

A Study on Competition and Promotional Strategies for Lactitol + Psyllium Husk



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INTRODUCTION

Lactitol + Psyllium Husk this combination is provided by combining a bulk-forming laxative in the form of psyllium husk (Ispaghula husk) with an osmotic laxative such as lactitol for Idiopathic constipation and is used to prevent or treat constipation.

Constipation is a common problem. Some conditions can cause constipation such as pregnancy or lack of exercise or movement (such as being ill in bed) or some medicines.

Lactitol is an osmotic disaccharide laxative that increases fecal volume and stimulates peristalsis. Ispaghula husk helps relieve constipation and as a laxative, works by increasing the bulk of stools, which encourages bowels to move the stools through digestive system, which in turn relieves constipation. Bulk-forming laxatives absorb water and expand in the colonic lumen; in contrast, osmotic laxatives retain water in the colonic lumen by osmosis. So, both laxatives act to retain water in the colonic lumen thereby counteracting the normal dehydrating action of the colon. By suppressing the dehydration action of the colon, the osmotic laxative produces a fecal stream which is softer, bulkier and easier to expel.

These laxatives also help to produce formed stools, without any systemic toxicity.

RESEARCH OBJECTIVES

- ◆ To identify and assess the competition of Lactitol + Psyllium Husk in the market.
- ◆ To Suggest launching Strategies and Promotional Strategies of Lactitol + Psyllium Husk.
- ◆ To analyze the market research of the Lactitol + Psyllium Husk.

RESEARCH METHODOLOGY

Study Design:-Exploratory Research & Descriptive Research design..

Sampling Method: Doctors and Chemists :-Simple Random Sampling Method.

Sample Population: Doctors, and Chemists. (Varanasi).

Sample Size: Doctors: 100 ; & Chemists: 100

Sample Area: Varanasi

Time Period: 60 Days

Data Collection: Separate Survey Questionnaires were used to collect data from Doctors, and Chemists.

Data Analysis: Data analysis was done using MS-Excel.

Tools of Data Collection:- Semi-Structured Questionnaire.

RECOMMENDATIONS

- ◆ Medical Representatives should be trained well by the organisations regarding the use of iPads/Tablets and pharmaceutical organisations should have a dedicated tech support team to resolve issues in call reporting or any other software or hardware issues faced by the sales force in day to day activities.
- ◆ A pull strategy supplemented the traditional push strategy. Direct-to-consumer advertising is increasingly used to encourage consumers.
- ◆ The Target consumer Marketing efforts are more likely to be successful if they are segmented, rather than aimed at mass level .
- ◆ Create broad customer advocacy via a superior customer experience.

