

**Summer Training at
DelCure Lifesciences Ltd**

**Study on Competition and Promotional Strategies for Omega 3
(Combination of EPA & DHA) for Pediatric Population in Drops, Syrup
and Suspension form**

**By
Parth Sarthy**

**Under the guidance of
Dr. Sandeep Narula**

**MBA Pharmaceutical Management
2017-2019**

The logo for IIHMR University, featuring the letters 'i' and 'H' in a stylized purple font, followed by 'IIHMR' in a bold, black, serif font, and 'UNIVERSITY' in a smaller, purple, sans-serif font.
School of Pharmaceutical Management
The IIHMR University, Jaipur
2018

CERTIFICATE

This is to certify that **Parth Sarthy** has undergone summer training in IIHMR University at **DelCure Lifesciences Limited** on **Competition and Promotional strategies for Omega 3 combination (EPA & DHA)** in **Patna** from **2nd April 2018 to 2nd June 2018**.

The candidate himself completed the project assigned to him during summer training. His approach to the project was sincere and proactive. This summer training is in partial fulfillment of the course requirement recommended for the award of MBA in Pharmaceutical Management.

I wish him success in all his future endeavors.



Dr. Sandeep Narula

Associate Professor

IIHMR University, Jaipur

DLL/HR/Certificate/Internship-2018

Date: 09th July, 2018

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Parth Sarthy**, student of Master of Business Administration program of The IIHMR University, Jaipur, has successfully completed 8 weeks Summer Internship under the guidance of Mr. Ajinkya Dalal - Group Product Manager at Delcure Life Sciences Ltd.

During the period of training from **02nd April 2018 to 02nd June 2018**, Mr. Parth Sarthy was found to be sincere, dedicated and committed.

We wish him the very best in all his future endeavours.

For DelCure LifeSciences Ltd.



Shirish Vankudre
GM - Human Resources

Acknowledgement

The satisfaction and euphoria that accompany the successful completion of the project would be incomplete without the mentioning of some people who made it possible.

First of all, I express my sage sense of gratitude and indebtedness to our President, Dr. S.D. Gupta, and IIHMR University.

I would like to extend my sincere and heartfelt thanks to Mr. Prashant Kumar Pathak, MD & CEO, DelCure Lifesciences Ltd. for providing me an opportunity to learn and develop myself professionally.

I would also like to express my deep sense of gratitude to Mr. Ajinkya Dalal and my faculty mentor Mr. Sandeep Narula. I am greatly indebted to both for providing their valuable guidance at all stages of the study, their advice, constructive suggestions, positive and supportive attitude and continuous encouragement, without which it would have not been possible to complete the project.

To place on record, I owe a debt of gratitude to all my teachers for grooming me and my classmates for the inspiration needed to work with dedication and motivation throughout as an Intern in DelCure Lifesciences Ltd.

I hope that I can build upon the experience and knowledge that I have gained and make a valuable contribution towards the industry in coming future.

Executive Summary

The study aimed to understand competition and promotional strategies for Omega 3 in combination with EPA & DHA for pediatric population.

Semi structured questionnaire was utilized for data collection from respondent i.e. 101 doctors comprising of pediatricians, from Patna and 103 chemists from Patna. Data was analyzed & the findings provided with doctor's and chemists opinion and a comprehensive review of the market situation to be used for framing and suggesting the market strategy

The project was carried out in 3 stages:

First stage was to study about the Omega 3 in combination with EPA & DHA and prepare a questionnaire followed by stage two which involves meeting with the pediatricians in various government and private hospitals and chemists and conduct the survey. After the completion of the survey last stage followed which includes analyzing the data and getting conclusion.

Following findings were observed after meeting with pediatricians

- From the respondent collected from the survey reported that 39% of doctors prescribe omega 3 in indications of cognitive development, 19% in co-ordination problem between hand & eye, 11% in fatty acid deficiency and 10 % in neurological development.
- It was also observed that majority of the doctors look for development attributes like cognitive development or delay development i.e. 62% followed by improvement in physical health i.e. 14%.
- This study shows the challenges faced by doctors prescribing such supplements are compliance i.e. 25%, side-effect i.e. 17%, administration problem i.e. 13%, lack of education of mother i.e. 10% and late report i.e. 8%.

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Company Profile

DelCure LifeSciences Ltd. (DLL) is a full scale pharmaceutical company with an aim to bring differentiated high-quality products through international collaboration with innovator companies from the USA, Switzerland, and European countries. High quality products are assured from our manufacturing partner of high repute. DelCure Lifesciences Limited (DLL) is one of the fastest growing pharmaceutical companies in India. The Company, founded in 2013 by Mr. Prashant Kumar Pathak, the company has manufacturing collaboration with Akums Drugs & Pharmaceuticals, Internationally Recognized, WHO-GMP Certified units in oral solid dosage forms, hormonal preparations oral/ injectables & ointments, liquid orals, ointments and cosmetics, injectables, food supplements Nutraceuticals. DLL has a revenue of \$5.3 million and 56 employees. DelCure Lifesciences's main competitors are Celogen Pharma, Inventia Healthcare and Calyx. As of August 2017, DelCure Lifesciences has 35 fans on Facebook and 2.3K followers on Twitter.

