

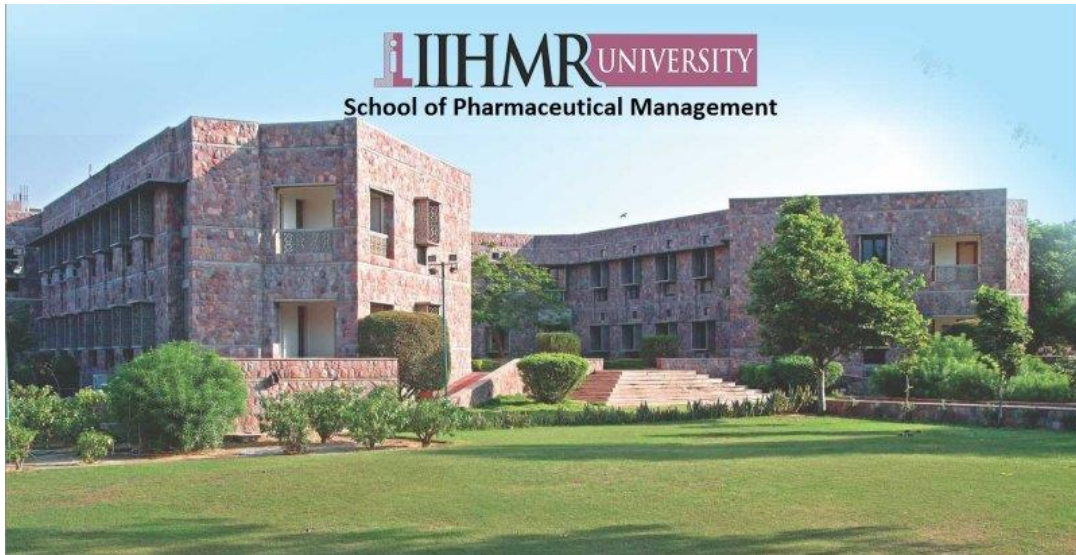
CUSTOMER PERCEPTION TOWARDS VOLL SANTE PRODUCT (VOLL PRO DISKETTES)

SUMMER TRAINING

AT

**VOLL SANTE FUNCTIONAL FOODS AND
NUTRACEUTICALS PVT LTD**

(04-04-2019 to 31/05/2019)



IIHMR UNIVERSITY

1, Prabhudayal Marg, Near Sanganer Airport,

Jaipur, Rajasthan-302029

A REPORT

BY

MR. LOKESH KUMAR R (REG NO- 0136)

CERTIFICATE

This is to certify that **Lokesh Kumar R** has undergone Summer Training at **Voll Sante Functional Foods and Nutraceutical Pvt. 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.



Mr. Rahul Sharma
Assistant Professor
IIHMR University, Jaipur



Dr. Sandeep Narula
Dean- in- Charge (Associate Professor)
Pharmaceutical Management
IIHMR University, Jaipur

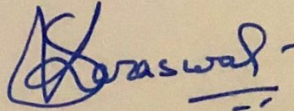
Voll Sante
CERTIFICATE
Of
INTERNSHIP

We present this certificate to

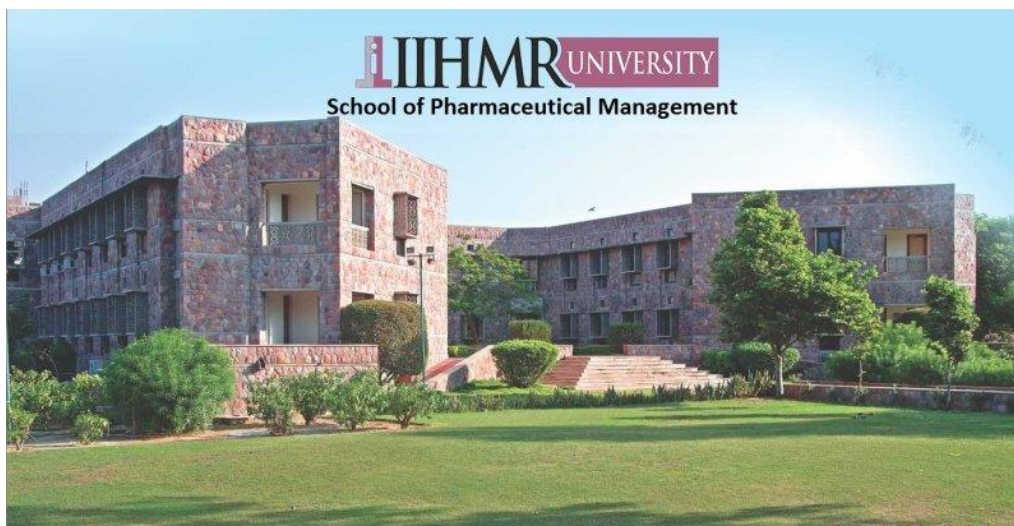
Mr. Lokesh Kumar Khandelwal, IIHMR Jaipur

