

MARKET RESEARCH & PROMOTIONAL STRATEGIES OF OMEGA 3 WITH EPA & DHA COMBINATION BETWEEN PEDIATRICIANS & CHEMISTS IN PATNA CITY.



INTRODUCTION

The major classes of polyunsaturated fatty acids (PUFAs) are the omega-3 fatty acids. EPA and DHA are considered “long-chain” (LC) omega-3s because EPA contains 20 carbons and DHA contains 22. DHA and EPA are present in fish, fish oils, and krill oils. Omega-3s play important roles in the body as components of the phospholipids that form the structures of cell membranes. DHA is especially high in the retina, brain, and sperm. In addition to their structural role in cell membranes, omega-3s provide energy for the body and are used to form eicosanoids. Eicosanoids are signaling molecules that have similar chemical structures to the fatty acids from which they are derived; they have wide-ranging functions in the body’s cardiovascular, pulmonary, immune, and endocrine systems. Cold-water fatty fish, such as salmon, mackerel, tuna, herring, and sardines, contain high amounts of LC omega-3s, whereas fish with a lower fat content—such as bass, tilapia, and cod—as well as shellfish contain

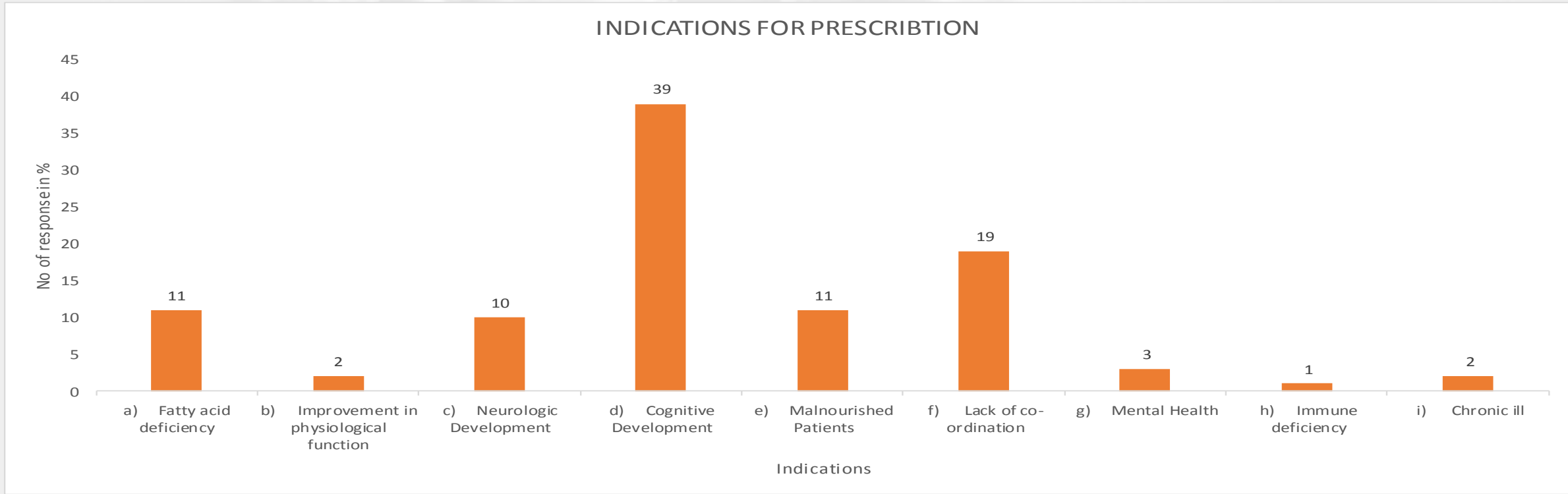
OBJECTIVE

- ◆ To Find the Prescription pattern of Omega 3 combination with EPA & DHA.
- ◆ To understand the availability of the product on various pharmacies.
- ◆ To suggest launching strategies and promotional strategies of omega 3 with combination of EPA & DHA ,

