

Market research and Concept Testing Survey of CALGAL XT for Market launch

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Introduction: Voll Sante Functional Foods & Nutraceuticals Private Limited is classified as Non Govt Company.

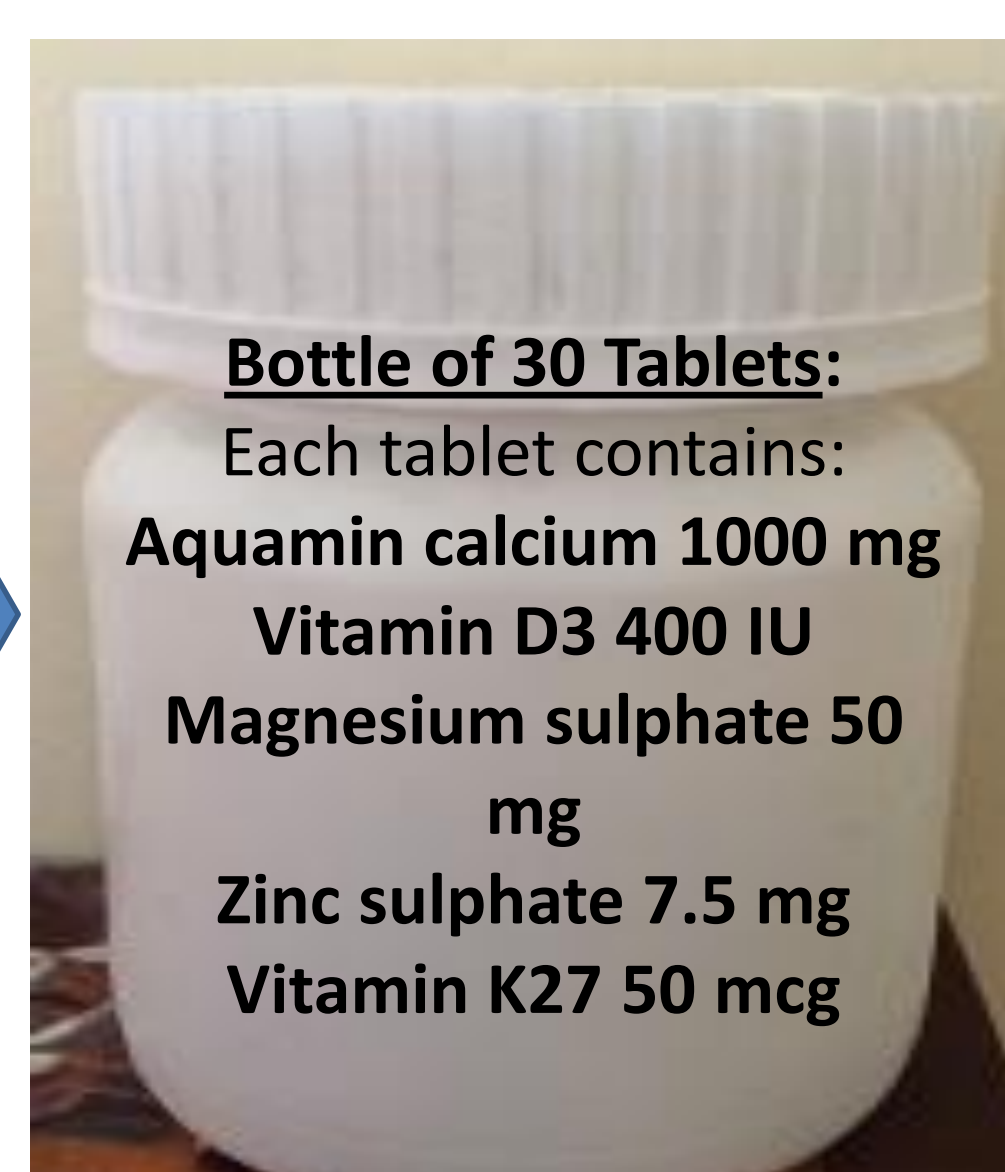
- Voll Sante is devoted to 'Full Health' for all and believes in the goodness of 'Food as Medicine' and thus avert the burden of pills & procedures as much as possible.
- Voll Sante are doing utmost to bring products that are: Natural, Nutritious, Tasty, Convenient and Preventive.
- Companies distinctive product solutions address the barriers to 'Eat Right' and add taste to nutrition.

