

Summer Training

At



Group Pharmaceuticals Ltd.

From

April 1, 2019 to June 1, 2019

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

By:

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MBA Pharmaceutical Management

2018-2020

Under Guidance Of

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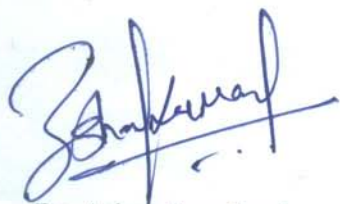


CERTIFICATE

This is to certify that **Parikshith Bhandari** has undergone Summer Training at **Group Pharmaceutical 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.



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TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Parikshith Bhandari**, student of MBA Pharmaceutical Management, School of Pharmaceutical Management, IIHMR University; Jaipur has completed his Summer Project on **“Adopting Marketing Strategies considering the Urban Vs Rural Divide in Oral Care Business”** from **1st April, 2019 to 31st May, 2019** at **Moradabad & Haldwani** under the guidance of Mr. Nishant Srivastava, 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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Organization Profile

Group Pharma is an innovative pharmaceutical company having 38 years of proven expertise in dental and oral care.

At Group Pharma they develop, manufacture, market and export a wide range of niche oral care products that cater to consumers with specific dental and oral conditions combining newly researched ingredients as well as nature's goodness.

Our facilities in addition to being ISO 9001:2015, ISO:22716 and ISO:13485 certified are WHO cGMP and PIC/S compliant. This enables us to consistently deliver the best products to the dental fraternity, consumers and also to contract, develop and manufacture for large Indian and multinational companies.

We constantly keep upgrading technologically and streamline our operations to ensure best industry practices. We are dedicated to over 800 employees, their families and all our stakeholders. We are driven by our purpose of delivering 'the best' for good oral health, well-being of the society at large and the growth of our people.

The heart of any good business activity is its Marketing and Distribution strength. Organization consistent growth can be attributed to expertise in this area. We have a committed and competent team of 300 Medical Representatives guided by over 70 Field Managers who directly meet over 60,000 Doctors every month. Our Product and Brand Management team guides them with the required marketing and training inputs. Our distribution network spans 200,000 Retailers serviced by 16 C&F Agents and 600 Stockist making our presence strongly felt in most states in India.

Group Pharma has three facilities across India, manufacturing multiple dosage forms and adheres to the highest standards.

The facility at Tarapur near Mumbai is specially designed and equipped to manufacture moisture sensitive tablets requiring strict humidity control. Group Pharma was the first company in India to manufacture denture cleansing tablets.

Two of our modern manufacturing facilities at Malur in Karnataka (43 km from Bengaluru) are built in compliance with WHO guidelines. These facilities have been set up for the manufacture of toothpaste, gels, creams, syrups and mouthwash.

The infrastructure, protocol, documentation and procedures at all our factories comply with WHO's current Good Manufacturing Practices (cGMP). Our operations include exporting products to over 40 countries.

Our facilities are approved by leading Indian and multinational companies for whom we contract manufacture for their domestic as well as international markets.

We at Group Pharma, strive to surpass the customer's expectations in terms of quality of products and services delivered.

Consequently, we at Group Pharma are committed to maintaining quality, safety, efficacy and reliability of our products.

Group Pharma has been the forerunner in the launching of new and innovative products

A duo of demineralizing toothpaste and mouthwash specially formulated to care for people

A specially formulated mouthwash that addresses bad breath by directly attacking bad oral bacteria.

Project Report

Introduction-

Mouth Wash is very essential to all those people who mainly end up eating spicy or food which has more garlic in it. Mouth wash which has antiseptic and anti-plaque mouth rinse will effectively kills the bacteria which cause cavities, gingivitis and bad breath. It is recommended to rinse your mouth with the best products of mouthwash after a snack or meal which can helps in freshening the good breath. Mouthwash is enriched with active ingredients which helps both combinations of brushing as well as regular dental check-ups. It helps in bringing good breath, prevents cavities, and overall shows an improvement of healthy gums and fights germs which cause gingivitis. Proper use of mouth wash is required to get more benefits from it, as generally people end up swallowing the mouth wash which may leads to side effect such as vomiting, diarrhoea, dizziness etc. Hence proper care has to be taken before using mouth wash so that the mouth wash needs to be expelled out after gargling for 30-40 seconds rather than swallowing it. There are many mouthwash varieties in the market or shopping mall and some of them include antiseptic mouth wash which helps in fighting bacteria that causes bad breath. Fluoride mouth wash helps in preventing tooth decay. Combination of these two types of mouth wash will help in minimizing tooth decay and brings fresh breath. Mouth wash provides additional benefit for good dental hygiene. There are many areas of the mouth where a toothbrush cannot reach and generally misses those places which need to be cleaned and fight from bad gums and cavities. During such time, mouth wash will be added benefit to kill the odour which cause bacteria and prevent germs which lead to tooth decay. It is recommended not to consume water for at least 20-25 minutes after rinsing your mouth with mouthwash.

The mouthwash products are very reasonable and affordable by everyone and these helps in removing plaque and bring you good breath which is very essential. It is also recommended to rinse your mouth daily with mouth wash after you eat lunch and after you finish your dinner, so that you can clean up the bacteria, cavities, before you go to bed. The below mentioned mouthwashes will help you to bring good gums and stay healthy.

I have chosen the best mouth wash brands in ascending order for your easy preference. The below mentioned Mouth Wash are recommended for permanent solution for vanishing bad breath, bad gums, cavities and plaque. Mouthwash is a product used as an adjunct to Oral hygiene practices as an antiseptic and antiplaque agent. Periodontitis is very common and is widely regarded as the second most common disease worldwide, after dental decay, and in the United States has a prevalence of 30-50% of the population, but only about 10% have the severe form Mouthwashes claim to kill the bacterial plaque which cause periodontal diseases, Dental caries, and bad breath. Anti-cavity mouth rinses use fluoride to protect against tooth decay. However, it is generally agreed that the use of mouthwash does not eliminate the need for both toothbrush and flossing.

The healthcare industry is one of the world's largest and fastest-growing industries. Consuming over 10 percent of gross domestic product (GDP) of most developed nations, health care can form an enormous part of a country's economy.