DLL has two divisions which comprises various products and segments: -
First one is WinSpire- It is launched in June 2013 with 300 members in Pediatrics, ENT, and chest specialties. This Division has products with differentiated technology, “Fast Absol” in all Tablet range and “KuraFast” in all dispersible Tablets, which will lead to faster onset of action and thus faster relief.

Second one is Delvoice which is launched in August 2013. It is multispecialty division focus on Orthopedics, Gastroenterologists and Consulting Physicians. Delvoice is credited in bringing innovative new products which are new to the country and technologically superior.

DLL is a private independent company.

Vision:

To become the most respected, uniquely positioned leading pharmaceutical company in the chosen areas or specialty verticals in India and abroad with distinct value-based characteristics .

Purpose, Culture and Value at DelCure LifeSciences:

At DelCure LifeSciences, we strongly believe in promoting the purpose of Happiness and creating the culture of Helpfulness for DLL family members and the society, with the learning from Mother Nature, promoting sustainability and augmenting life with growth. We firmly believe in value of Truthfulness.

The Visionary:

The company was envisioned by pharma veteran Mr. Prashant Kumar Pathak. An inspiring and visionary leader has approximately three decades of rich experience in pharmaceutical industry in Sales & Marketing, International Business, and Supply Chain Management & Operations. Mr.

Pathak served as Chief Executive – Global Formulations with RPG Lifesciences and Senior Director – Sales & Marketing with Dr. Reddy's Laboratories.

He has well-rounded experience of running business arms in APAC, Central & Latin American countries & Africa. During his professional career he has managed large number of in licensing assignments and brought new products to India and has been instrumental in collaborating with institutions of repute in the country and USA.

Has been guide & mentor to many successful industry leaders and therefore, has created a highly competent top management team in DelCure Lifesciences.

Presence

Domestic

Products are sold through 2 specialized divisions and have over 25 brands.

- **SPAFAST GEL** -Better absorption...Faster relief
- **DELPOFLEX-A**– The Advanced choice
- **FACTUS SR**– Controls Uric Acid safely
- **LIDOGAB**– Topical solution for pain free life
- **GYM**– Healthy Tendon Active life
- **BUSONEX**– Next move in joint care
- **STIFEASE**– Remove stiffness easily
- **TOLNIM**-Relieves muscle spasm.... ensures pain relief
- **DELPOCAL**-Nature's perfect calcium
- **SPAFAST D INJECTION**– Technological breakthrough in single injection
- Differentiated products**
- **FACTUS SR**-Available with UHVM Technology in sustained release formula.
- **LIDOGAB**-Available in a Lipophilic base.
- **GYM**-Only combination with Rose hip extract.
- **DELPOFLEX A**-Advanced NSAID+ Advanced enzyme.

- **UPCOUNT**– First time with the combination of Carica papaya, Tinospora cordifolia, goat milk powder and Vitamin E.
- **TOLNIM**-Only brand with Tolperisone and Nimesulide.
- **DELPOCAL**– Calcium with multimineral complex.
- **SPAFAST D INJECTION**– Combination with Diclofenac and Thiocolchicoside.
- **SPAFAST GEL**– Available with excederm technology
- In Pediatric segment, Taste of the formulation plays important role. In DLL, all the suspension products come with delicious taste, which ensures 100% patient compliance. **DelpoCure** ((Cefpodaxime Proxetil), a Cephalosporin antibiotic, indicated for treating respiratory infections in children and adults, available in all dosage forms like Tablets, Dispersible tablet, Suspension (50, 100 & 200 mg).
- **DelpoClav** (Amoxicillin + Clavulanic acid) has been launched in Pediatric as well as adult dosage forms (228.5, 457 & 625 mg) in Tablet, DT & Suspension.
- **WeCure** (Levofloxacin) a very popular Quinolone antibiotic is launched in 250, 500 and 750 mg Tablet dosage form and also in combination with Ornidazole to treat infected Diarrhea.
- **Indowel** (Ondansetron) has been launched, which is an antiemetic in Solution form, for the treatment of nausea & vomiting in children.
- The overall response from the doctors has been very good and they have appreciated the quality of the product. Many doctors have even reported that DLL's product give faster results to the patients, confirming high quality standard of the products. This Division plans to introduce comprehensive Pediatric, ENT & Chest range that includes:
- In management of Diarrhea: **Weltone Z drops**: India's 1st and only ready to use Zinc drops
- Pain relief in Acute Otitis Media with intact Tympanic membrane: **Lidozone Ear Drops**: First Time in India. World's No. 1 Formula
- For reducing the procedural pain and pain during vaccination: **StayHappy Twist Tip Ampoule**: 1st time in India for Superior analgesic effect
- Treatment and prevention of Vitamin D deficiency: **D-liq Drops**: India's first Micellized Vitamin D3 Supplement
- In Viral Hepatitis: **Udcament Susp**: India's first in Suspension form. UDCA treatment made easy
- In management of Chronic Asthma: **Delpomont Susp**: The first and only plain montelukast suspension in India

