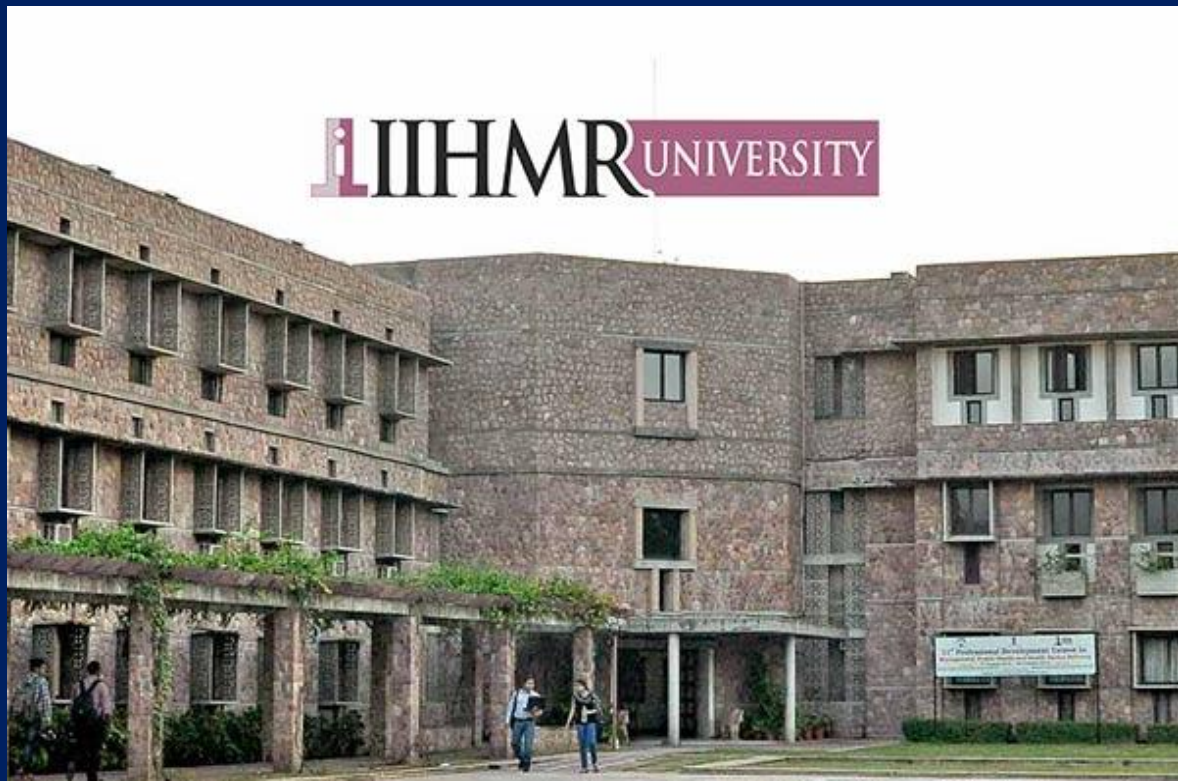


Customer Perception Towards Voll Pro (Protein Supplement)

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Under the guidance of Mr. Rahul Sharma



Protein Diskettes with multivitamin and multimineral Recommended Serving. Voll Pro diskettes are suggested to be used along with balanced diet NOT FOR MEDICINAL USE This product is not intended to diagnose, treat cure or prevent any disease/disorder. Majority of us are not aware that we are not having enough protein in our diet. One of the key symptoms of lack of proteins is weakness and fatigue. Eating a high-protein diet has two major benefits – it keeps you feeling fuller for longer and helps you retain more muscle. Increasing dietary protein intake may also be helpful in lifestyle diseases. Protein containing all the essential amino acids in right quantity must be consumed every day for optimum health. But protein is not just about quantity, it is also about quality. Whey known as “fast acting” digests quickly, soya protein is having “intermediate digestion rate” whereas casein known as “slow acting” digests slowly. This blend provides fast and sustained release of amino acids over the time which will keep you energetic and satiated longer.