The potential size of India's dental market is vast and is expected to become one of the largest single country markets for overseas dental products and materials. The total market for the dental equipment and materials is estimated to be around US\$ 90 million annually. The Indian

market presents lucrative and diverse opportunities for exporters with the right products, services and commitment.

Market growth is driven by a large backlog as 70% of population in India suffer from a dental disease but 40-50% of people have never visited a dentist

Study Rational

In this backdrop the study purpose is to **“Adopting marketing strategies, to know the prescription habits, to know the per patient productivity, understanding the product mix, marketing mix, STP and develop a marketing plan.”**

Study Objective

This is a primary research study conducted in Haldwani and Moradabad for the following requirements:

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

Research Methodology

Study Design: Cross-sectional study

Sampling Method: Simple random sampling

Sample Population: Doctors, prescriptions and Medical Stores

Sample Size: 131 (Dentist) and 72 prescription

Sample Area: Haldwani, Moradabad

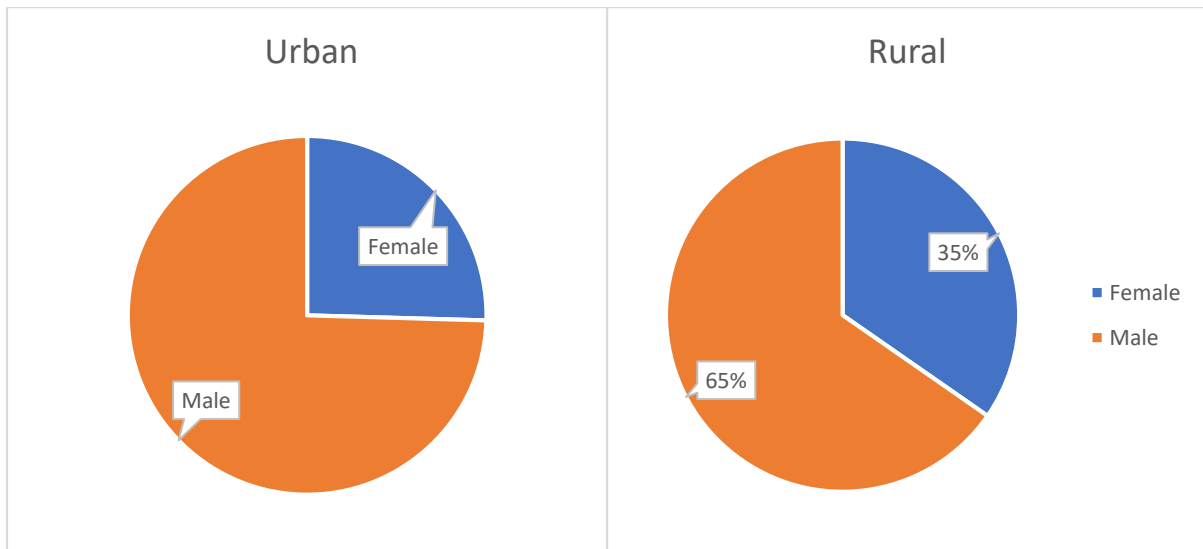
Time Period: 45 Days

Data Collection: Survey Questionnaire were used to collect data from Dentists and Medical stores.

Data Analysis and Interpretation: MS-Excel

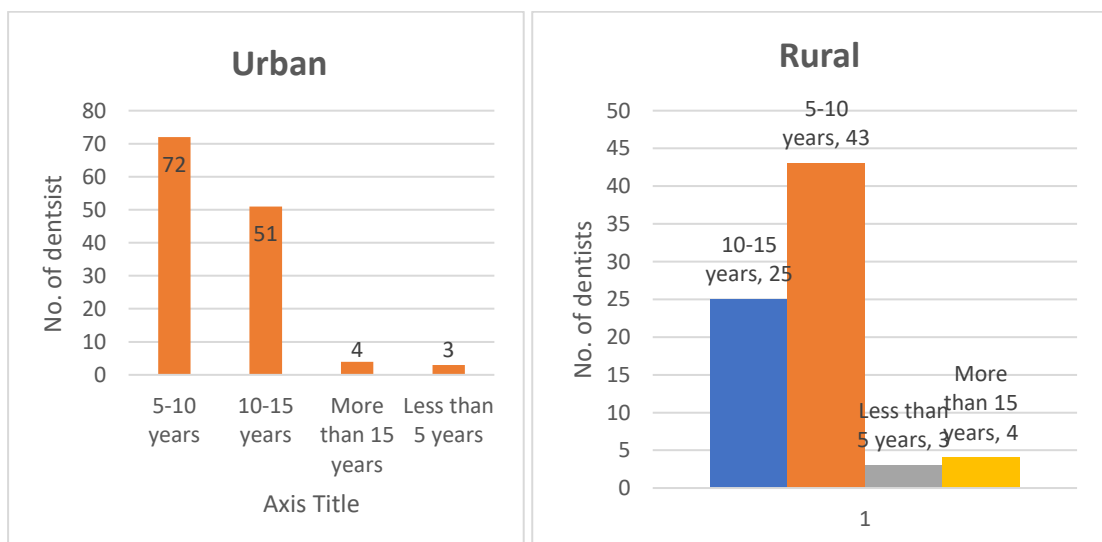
Research Findings

1. Gender of dentists:



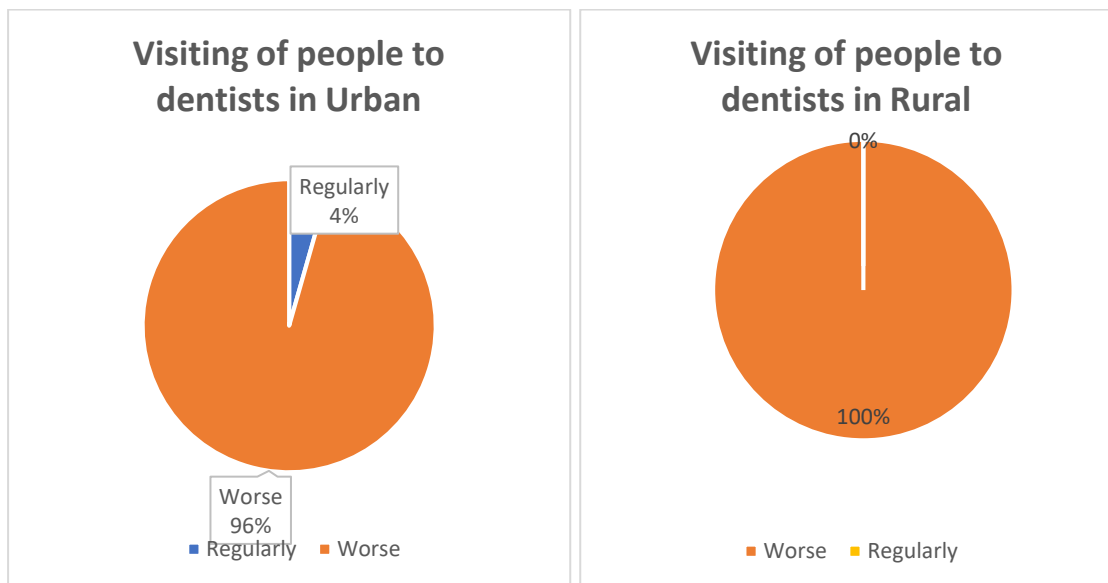
From this statistical comparison it is seen that there are a greater number of male dentists in urban as well as rural areas.

