

ADOPTING MARKEING STRATEGIES CONSIDERING THE URBAN VS RURAL DIVIDE IN ORAL CARE BUSINESS



INTRODUCTION

With over 5000 dental laboratories and 297 dental institutes, the Indian dental market is vast, and it is predicted that India will be one of the largest single country markets for dental products and materials. The dental market is expected to have a growth rate of 20-30 %, with investment groups building multispecialty hospitals offering general dentistry and specialist treatments.

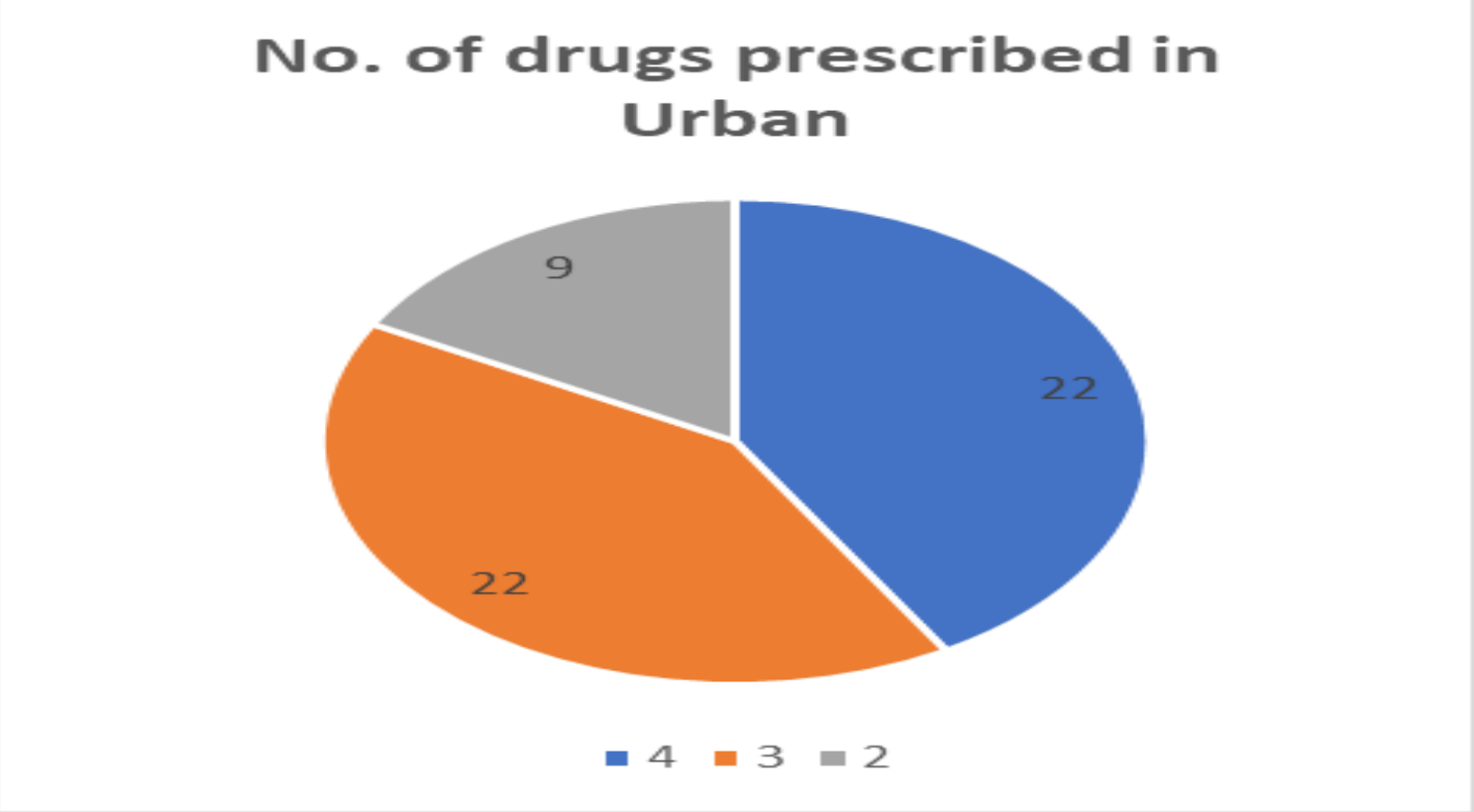
OBJECTIVES

- ◆ To develop an understanding of need and prescription habits between rural vs urban dentist.
- ◆ Gather data of rural vs urban dentists spread.
- ◆ Statistical comparison of patient flow and per patient productivity with understanding of product mix prescribed.
- ◆ Developing a marketing plan to address the needs of specific markets.