Objective: Collect Universe data for new launching product Calgal XT (algal calcium supplement)/ centers in the city and gather insights from Dietitians, Gynecologists and Orthopedics / Doctors regarding company product categories

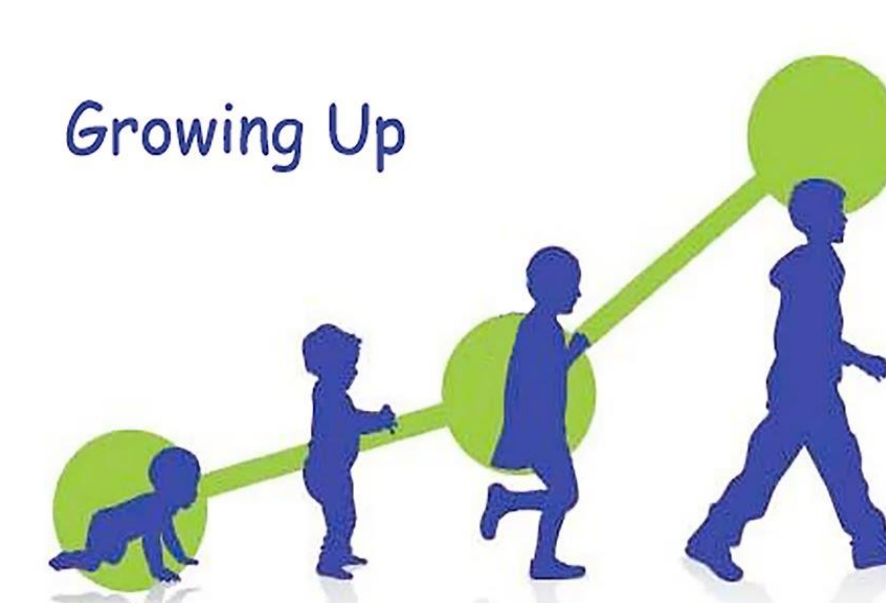
Methodology:

- ✓ Study type: Descriptive Study
- ✓ Type of data: Quantitative data
- ✓ Technique: Field survey using Questionnaire
- ✓ Data collection: Primary data is collected with help of questionnaire.
- ✓ Study Timeline: Two months (April 2019-May 2019).
- ✓ Sampling Unit: Visited 64 doctors located in Delhi.
- ✓ Sample size: **Doctors: 64**
 - Gynaecologist
 - Orthopaedics
 - Dieticians/Nutritionist
 - Physicians

CALGALXT Algal Calcium supplement



Increased need of Calcium as in growing children, pregnancy, lactation and osteoporosis.