2. Experience of Dentists:



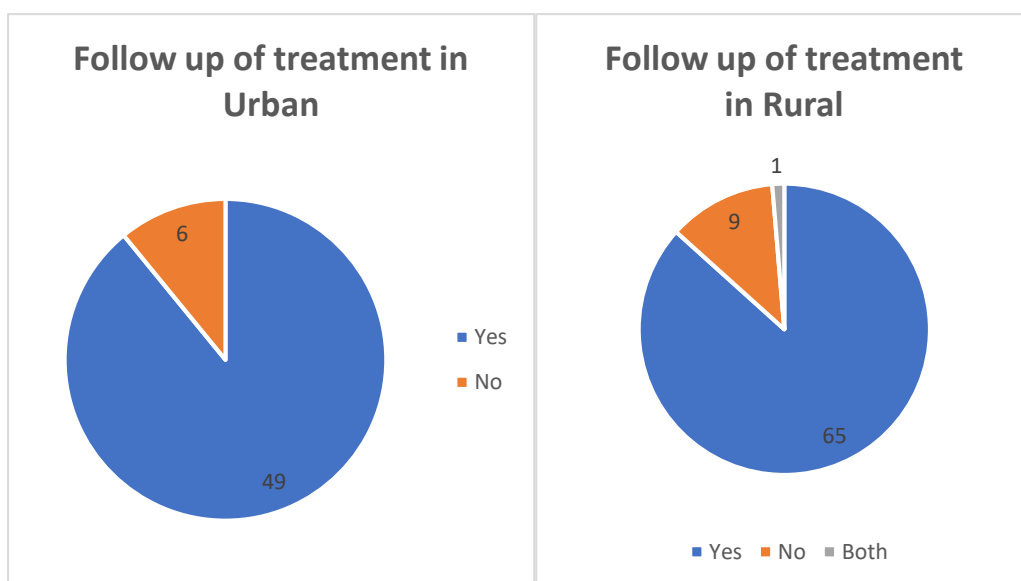
In urban area as well as rural more number of dentists have 5-10 years experience

3. Do people visit dentists regularly or when condition is worse



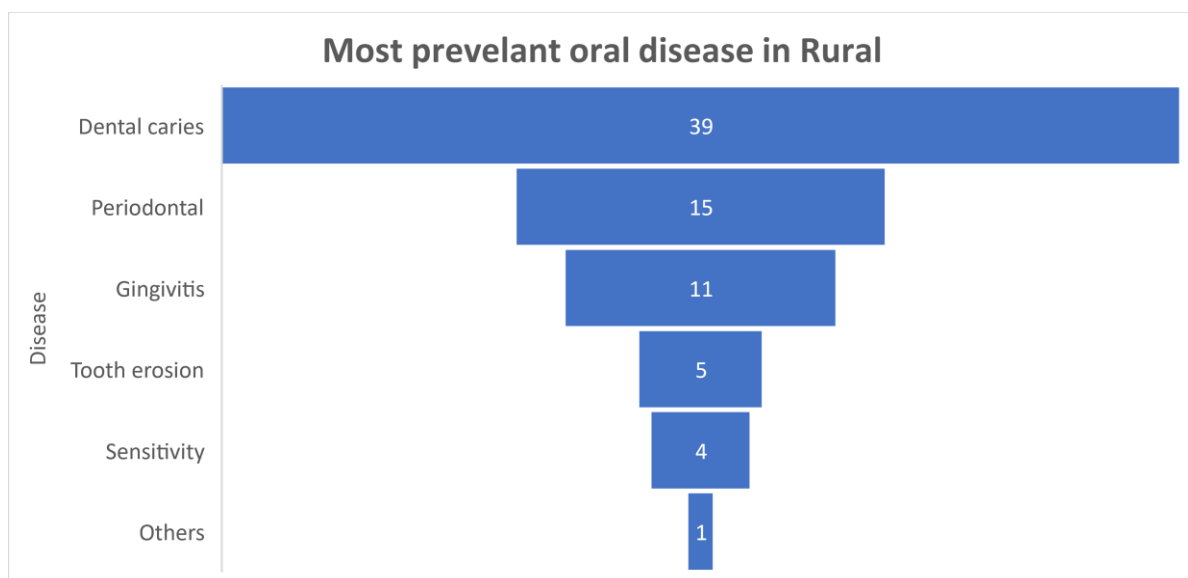
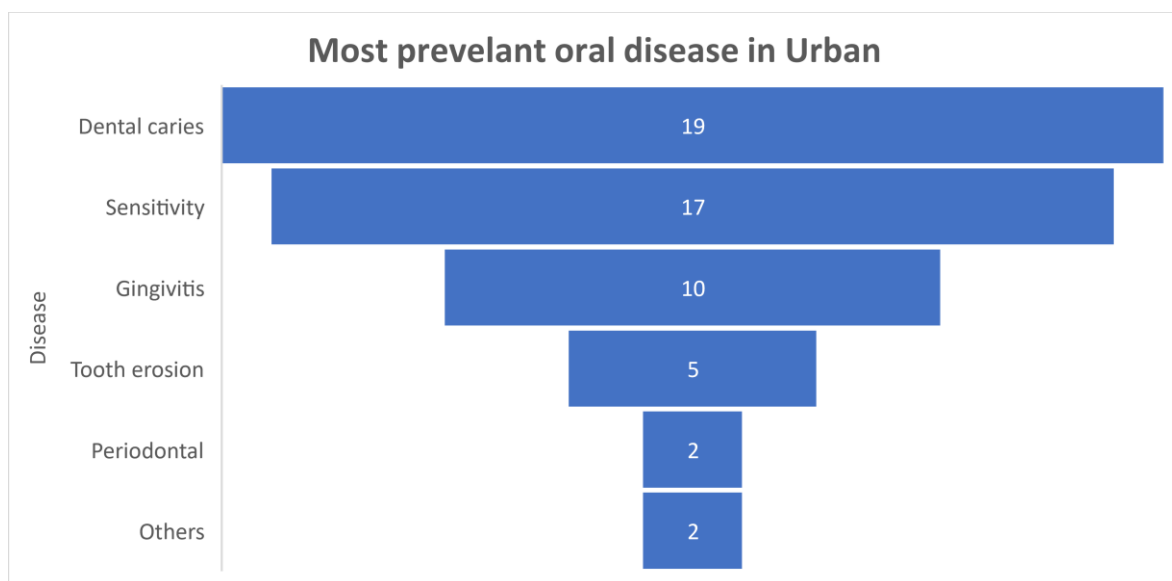
People who don't have good access to dental care are more likely to have gum diseases. Patients often hesitate before committing to treatment. Seeing dentists can help stop small issues from becoming big dental health problems. From this data it has been noted that people visit dentists when the condition is worse in every area of the country either it is rural or urban areas.