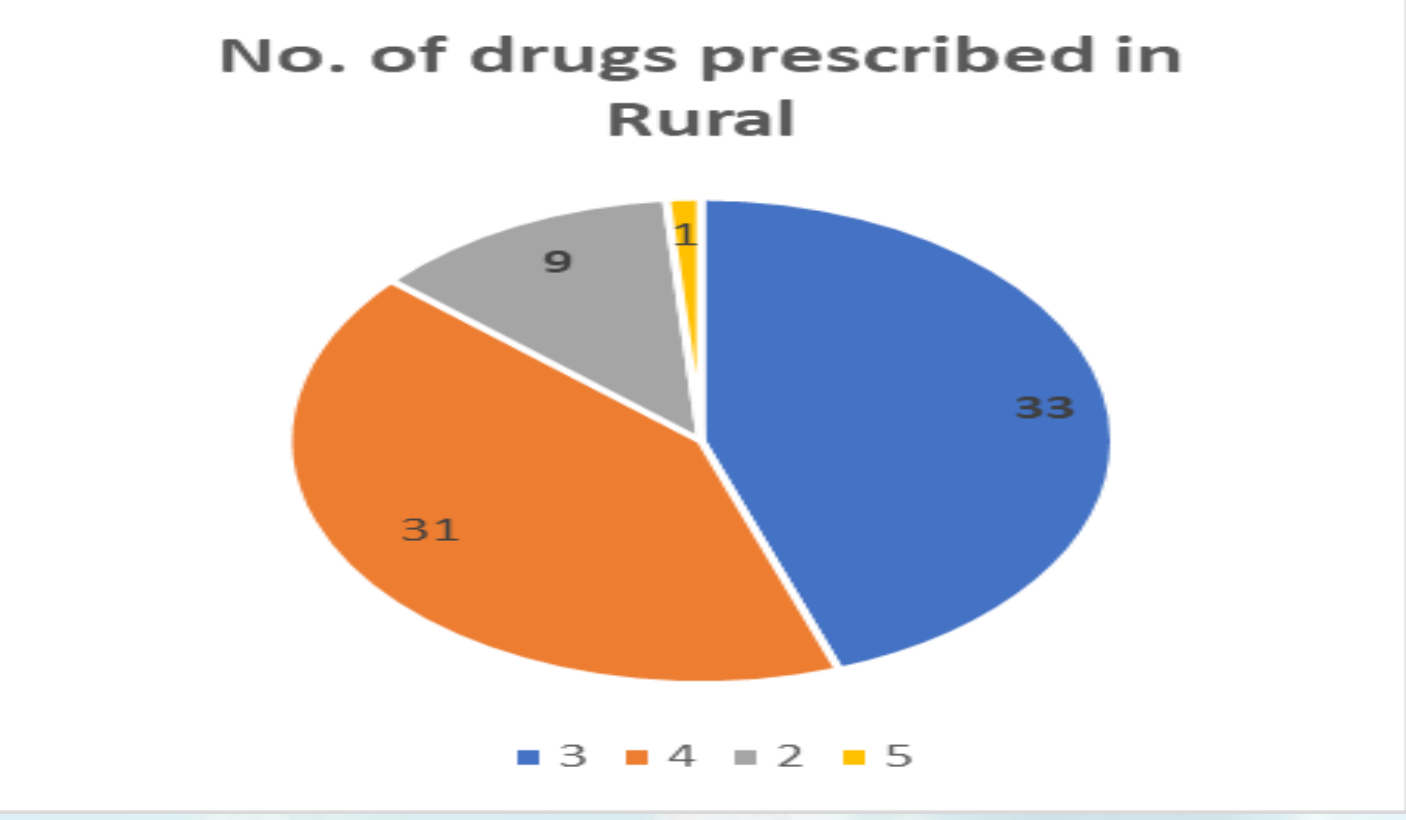
METHODOLOGY

Study Design: Descriptive study
Sampling Method: Simple Random
Sample Population: Dentist
Sample Size: Doctors: 150
Sample Area: Haldwani and Moradabad
Time Period: 60 Days
Data Source: Primary data (through questionnaires and meeting with respondents) and secondary data (through company website, various research articles and publications).
Data Analysis: Data analysis was done using MS-Excel and interpreted.

