

Market assesment of Lactitol + Psyllium Husk in New Delhi (west)



Presented By: Sameer Gupta, (0114)
(MBA-Pharmaceutical Management)
Guided by : Dr. Ashok Peepliwal



INTRODUCTION

Lactitol + Psyllium Husk 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 produces formed stools.

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: Descriptive Research design..

Sampling Method: Simple Random Sampling Method.

Sample Population: Doctors, and Chemists.

Sample Size: Doctors: 100 ; & Chemists: 100

Sample Area: New Delhi west

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

- ◆ Training should be given by the company to the medical representative. There is also a technical support for the medical representative.
- ◆ Direct-to-consumer advertising is increasingly used to encourage consumers to request advertised drugs from their physicians.

CONCLUSION

- ◆ Regular visit along with time to time activity influence the doctor to prescribe the brand.
- ◆ Major selling brand is Lactifibre than softvac and freego.
- ◆ Marketing Managers identifies target consumers and discovers their desires in order to design an effective product.
- ◆ By preparing the promotional strategies helps in Improving the sales of the product.
- ◆ Determining Consumer Desires: Effective marketing strategy requires a knowledge of consumer desires; the benefits that consumers seek.

OBSERVATIONS & FINDINGS