4. Do Patient follow up for their treatment



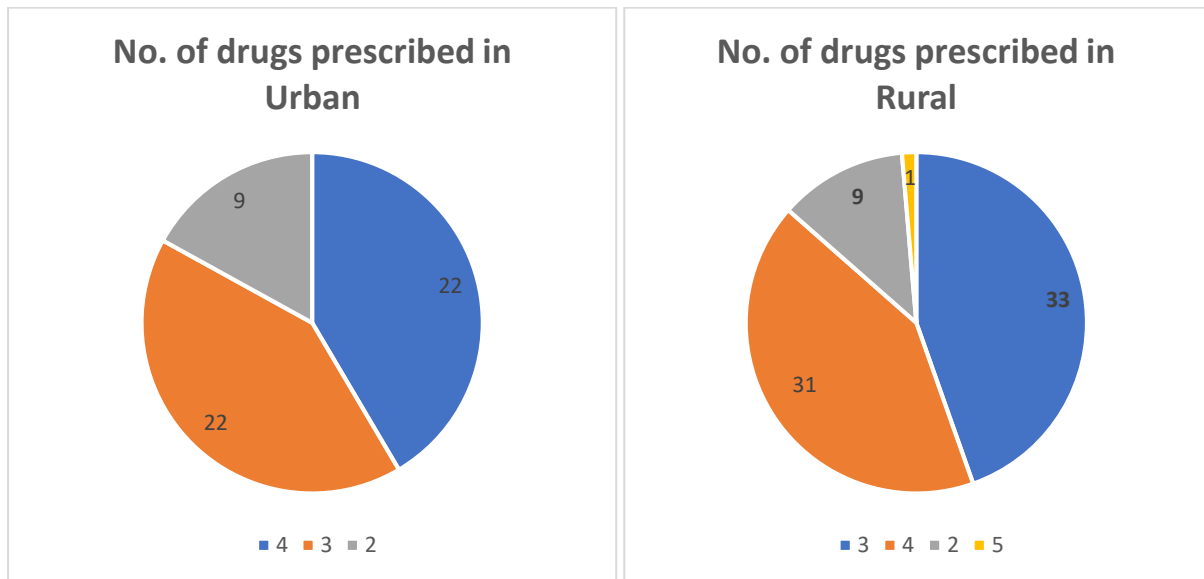
A dental follow up is an appointment with a dentist following a dental procedure. The goal is to ensure that the treatment was successful and that no complaint have occurred. If the dentists are satisfied with the outcome of the treatment, no other follow up visits or procedures will be scheduled. So, from this study it can be seen that a good number of patients do follow up for the treatment. So, in urban as well as rural good number of patients follow up for their treatment.

5. What kind of dental disease is most prevalent in patients



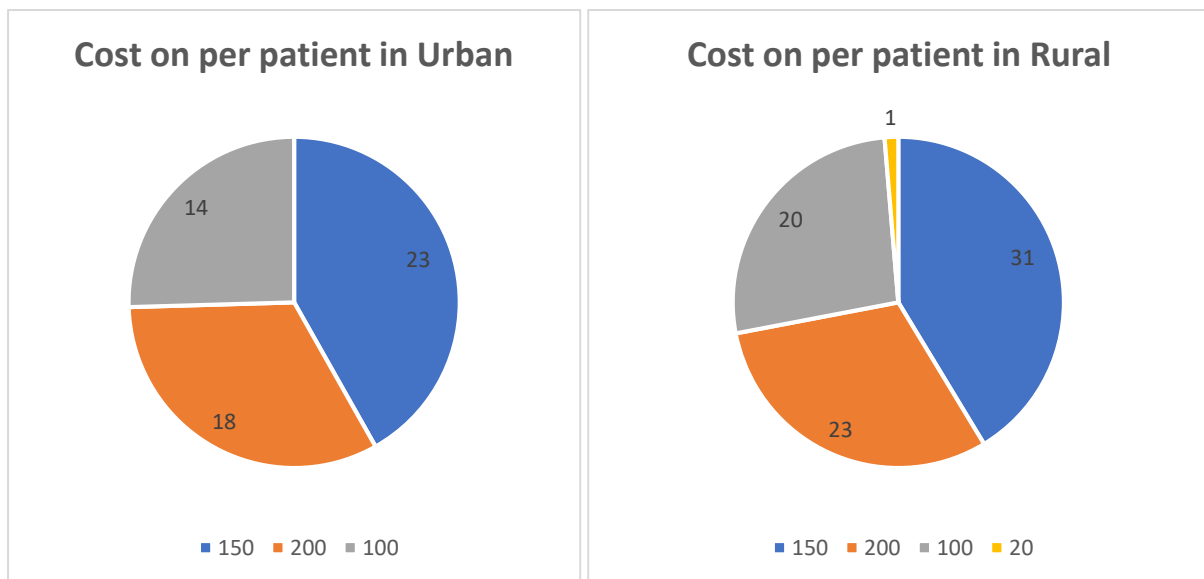
In India, the dental health workforce to population ratio is low. There is an unequal distribution of dentists nationally. According to the cross-sectional survey, Dental Caries came out to be the most prevelant oral disease. Whereas Sensitivity and periodontal disease came out to be the second most common disease in urban and rural areas.