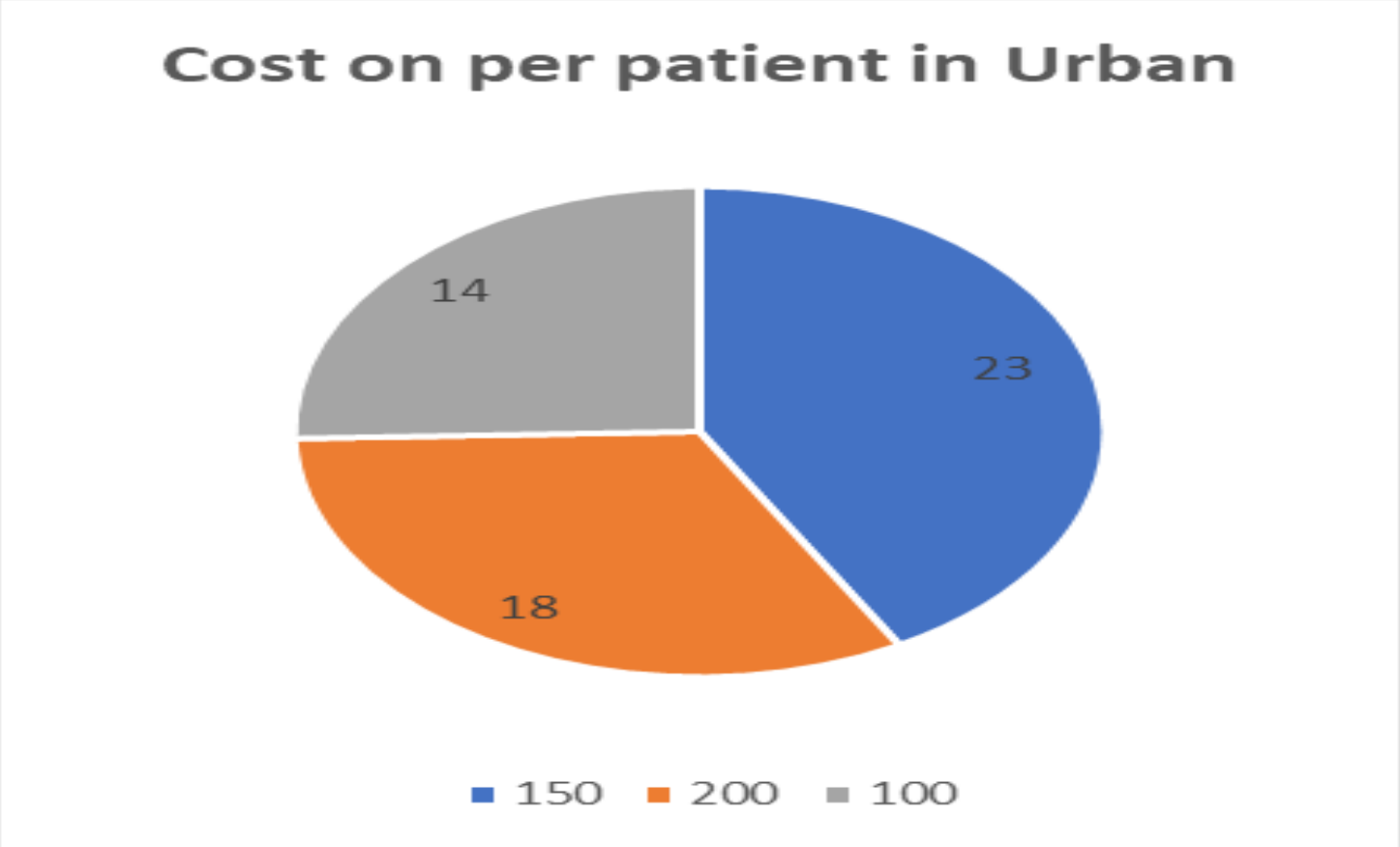
RESEARCH FINDINGS



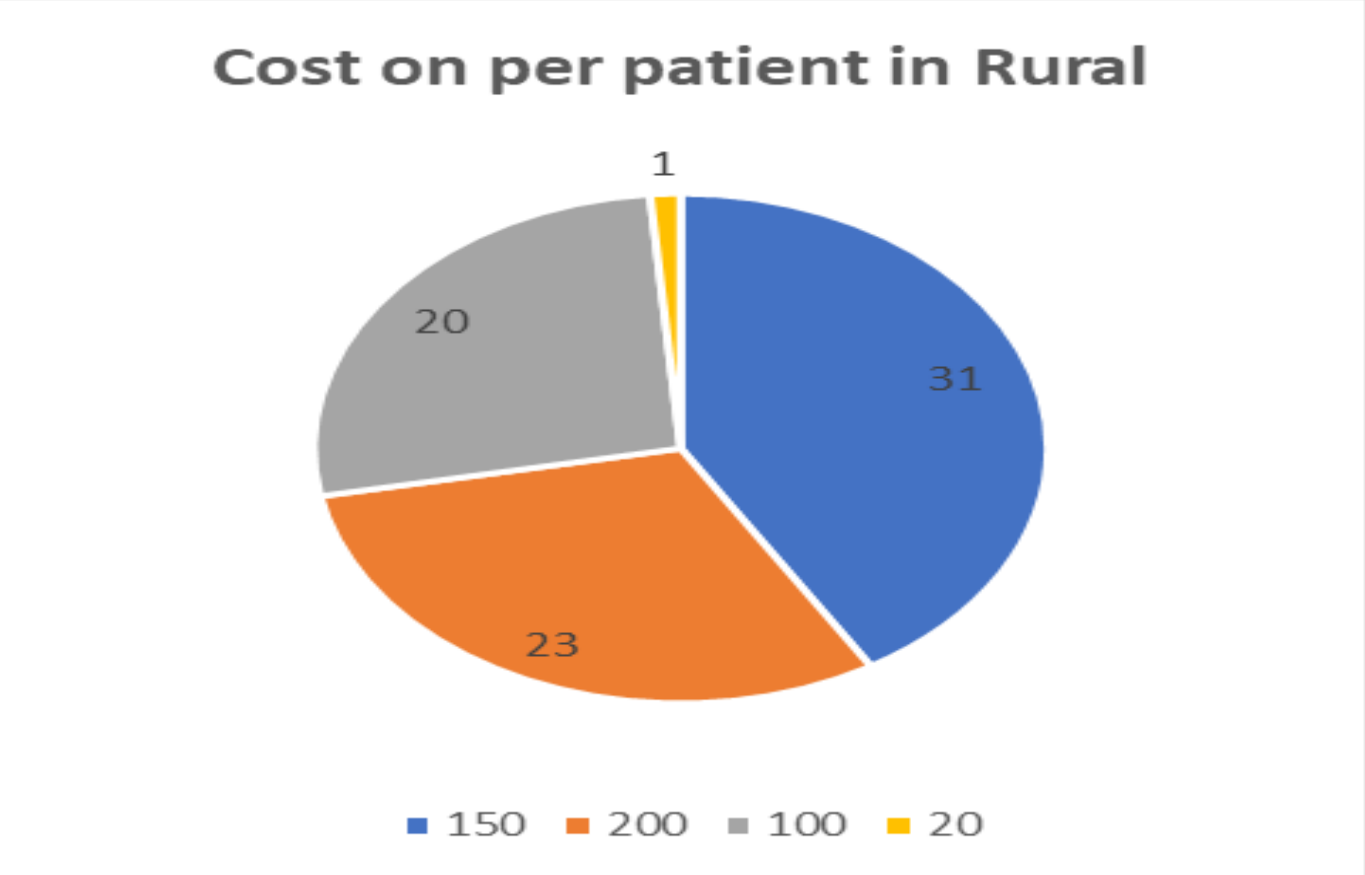
In Urban areas, equal number of doctors prescribed 3-4 medication per patient.



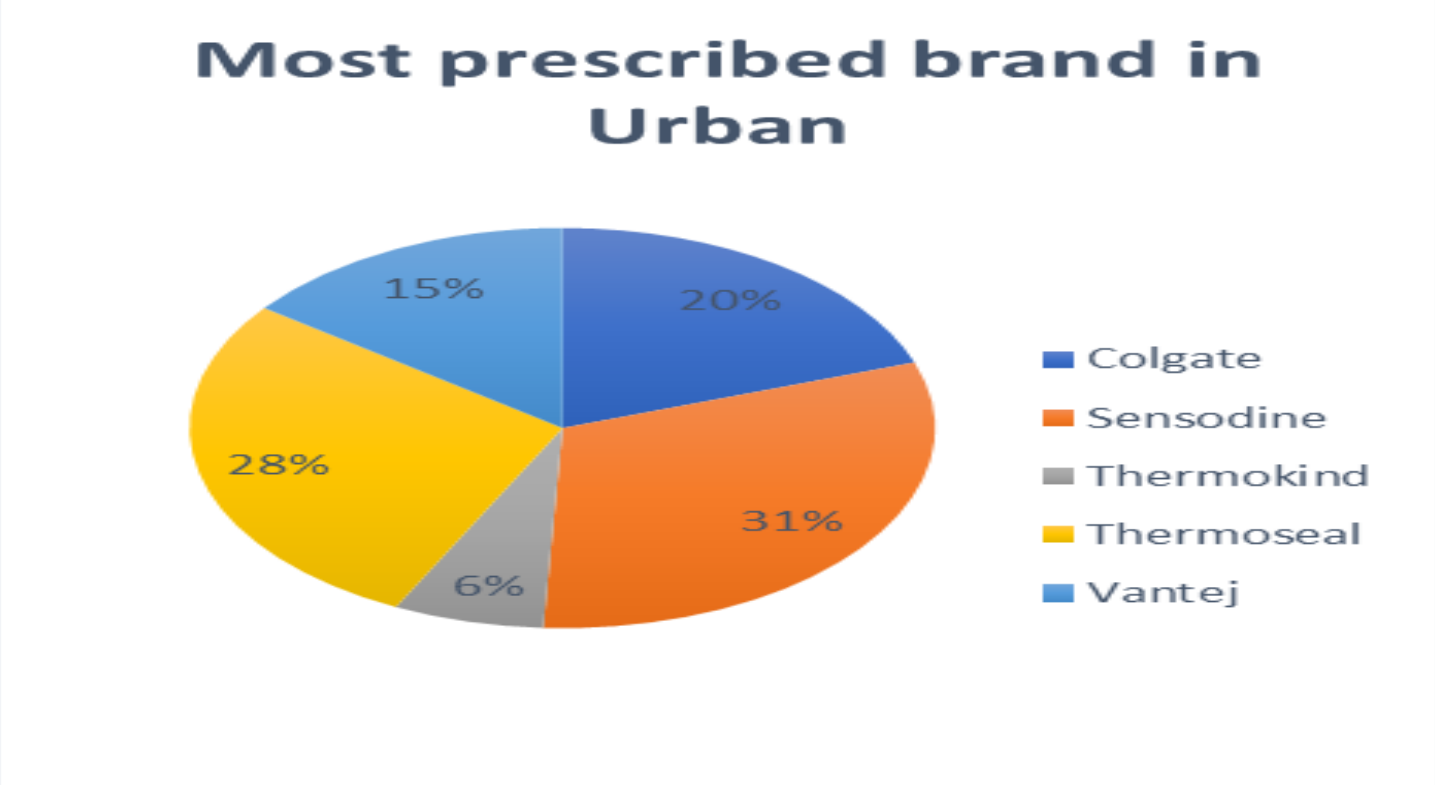
In Rural areas, 31-33 doctors prescribed 3-4 medication per patient.