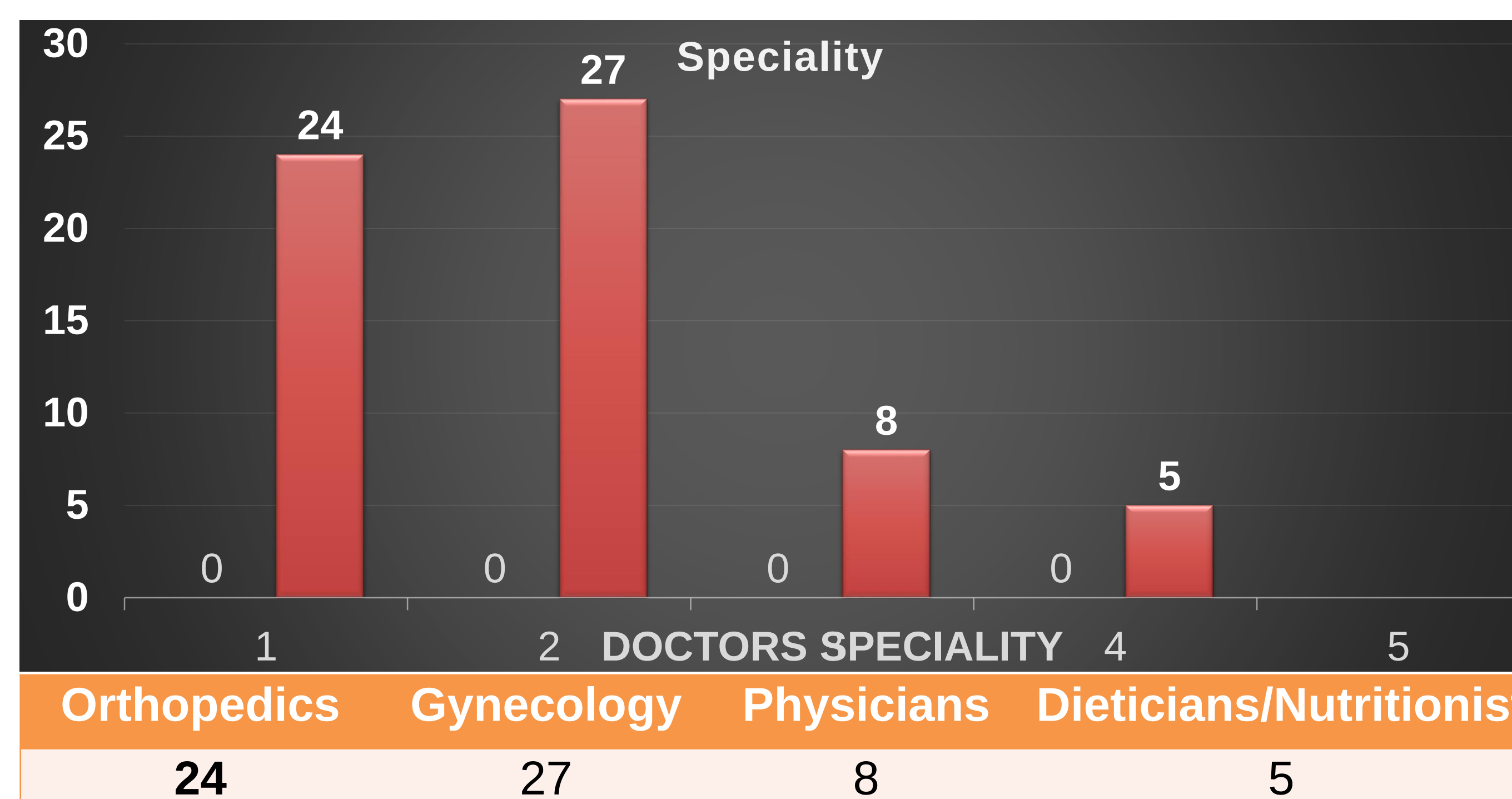
Benefits of Algal Calcium over traditional Calcium supplements

