

Summer Internship Presentation

Project Undertaken at VEFA ILAC

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Project Title

To analyse and evaluate the paradigm shift from the conventional marketing strategy to the new strategic model for Nutraceuticals.



- Turkey-based company which was founded in 2012.
- Manufacture both pharmaceutical and food supplements.
- Within 10 months the company earned the Good Manufacturing Practices certificate from the ministry of health.
- It has its R&D, quality control and microbiology laboratories
- VEFA has solid, liquid and semi-liquid production line.
- It exports to 30 different countries

Cogni3: The Intelligent Choice



- Cogni3 is a dietary supplement that has high-quality omega3 fatty acids which helps to improve the memory and learning behavior of the children
- It contains EPA and DHA which helps in brain development.
- It plays a significant role in absorption of vital nutrients.
- Helps in autism
- Cogni3 sets the benchmark for the safest Fish oil syrup as per the standard set by European Food safety Authority (EFSA) for heavy metals, PCBs, dioxins and other contaminants by maintaining the best purification process using molecular distillation



Nutraceuticals

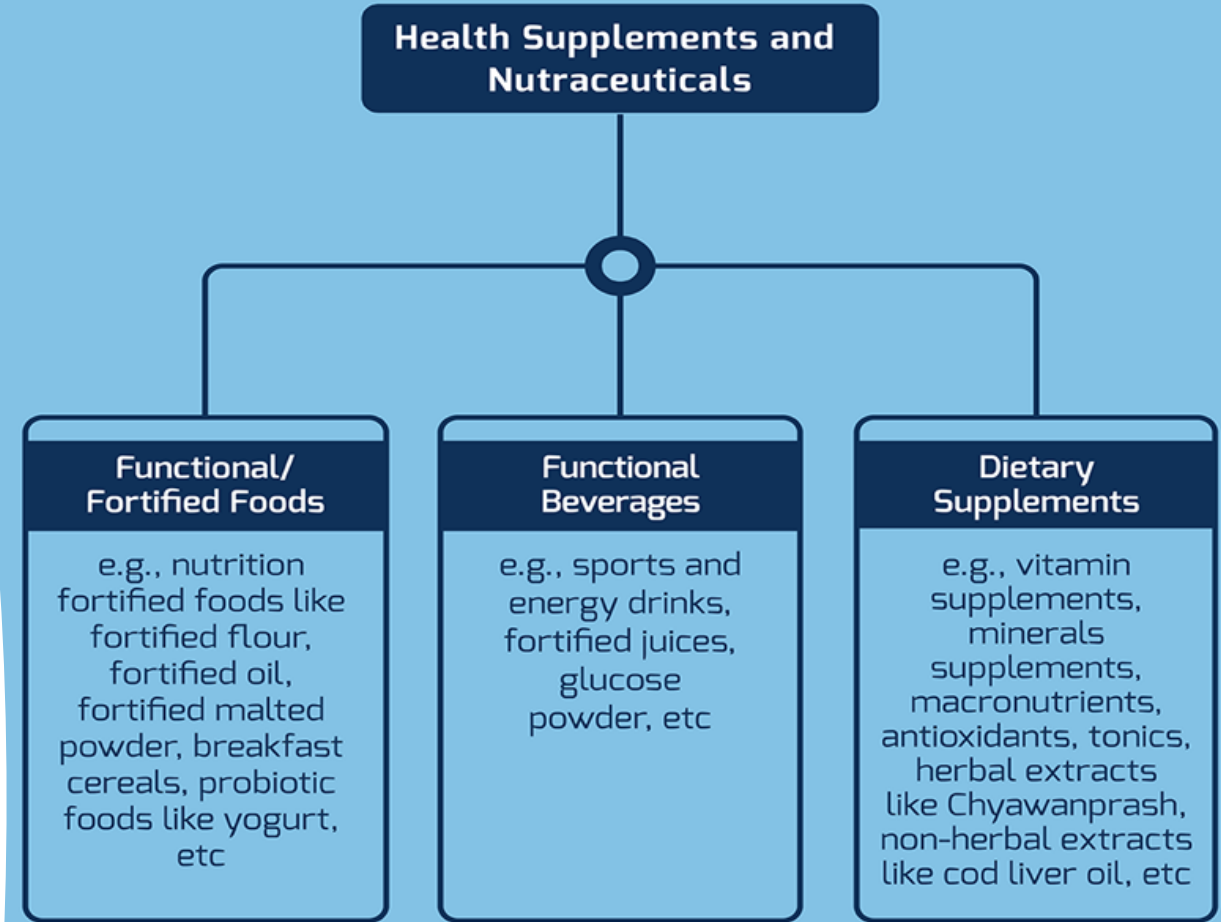
Nutraceutical is the hybrid of ‘nutrition’ and ‘pharmaceutical’.