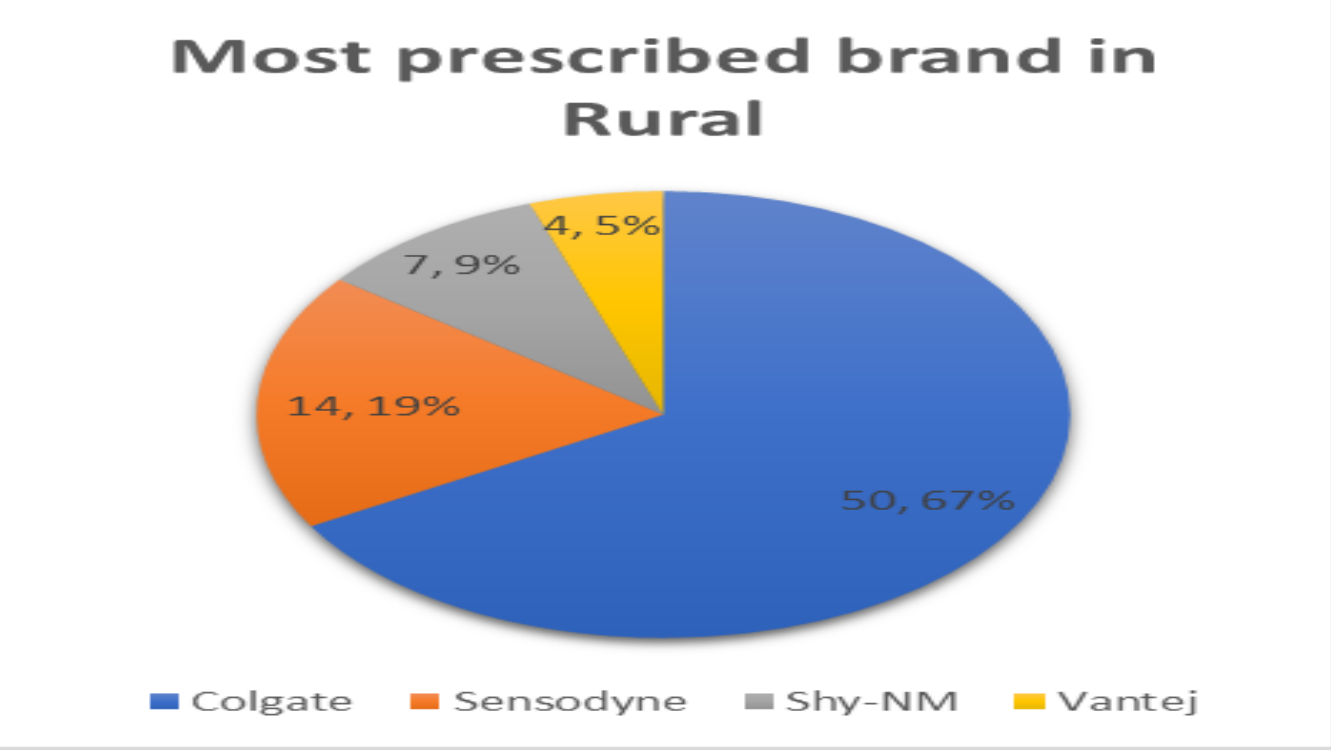
In Urban areas the productivity on per patient was Rs. 150 by 23 dentists, the productivity of 18 dentists was Rs. 200



In Rural areas, most of the doctors productivity per patient was Rs. 150, whereas 23 dentist used to charge Rs.

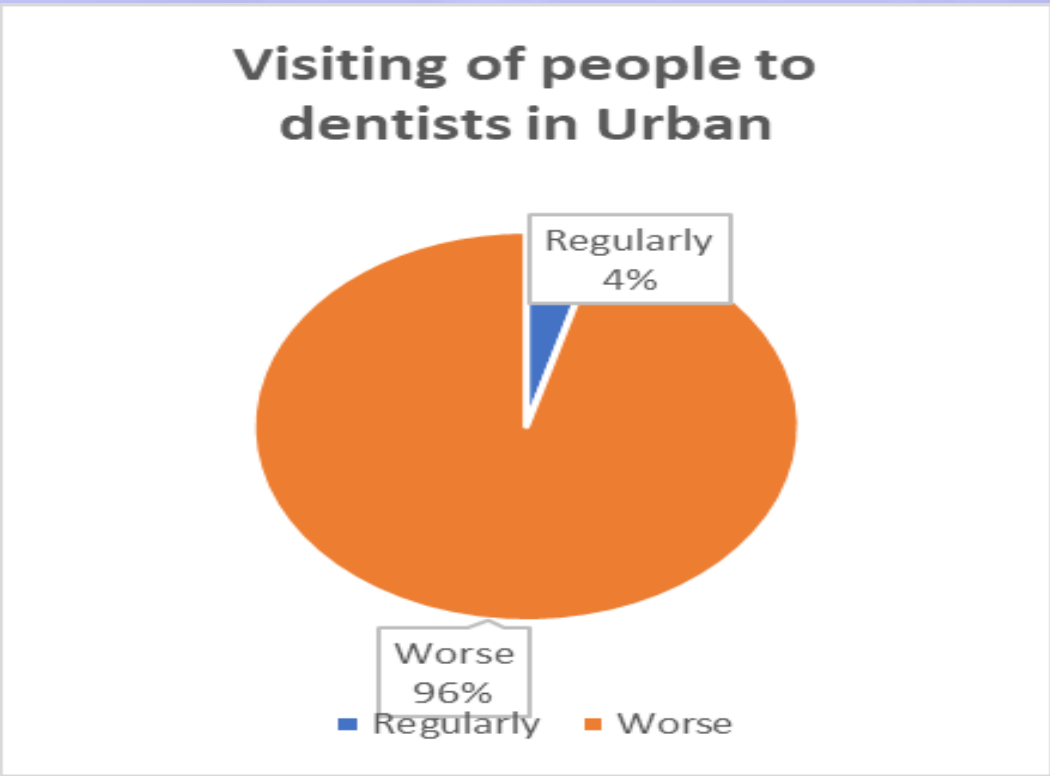


The most prescribed brand in Urban is the Sensodyne followed by thermoseal , Colgate, Vantej and thermokind.