More bioavailable than CaCO₃

Rapid absorption

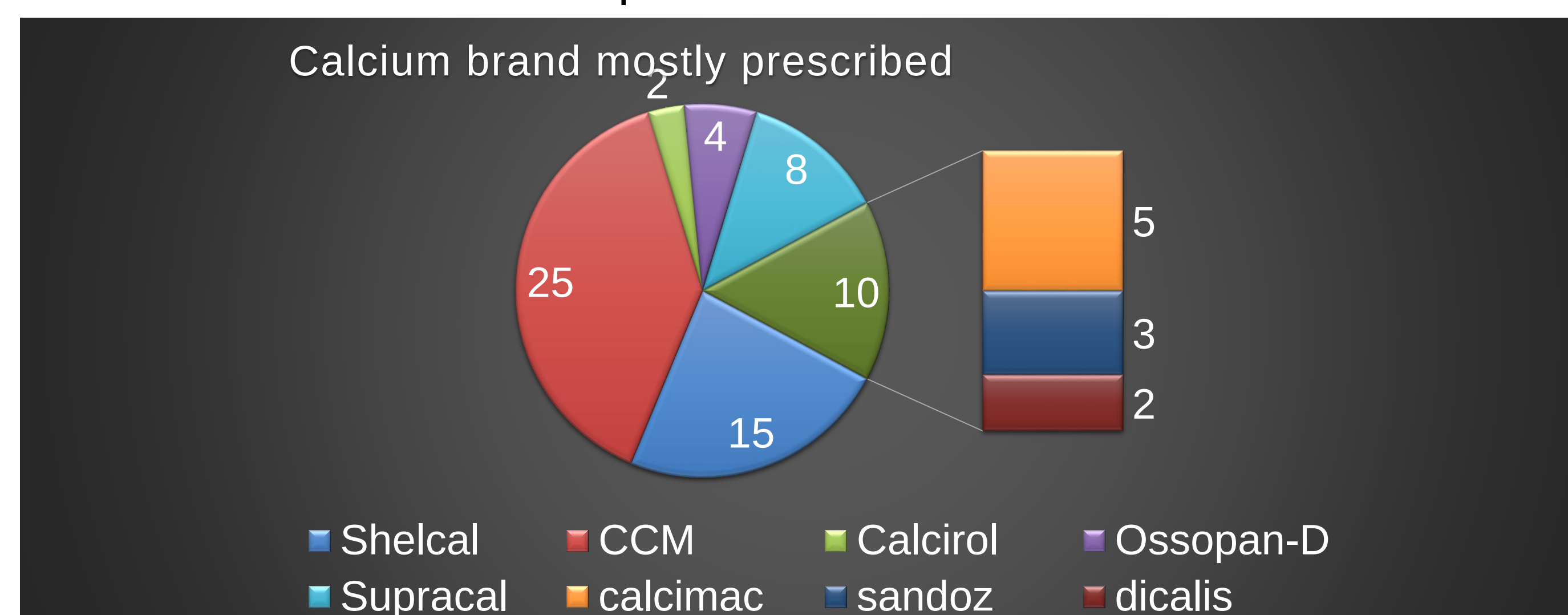
More body-friendly vegan calcium
Easy to digest