The food products used as nutraceuticals can be categorized as:

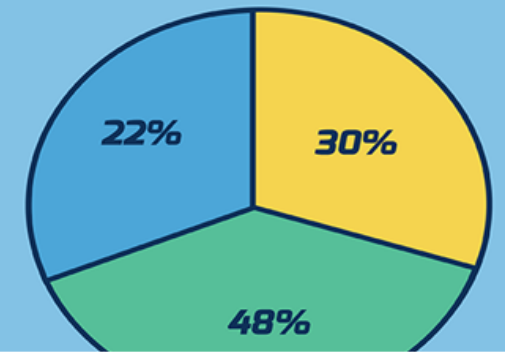
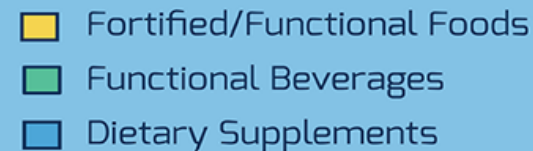
- Dietary fibre
- Prebiotics, Probiotics
- Polyunsaturated fatty acids (PUFA)
- Antioxidants
- Different types of herbal/ natural foods.

Frequency of nutraceuticals use is 50%–70% in developed countries

Segmentation of Health Supplements and Nutraceuticals



Global Nutraceutical Market Segmentation (2019E)



TOTAL OMEGA-3 MARKET IN INDIA



It is estimated that the market will grow by a healthy rate of 11.4% CAGR from 2013 through 2020 in terms of volume, whereas in terms of value it is projected to touch US\$29.4 million by 2020 growing at a CAGR of 13%.



Dietary supplements sector is the largest consumer of omega-3 ingredients in terms of volume and value, followed by food & beverage fortification sector.



Pharma and clinical nutritional applications are yet to be developed in the Indian omega-3 market.



Among omega-3 ingredient sources, algal oil is expected to grow faster than the fish oil attributed to the large vegetarian population in India.

ROLE OF OMEGA-3 (Scientific Approach)