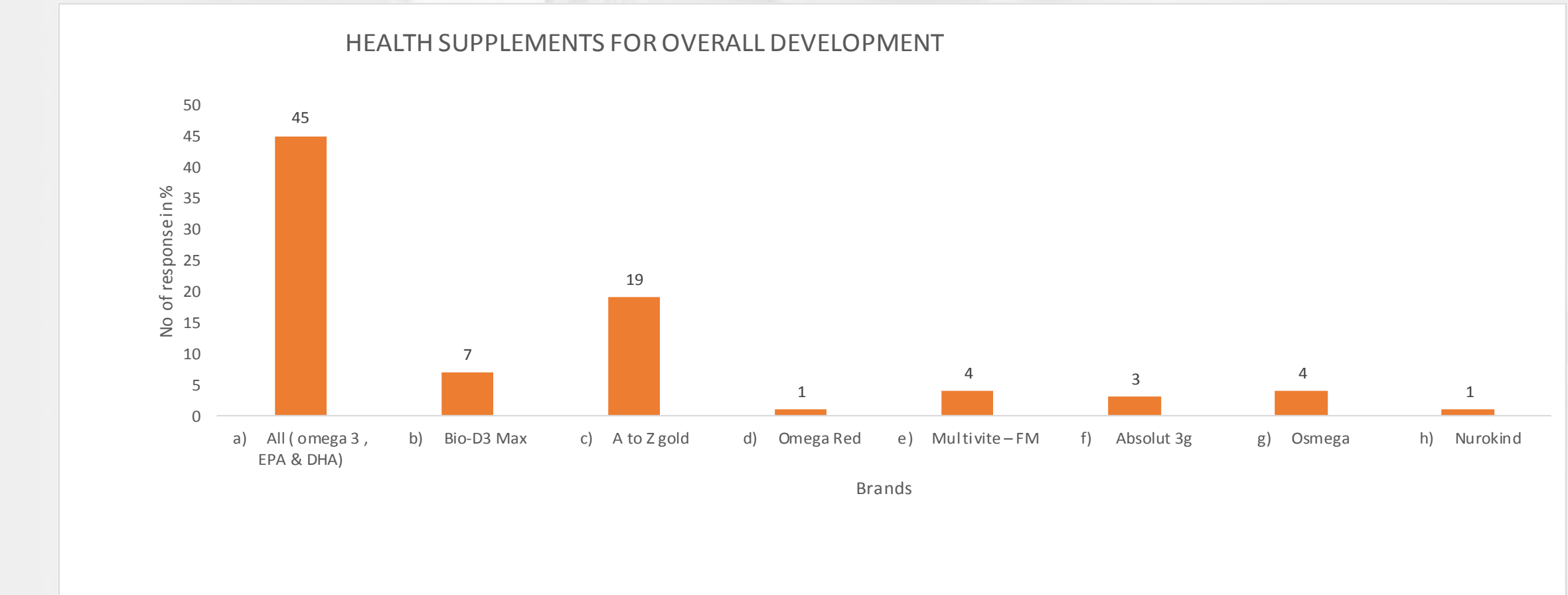
METHODOLOGY

Study Design: Descriptive Study
Sampling Method: Purposive Sampling
Sample Population: Paediatricians and chemists of different zones of Patna.
Sample Size: Doctors: 100; Chemists: 100
Sample Area: Patna City
Time Period: 60 Days
Data Collection: Separate Semi Structured Questionnaires were used to collect primary data from Doctors and chemists. Secondary data through journals, books and google.