International

Company already has four international collaborations mentioned below:

- Pharmabase, Switzerland
- Helixor, Germany
- Cymbiotics, USA
- Amarillo Biosciences, USA

Vit D3 from Pharmabase and Helixor products are shortly will get added to the product portfolio of the company.

Timeline

2015- Awarded brand of the year

2016- Participated in 13th national pharmaceutical conclave and gave “Make, Develop and Innovative in India”.

2016-17- Awarded World’s Greatest Brand by Asia One

2017- Launched a nationwide campaign at NASHICON June 2017 called as HONOUR YOUR DOCTOR. *Respect Doctor...save society.*

2017- Awarded Asia’s Greatest Brands & Leaders (Pride of Asia Series)

2018- Participated in PEDICON Nagpur 2018.

2018- Participated in OOACON’18.

- Participated in IOACON, BOACON & GAMCON.
- Creating awareness and spreading noble messages across country.
- 22+ Events Participation.
- 50+ Newspaper Publications.

Introduction

“The major classes of polyunsaturated fatty acids (PUFAs) are the omega-3 fatty acids. PUFAs consist of long chains of carbon atoms with a carboxyl group at one end of the chain and a methyl group at the other. Omega-3 fatty acids (omega-3s) have a carbon–carbon double bond located three carbons from the methyl end of the chain. Omega-3s, sometimes referred to as “n-3s,” are present in certain foods such as flaxseed and fish, as well as dietary supplements such as fish oil. Several different omega-3s exist, but most of scientific research focuses on two: eicosapentaenoic acid (EPA), and docosahexaenoic acid (DHA). 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, but they are originally synthesized by microalgae, not by the fish. When fish consume phytoplankton that consumed microalgae, they accumulate the omega-3s in their tissues. 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. Maternal nutrition guidelines have always stressed a diet including sufficient caloric and protein requirements, but recently fatty acids have also been deemed important. This is partially since EPA and DHA supplementation during pregnancy has been associated with multiple benefits for the infant. During pregnancy, the placenta transfers nutrients, including DHA, from the mother to the fetus. The amount of omega-3 fatty acid in the fetus is correlated with the amount ingested by the mother, so it is essential that the mother has adequate nutrition”

Recommended Intakes

Table 1: Adequate Intakes (AIs) for Omega-3s [5]

Age	Male	Female	Pregnancy	Lactation
Birth to 6 months*	0.5 g	0.5 g		
7–12 months*	0.5 g	0.5 g		
1–3 years**	0.7 g	0.7 g		
4–8 years**	0.9 g	0.9 g		
9–13 years**	1.2 g	1.0 g		
14–18 years**	1.6 g	1.1 g	1.4 g	1.3 g
19-50 years**	1.6 g	1.1 g	1.4 g	1.3 g
51+ years**	1.6 g	1.1 g		

*As total omega-3s

**As ALA

Sources of Omega-3s

The omega-3 content of fish varies widely. 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 lower levels. The omega-3 content of fish also depends on the composition of the food that the fish consumes. Farmed fish usually have higher levels of EPA and DHA than wild-caught fish, but it depends on the food they are fed. An analysis of the fatty acid composition of farm-raised Atlantic salmon from Scotland showed that the EPA and DHA content significantly decreased between 2006 and 2015 due to the replacement of traditional marine ingredients in fish feed with other ingredients.”

“The U.S. Food and Drug Administration (FDA) has established a Daily Value (DV) of 65 g for total fat but not for omega-3s. Thus, Table 2 presents the amounts of omega-3 fatty acids in grams per serving only.”

Table 2: Selected Food Sources of ALA, EPA, and DHA.