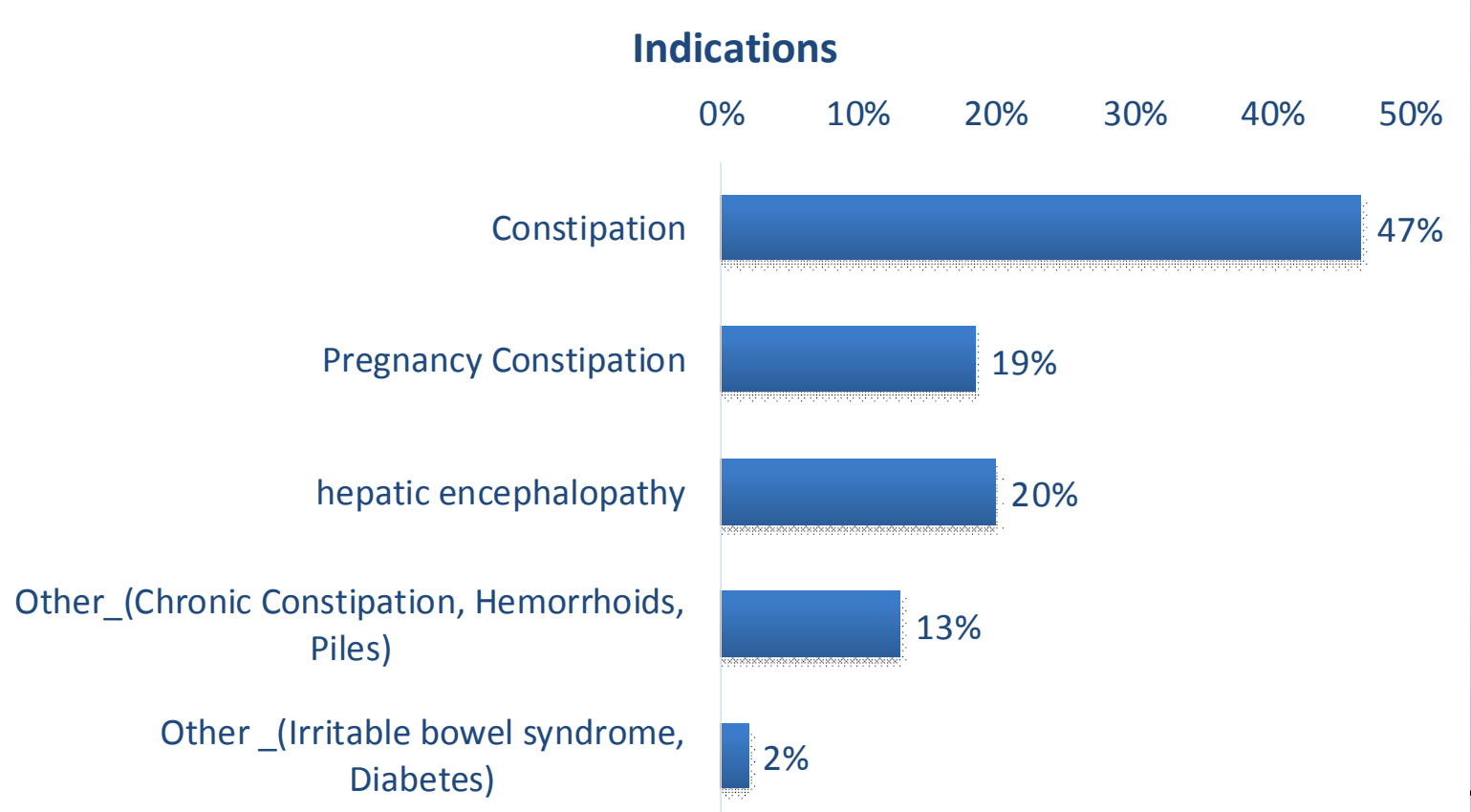
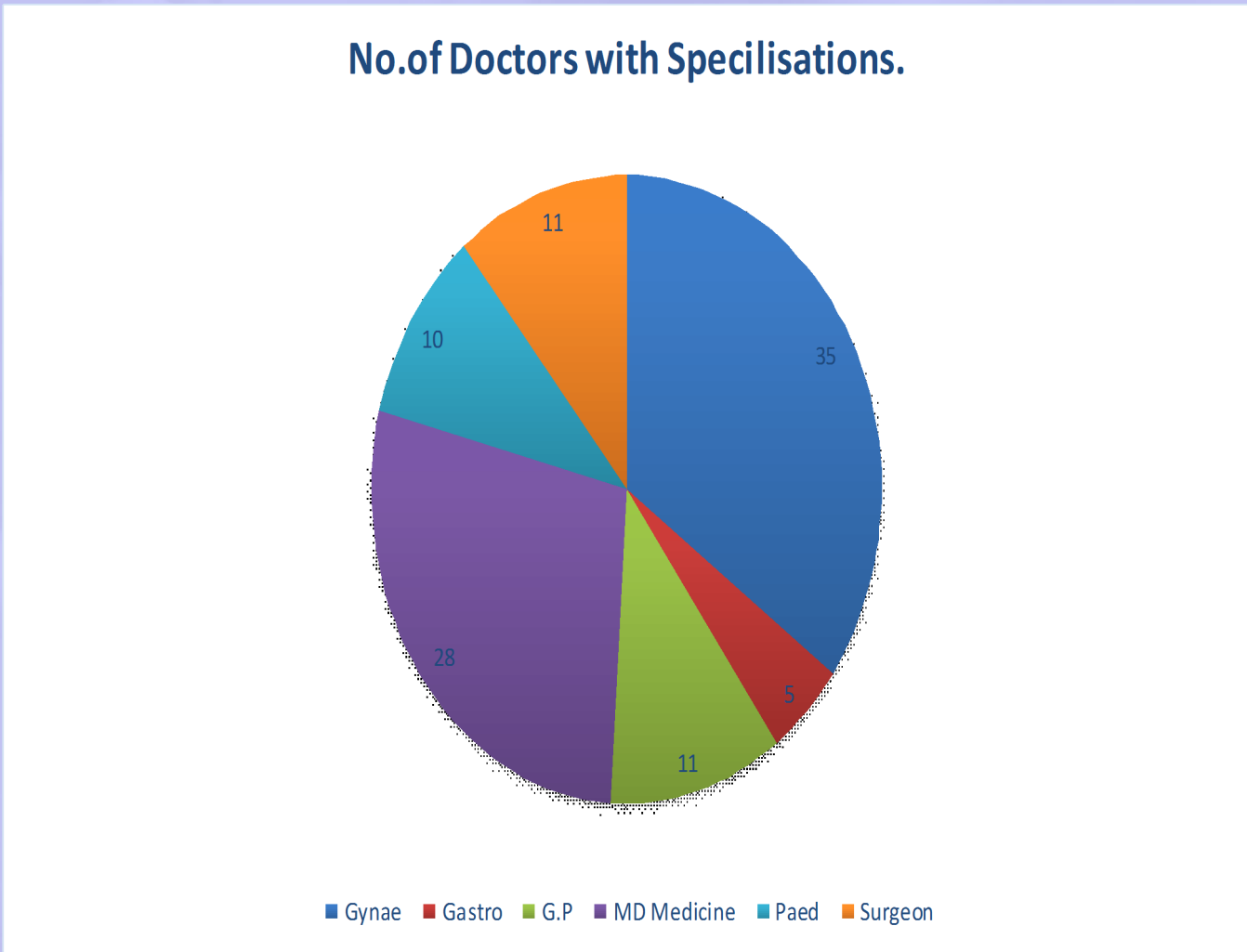
CONCLUSION