Cognition



Immunity



Vision



Hormonal imbalance



Improving nutritional deficiency

STP OF COGNI-3



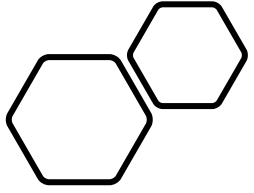
SEGMENT THE
MARKET



TARGETING



POSITIONING



REPOSITIONING COGNI 3



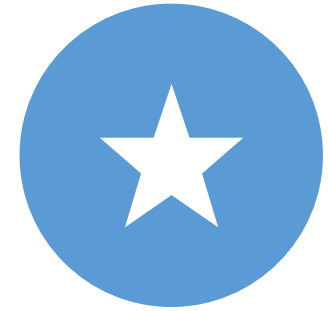
ENGAGING
TARGETED
CUSTOMERS



UP MARKET
REPOSITIONING



EXPANDING TO
WELLNESS



CELEBRITY
ORIENTED
REPOSITIONING



5- level of Doctor Awareness

Unaware

Problem Aware

Solution Aware

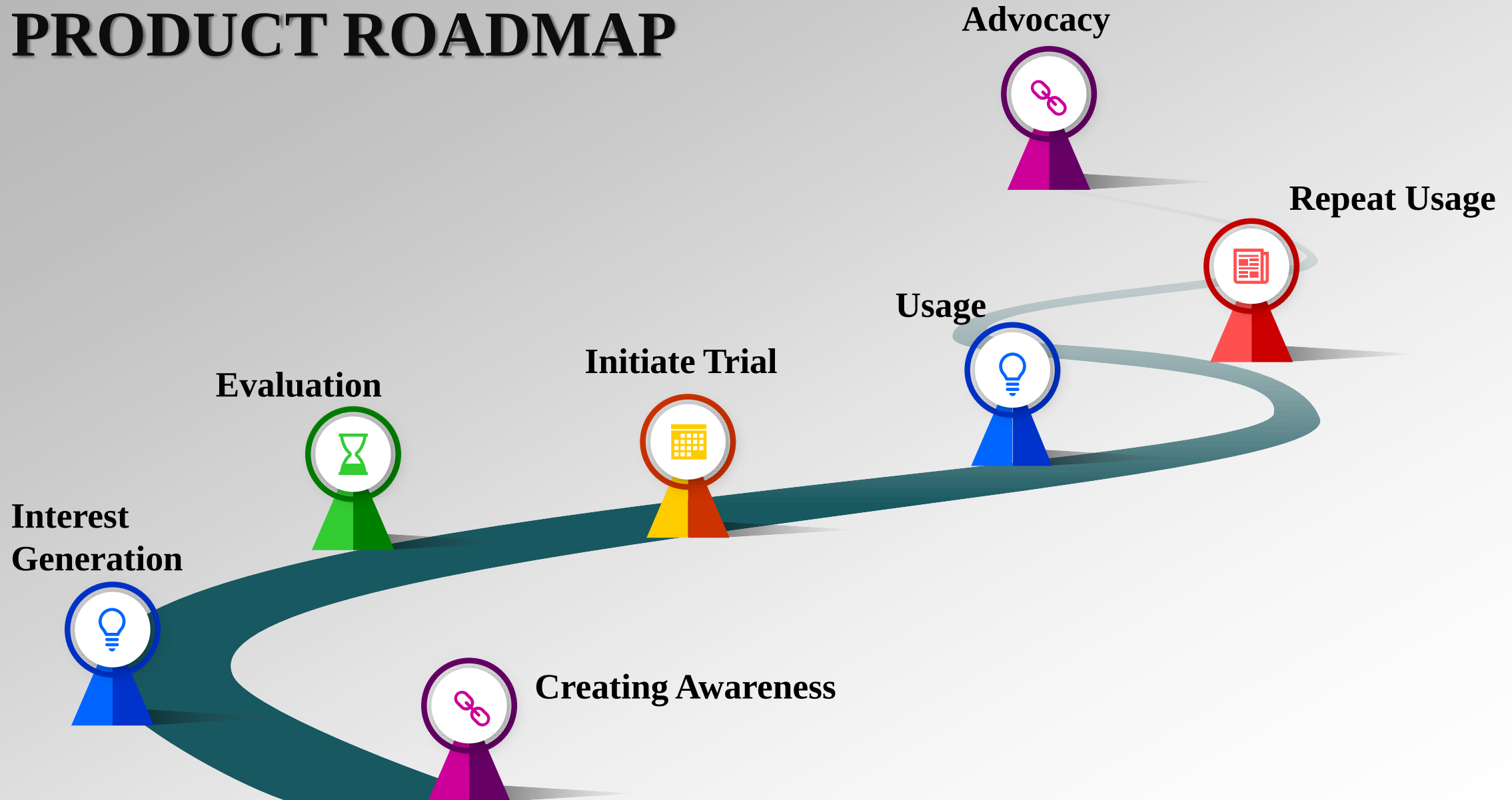
Product Aware

Most Aware



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graph TD; A[Unaware] --> B[Problem Aware]; B --> C[Solution Aware]; C --> D[Product Aware]; D --> E[Most Aware];
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PRODUCT ROADMAP

