

Product Marketing Strategy and Analysis Of lubrex in South Delhi



INTRODUCTION

The CMC conditionally essential to itching, dry eye, and clinically re owned for its ophthalmic activities. This study is conducted by carboxyl methyl cellulose molecule conducted a market assessment survey including 100 ophthalmic doctors (including super specialty) as well as 130 Pharmacist and 50 other doctor for E-detailing marketing. This study helps to understand the market structure of ophthalmic department in south Delhi.

RESEARCH OBJECTIVES

To formulate a retail strategy for independent pharmacies to increase Lubrex sales.

To understand prescription habit of doctors for itchy eyes, irritation.

RESEARCH METHODOLOGY

Study Design: Exploratory Study

Sampling Method: random Sampling

Sample Population: ophthalmic Doctors & chemist

Sample Size: 100 Doctors, 96chemist

Data Collection: Primary Questionnaire and secondary data through internet.

Data Analysis: Microsoft Excel

CONCLUSION

Lubrex Eye Drop are clinically renowned for their Eye dryness and itching and can be used in some disease like allergic reaction, eye discharge, eye redness, visual impairment, blurred vision etc. Although, Refresh tears is the Major Competitor for Lubrex Eye Drop.

RECOMMENDATIONS

Personalize Communication to Physicians

- Pritoritize sales as a channel with Digital Selling
- End to End Customer Promotions i.e. Regular Visits and collection of prompt Feedbacks
- To keep an eye on stocks Availability with Distributors, Stockists and Retail outlets.

PRESENTED BY: RISHABH KHANDELWALS
(MBA-PHARMACEUTICAL MANAGEMENT)
ROLL NUMBER: 113
GUIDED BY: DR. SANDEEP NARULA

OBSERVATIONS & FINDINGS