Food	Grams per serving		
	ALA	DHA	EPA
Flaxseed oil, 1 tbsp	7.26		
Chia seeds, 1 ounce	5.06		
English walnuts, 1 ounce	2.57		
Flaxseed, whole, 1 tbsp	2.35		
Salmon, Atlantic, farmed cooked, 3 ounces		1.24	0.59
Salmon, Atlantic, wild, cooked, 3 ounces		1.22	0.35
Herring, Atlantic, cooked, 3 ounces*		0.94	0.77
Canola oil, 1 tbsp	1.28		
Sardines, canned in tomato sauce, drained, 3 ounces*		0.74	0.45
Mackerel, Atlantic, cooked, 3 ounces*		0.59	0.43
Salmon, pink, canned, drained, 3 ounces*	0.04	0.63	0.28
Soybean oil, 1 tbsp	0.92		
Trout, rainbow, wild, cooked, 3 ounces		0.44	0.40
Black walnuts, 1 ounce	0.76		
Mayonnaise, 1 tbsp	0.74		
Oysters, eastern, wild, cooked, 3 ounces	0.14	0.23	0.30
Sea bass, cooked, 3 ounces*		0.47	0.18
Edamame, frozen, prepared, ½ cup	0.28		
Shrimp, cooked, 3 ounces*		0.12	0.12
Refried beans, canned, vegetarian, ½ cup	0.21		
Lobster, cooked, 3 ounces*	0.04	0.07	0.10
Tuna, light, canned in water, drained, 3 ounces*		0.17	0.02
Tilapia, cooked, 3 ounces*	0.04	0.11	
Scallops, cooked, 3 ounces*		0.09	0.06
Cod, Pacific, cooked, 3 ounces*		0.10	0.04
Tuna, yellowfin, cooked 3 ounces*		0.09	0.01
Kidney beans, canned ½ cup	0.10		

Table 2: Selected Food Sources of ALA, EPA, and DHA.

Food	Grams per serving		
	ALA	DHA	EPA
Baked beans, canned, vegetarian, ½ cup	0.07		
Ground beef, 85% lean, cooked, 3 ounces**	0.04		
Bread, whole wheat, 1 slice	0.04		
Egg, cooked, 1 egg		0.03	
Chicken, breast, roasted, 3 ounces		0.02	0.01
Milk, low-fat (1%), 1 cup	0.01		

*Except as noted, the USDA database does not specify whether fish are farmed or wild caught.

**The USDA database does not specify whether beef is grass fed or grain fed.

Omega-3 with EPA & DHA Deficiency

A deficiency omega-3s with EPA & DHA cause autism, dyslexia, rough, scaly skin and dermatitis. Plasma and tissue concentrations of DHA decrease when an omega-3 fatty acid deficiency is present. However, there are no known cut-off concentrations of DHA or EPA below which functional endpoints, such as those for visual or neural function or for immune response, are impaired.

Infant health and neurodevelopment

High concentrations of DHA are present in the cellular membranes of the brain and retina, and DHA is important for fetal growth and development. The accumulation of DHA in the retina is complete by birth, whereas accumulation in the brain continues throughout the first 2 years after birth.

Research Methodology

Objective & Scope of Study

Objective

The main objective to conduct this research is to understand the prescription behavior of omega 3 combination with EPA & DHA and to suggest its competition and promotional strategies.

Primary Objectives

- To Find the Prescription pattern of Omega 3 combination with EPA & DHA.
- To understand the availability of the product on various pharmacies.
- To study and understand the concept of market research.

Scope of the Study

The major scope of this study is to know how often doctors prescribe omega 3 with combination of EPA & DHA. Then to identify its market strategy to increase its sales and promotional tools and in pediatric patients how often it is used. In pediatric population doctors go for syrup, suspension or drops form or capsule form.

Managerial Usefulness of the Study

This study helps to understand marketing research basic terminologies & different strategies for different market situation.

Methodology

Sample Design:

Descriptive study

Sampling:

Non-probability convenience sampling

Sample Size:

Respondents: 204

Sample Frame:

Doctors: 101

Chemists: 103

Sample population:

Pediatricians

Sample area:

Different areas of Patna (zone wise)

Zones	Areas
East	Patna City
West	Kankarbagh, Raja Bazar, AIIMS, Phulwari sharif, Postal Park
Central	Boring Road, Bailey Road, Khazanchi Road, PMCH, Mahendru, Exhibition Road

Tools Used for Data Collection: Direct Questionnaire method

Type of Questionnaire: Semi-Structured

Type of Questions: closed and open ended

Tools Used for data analysis: MS-Excel

Data Collection:

Primary- primary data has been collected by the means of questionnaire.

Secondary- The secondary data involved in this project has been gathered from the medical journals, literatures and internet.

