

INTRODUCTION

OBJECTIVES

To study Strategic Brand Planning and Market Research of Algal Calcium Supplement Calgal XT

RESEARCH METHODOLOGY

The concept testing feedback of algal calcium calgal Xt a novel drug by voll santé was taken in the market from different specialized doctors which include Orthopedics, dietician's gynecologist, Nutritionist and general physicians at different corporate hospital and standalone clinics in Delhi and NCR.

Study design: Prospective, observational study.

Study Period: The study was conducted for a period of about 30 days.

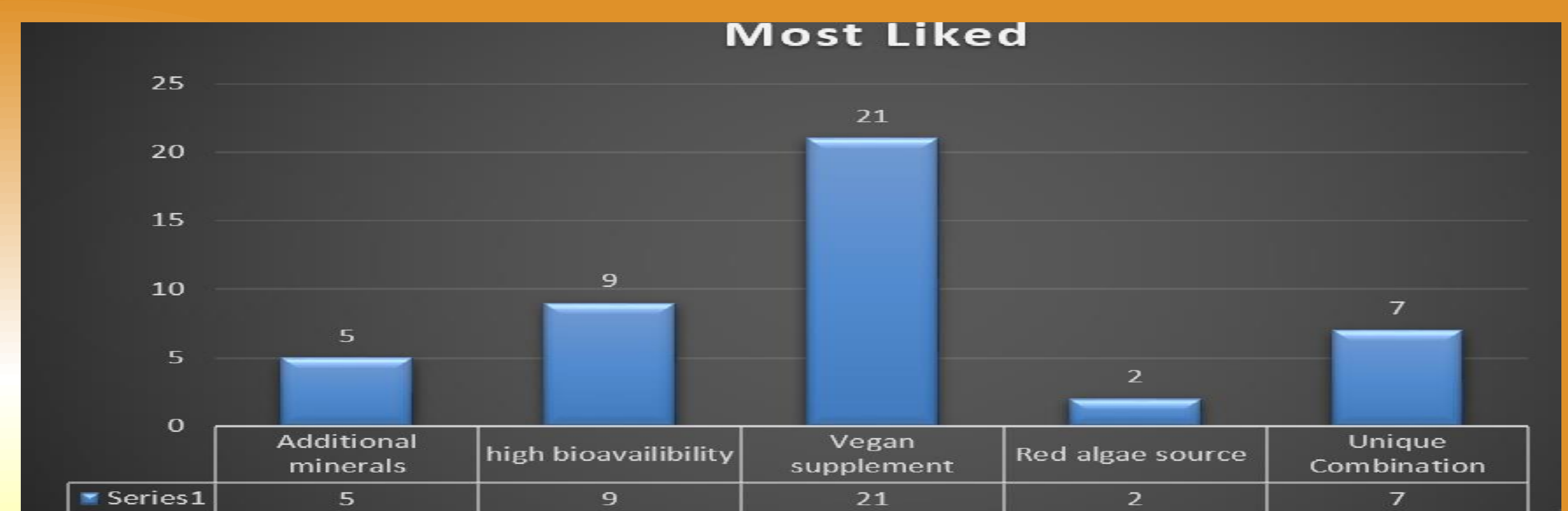
Source of data: Collecting feedback responses from doctors and consultants specially targeted orthopedic, gynecologist, dieticians and nutritionist.

Sample technique: Non probability convenient sampling

Sample size: 89

DATA ANALYSIS AND INTERPRETATION

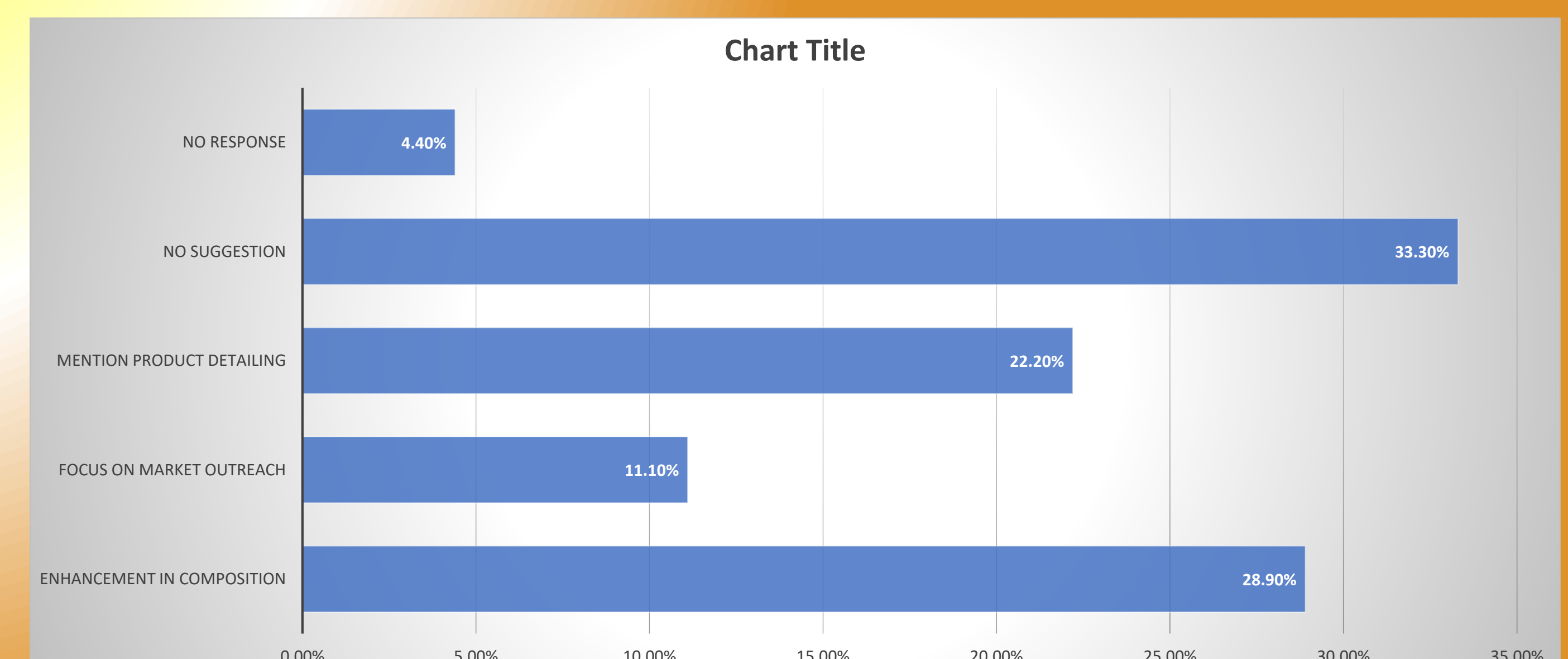
➤ **What did you like most in this product concept?**