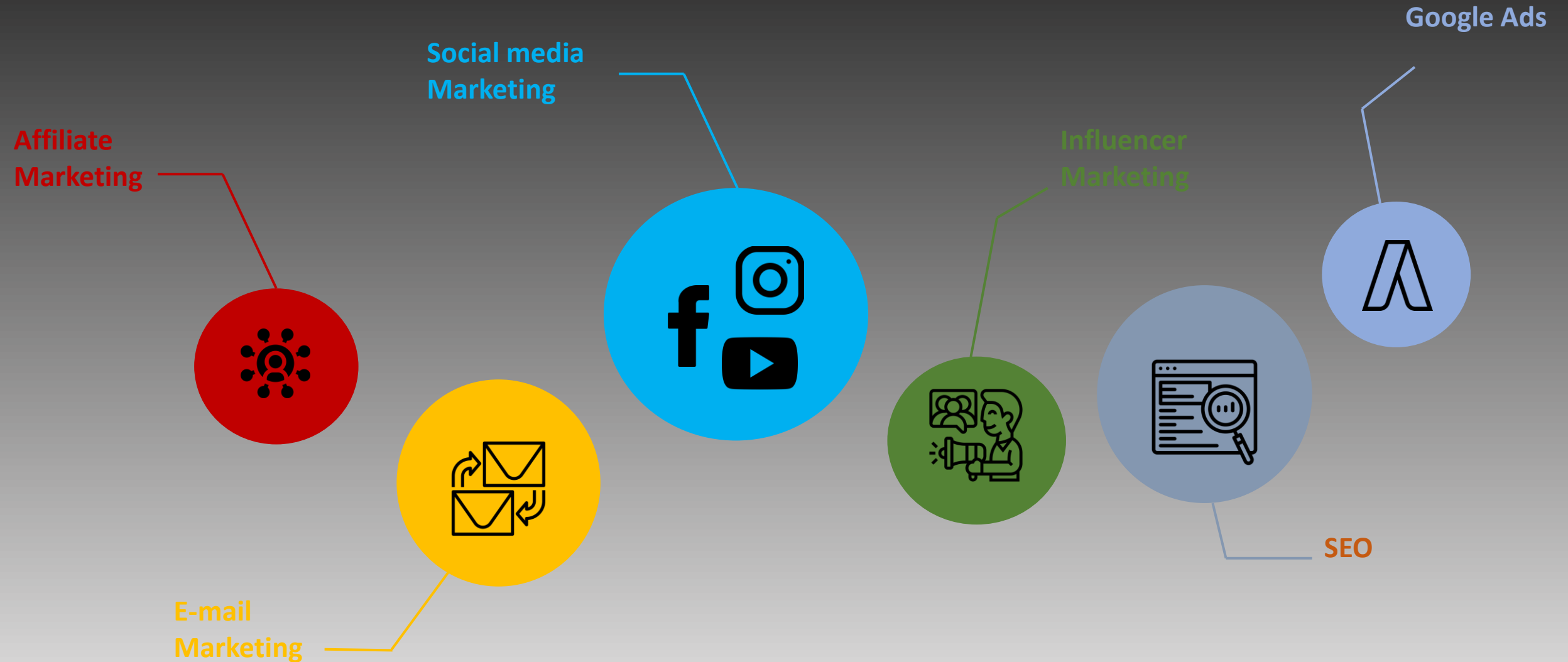


Opportunities on Digital Space

- Meeting via digital platforms
- Webinars/online workshops
- Opportunities in various Online Pharmacies
- Affiliate Marketing
- Paid Promotions