in appreciation for your successful work as an intern at Bangalore
The internship was conducted between 1st April 2019 and 4th June 2019.

Date : 20th June, 2019



Director - C&OE

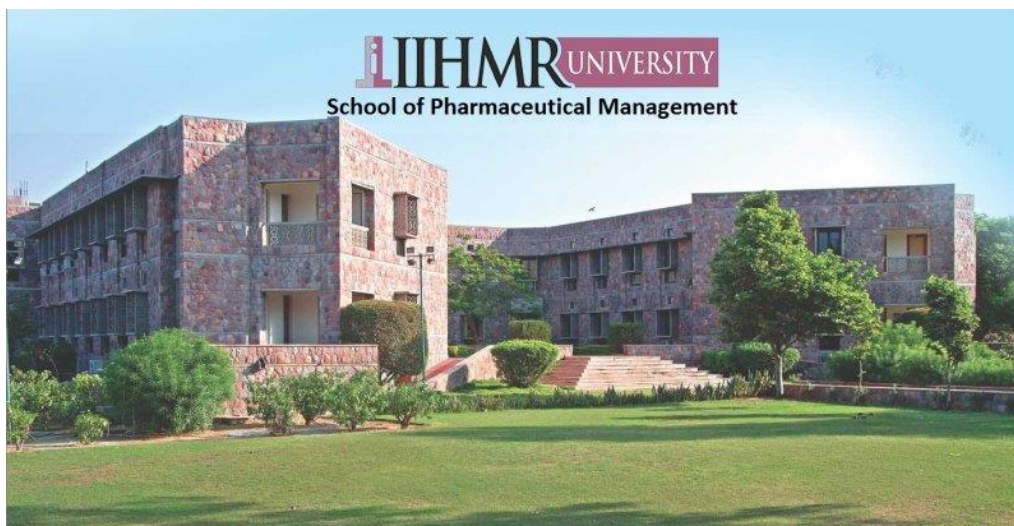


This is to certify that this project entitled “**Customer Perception towards Voll Sante Product (VOLL PRO DISKETTE)**” has been submitted by **Mr. Lokesh kumar R** to the university.

Evaluation certificate

This is to certify that this Project has been evaluated.

	Mr. Rahul Sharma
Signature	
Name	
College	
Date	



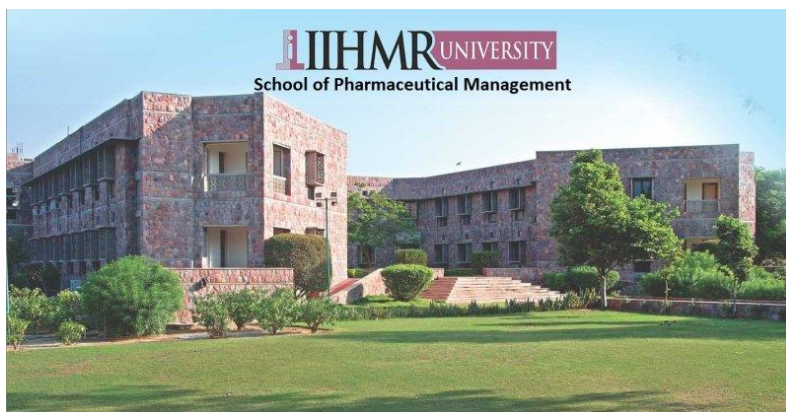
Declaration by the candidate

I hereby declare that project entitled “**Customer Perception towards Voll Sante Product (VOLL PRO DISKETTE)**” is a bonafide and genuine research work carried out by me under the guidance of **Mr. Rahul Sharma**, assist. professor, Department of Pharmaceutical Management IIHMR UNIVERSITY, Jaipur, and **Mr. Brajesh Sharma**, Buiness Zonal Manager, Voll Sante functional Food and Nutraceuticals Pvt Ltd, Bangalore.