OBJECTIVE

MAIN OBJECTIVE:

To study the customer perception towards Voll Pro Product (Protein Supplement)

SUB OBJECTIVE:

- To study the customer perception towards the usage of high protein and triple blend protein.
- To analyse the satisfactory level for the flavour of the product.
- To analyse the convenience of the product towards the doctors.
- To analyse the affordability level of the product price among the doctors.

METHODOLOGY

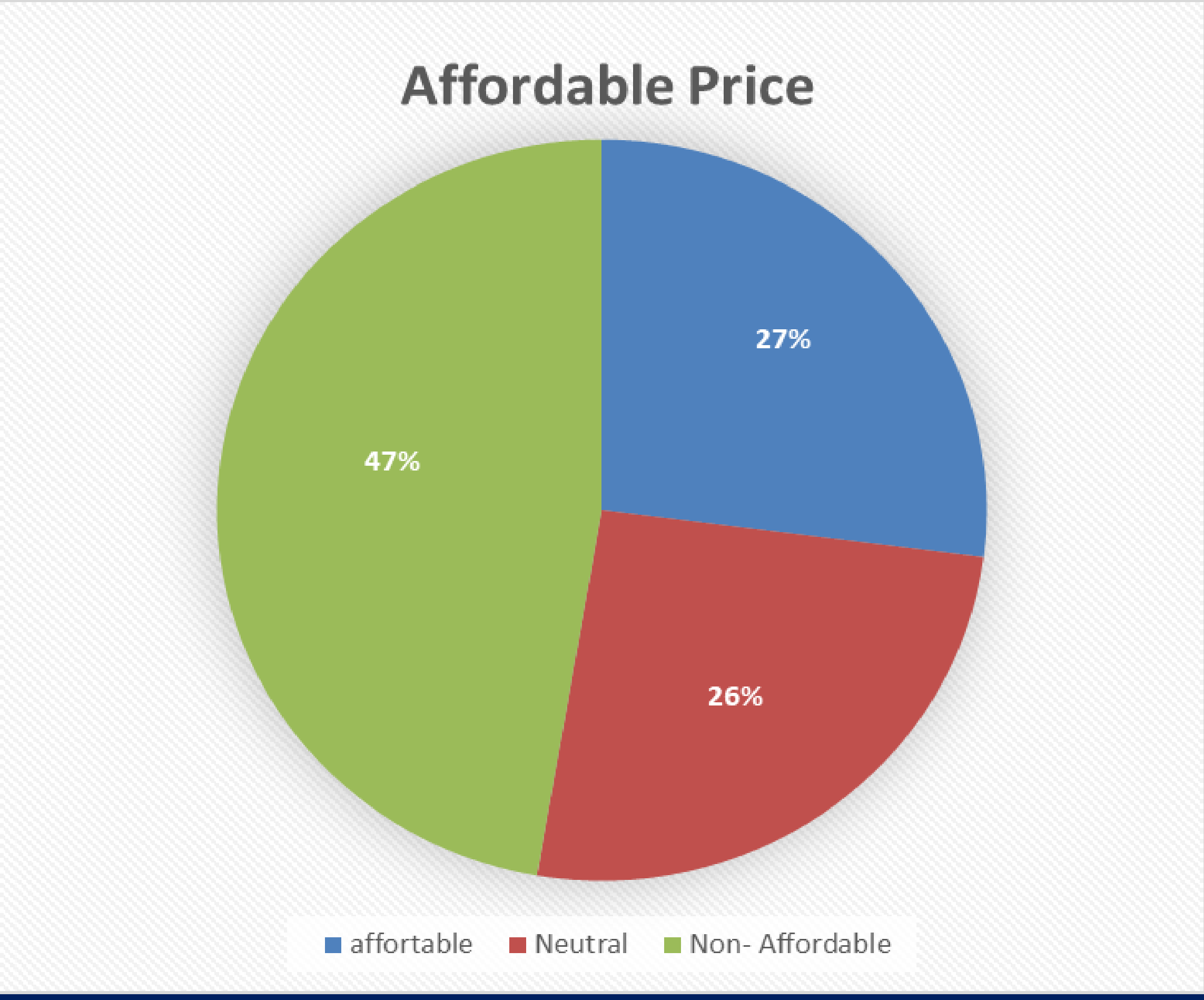
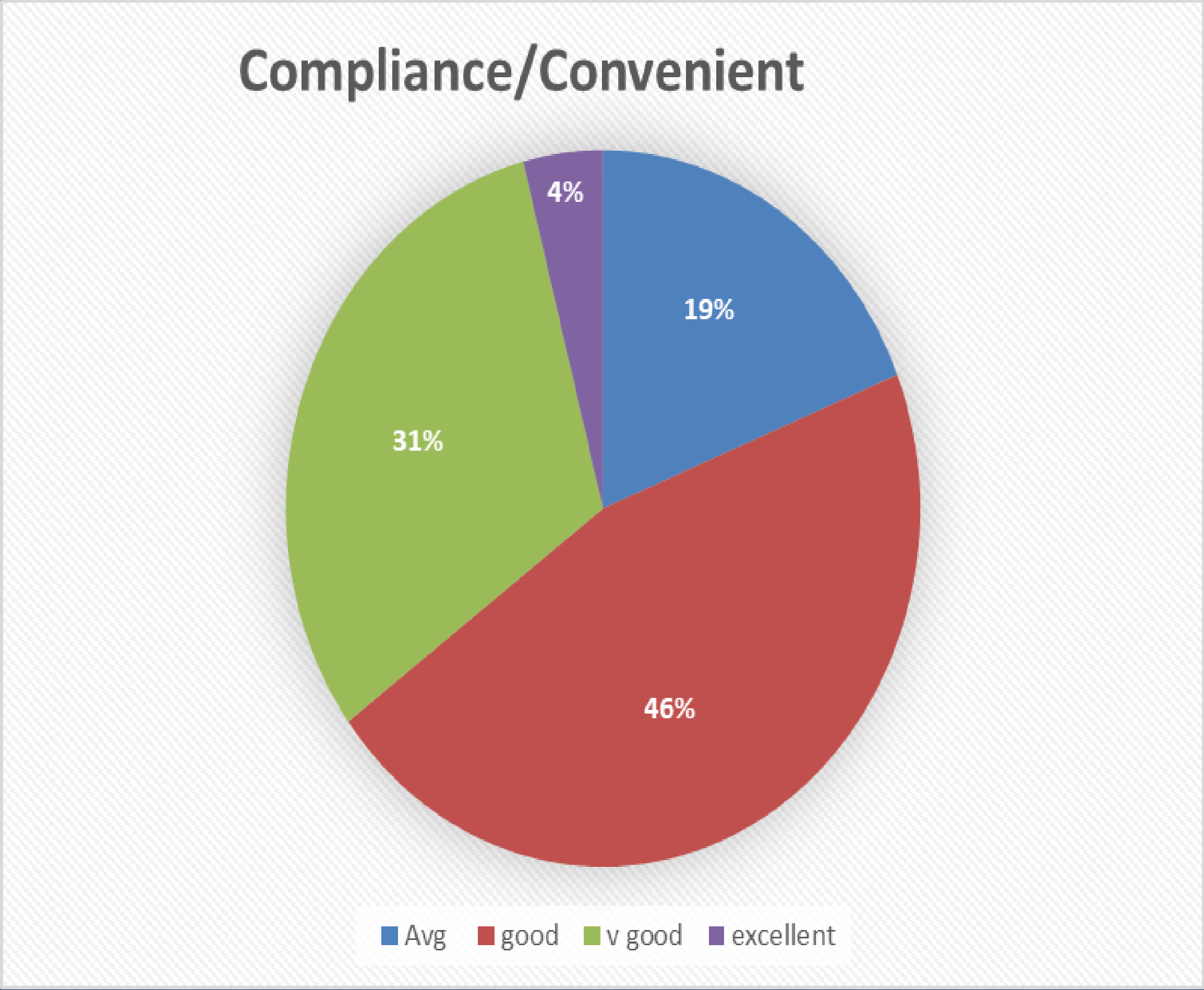
