

Product: Market Strategy and Performance: An Analysis of Lubrex (Carboxymethylcellulose) in New Delhi

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Introduction

Dry eye syndrome is caused by the lack of sufficient lubrication and moisture on the surface of the eye. Due to dry eye redness and inflammation occurs in the eye . Risk of developing dry eye increases with the advancing age.

Dry eye is also known by some other name in the medical terminology:

Keratoconjunctivitis sicca : it is used to describe the condition that effect both the cornea as well as conjunctiva.

Keratitis sicca : it is used to describe the dryness and inflammation of cornea.

Objective

- To find out the highest sales volume stock of Carboxymethylcellulose.
- To analyze the prevalence pattern of dry eye due to overuse of digital gadget.
- To investigate the factors due to which doctors prescribe Carboxymethylcellulose.

Methodology

Sample design :

Research conducted was descriptive .

Study area :

The study was conducted in central Delhi region.

Sampling method :

The sampling method was non probability (purposive) sampling.

It include all the ophthalmologist and chemist of Central Delhi.

Sample Size :

Sample size for the study was 190

Doctors : 100

Chemist : 90

Data collection :

Primary and secondary data

Primary data :

Primary data was collected with the help of question survey and face to face interview with the doctors and chemist.

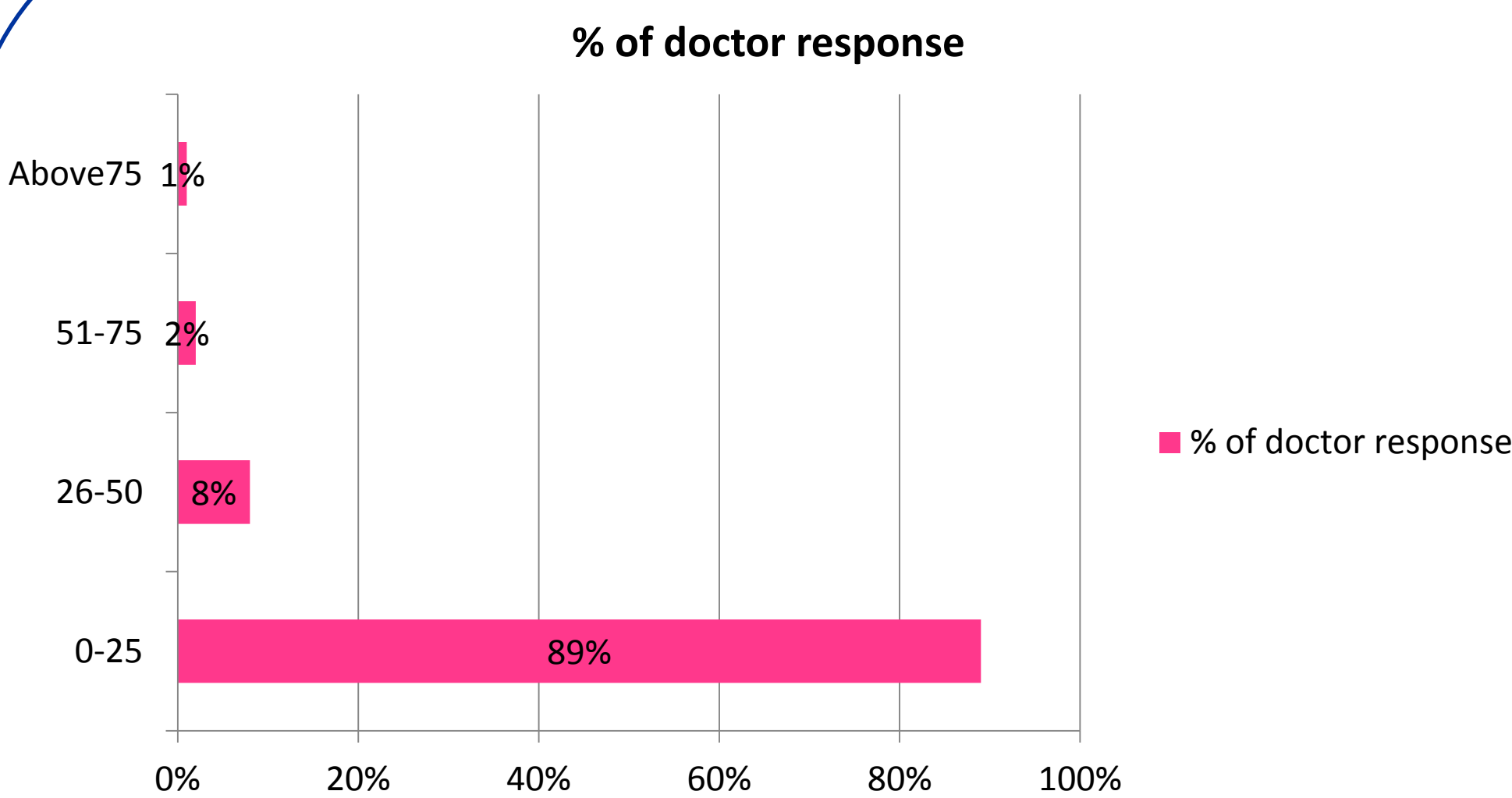
Secondary data :

Secondary data was collected with the help of various related research articles and reports.