Mr. Lokesh kumar R

Date:

Place: Jaipur



Declaration by the guide

This is to certify that the project entitled “**Customer Perception towards Voll Sante Product (VOLL PRO DISKETTES)**” is a bonafide research work done by **Mr. Lokesh Kumar R**, under my guidance and supervision.

Guide

Mr. Rahul Sharma

Assist.Professor

Department of Pharma. Management

Date:

Place: Jaipur

ACKNOWLEDGEMENT

I take this opportunity with pride and enormous gratification to express gratitude from the core of my heart to all individual who abided with us directly and indirectly throughout the learn lush phases during the materialization of this Project.

*At the very commencement, with great veneration and immense glee to express my deep sense of admiration to our adorable guide **Mr Rahul Sharma** , Assist. Professor, Department of Pharmaceutical Management, whose immeasurable espouse, encouragement and affirmative criticism and providing all the necessary facilities for the completion and has given full bloom to this research work.*

*With great pleasure I express my most cordial, humble and gratefull thanks to **Mr. Brajesh Sharma**, Business Zonal Manager for giving opportunity to do my research work and also for inspiration and valuable suggestions.*

I sincerely extend my gratitude to all the faculty members of department of Pharmaceutical Management for their timely help and suggestions during this course of Summer Training.

I wish to express my cheerful thanks to all our classmates and seniors for their encouragement for the successful completion of this Summer Training.

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About Organization Profile



Voll Sante is a combination of German and French words: Voll (German) means FULL and Sante (French) means HEALTH, thus FullHealth.

Purpose

To enhance vigor, health & wellbeing and ameliorate nutritional deficiencies by providing better options that all people at all ages relish and which also help them nourish to flourish.

Mission

Devoted to Full Health through 'Food as Medicine', we will be doing our utmost to develop and market high-quality, affordable Functional Foods & Beverages and Nutraceutical which are natural, nutritious, tasty, convenient and preventive. This will be our Endeavour to reduce healthcare cost, support overall economic development of nations while reducing burden of pills & procedures; thus shifting the focus of healthcare from sickness to wellness & fitness.

Vision

To be a leading global Functional Food & Nutraceutical company, highly admired for its pioneering efforts, innovative products and stewardship convergence of Food & Healthcare – beyond its basic nutritional benefits.

METHODOLOGY

The phase of study involves visiting Dietician clinics, Orthopaedics, Gynaecologist, Gyms, Chemist Stores by using assessments like reviewing the amount of quality protein supplement, I assessed whether the doctors are prescribing the required protein to patients or not and what protein he is prescribing and also assessed with Gym Trainers and Pharmacist.

Study design: Prospective, 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, Orthopaedics and Gynaecologist. Face to Face interaction with Pharmacist (Chemist store) and Gym Trainers.

Study Procedure

The study involves the following steps:

Collection of data: A specially Designed data collection was devised for the study. The particulars included the demographic detail likes name, gender, email-ID, Clinic name and set of questions based on our product such as Competitor, percentage of product used in it, packaging, compliance/convince, taste/flavors and most importantly the ingredients used in the product.

All relevant details of the doctors, dietician, and gym trainers were enrolled from various sources and documented in the data collection form.

Interaction with our targeted Customers: All customers enrolled for the study were intensively monitored and had a face to face interaction with our targeted customers such as Dieticians, Orthopaedics, Gynaecologist and Gym centers. I concentrated mainly ongoing competitors in the current market and ingredients used in our product and were asked about the reflection or suggestion on our product.

Estimation and Utilization of protein supplement: Utilization of protein supplement were evaluated based criteria for evaluation which include apt with respect to amount of protein prescribed.

