

BACKGROUND

- Breast Cancer accounts for 25% to 32% of all female cancers. There are rising cases of breast cancer in India Breast Awareness (Being aware about symptoms of breast cancer, looking out for them regularly, and reporting them on time to a doctor) is the single most important factor responsible for the survival of the patient. Thus, examination is important.
- MAMOFEEL** is a breast care glove which aids breast cancer self-examination by highlighting finger sensitivity. It minimises the chances of missing the signs of breast cancer like ,a lump& thus promotes early screening of breast cancer. This Early screening can save lives.

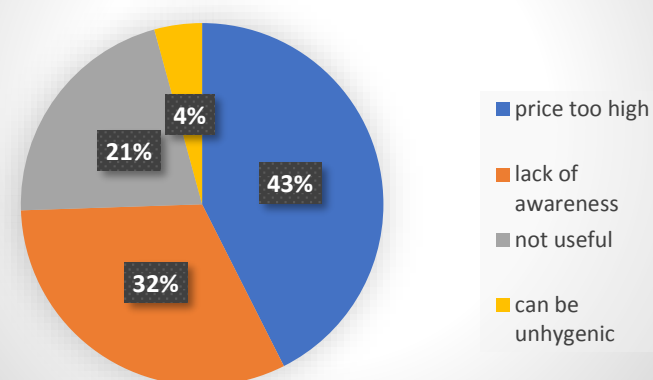
OBJECTIVES

- To Demonstrate Mamofeel at doctors' clinic and to know the perception of gynaecologists towards the brand "MAMOFEEL"
- To create brand awareness of the product Mamofeel among targeted customers –corporate houses, Educational Institutions & communities
- To Increase Mamofeel product promotion on social media.

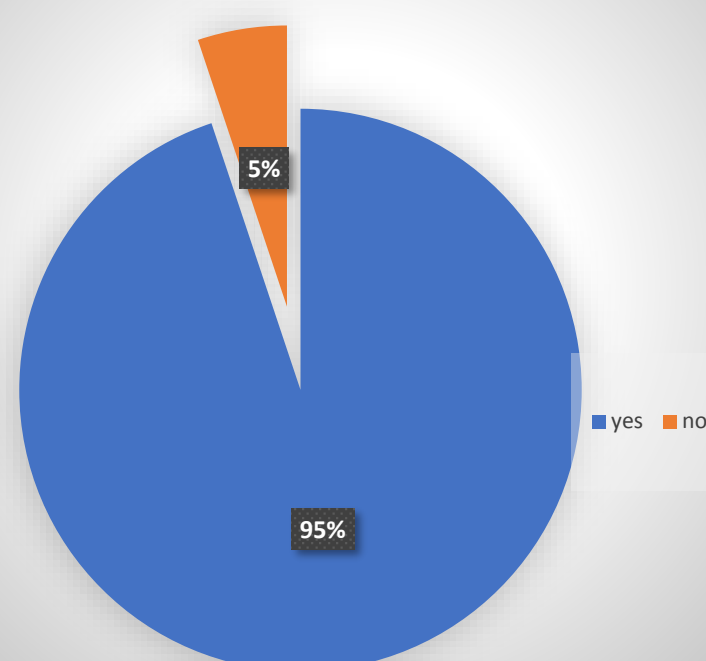
OBJECTIVE 1

(To know the perception of gynaecologists towards the brand "MAMOFEEL")

Major problems faced while prescribing Mamofeel by doctors



Awareness of the product "MAMOFEEL" among gynaecologists



KEY FEATURES OF MAMOFEEL

- Shelf Life:** can be used up to 6 months.
- Has Ethyl Vinyl Acetate Coating on the sheet of the glove.
- It enhances touch & feel approximately 10 times than the normal touch..
- This breast self-examination can be done after 5 days of menstruation & after menopause, it can be done on 1st day of each month..

OBJECTIVE 2

(Awareness of MAMOFEEL among targeted customers)

- NUMBER OF BRAND AWARENESS CAMPS CONDUCTED : 05
 - BSNL Office, Indore
 - M.Y. Hospital, Indore
 - St.Mary's Convent School, Mhow
 - Gujarati Samaj Girls College,Indore
 - Aakanksha Ladies Club, Mhow



स्क्रीन पर डेमो देकर महिलाओं को छाती के कैंसर से बचाव के तरीके बताए

आकांक्षा क्लब व भारत सेरम कंपनी ने बीमारियों से जागरूक करने के लिए कार्यशाला आयोजित की
भास्कर संवाददाता | मद्रास

आकांक्षा क्लब व भारत सेरम कंपनी द्वारा 50 वर्ष से ज्यादा की महिलाओं को छाती (ब्रेस्ट) के कैंसर व मोनोपाज बीमारियों से जागरूक करने के लिए कार्यशाला रखी गई। इसमें विशेषज्ञों ने स्क्रीन पर डेमो देकर महिलाओं को उक्त बीमारियों से बचाव के तरीके बताए। क्लब की शकुंतला डोली ने बताया प्लाउडन रोड स्थित साइल



ब्रेस्ट कैंसर जागरूकता कार्यशाला में बड़ी संख्या में महिलाएं उपस्थित थीं। दू स्मून पर रविवार शाम 4 बजे कार्यशाला की शुरुआत हुई। इसमें शिक्षा तिवारी व प्रोत अग्रवाल, ज्योति जैन, संतोष गर्ग जैरी ने महिलाओं को स्क्रीन के माध्यम से ब्रेस्ट कैंसर जैसी बीमारी से बचाव के तरीके बताए। इस मौके पर अंजू जायसवाल, मधु अग्रवाल, ज्योति जैन, संतोष गर्ग जैरी ने महिलाओं को स्क्रीन के माध्यम से ब्रेस्ट कैंसर जैसी बीमारी से बचाव के तरीके बताए।

OBJECTIVE 3

(To increase MAMOFEEL product promotion on social media)

Likes

71

Viewed
1866

Ratings
4.9

RECOMMENDATIONS

- There is a good opportunity for the company for launching this product as it has never been introduced before in the country.
- This product is totally new and it needs to be understood by doctors and targeted customers, the women of three tier cities, so more number of brand awareness camps must be conducted.
- Market has very less competition with respect to this product so a marketing strategy should be developed to make it easily accessible to women by providing it over the counter.

RESEARCH METHODOLOGY

- Sample Design: Descriptive study
- Sampling : non probability convenience sampling
- Sample Area : Indore(Madhya Pradesh)
- Sample size : 40 doctors
- Sample population: Gynaecologist
- Collection of Data: The Research involved data collection from primary sources. The primary data collected through questionnaire.
- Data Analysis : The data was compiled on MS-EXCEL