6. No. of drugs prescribed on each patient:



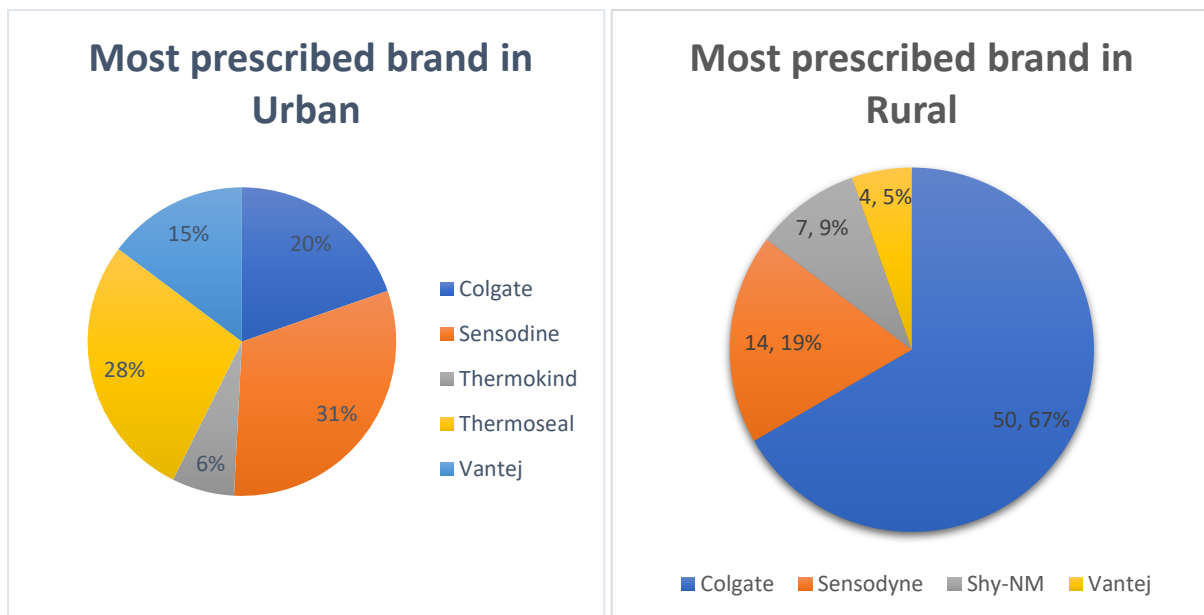
There are several different drugs dentists may prescribe depending on the condition on your condition. Some medications are prescribed to flight certain oral diseases, to prevent or treat infections, or to control pain and relieve anxiety. So, in a combination most dentists usually prescribed 3-4 medications on a combination.

7. Cost on per patient



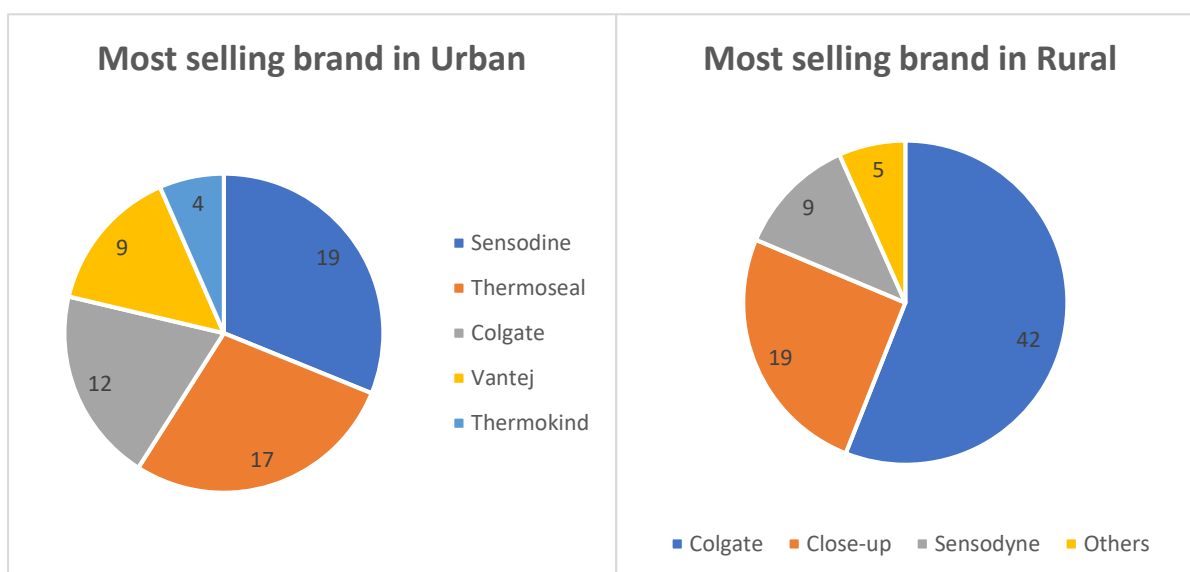
Dental services are an important and growing sector of the economy. These figures highlight the size and growth of expenditures on dental care. The per patient productivity is Rs. 150 as 23% of dentists take Rs. 150 as their consultation fees in urban areas and 31% of rural dentists take Rs. 150 as consultation fees, which was same amongst both.