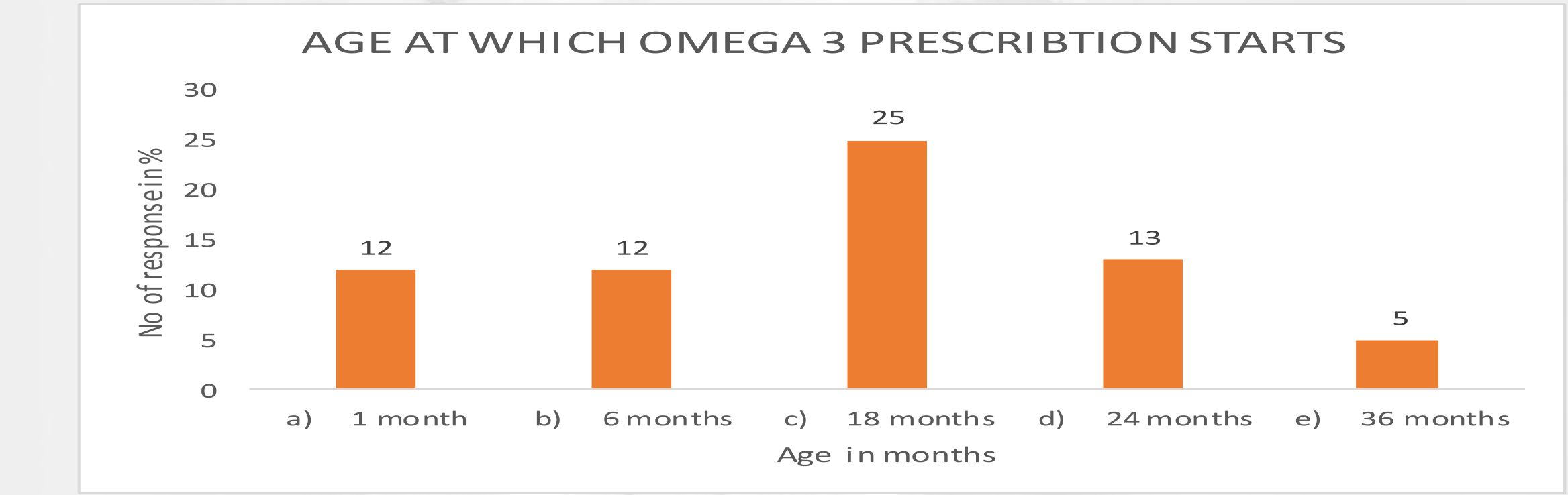
RESEARCH FINDINGS BY PEDIATRICIANS



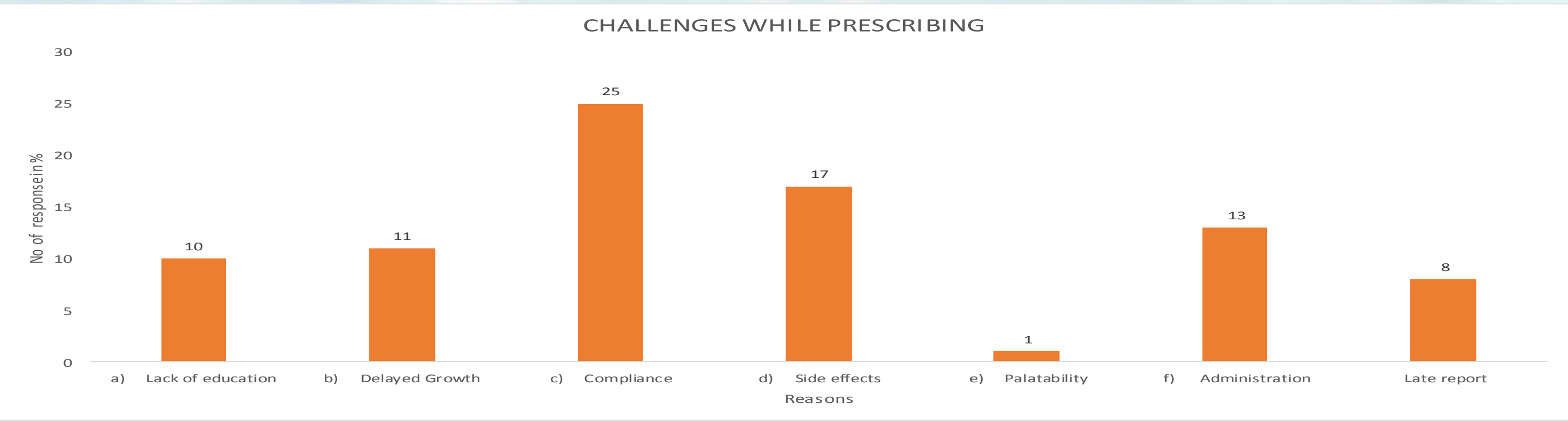
39% prescribed for cognitive development



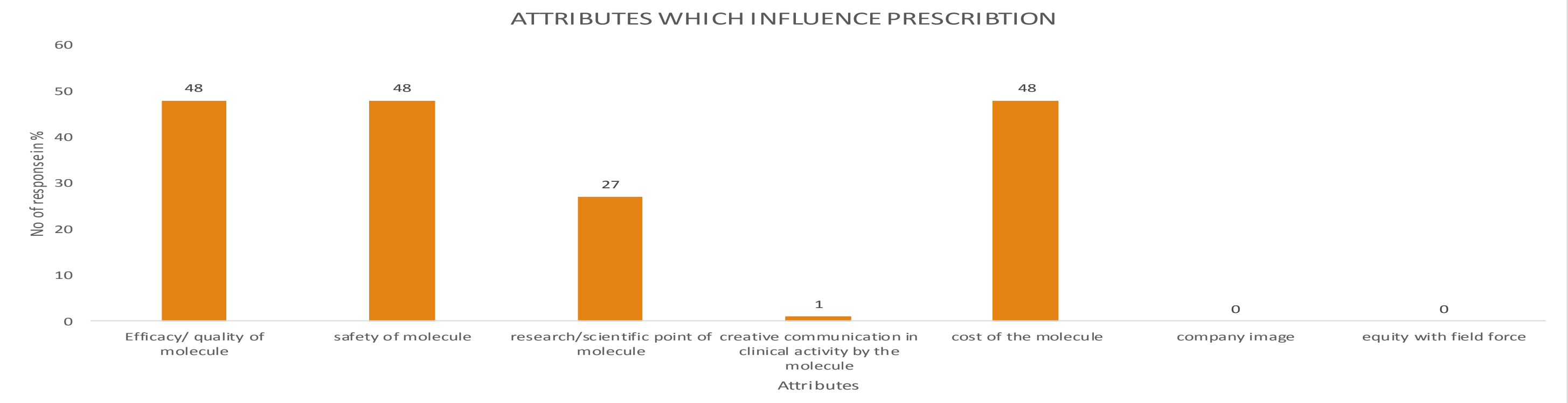
45% prescribe Omega 3 with EPA & DHA for overall development.