Findings, Analysis and interpretation

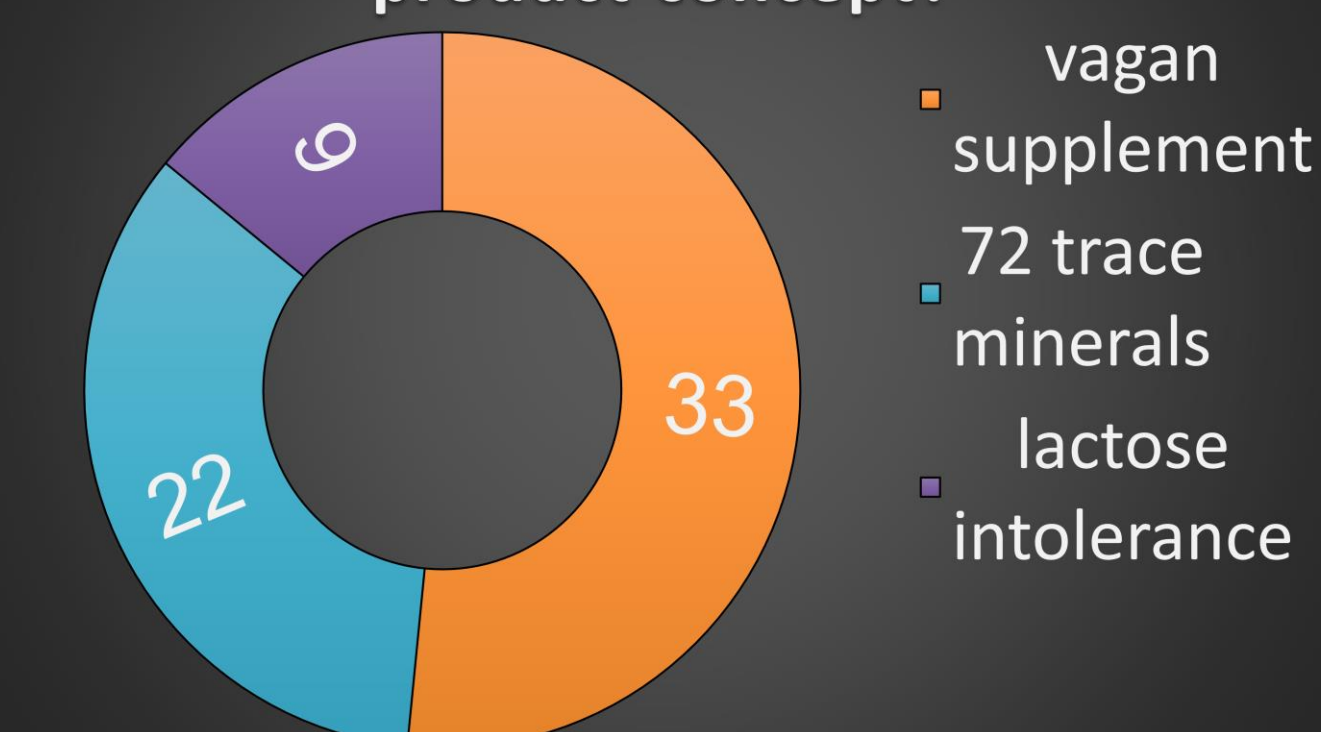


➤ Interpretation:

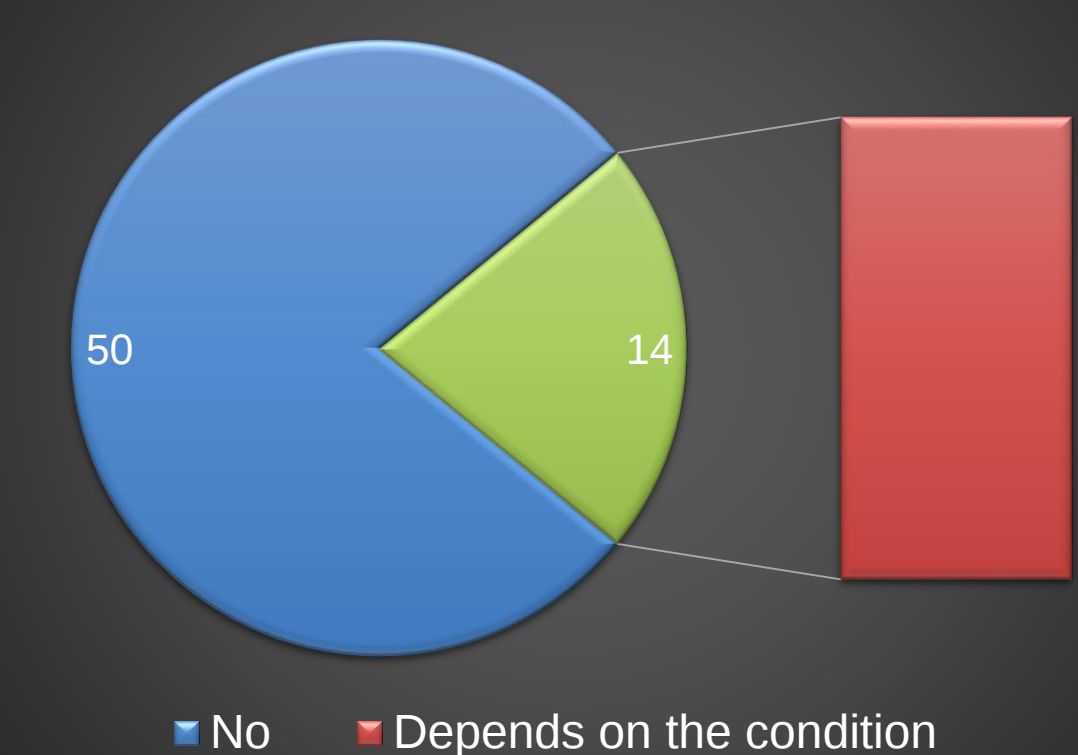
My survey shows that maximum no. of times I meet with gynecology doctors and after that orthopedics.