Electronic Data collection: The data was collected using data collection form, and entered into specially designed electronic data base by using Microsoft excel for easy retrieval data analysis.

Product history such as Protein content, and protein deficient percentage among people, taste and competitor in current market was also noted and customer had a Majority of high-competition in the market, taste was ballot as good among given options in questionnaire and protein content was Apprasied more by the our customers.

QUESTIONNAIRE:

NAME: Dr. _____

CLINICS NAME: _____

COMPETITORS: _____

	AVG	GOOD	V.GOOD	EXCELLENT
HIGH PROTEIN (32%):	☐	☐	☐	☐
TRIPLE BLEND PROTEIN:	☐	☐	☐	☐
TASTE/FLAVOUR:	☐	☐	☐	☐
COMPLIANCE:	☐	☐	☐	☐
PACKAGING:	☐	☐	☐	☐

	AFFORDABLE	NEUTRAL	NON-AFFORDABLE
PRICE:	☐	☐	☐

SUGGESTIONS/REFLECTIONS:

RESULTS AND INTERPRETATION

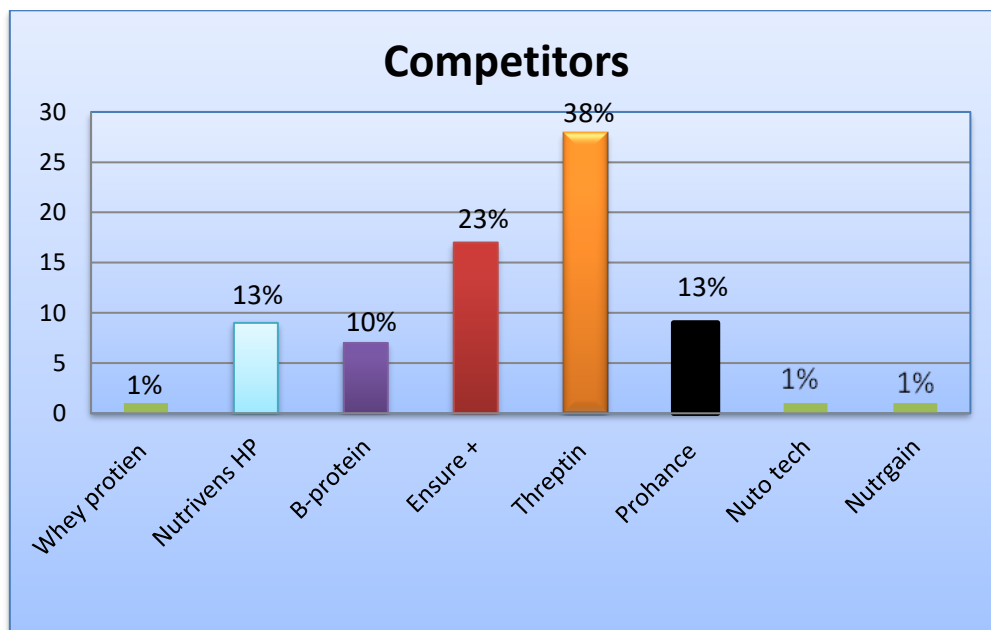
To make sure that the study result is Interpreted, I have examined with the set of questionnaire prepared and interpret the study with the following options:

- Average
- Good
- Very Good,
- Excellent

The Result is calculated in Percentage and interpreted by using Pie charts.