8. Most prescribed brand by dentists



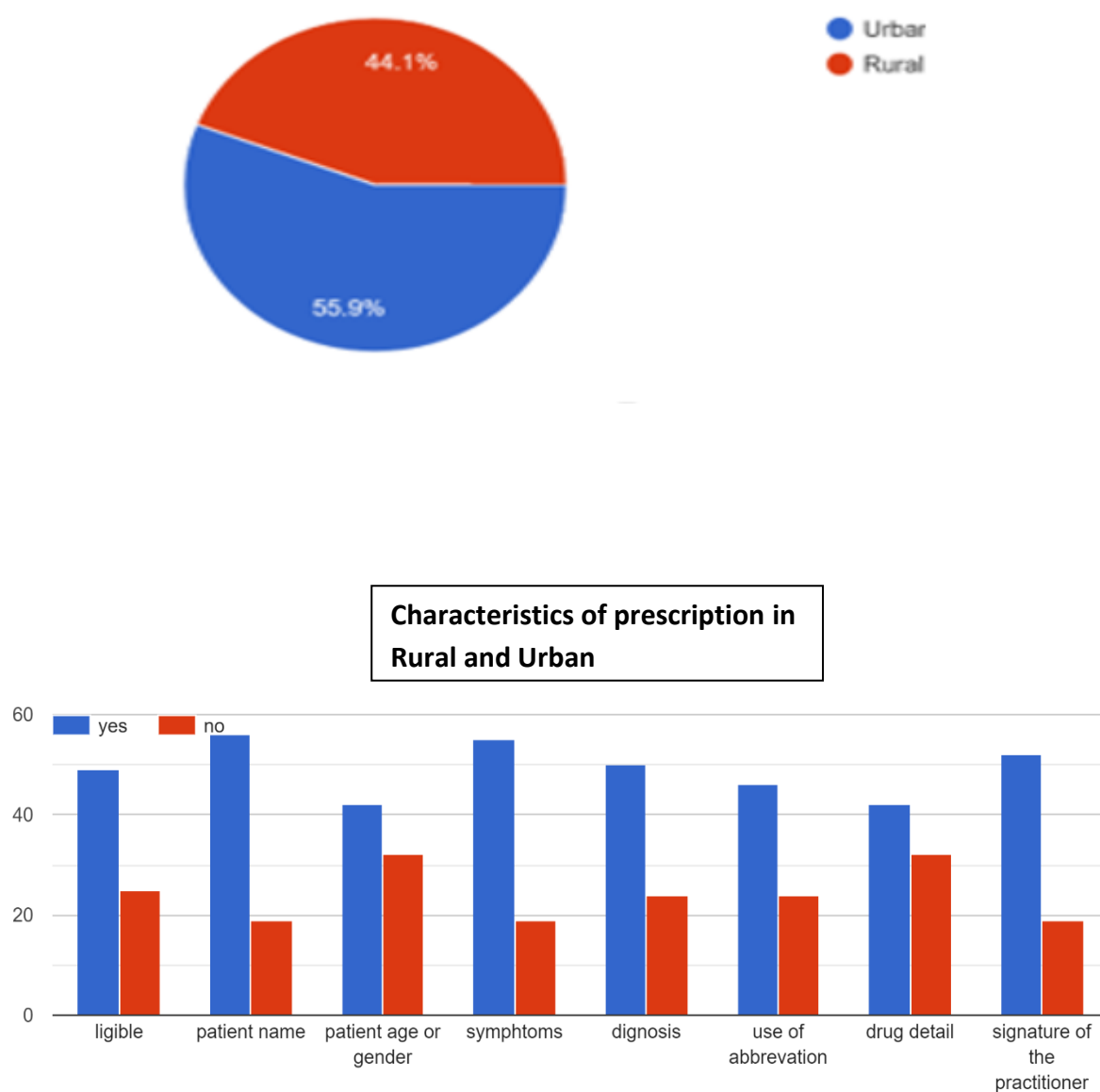
There are a number of different drugs dentist may prescribe, depending on your condition. Sensodyne was found to be the most prescribed brand in urban area whereas Colgate was found to be the brand which is most prescribed by dentists in rural. In Urban sensodyne was followed by Thermoseal, Colgate, Vantej and Thermokind. In Rural, Colgate was followed by sensodyne, Shy-NM and Vantej.

9. Most selling drug of oral care



The oral care market is intensively competitive with a few large and medium size players accounting for significant share of market. The key players compete in terms of quality, pricing and innovation. In urban areas the most selling brand was Sensodyne followed by thermoseal, Colgate, Vantej, Thermokind. In rural, Colgate was the most selling brand followed by close up, Sensodyne and others.

10. Prescription pattern:



5.9% of dentists are well educated. They meet the ideal prescription habits. They are legible, they mention the patient name, patient age, gender, symptoms, diagnosis, use of abbreviation, drug details and signature of the practitioner, so they maintain the ideal prescription decorum but rural dentists lack in this prescription pattern.

Result and discussions:

From the above survey, it is seen that among the 131-sample size, 55.9% of dentists are well educated. They meet the ideal prescription habits. They are legible, they mention the patient name, patient age, gender, symptoms, diagnosis, use of abbreviation, drug details and signature of the practitioner, so they maintain the ideal prescription decorum but rural dentists lack in this prescription pattern.

In urban areas as well as rural areas most, prevalent dental disease is Dental caries or cavities.

To fulfil the comparison of patient flow, after analysing all the samples I came to know that most of the urban doctor and rural doctors, the per patient productivity is 150 rupees. 23% in urban and 31% in rural dentists take 150 rupees as a consultation fee.

From the survey I came to know that in urban area dentists mostly prescribe Sensodyne (31%) for dental diseases as well as in urban areas dentists prescribe Sensodyne (36%). The second choice of the dentists in both areas is Colgate.