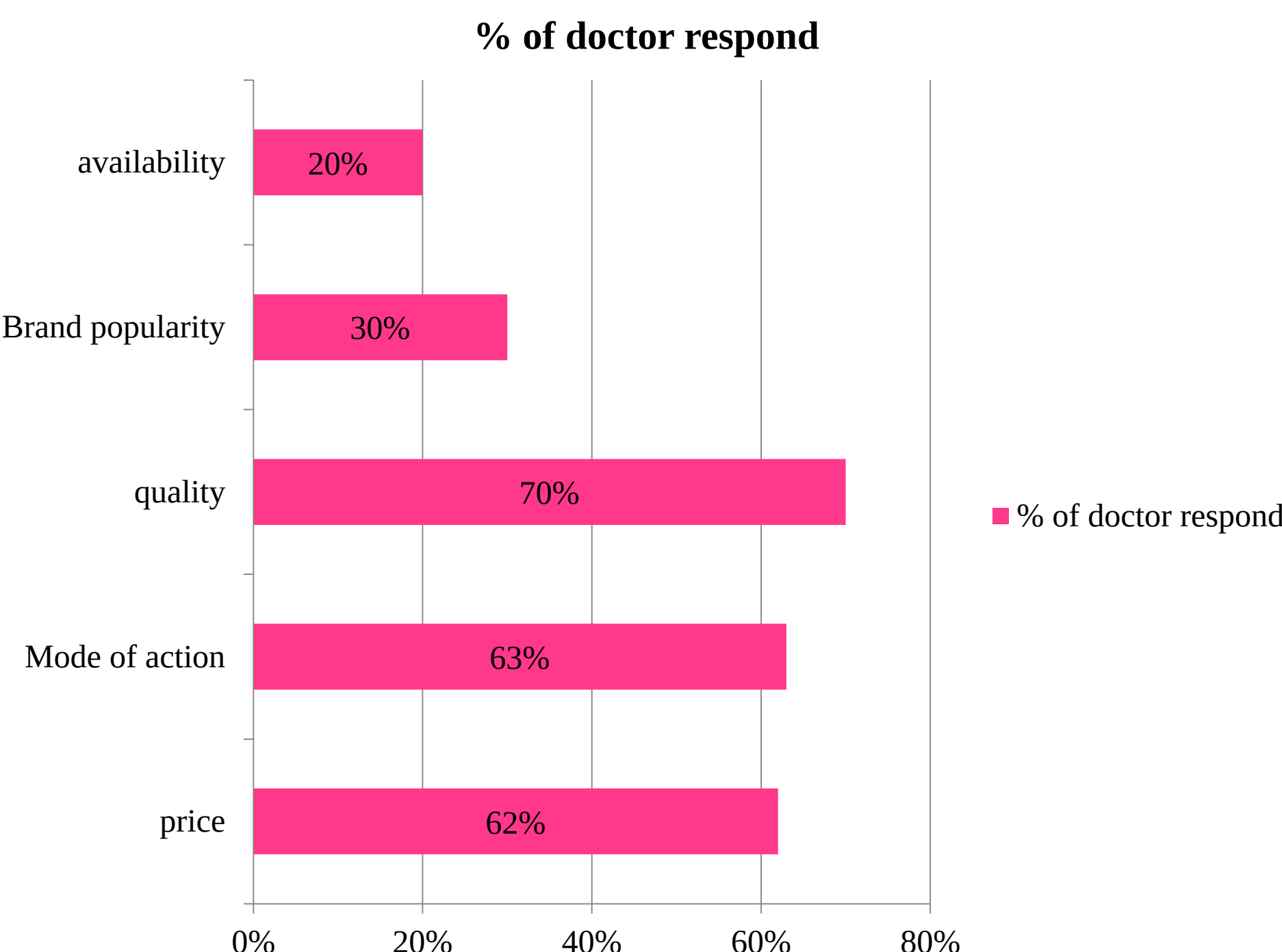
Study duration :

2 month (10th April to 9th June)

Results



In the study it was found that 89% doctor examine 1-25 patients with the complains of overuse of digital gadget and problem is being faced by them . 8 % doctors examine 25-50 patients with the eye problem due to overuse of digital gadget . 2% examine 51-75 doctors and remaining examine above 75 patients in a day with the eye problem due to overuse of digital gadget.