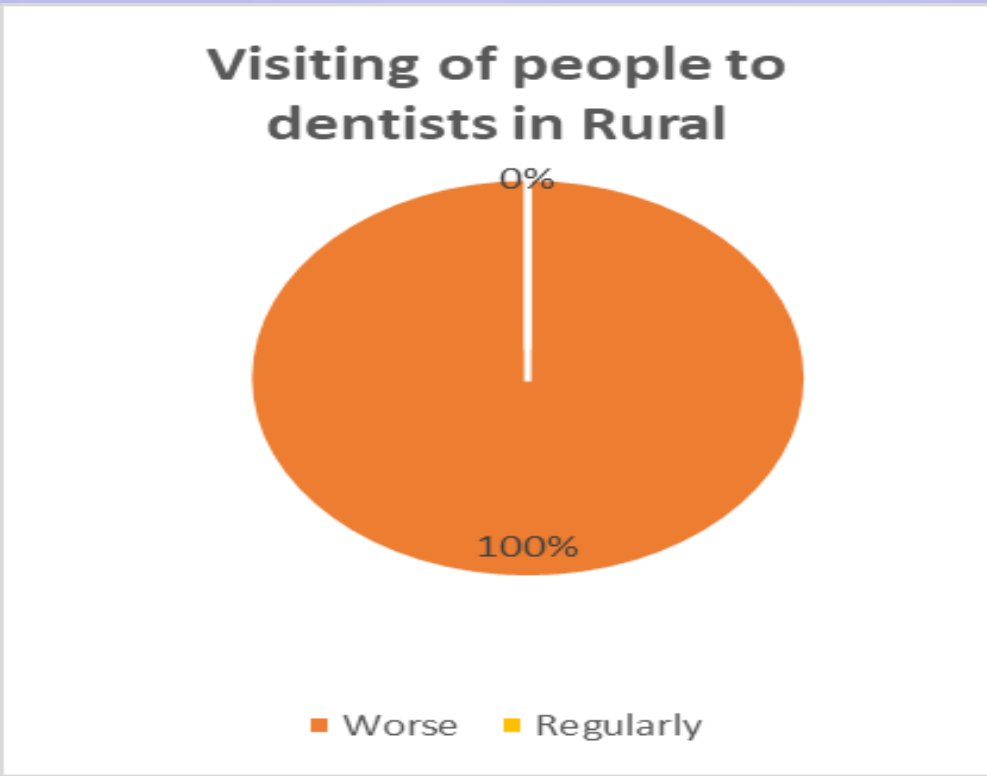


Colgate is the most prescribed brand in rural areas followed by Sensodyne, Shy-NM and Vantej