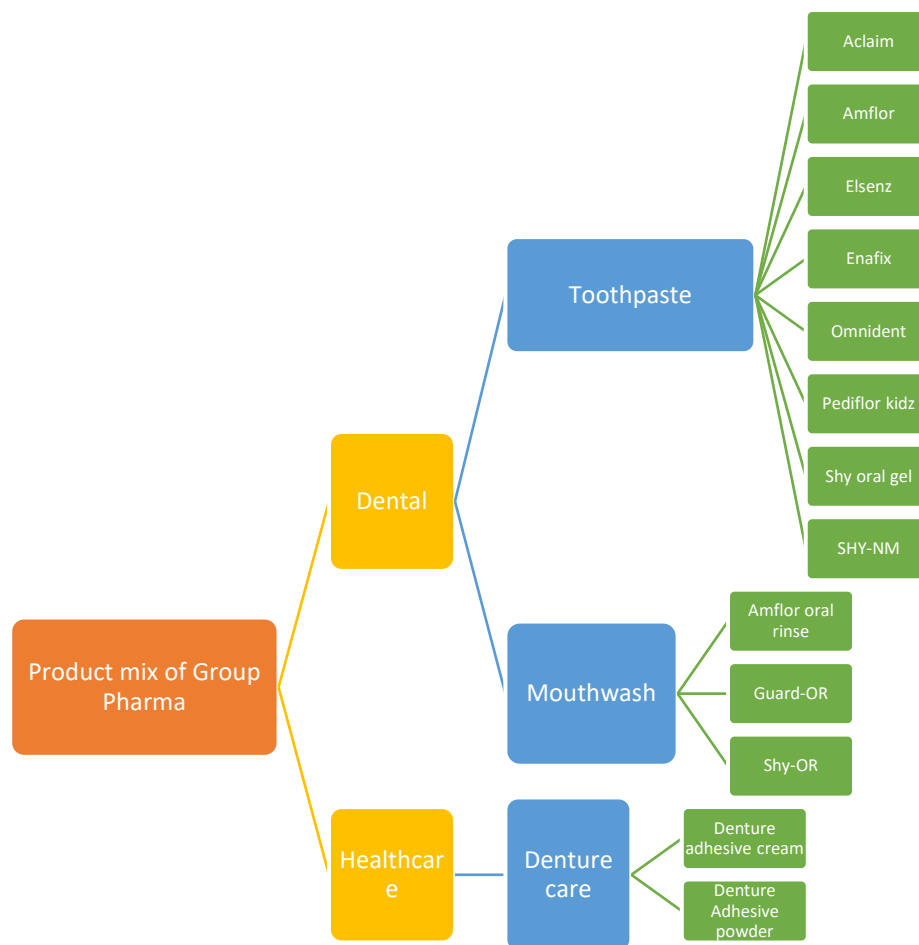
Urban as well rural dentists mostly prescribe 3-4 drugs in oral diseases. Rural dentist prescribes most no. of drugs.

From the survey the most selling drug came out to be Sensodyne in both areas but in rural areas Colgate was given the 2nd preference by the dentists but in urban areas thermoseal was

Product Mix of Group Pharma

A Product mix is the set of all products and items a seller offers for sale. A product mix consists of various product lines. Companies of a product mix has a certain.

1. Width -The width of a product mix refers to how many different product lines the company carries. Product line and length Product width.



2. Length-The length of a product mix refers to the total numbers of items in the mix. We can also talk about the average length of a line. This is obtained by dividing the total length by the no. of lines. There are 13 products in the product line of group pharma.

3. Depth-The depth of a product mix refers to how many variants are offered of each product in the line. The average depth of a company's product mix can be calculated by averaging the no. of variants within the brand groups. Different types of toothpastes come under the depth of the product mix.

4. Consistency- The consistency of the product mix refers to how related the product lines are in end use, production requirements, distribution channels, or some other way.

Marketing plan

Rural and urban consumer: A Detailed Profile

Rural population is 73% and urban population is 27% of total population of India. Urban Population is spread over 3200 cities. Rural population is spread across 570000 villages.

Difference between Urban and Rural marketing:

Urban Marketing	Rural Marketing
Large Size of market	Small market size
Large no. of customer	Largely untapped
Effective distribution channel	Less distribution channel
Rise to competition	Less competition
Awareness about the product	Unaware about the product

Aspects	Urban	Rural
Philosophy	Marketing and social concept	Development and relationship marketing
Market Demand	High	Low
Competition	Organized sector	Unorganized sector
Literacy	High	Low
Income	High	Low
Needs	High level	Low level
Price sensitive	Yes	Very much
Adoption	Faster	Slow
Transportation	Good	Average
Advertising	Good	Average

Mission statement- Increase the availability of dental services in the Urban, Suburban and Rural area.

Objectives- To address the needs of Rural and Urban Market.

Situation analysis- This is done by following methods

SWOT analysis-

Accurate Competitor Research

STRENGTH:

- Highly established and positive reputation
- Hiring integrate with training programme
- Efficient sales workforce

WEAKNESS:

- Third party manufacturing of dental care products
- Mainly focussed at dentalcare segment
- Poor availability of products

OPPORTUNITIES:

- Has resources to become a greater online presence
- Considering budget for advertising on multiple platforms
- As it is a renowned company in dental sector, they must expand their chains in other healthcare divisions

THREATS:

- Fast growth of competitors in dental segment
- Launching of new product by the competitors

3 C' Analysis- This method is the most effective when used to analyse the marketplace outside the company. There are 3 C' need to be in consideration.

Company

In this analysis, marketers focus on evaluating company's long and short goals. To be more specific, company owners need to define their goals in short and long term. Additionally, do not forget to consider product lines within and outside the company such as how well they are

manufactured and how well they are consumed and accepted by consumers. If a company can do these analyses to clarify to what extent their business fits to external environment.

Customers

This analysis requires businesspeople to take several complicated tasks. For example, they need to collect data about customer demands, the motivation to purchase goods, their level of income, and the quantity and frequency of their purchase.

Competitors

Knowing about your rivals is necessary to any company. This analysis allows companies to figure out the potential and capability of competitors, how they may affect your company.

Porter Analysis

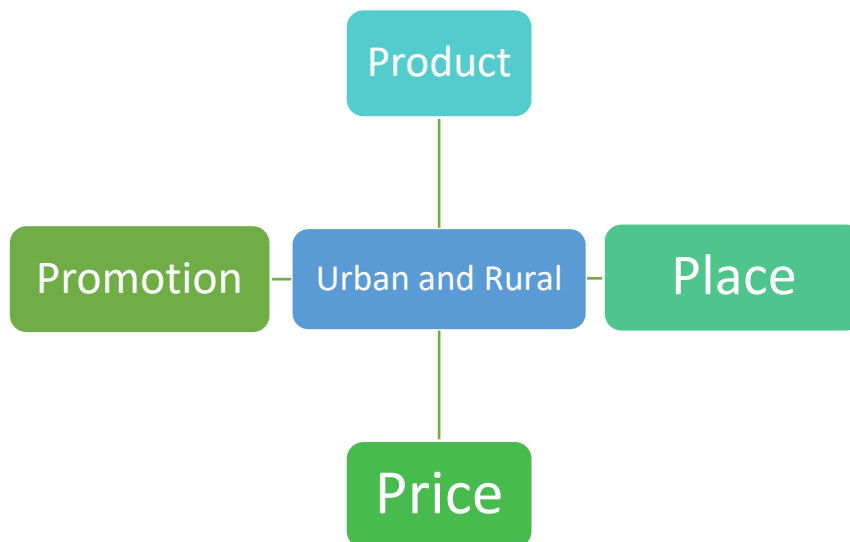
This method is often applied to identify threats from environment, competitors, and any problems outside the company. Besides, this model also helps in comparing and examining a business's profitability and position in the industry with their competitors.