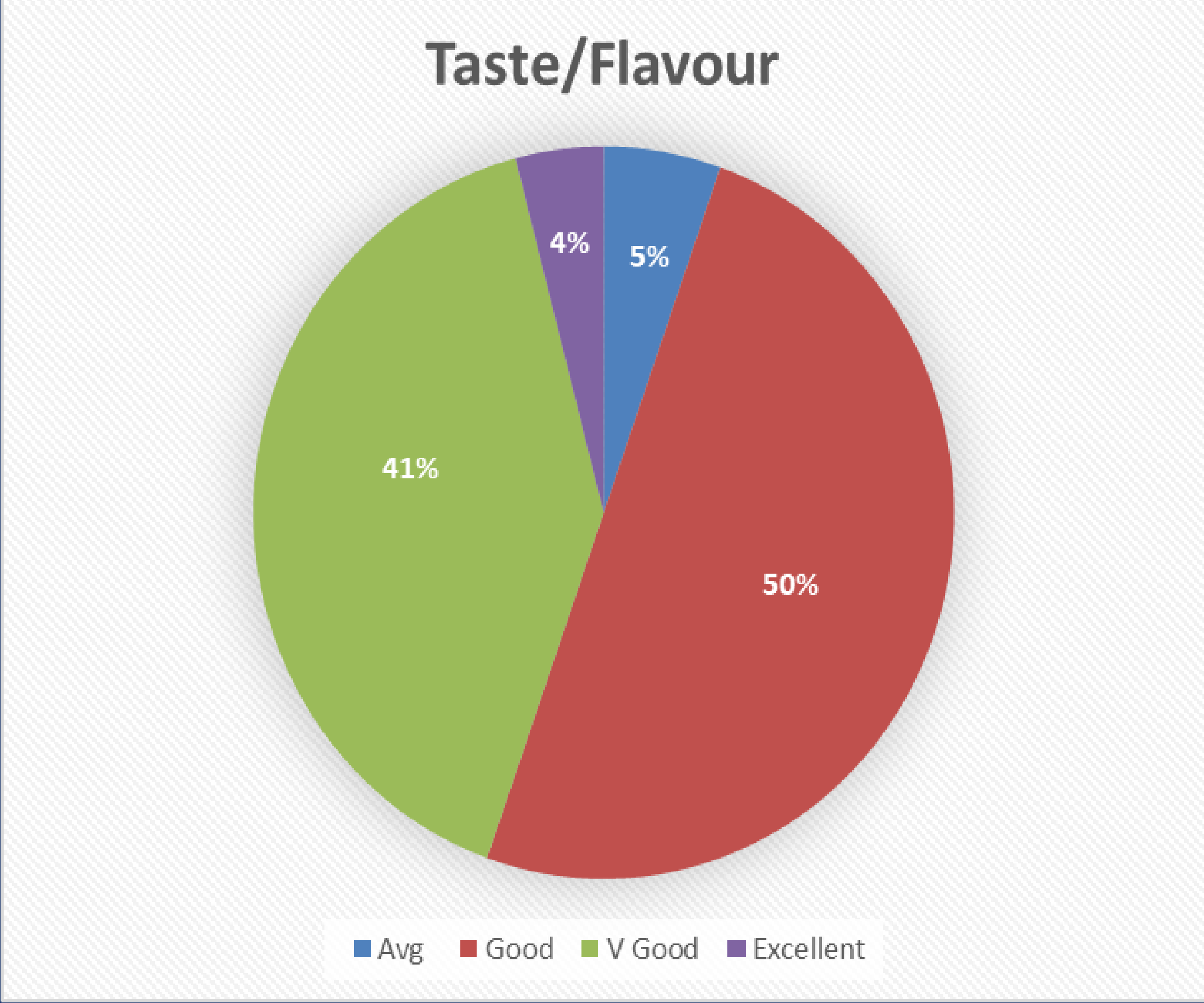
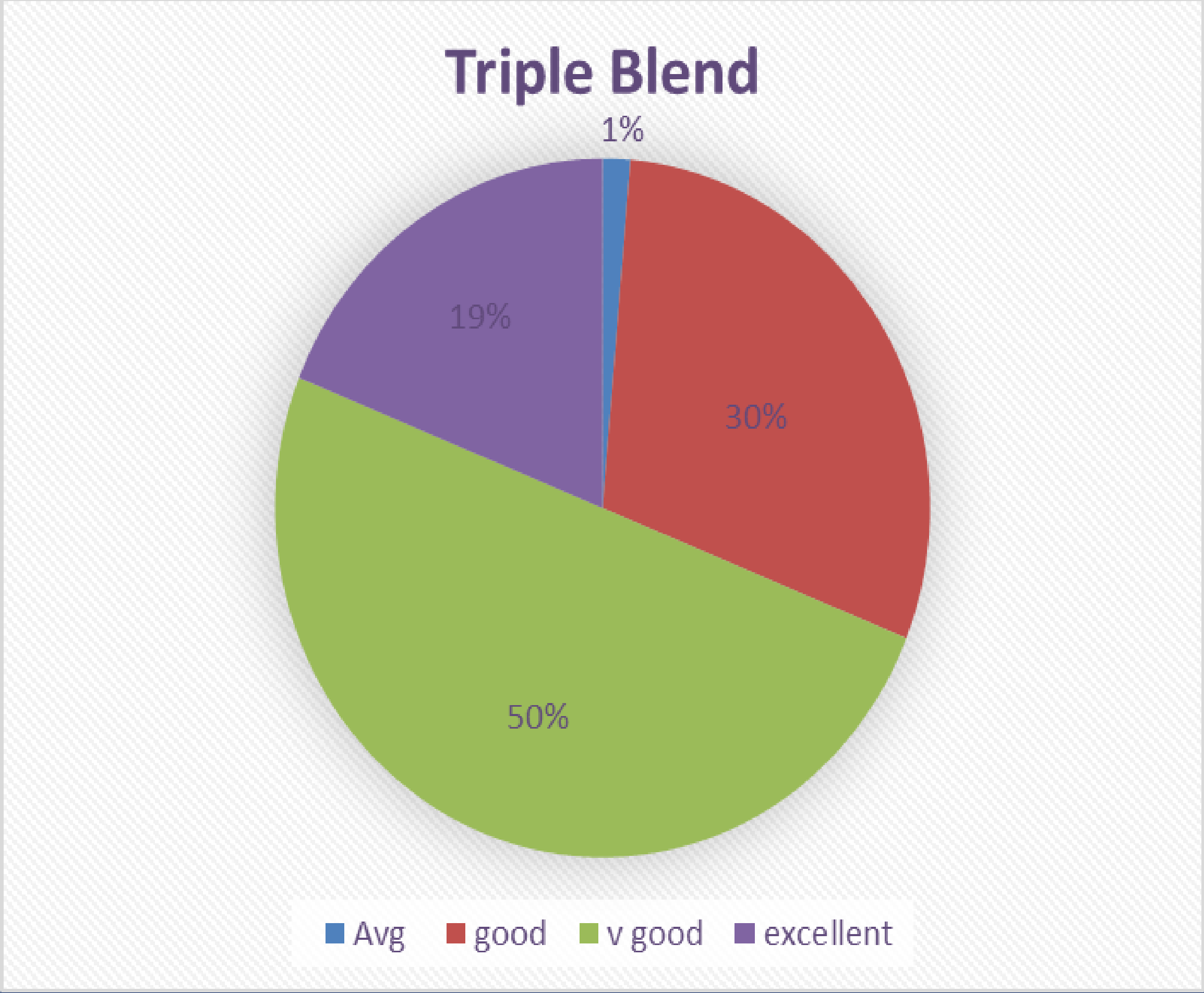
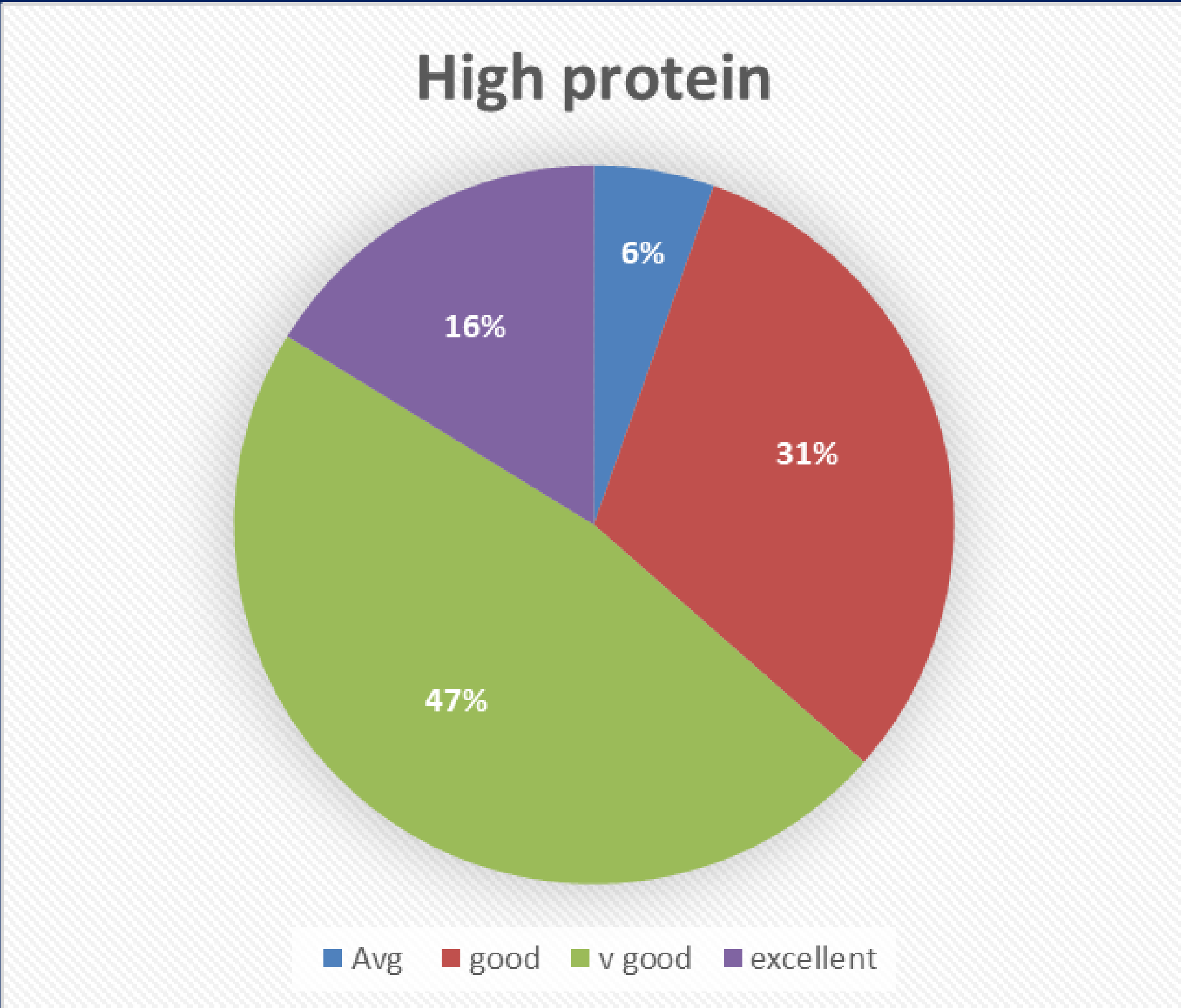
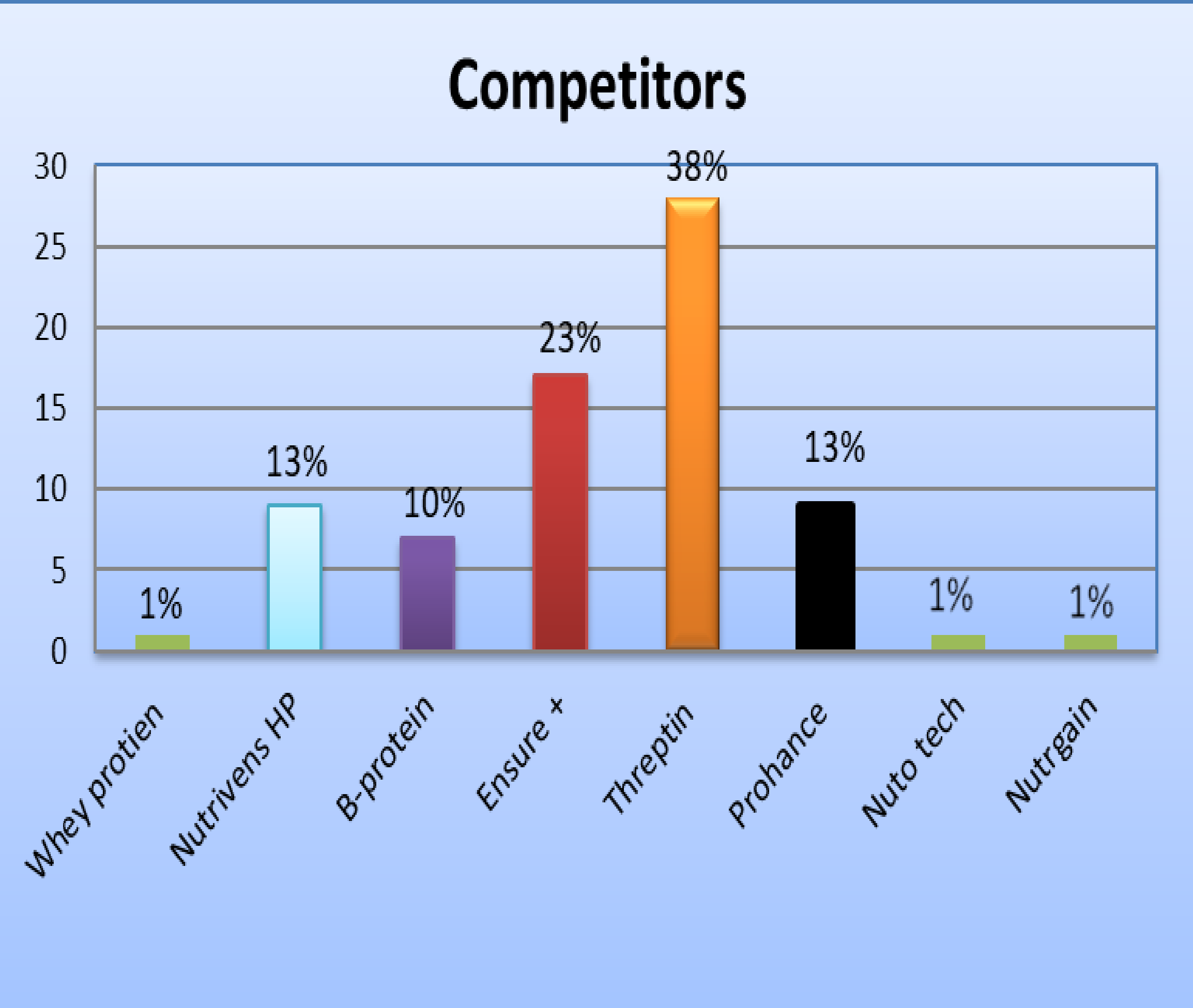
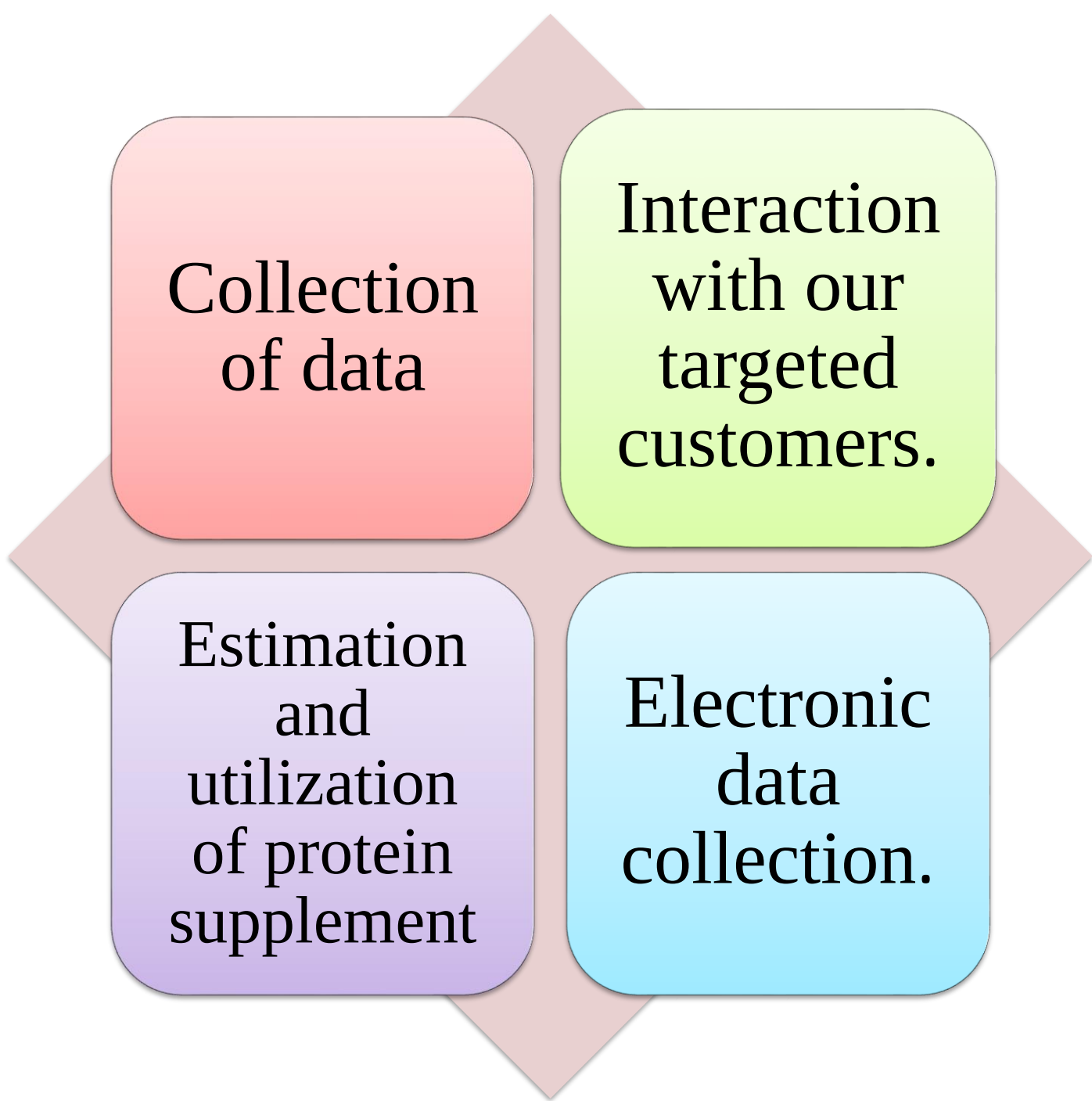
Study design: Observational study.

Study Period: The study was conducted for about a period of 45 days.

Source of data: Interviewing health care professionals such as dieticians, Orthopedics and Gynecologist. Face to Face interaction with Pharmacist (Chemist store) and Gym Trainers.

STUDY PROCEDURE:

The study involve the following steps:



RECOMMENDATION

- The market requirement is sugar free diskettes because of increasing numbers in diabetes patient.
- The product is too expensive and it can decrease the sale. Hence the price of the product should be affordable.
- To avail in different flavour in market.
- Due to more added sucrose in the diskettes it lean to more sweeter, hence the % of sucrose added should be reduced.
- As it is a new product in market they should avail with offer so that it can increase in sale.

CONCLUSION

During study it was noticed that the report on the customer perception towards Voll Santé Product (Voll Pro diskettes) conducted at various hospitals, gym centers, wellness center reveal that the use of high protein tends to level in weight management and additionally more over with different flavors, with Affordable price.