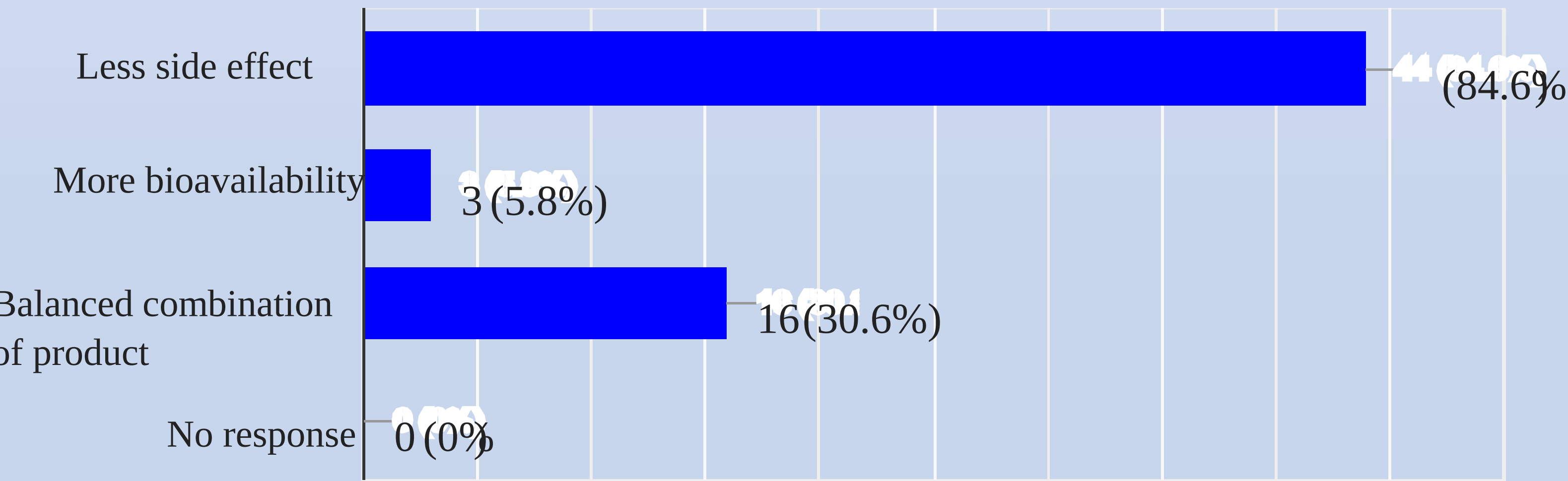
Methodology

- **Study design** – descriptive , cross sectional
- **Sampling** – convenience sampling
- **Sample population** – 53
- **Study area** – Lucknow city
- **Research instrument** – semi structured questionnaire



Data in pie chart 1 shows that the 20% of the observed doctors prescribe shelcal and after shelcal the second position holder is gemcol with a market share of 11%. The third position holder of market with 7% is osteocalcium. The second pie chart shows that Calcium carbonate is having the largest share of 68%, undoubtedly it becomes the largest calcium salt used as supplement.

Description of key points for the product



Findings

- Product with minimum or no adverse effects is preferred by doctors.
- The market assessment of calgal xt (calcium) reveals that strip packaging is in more demand over other packaging forms.
- Market share of calcium carbonate was found to be dominant then other supplementary calcium salts
- The appropriate price range for the product was found between 250-300Rs range as per the market survey

Conclusion

From this study we can conclude that our product has a great opportunity in the market. But for the success of product, we need to promote more knowledge about our product. And this can be achieved by frequently meeting with the doctors and reminding them about our product and benefits of our product. We can also take the suggestions provided by our respondents and use them in a productive manner.