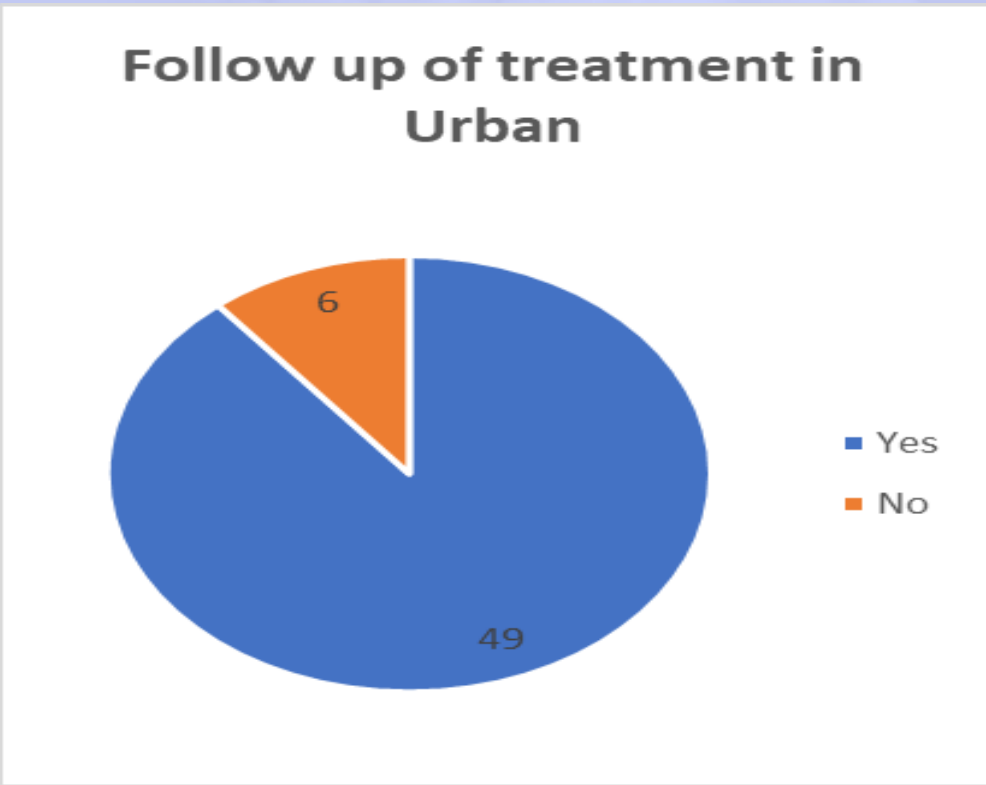
RESEARCH FINDINGS



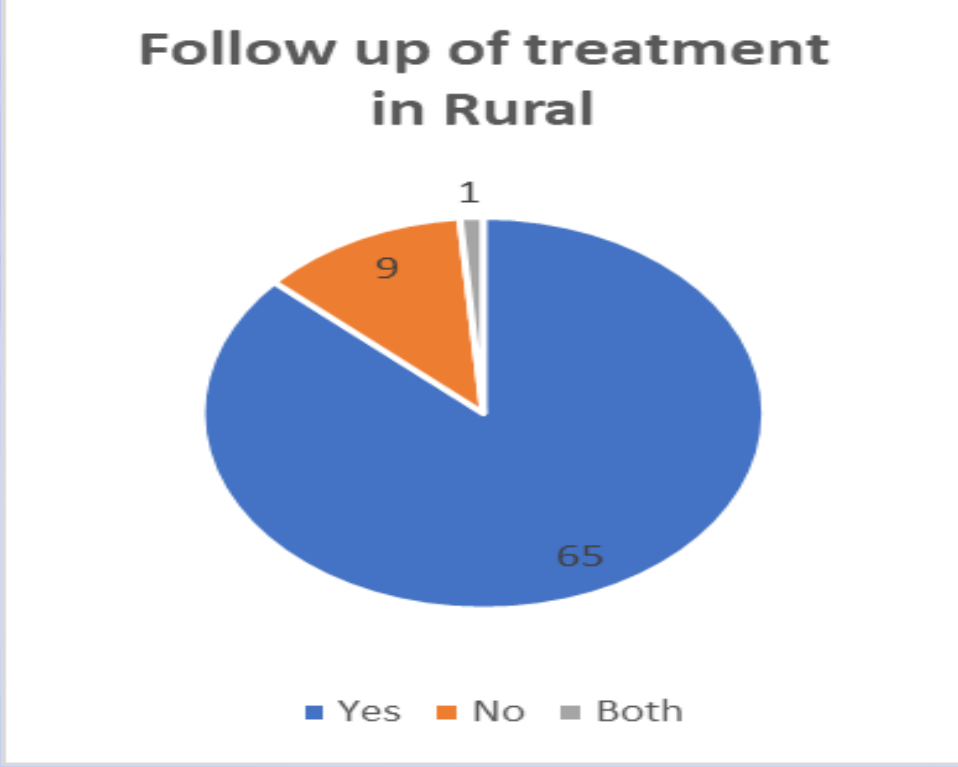
The above figure shows that, in Urban areas only 4% of people visit dentist, whereas 96% visit in worse condition



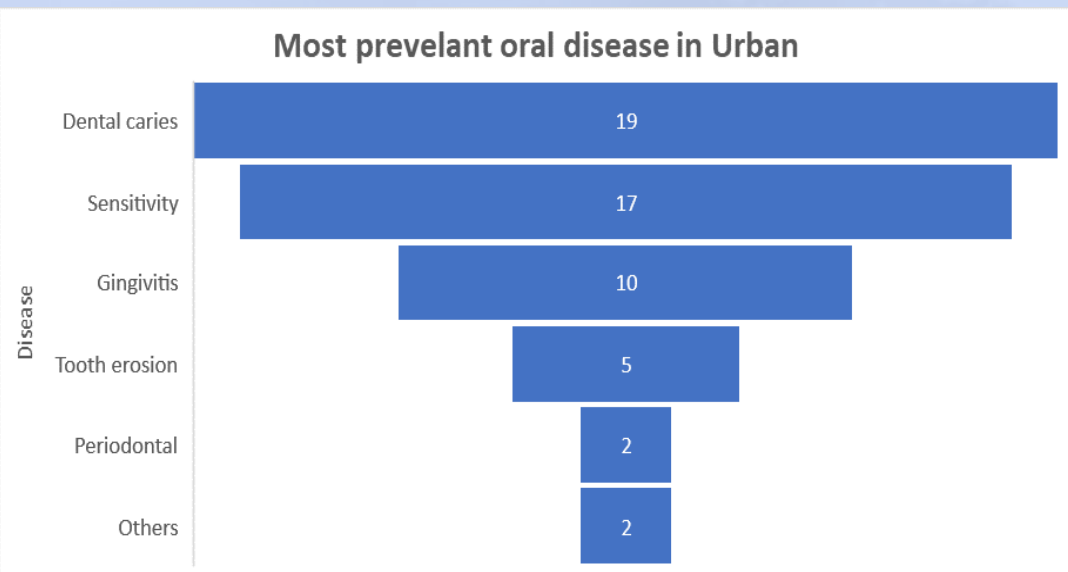
The above figure shows that, in Rural areas all the patient visit when condition is worse



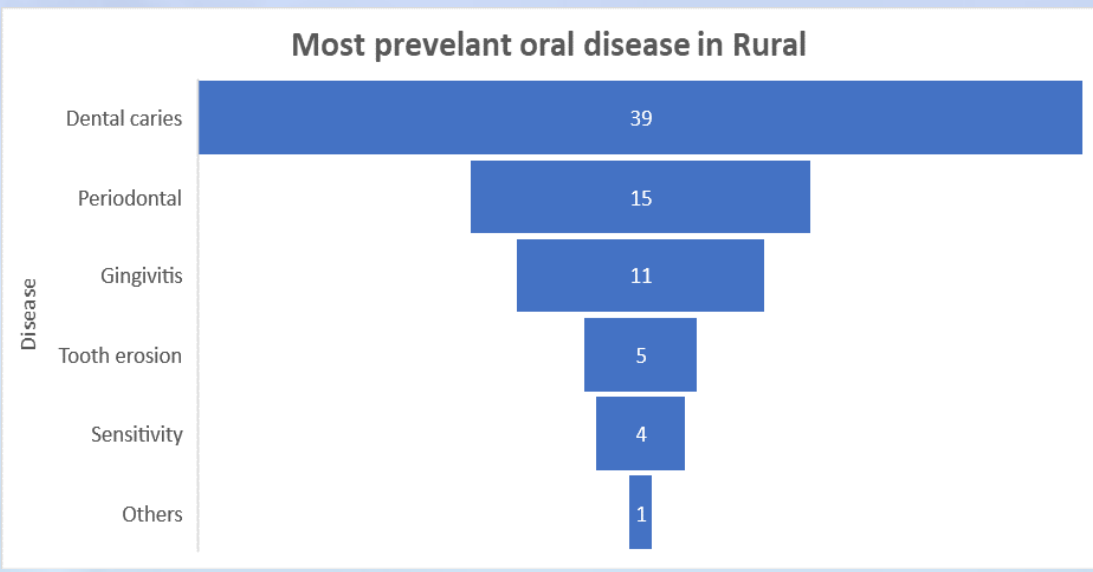
The above graph describes that in Urban, a good no. of people follow up for their treatment