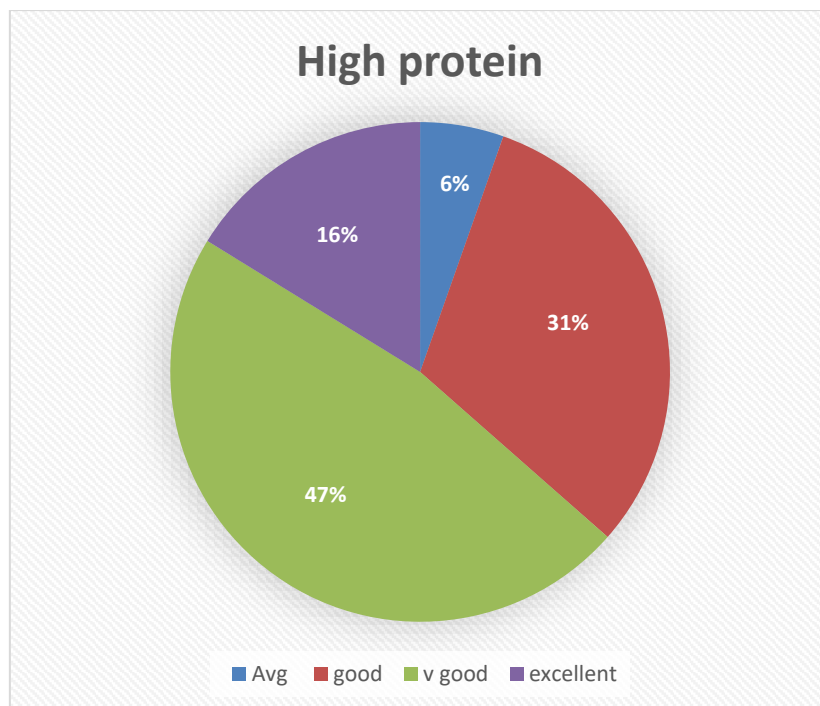
Competitors in market

Competitors	No of doctors	In %
Whey Protien	1	1%
Nutrivens HP	9	13%
B-protein	7	10%
Ensure +	17	23%
Threptin	28	38%
Prohance	9	13%
Nuto tech	1	1%
Nutrgain	1	1%



Use of High protein (32%) in Product

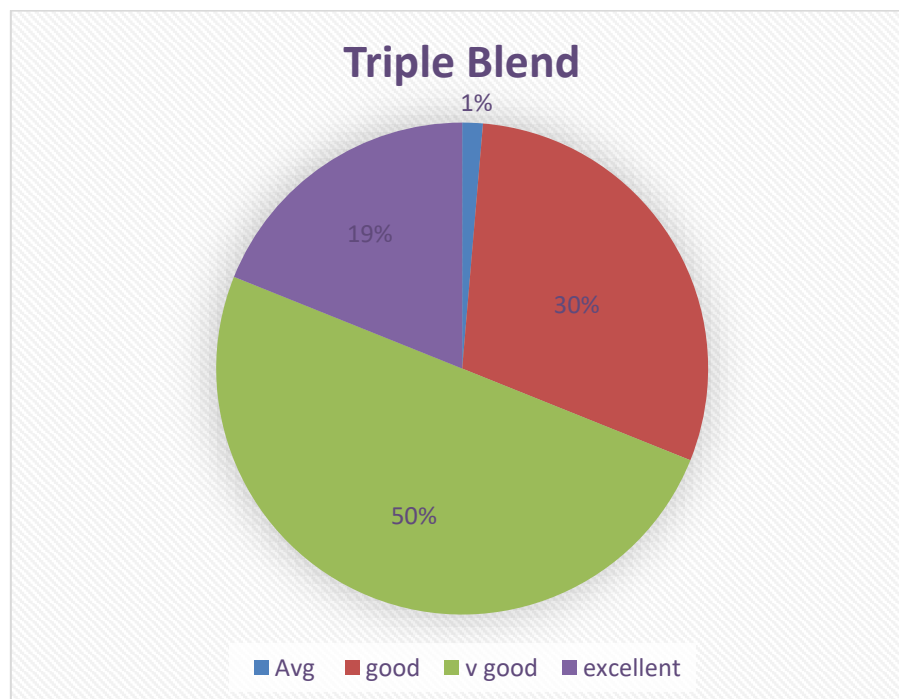
High Protein (32%)	No of Doctors	In %
Avg	4	6%
Good	23	31%
V Good	35	47%
Excellent	12	16%



Interpretation: The above Pie chart shows the 32% high protein used in the Product and 47% of doctors **Appraise** with the quantity of high protein used in the product and ballot as **Very Good** and 31% of doctors are **Pleased** with the use of high protein and ballot as **Good**, whereas 16% doctors **Believes** that the use of 32% high protein is **Excellent**.