- ◆ By preparing the promotional strategies helps in Improving the sales of the product.
- ◆ Regular visit along with time to time activity influence the doctor to prescribe the brand.
- ◆ Major selling brand is Cremadiet-duo then Lactifibre and Freego.
- ◆ Top three prescribers are Dr. V.K Dixit(Gastroenterologist) then Dr. Madhukar Rai (MD Medicine) and Dr. Kumar Abhishek(Gastroenterologist)
- ◆ Marketing Managers identifies target consumers and discovers their desires in order to design an effective marketing mix
- ◆ Determining Consumer Desires: Effective marketing strategy requires a knowledge of consumer desires; the benefits that consumers seek

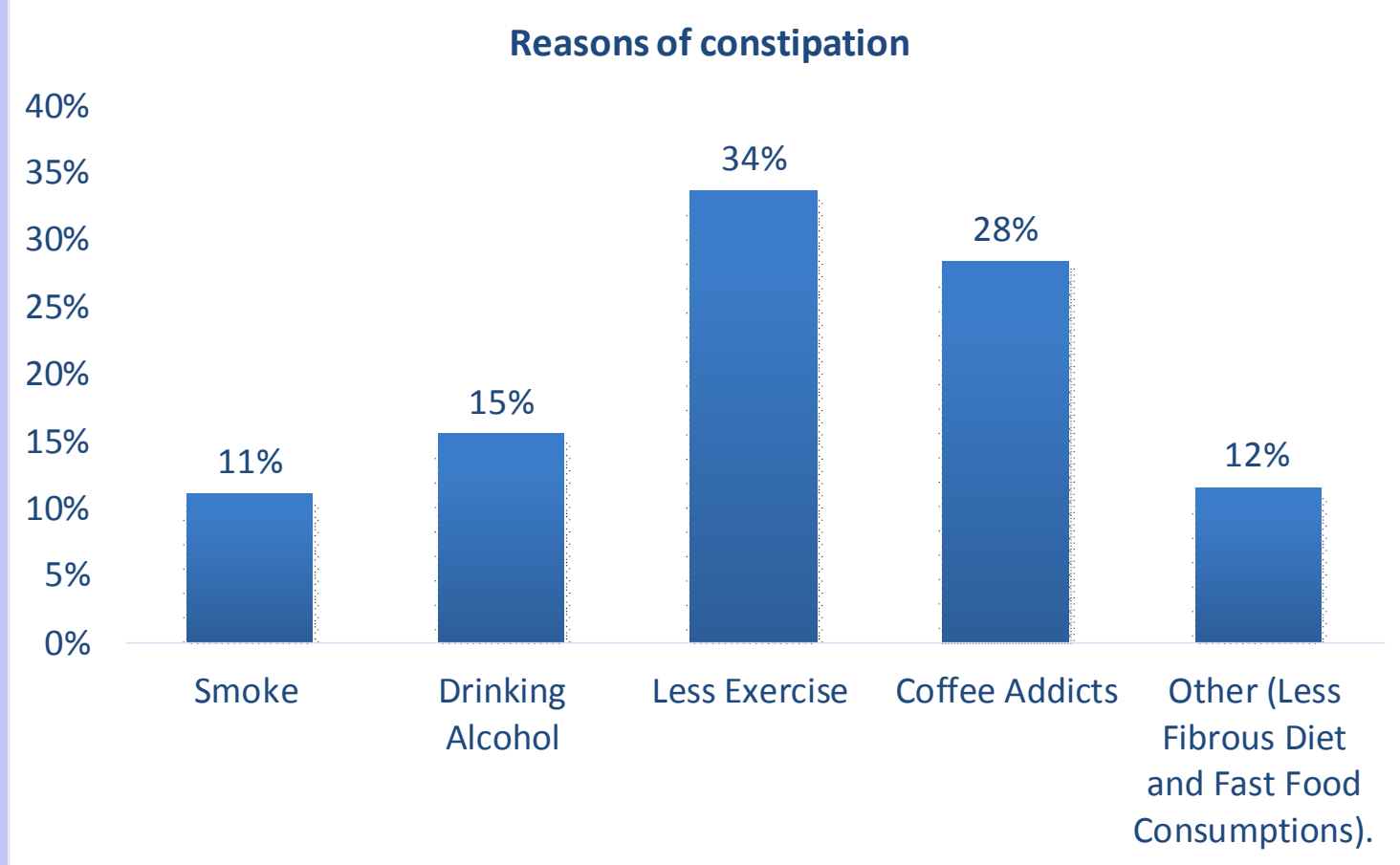
LIMITATIONS

- ◆ The time period for the study was very limited.
- ◆ Sample area and the sample size was also limited to get more exact results