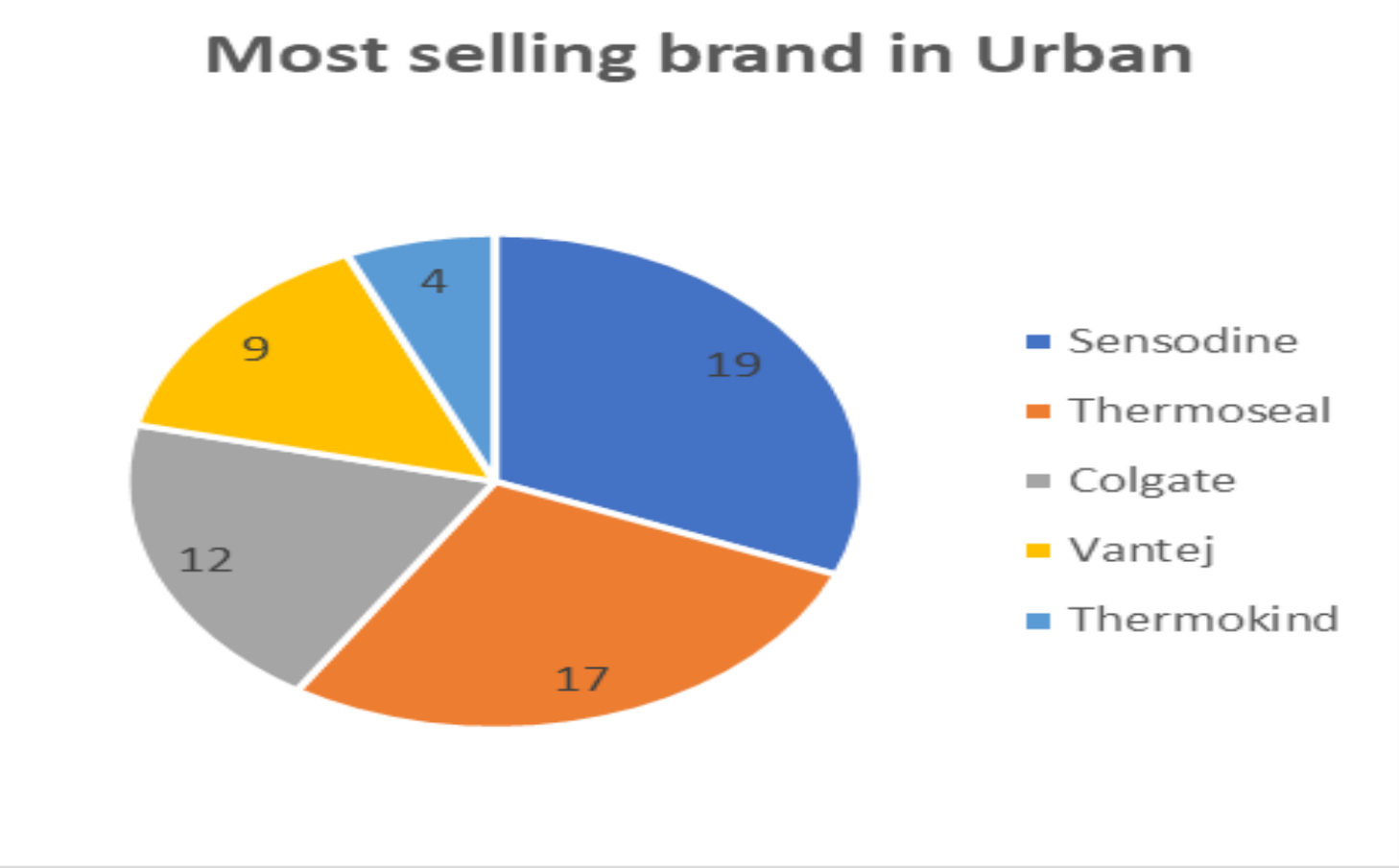
From the above graph, we can interpreted that even in rural areas good number of people



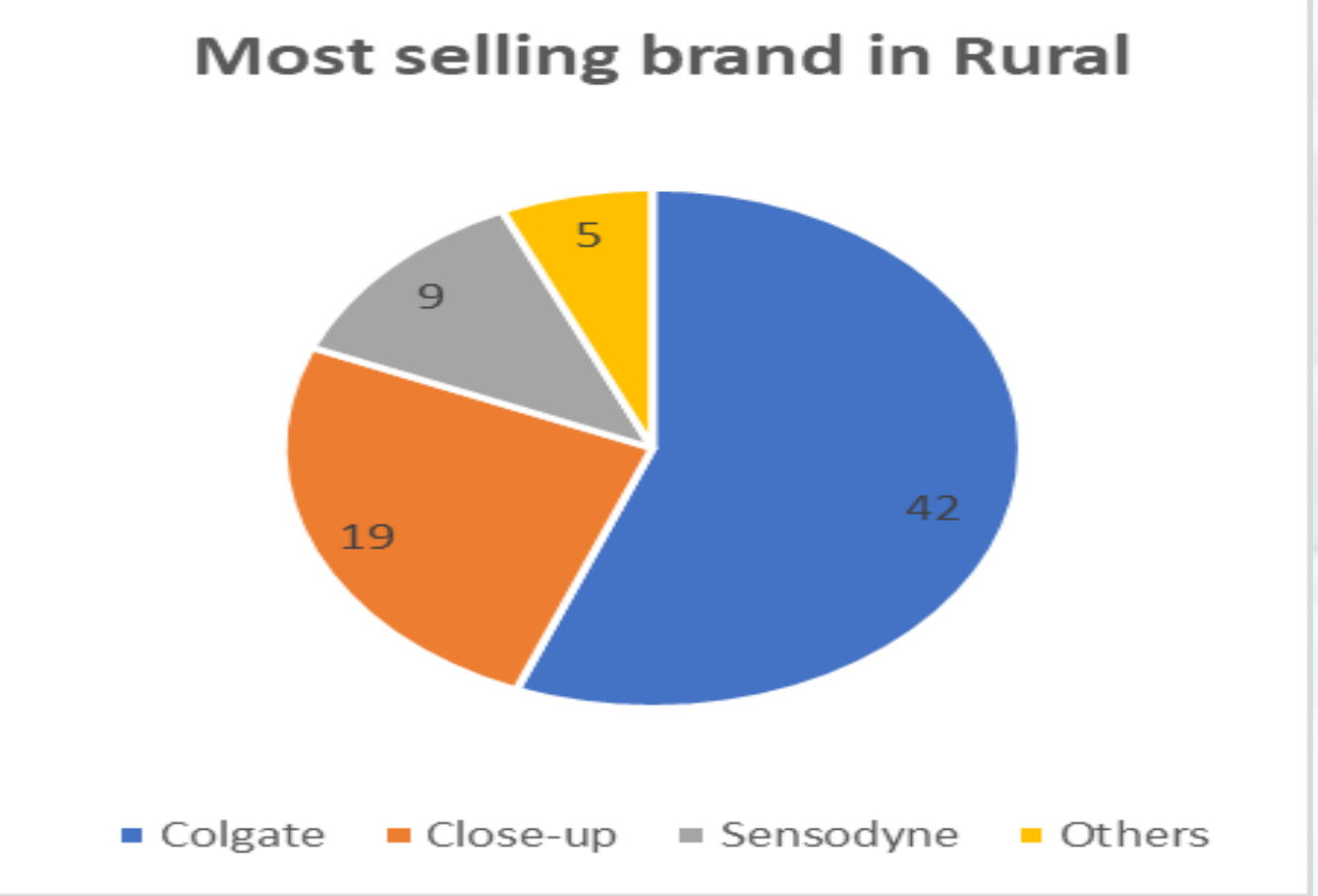
Most prevalent oral disease in urban is the Dental caries which is followed by sensitivity, Gingivitis, Tooth erosion, periodontal and others.