Study duration:

Two months

Findings and Interpretation

Responses recorded by Doctors

1) Indications in which Omega 3 combination with EPA & DHA is prescribed

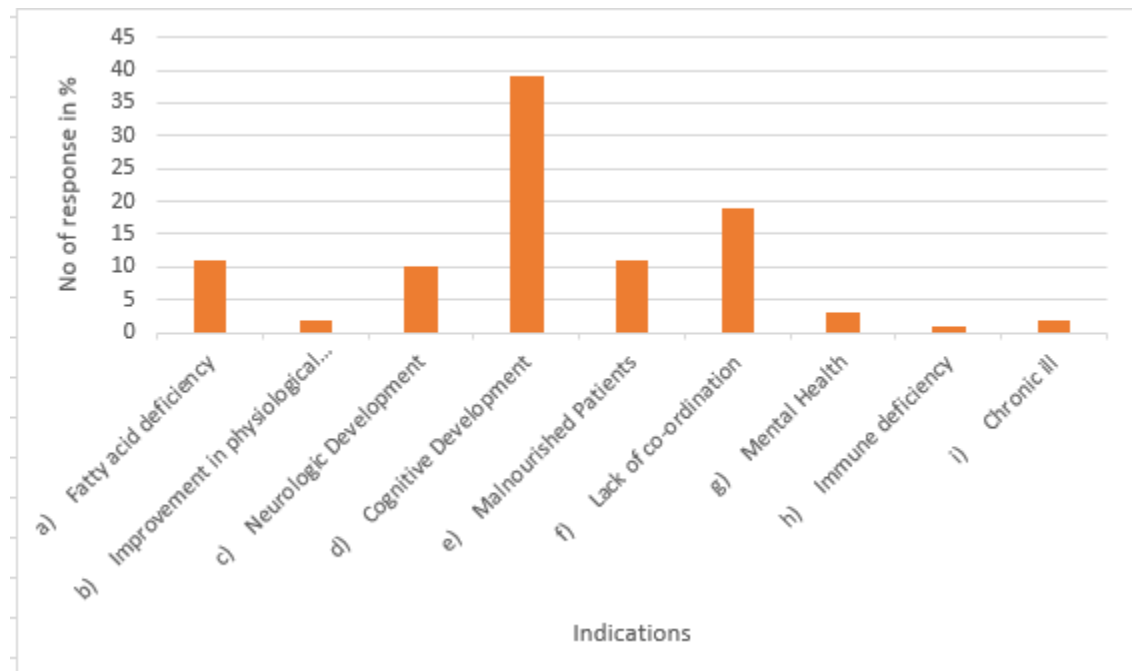


Figure 1: Total No of Indications vs. Percentage Response

INTERPRETATION

- 39% prescribed for cognitive development.
- 19% for lack of co-ordination between hand and eye.
- 11% for fatty acid deficiency.

2) For overall development, prescribed health supplements.

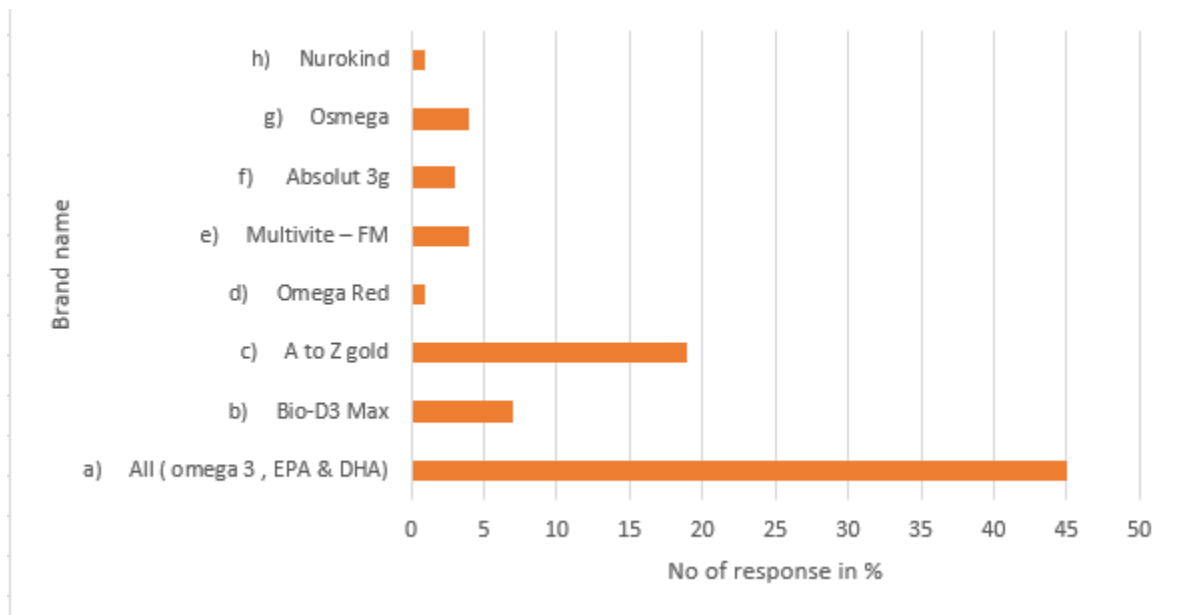


Figure 2: Brand Name vs. Percentage Response

INTERPRETATION

- 45% prescribe Omega 3 with EPA & DHA for overall development.
- 19% prescribe A to Z Gold.
- 19% didn't responded to this question.