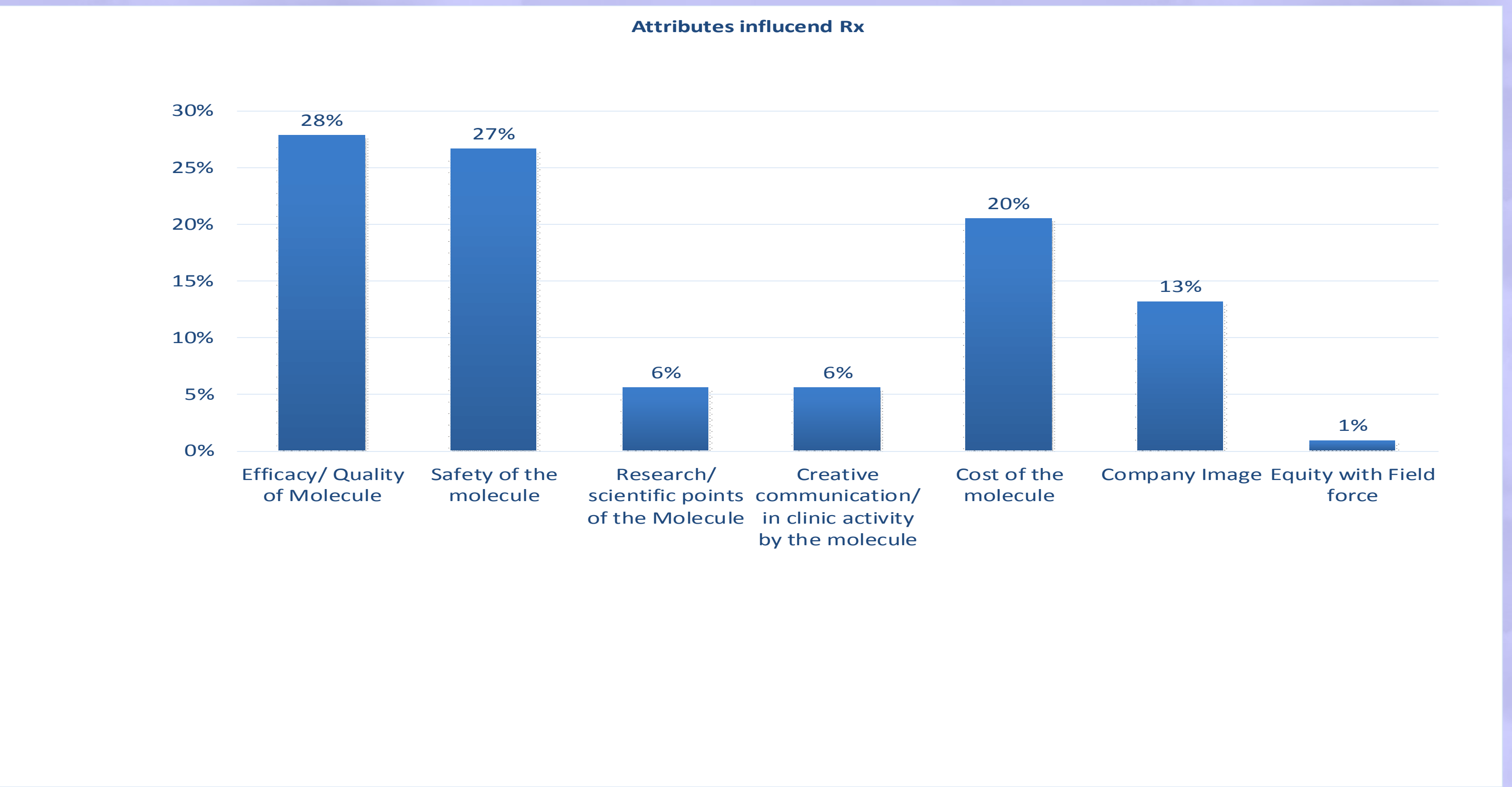
OBSERVATIONS & FINDINGS



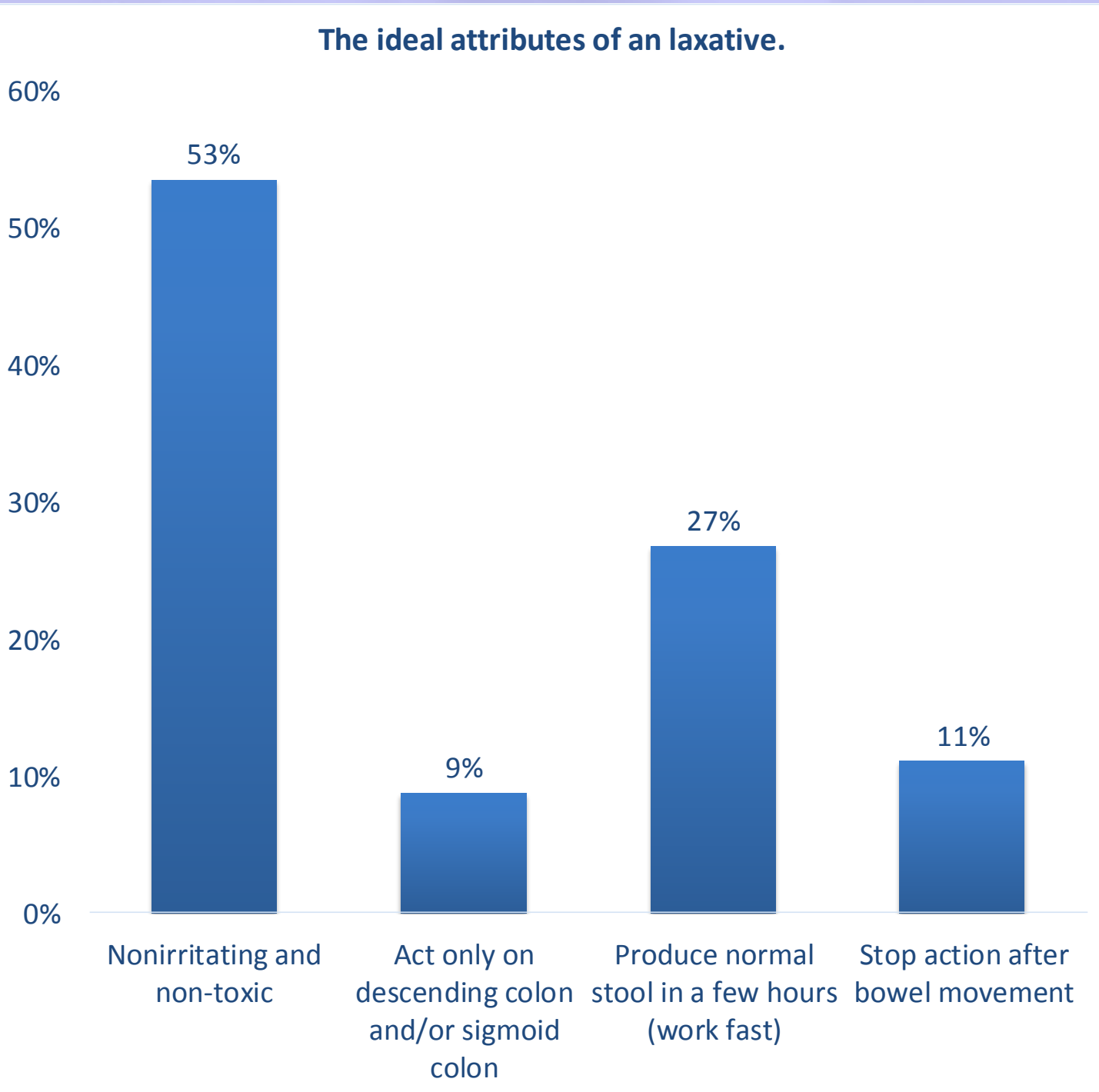
47% doctors use it in general consumption



4% doctors believe that less exercise is main reasons of constipation



28% influenced by Efficacy or quality of molecule



53% believes that it is non irritating and non toxic