Different ways to go Digital



Activities to promote COGNI3



FACEBOOK Shop Section

Direct Buying of Product



Video Challenge

Regarding Fitness Activities



RUN Contests

Frame a story or Tagline



Review Promotion

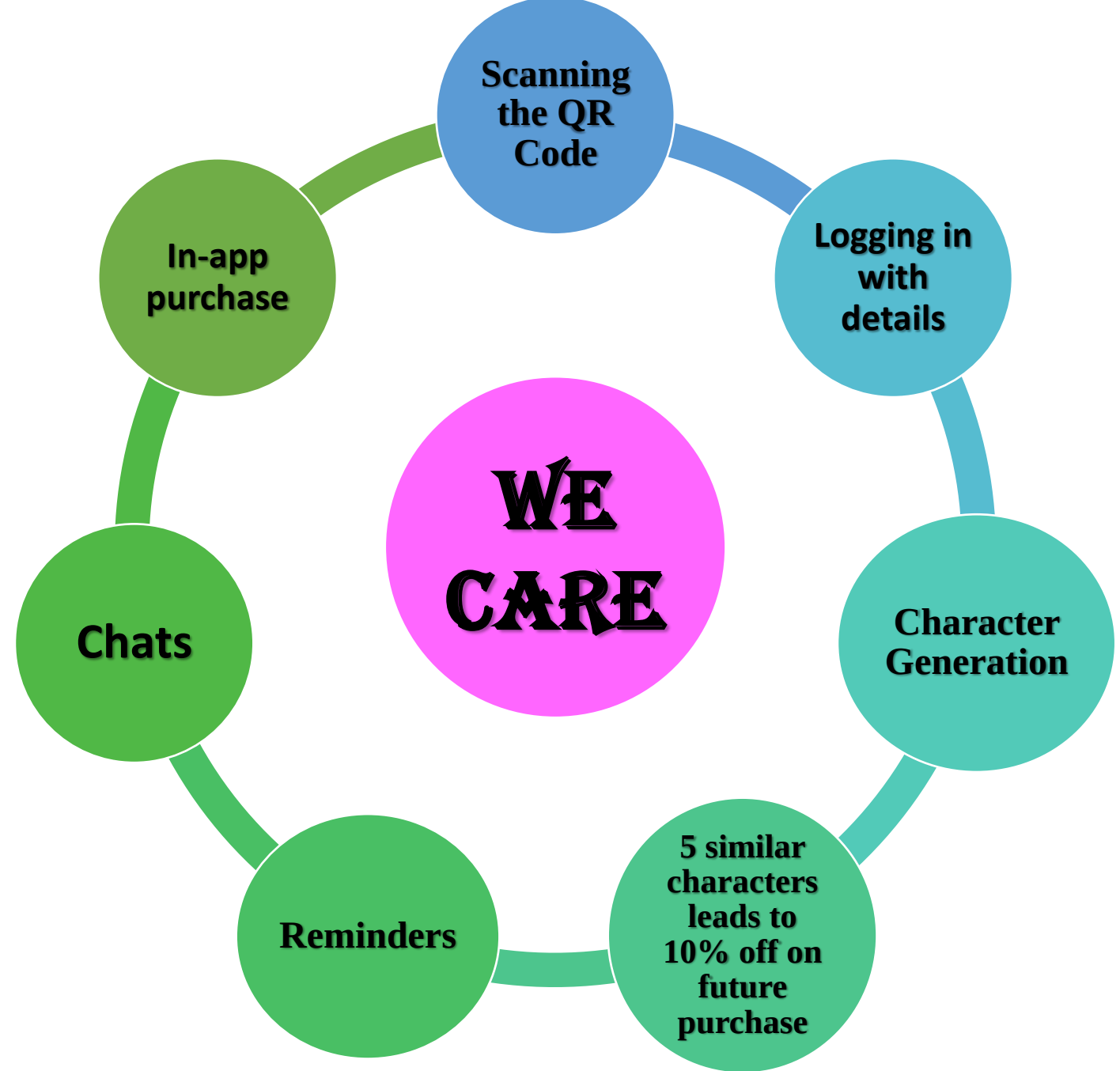
Testimonials or reviews of the product



Conferences

Increases Doctor-MR interaction

Idea For An App Development





Conclusion

Engaging the customer: 80-20 ratio

Ansoff Matrix

Digitalization is the new big thing

Online Course – Fundamentals of Digital Marketing

What is Digital Marketing?

Basically, digital marketing refers to any online marketing efforts or assets. Email marketing, [pay-per-click advertising](#), social media marketing and even blogging are all great examples of digital marketing—they help introduce people to your company and convince them to buy.

Digital Marketing Assets

Almost anything can be a digital marketing asset. It simply needs to be a marketing tool you use online. Here are just a few examples:

- Your website
- Branded assets (logos, icons, acronyms, etc)
- Video content (video ads, product demos, etc)
- Images (infographics, product shots, company photos, etc)
- Written content (blog posts, eBooks, product descriptions, testimonials, etc)
- Online products or tools (SaaS, calculators, interactive content, etc)
- Reviews
- Social media pages

As you can probably imagine, this list just scratches the surface. Most digital marketing assets will fall into one of these categories, but clever marketers are constantly coming up with new ways to reach customers online, so the list keeps growing!

Digital Marketing Strategies

Pay-Per-Click Advertising

Paid Search Advertising

Search Engine Optimization (SEO)

Social Media Marketing

Paid Social Media Advertising

Content Marketing

Email Marketing

Affiliate Marketing

Website Planning and Creation

Behavioural Remarketing

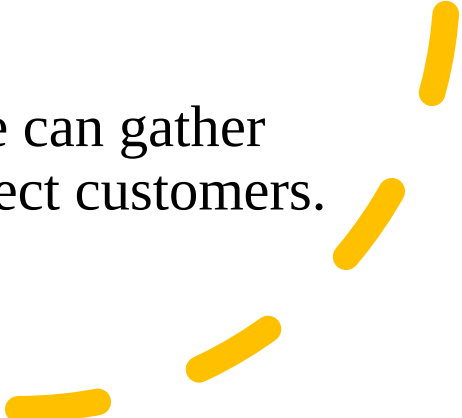




Learning Methodology:

- The entire course was conducted with the aid of video tutorials where at the end of each module a quiz related to the module has been conducted failing which we were not allowed to move on to the next module.
- At the end a all syllabus final exam was also conducted which will lead to gaining the certificate of the course.

Key Learning from the Course:

- The basic learning from the course is that of the strategies of digital marketing, how it is to be conducted and how it is helpful.
 - It gives a handful of ideas how socially we can gather leads and with that we can build the prospect customers.
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Thank
you