25% doctors from 18 months start the prescription of OMEGA 3

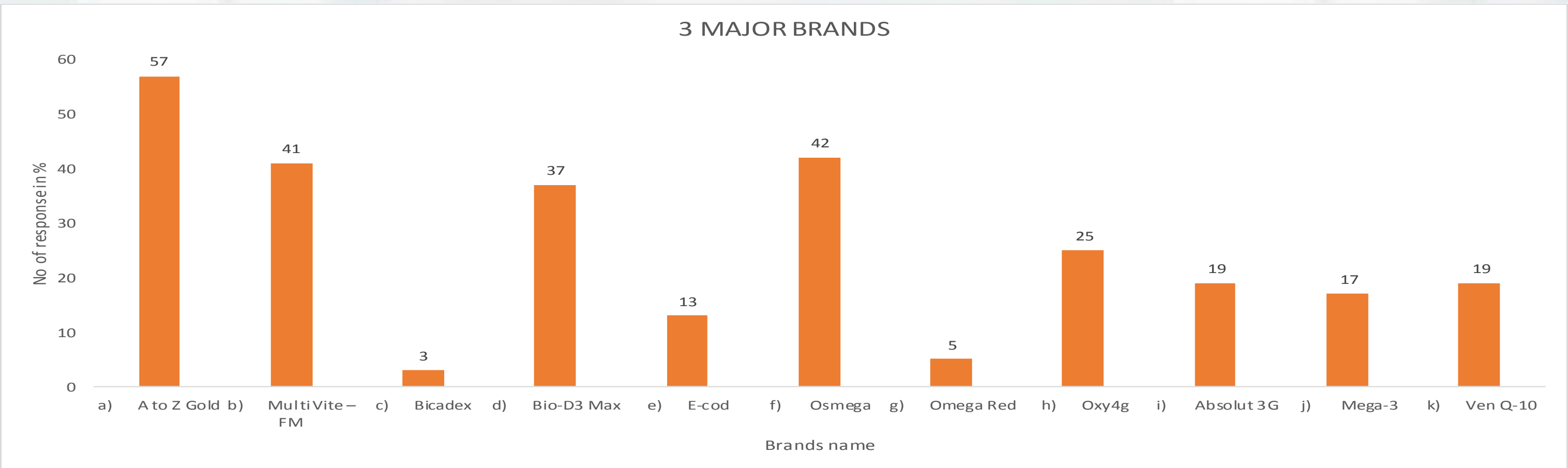


Compliance is major challenges as told by 25% of doctors.



48% of doctors got influenced by cost of molecule, safety of molecule, efficacy/ quality of molecule

RESEARCH FINDINGS BY CHEMISTS



3 major brands are A to Z Gold, Osmega and Multivite-FM respectively

CONCLUSION

- The omega-3 EPA and DHA are important throughout life and are a dietary necessity found predominantly in fish and fish-oil supplements. The omega-3 fatty acids EPA and DHA are essential for proper fetal development, and supplementation during pregnancy has also been linked to decreased immune responses in infants including decreased incidence of allergies in infants. Omega-3 supplementation may impact cognitive development in infants and children.
- ◆ It was found that most of the doctors are facing problem regarding administration of omega 3 with EPA & DHA because most of the product are in capsule form, so patients of 1 year to 4 years of age can’t able to engulf it.
 - ◆ Some doctors are not aware about the Omega 3 with EPA & DHA, they simply know about the omega 3.
 - ◆ Deficiency of Omega 3 with EPA & DHA causes autism and dyslexia.
 - ◆ Most preferred brand of Omega 3 is sold as OTC (over the counter) product

RECOMMENDATIONS

- ◆ Introduce the Competitive Pricing Policy, as there is significance difference in the price of competitive Brands. This will lead to more prescription generation by doctors.
- ◆ Segment the Market based on Number of prescription generated by Pediatricians
- ◆ Omega 3 with EPA & DHA market is diffused market, so Increased Area of coverage amongst the Pediatricians, developmental pediatricians, neurology pediatricians.
- ◆ Introduce the Subjective Positioning Strategy.
- ◆ Awareness about the Autism & Dyslexia disease to the doctors who do not examine these cases
- ◆ Focus should be shifted from only Pediatricians doctors to other like Pedia neuro, developmental pedia, Neonatologist
- ◆ Medical Representative should update doctors about Omega 3 with EPA & DHA through online journals and research studies.



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