3) Age at which health supplements (omega 3, EPA & DHA combination) are prescribed in pedia patients.

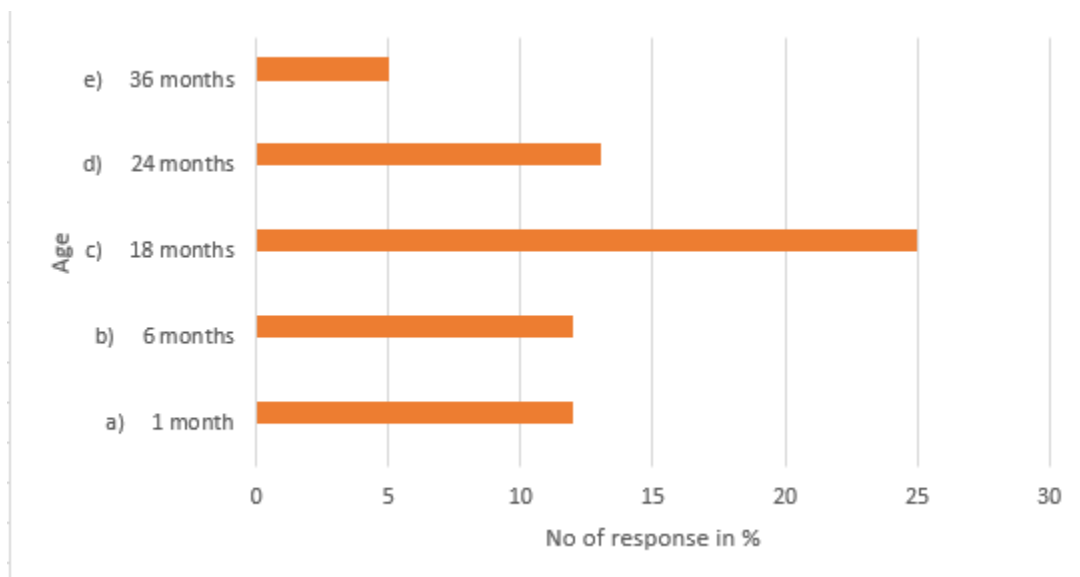


Figure 3: Age in months vs. Percentage Response

INTERPRETATION

- 25% doctors from 18 months start the prescription of health supplements.
- 14% doctors from 24 months start the prescription of health supplements.
- 12% from 6 months start the prescription of health supplements.

4) Preferred form of dose.

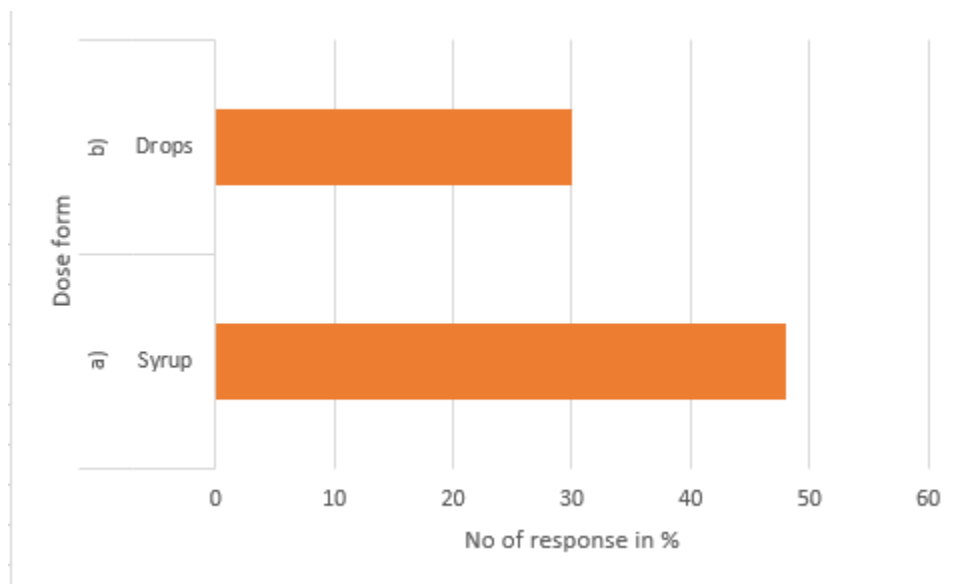


Figure 4: Dose form vs. Percentage Response.