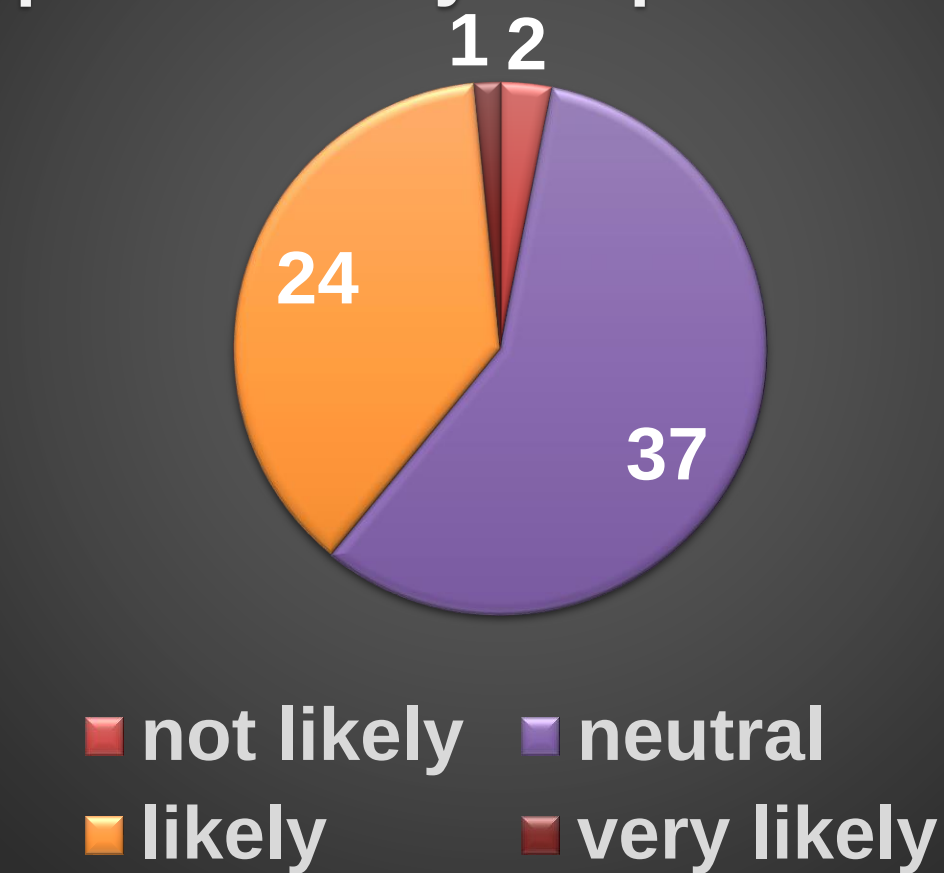
What did you like most in this product concept?



Usage of Vitamin K27 during pregnancy?



How likely are you to prescribe / recommend this product to your patients?



What is the right price for a bottle of 30 tablets



Recommendation:

- According to doctors for creating awareness about the new product concept coming in the market if you wanted to put the real impact of your awareness amongst the doctors so that in future he/she can prescribe please bring the samples of your product while visiting to doctors.
- Because many doctors will not entertained us with out seeing the research papers and research study results of our product algal calcium supplement because they are unaware of your concepts.
- More awareness programmes have to be done for doctors and patients so that they can know that foe this problems algal calcium is preferred. Doctors want that company can compare this product which is already present in the market for seeing the bioavailability and other benefits of our concept.
- According to the survey high no. of doctors likes our concept so, this shows that our planning for knowing the feedback of our product and to check doctors responses on our new concept of vagan calcium supplement is successful because no. of doctors likes our concept and name of our product so our strategies is achieved

CONCLUSION

- ❑ Maximum no. of doctors want to see the research study of our product and wanted to know the BA/BE study report.
- ❑ 30% of doctors are already heard about the concept of Algal Calcium but some doctors are not aware of algal calcium concept.
- ❑ According to the survey I analyse that doctors can prescribe the algal calcium product to patients because on daily basis N no. patients use to come to doctors who are calcium deficient.
- ❑ Our product shows that algal calcium concept is very beneficial for those calcium deficient patients.
- ❑ As per the survey company has to do more promotional programs for companies new product.
- ❑ After doing promotional program no. of people get aware with our company and product.
- ❑ Less suggestion came for improvement this show that algal calcium supplement concept is good and our strategy to do the survey before launching the product in the market is successful because we received a maximum amount of positive response for this algal calcium.