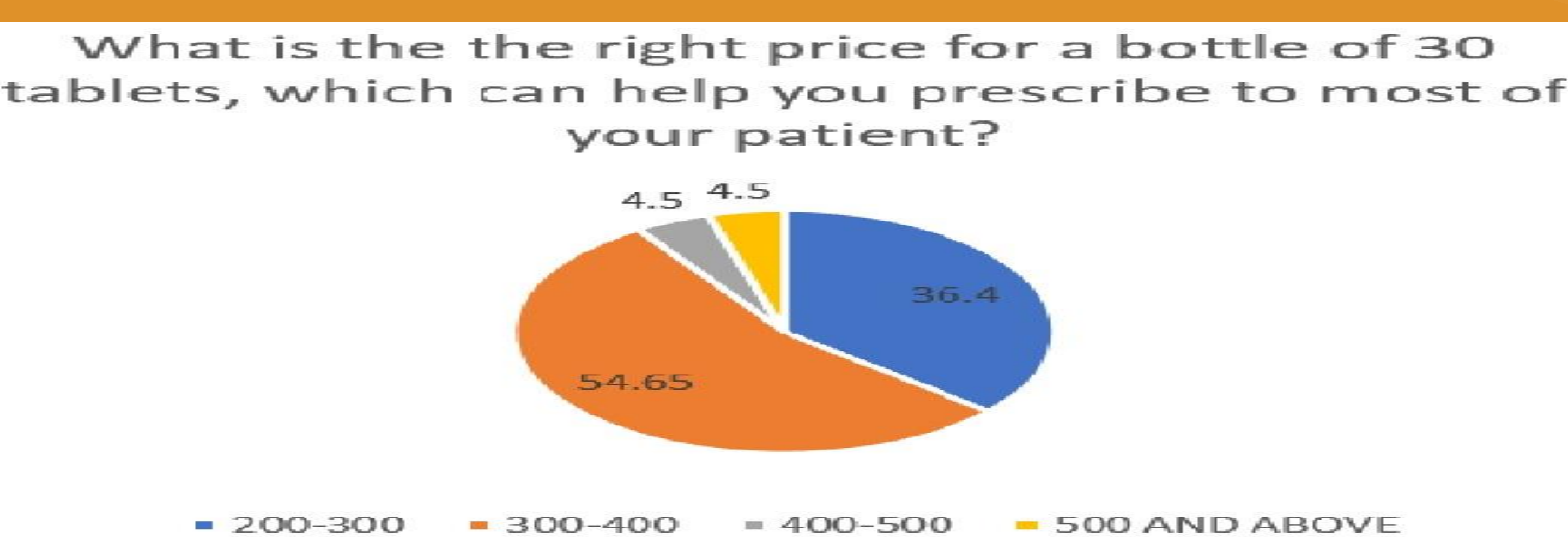
➤ What did you not like in this product concept?

Interpretation: The above bar graph shows the data of qualities and components which are disliked by the respondents. Most of them around 15 doctors out of 44 found the details of the concept very limited. Whereas 12 doctors found nothing challenging they responded concept as all good. Low amount of calcium and vitamin D3 in product is also highlighted by few doctors. Around 5 of the doctors also asked for the Research paper for supplement composition profile proof but unfortunately it was not available.

➤ Any suggestion to improve this product concept?



Interpretation: The given pie chart shows us the proposals of the doctors to give a right pricing to the product. Surprisingly 54.5% of the doctors proposed the price of the product should be ₹ 300-400. Whereas 36% of them proposed price should be between ₹200-300.



CONCLUSION

During the survey it was noticed that the concept testing of Voll santé product (Calgal XT) conducted at various hospitals, Clinics, wellness center reveals that according to prospects the product concept is very unique and most liked part is that it is a vegan supplement. Although some of the challenges stood up regarding product detailing and amounts of compositions like calcium and Vitamin D3 is low in product. Enhancing the composition and floating other variants of this product may convert challenges into opportunities for a good market response. According to the experienced respondents the right market price of the product should be between ₹300 to 400 so that it can be affordable to the consumers.