Use of Triple Blend Protein in the product

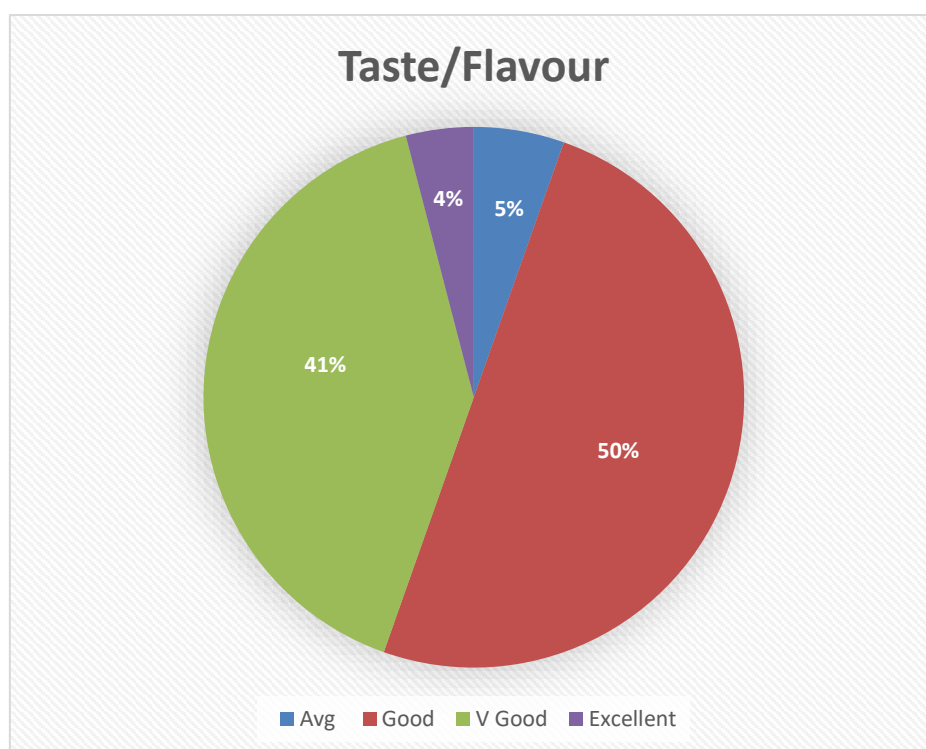
Triple Blend (Whey, Casein, Soya)	No of Doctors	In %
Avg	1	1%
Good	22	30%
V Good	37	50%
Excellent	14	19%



Interpretation: The above Pie chart shows the Triple Blend Protein used in the Product and 50% of doctors **Appraise** with the use of Whey, Casein and Soya and ballot as **Very Good** and 30% of doctors are **Pleased** with the use of Triple Blend Protein and ballot as **Good**, whereas 19% doctors **Believes** that the use of Triple Blend Protein is **Excellent**.