By 2018, the Indian dental equipment industry is expected to reach US\$ 116.43 million, growing at 10% annually, the dental care services market US\$ 1.16 billion and oral care market US\$ 1.8 billion. Overall, the dental market is expected to grow by 20 percent.

Marketing Mix

4 P's of Marketing:



Product: SHY-NM (Toothpaste).	Price	Promotion	Place
• Composition: Calcium sodium phosphor silicate. • Quality: Premium. • Quantity: 100 gms. • Packaging: Single paste. • Price: • MRP-212 • Discount: 10%	• MRP-212 • Discount: 10%	• a. Newspaper • b. Free sample distribution to doctor	• Channels- All Salers and retailers • Inventory: Cold Storage • Transportation: Road, Rail etc...

STP

Segmentation

Geographical area: Haldwani and Moradabad

City size: 4.50 Lakh, 8.9 Lakh

Density: Rural

Income: Rs 2.5 Lakh Per annum

Social class: Middle class

Awareness stage: Medium awareness

Attitude towards product: Positive

User's rate: Light user

Benefit: Quality, economic

Targeting

Dental Patient

The overall prevalence of dental caries in the sample was 77.7% of the total sample population. It was found that 10-12 years age group had 80.9% spread of caries as compared to 67.26% in the 7-9 years age group. The DMFT +deft was 2.61 in the older group and 1.97 in younger group.

Further, it was observed that a total of 79.08% children required dental intervention. Out of which, 55.95% children required one-surface filling, fissure sealants (33.30%), extraction (16.34%), preventive care (6.37%), pulp care (3.32%), two-surface filling (4.01%) and crown (0.55%).

- Target the people who are suffering from Dental problems.
- Target the online Marketing like Amazon, Flipkart and E-pharmacy
- Target the Social media marketing like Facebook, LinkedIn etc...

Promotion

1. Know your target audience well

It is important for the company to identify their target audience and understand their preferences and needs

2. Identify the product features

The Marketer should be aware of the benefit of the product.

3. Unique selling Proposition

Every product should have USPs; at least some features which are unique. The organizations must create USPs of their brands and effectively communicate the same to the target audience.

4. Know your competitor

- A marketer must be aware of the competitor's offerings. Let the individuals know how your product is better than the competitors?
- Never underestimate your competitors.
- Let the target audience know how your product is better than others.
- The marketers must always strive hard to have an edge over their competitors.

For example: The competitors of group pharma are Vantej, Thermoseal, sensoform, RR-Sensoform, Thermokind, Hydent-K, K-Pro.

5. Ways to promote brands

Choose the right theme for the advertisement.

- Use catchy taglines.
- The advertisement must not confuse people.
- The marketer must highlight the benefits of the products.

6. Maintain the position of the brand

- For an effective positioning it is essential for the marketers to continue to live up to the expectations of the end - users.
- Never compromise on quality.
- Don't drastically reduce the price of your products.

Challenges in Rural Marketing

Even though rural markets are a huge attraction to marketers, it is not easy to enter the market and take a sizeable share of the market in the short time due to the following reasons.

1. Low Literacy

There are not enough opportunities for education in rural areas. The literacy level is as low. This is the reason why they go for the old and known products, as they are unaware of the new products.

2. Transportation

Many rural areas are not connected by rail transport. Roads become unserviceable during the monsoon and interior villages get isolated. So, providing the goods at the right time and right place will play a major role.

3. Distribution

An effective distribution system requires village level medical store, wholesaler or preferred dealer, distributor or stockiest at district level and company-owned depot or consignment distribution at state level. The presence of too many tiers in the distribution system increases the cost of distribution of the products.

4. Communication Problems

There are many cases of miscommunication between the doctor and patients or pharmacist and patients as they do not understand the brand name. So, it is tough for the rural population to repurchase the products.

5. Traditional Life

Life in rural areas is still governed by customs and traditions and people do not easily adapt new products

6. Buying Decisions

Rural consumers are cautious in buying and decisions are slow and delayed. They like to give a trial and only after being personally satisfied. So, by conducting CSR (corporate social responsibilities) activities in rural will aware them about the product.

7. Media for Promotions

Radio reaches large population in rural areas at a relatively low cost. However, reach of formal media is low in rural households, therefore the market must undertake specific sales promotion activities in rural areas like participating in meals or fairs.

8. Career in Rural Market

While rural marketing offers a challenging career, a rural salesperson should require certain qualifications and specialized talent to deal with them.

Here are some of the strategies may adopt by Companies for Rural markets for their products and Services:

1. Best Promotion and Quality Perception

Companies with new products are properly capable to communicate its products and services to their customer. There is a different between Quality a customer perceives, and a company wants to communicate. Thus, this is very crucial. As a rural Indian customer always wanted value for money with the changed perception, one can notice difference in current market scenario especially in case of services given by the companies.

2. Easy-Way Communication especially for Rural Market

The companies have realized the importance of proper communication in local language for promoting their products especially in rural market. They have started selling the concept of

quality with proper communication and easily understandable way of communications. Their focus is to change the Indian customer outlook about quality.

3. Changing Pattern of Rural Customer

Nowadays villagers are constantly looking forward for new branded products and good services. Regards for Cultural and Social Values Companies have recognized that social and cultural values have a very strong hold on the people in rural markets. Cultural values play major role in deciding what to buy. Thus, to promote products and services we should regard their social and cultural values.

4. Focus on Customer Requirement

Every customer want value for their money. They do not see any value additional associated with the products. They aim for the basic functionality. However, if the sellers provide frills free of cost, they are happy with that. They are happy with such a high technology that can fulfil their need

5. Patriotism with Products and Services

Companies are associating themselves with India by talking about India. Using Indian Tricolour while doing advertisement during Independence Day and Republic Day.

6. Developing Specific Products for Specific Segment

Many companies are developing rural-specific products. Keeping into consideration the requirements, a firm develops these products.

7. Effective Media Modes of communication

Traditional media or the modern media used for rural marketing is being used by companies. The traditional media include melas, puppetry, folk theatre etc. while the modern media includes TV, radios.

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