In Rural areas, Dental caries again was the most prevalent disease followed by Periodontal, Gingivitis, Tooth erosion, Sensitivity and others.

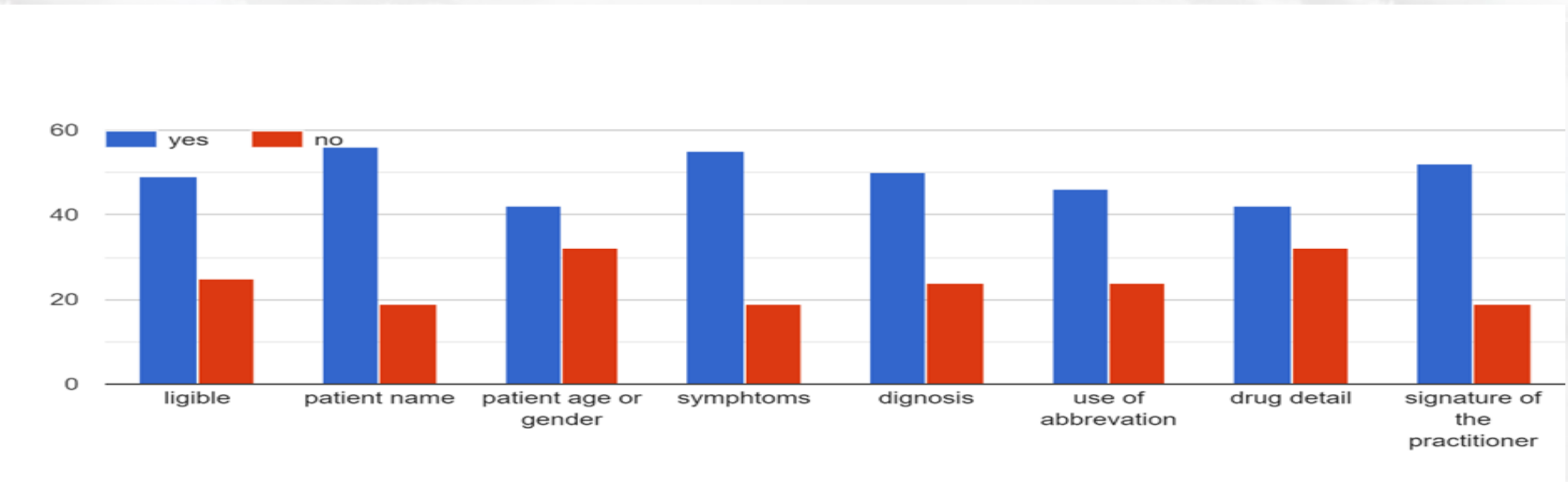
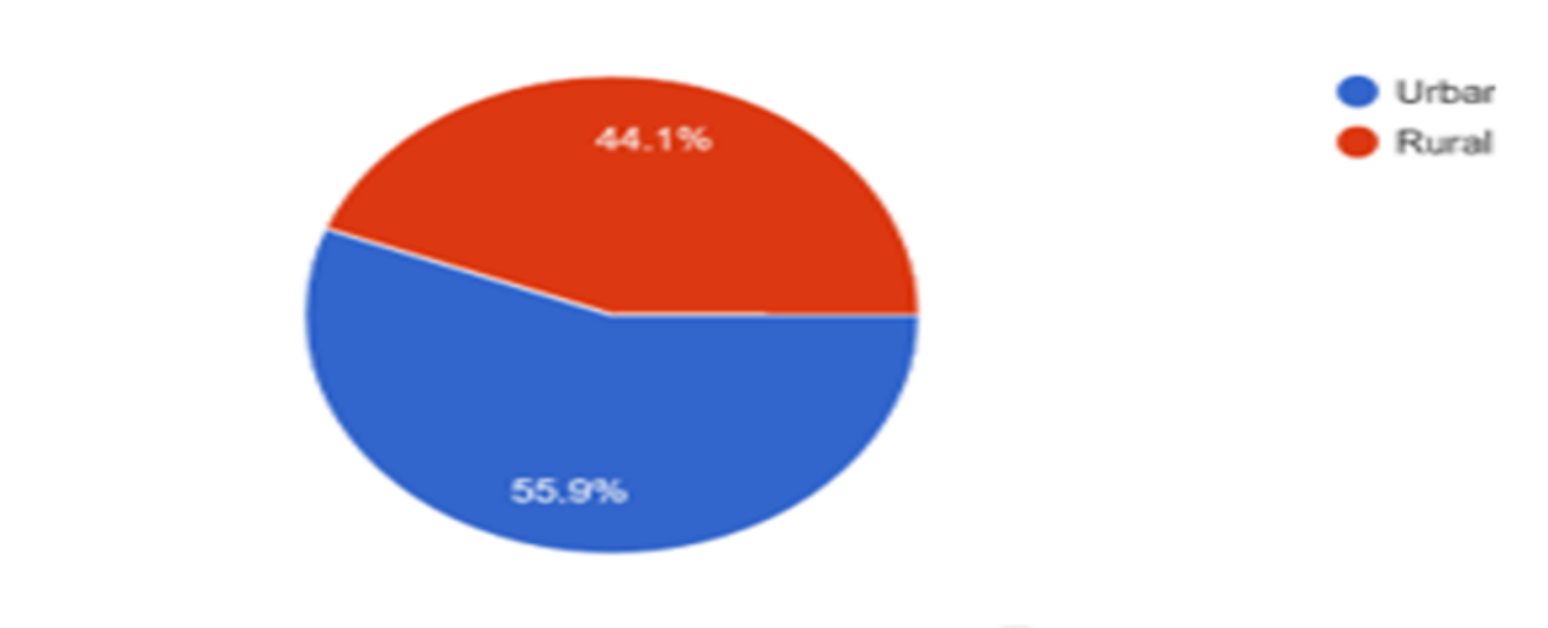


The most selling brand of Oral care in urban areas is the Sensodyne followed by Thermoseal, Colgate, Vantej and Thermokind.



The most selling brand of Oral care in rural areas is Colgate followed by closeup, Sensodyne and others.

Characteristics of prescription in Rural and Urban



KEY LEARNINGS

- 1.Working of sales force
- 2.Application of 4 P,s of Marketing
- 3.Product purchase and distribution

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