INTERPRETATION

- 48% doctors preferred syrups.
- 30% doctors preferred drops.

5) Development attributes while prescribing such supplements.

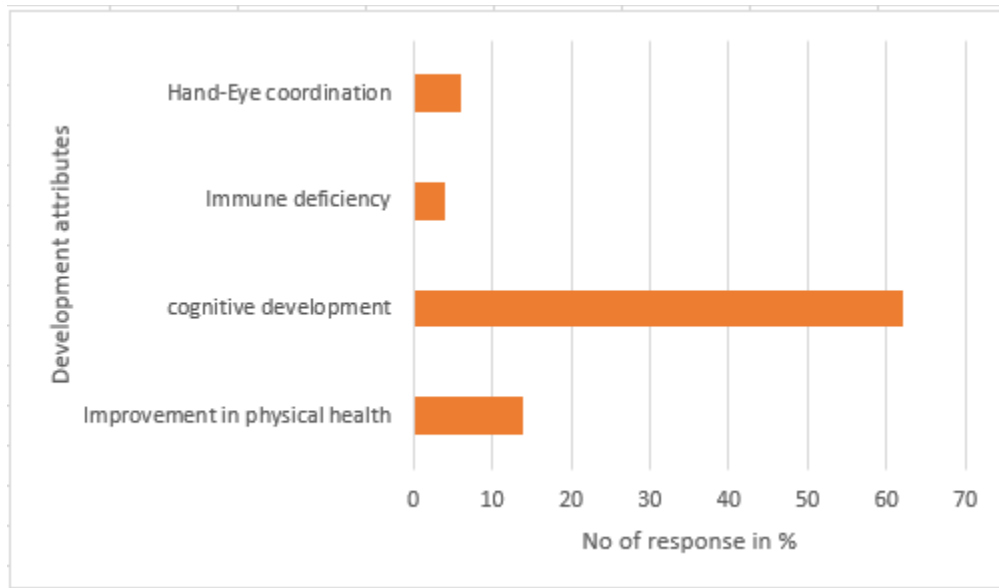


Figure 5: Development attributes vs. Percentage Response.

INTERPRETATION

- 62% of doctors look for cognitive development while prescribing supplements.
- 14% of doctors look for improvement in physical health.
- 7% of doctors look for co-ordination between hand and eye.

6) a) Which brands of supplements in combination (omega 3, EPA & DHA) do you prefer the most?

(check esp. For **Brain wise, Brain IQ, Kidzomega, Brain UP, Ten on Ten** - these 5 brands)

These brands are not available in market of Patna, so not get the response of this from doctors.

b) Kindly rank the above-mentioned brands on the following parameters on scale of (1-5) with 1 being highest and 5 being lowest.

- These brands are not available in market of Patna, so not get the response of this from doctors.

c) Doctor what is the recall message of the top 3 brands that you prefer?

- These brands are not available in market of Patna, so not get the response of this from doctors.

d) Such supplements are an effective combination and will effectively help in development of children.

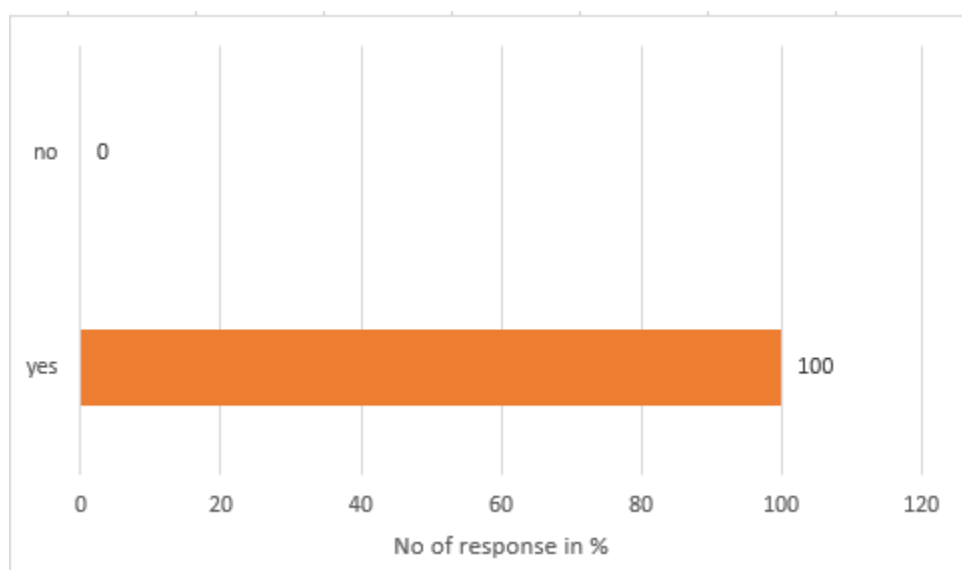


Figure 6: Answers vs. Percentage Response.