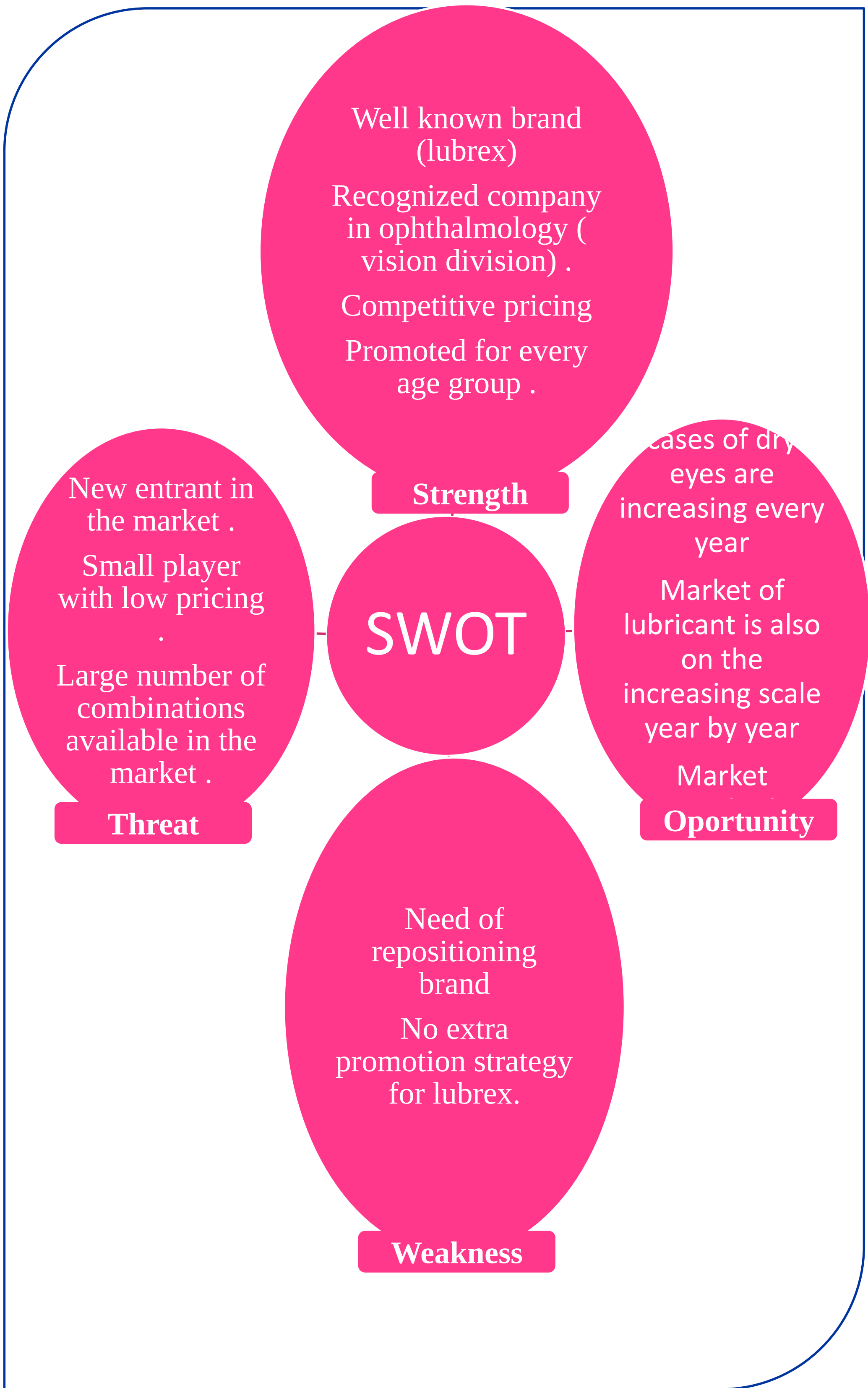


In the study it was found that 62 % doctors choose price 63% choose mode of action , 70% said quality of the product , 30% choose brand popularity and 20% choose availability as the main factors for prescribing the brands .



According to the study it was found that the sale of **refresh tear** was highest (6616) among the all competitor brands . It was found in the study that refresh tear was available at every pharmacy wherever eye drop was available and it was most preferred brand by doctors. On the second number l tone was doing very well in the market its sale per month according to the survey was 2083 bottles . After that lubrex and optive came and their sale according to the survey was 944 and 893 respectively. There were other brands also in the market that were seen struggling and their data is mentioned in the graph.

Results (CONTINUE)



Conclusion

- As the number of digital gadget user and the time spend by them on digital gadget is increasing in India day by day so the problem of eye health is also increase this show that there is great opportunity for the company to increase its product sale.
- Three things are very important for the doctor for the prescription of brands they are price 62%, Mode of action 63%, quality 70%.
- Major competitor is refresh tear with the sale of 6616 number of bottles in the territory and after that is itone with 2083. So if Lubrex is not available at any place then it will be easily replaced by refresh tear i.e. available at almost all the pharmacy.

Recommendations

- As the number of patient suffering from the dry eye problem is increasing at a very fast rate and lubrex is one of the very old brand of company so it requires some reposition so that it can be prescribed more by the doctors.
- It require more promotion like give detectetion kit of dry eye and promote with it in a proper way so that sale of lubrex can be increased .
- Try to reduce the attrition as a medical representative not only go with the knowledge but also know the company strategy. New candidate should be hired timely as the competition in the market is very tough and the doctor once converted is very hard to convert again.