Taste/Flavor of Product

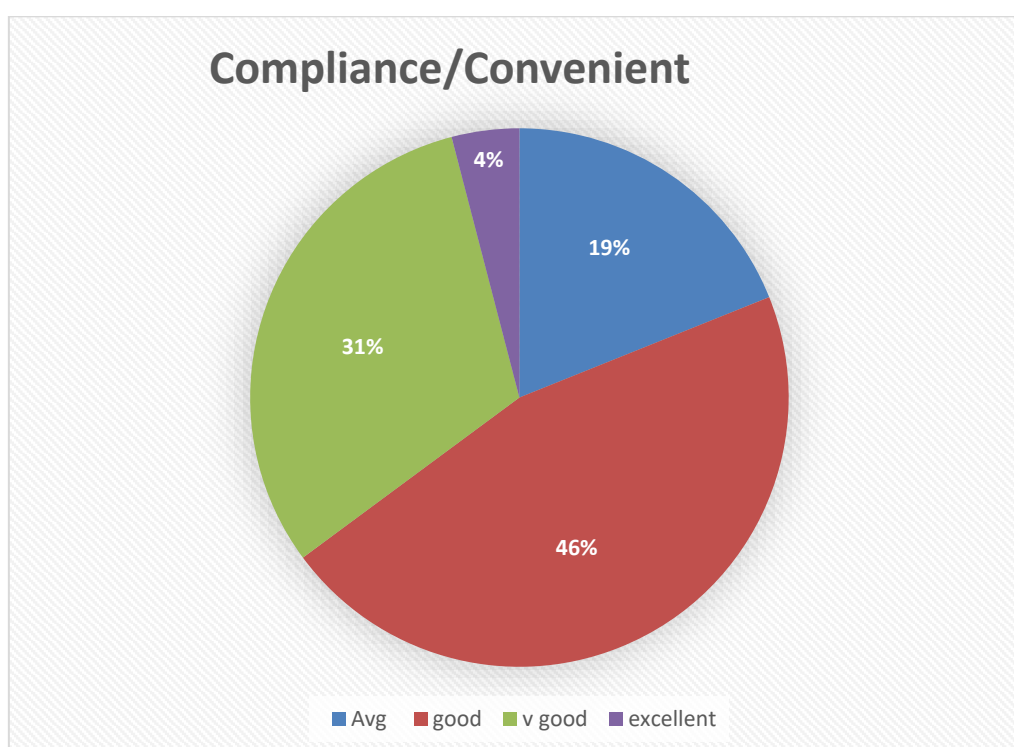
Taste/Flavour	No of Doctors	In %
Avg	4	5%
Good	37	50%
V Good	30	41%
Excellent	3	4%



Interpretation: The above Pie chart shows the Taste and Flavor (Mango Flavor) used in the Product and 50% of doctors **Pleased** with the use of Flavor (Mango Flavor) and taste in the product and ballot as **Good** and 41% of doctors are **Appraise** with the use of Taste and flavor ballot as **Very Good**, whereas 4% doctors **Believes** that the use of flavor (Mango Flavor) and Taste is **Excellent**.

Compliance/Convenience of the Product

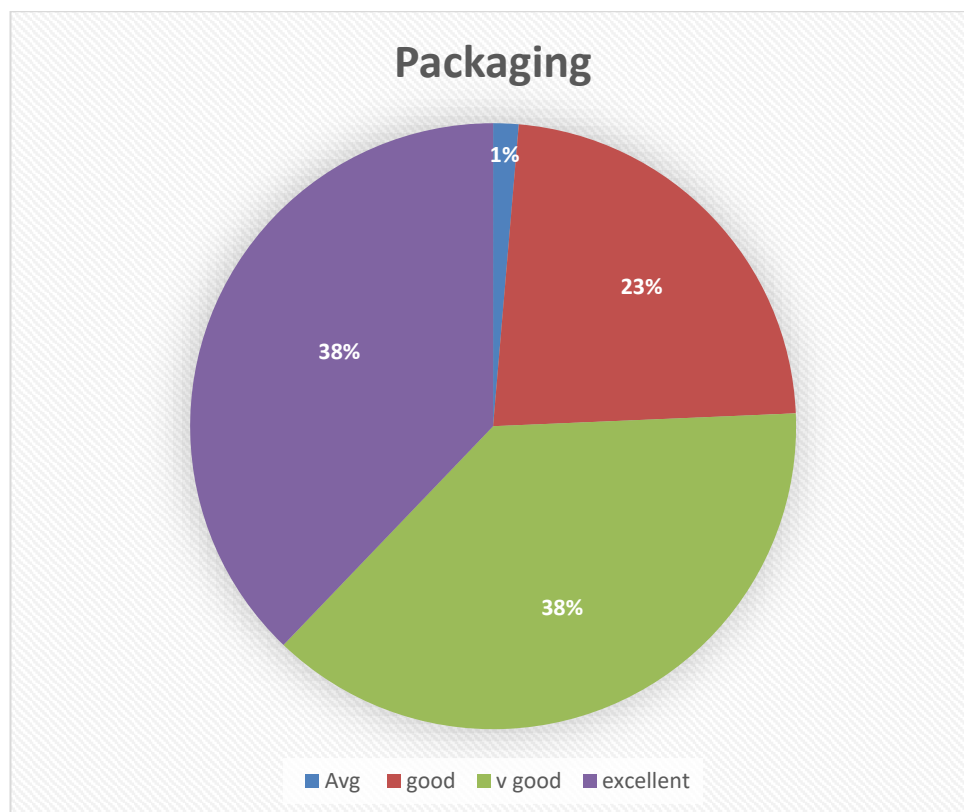
Compliance/Convenience	No of doctors	In %
Avg	14	19%
Good	34	46%
V Good	23	31%
Excellent	3	4%



Interpretation: The above Pie chart shows the Compliance/Convenient of the Product and 46% of doctors **Pleased** with the product and ballot as **Good** and 31% of doctors are **Appraise** with the Product and ballot as **Very Good**, whereas 19% doctors **Believes** that the product compliance is **Excellent**.

Product Packaging

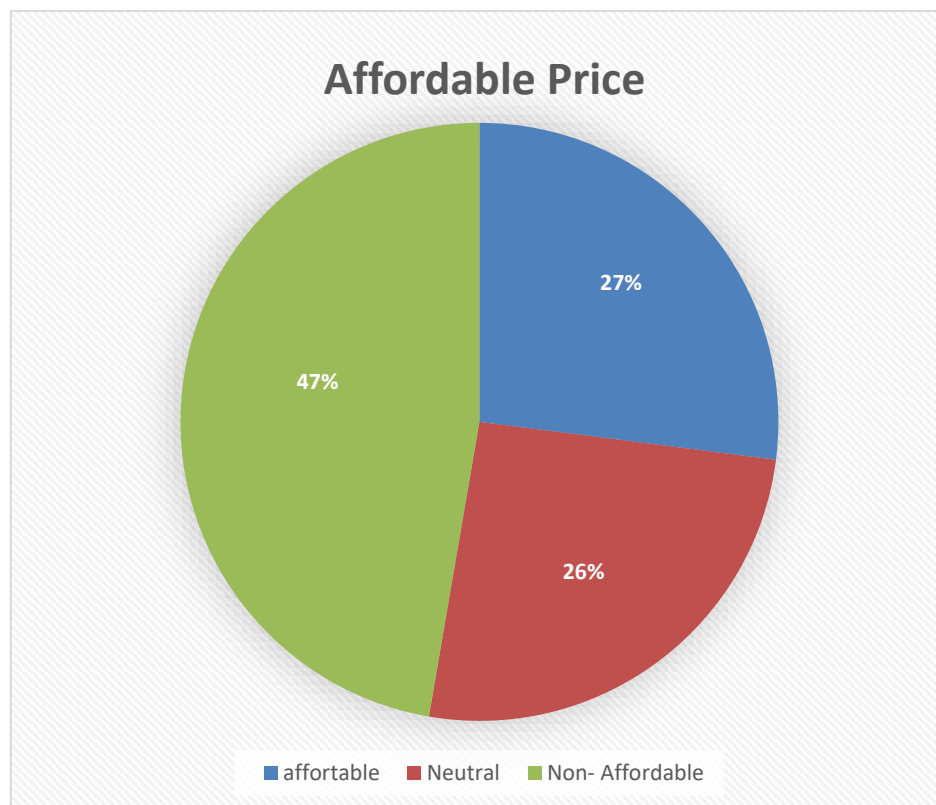
Packaging	No of doctors	In %
Avg	1	1%
Good	17	23%
V Good	28	38%
Excellent	28	38%



Interpretation: The above Pie chart shows the Packaging of the Product and 46% of doctors **Pleased** with the Packaging and balloted as **Good** and 31% of doctors **Appraise** with the Packaging and balloted as **Very Good**, whereas 19% doctors **Believes** that the packaging made is **Excellent**.

Product Price

Affordable Price	No of doctors	In %
Afford0able	20	27%
Neutral	19	26%
Non- Affordable	35	47%



Interpretation: The above Pie chart shows the Affordable Price of the Product and 47% of doctors **Believes** that the price of the product is **Non-Affordable**, and 27% of doctors **Pleased** with price of the product and balloted as **Affordable**, whereas 26% doctors **Believes** that the price of the product is **Neutral**.

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 according to prospects market requirement is on sugar free diskettes because of increasing numbers in diabetes patient as well as for weight management and additionally more over with different flavors, with Affordable price.