INTERPRETATION

- 100% of doctors believe such supplements is an effective combination for help in development of children.

7) a) Challenges while prescribing such supplements.

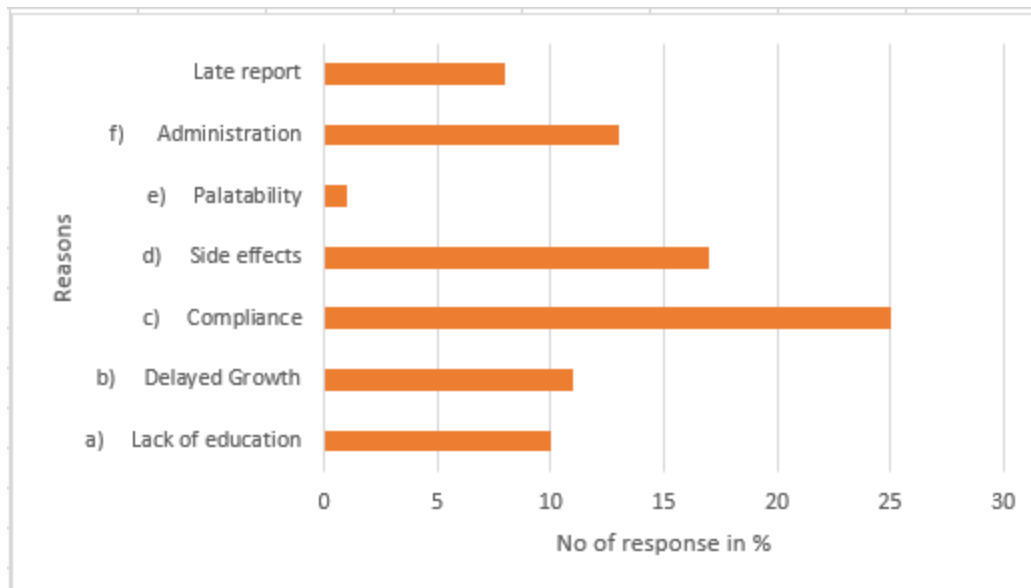


Figure 7: Reasons vs. Percentage Response.

INTERPRETATION

- 25% of doctors face compliance as challenge.
- 17% of doctors face side effects as challenge.
- 13% of doctors face administration problems.

b) How to overcome above challenges.

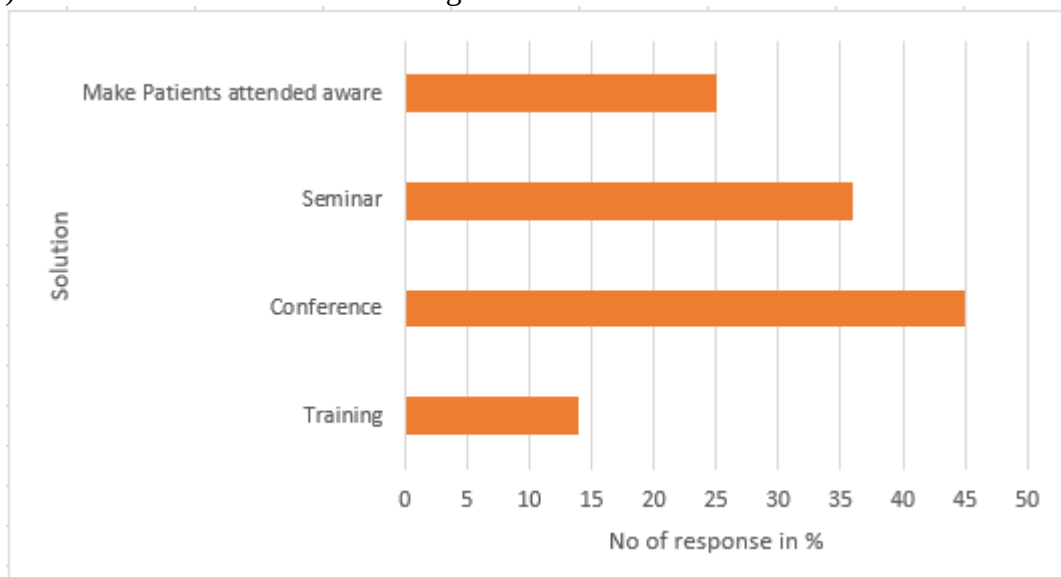


Figure 7.1.: Solution to overcome vs. Percentage Response.

INTERPRETATION

- 45% believe in conference to overcome such challenges.
- 36% in seminar.

- 25% believe in making parents aware about the omega 3 uses.

8) Attributes which influence prescribing behavior of doctors.

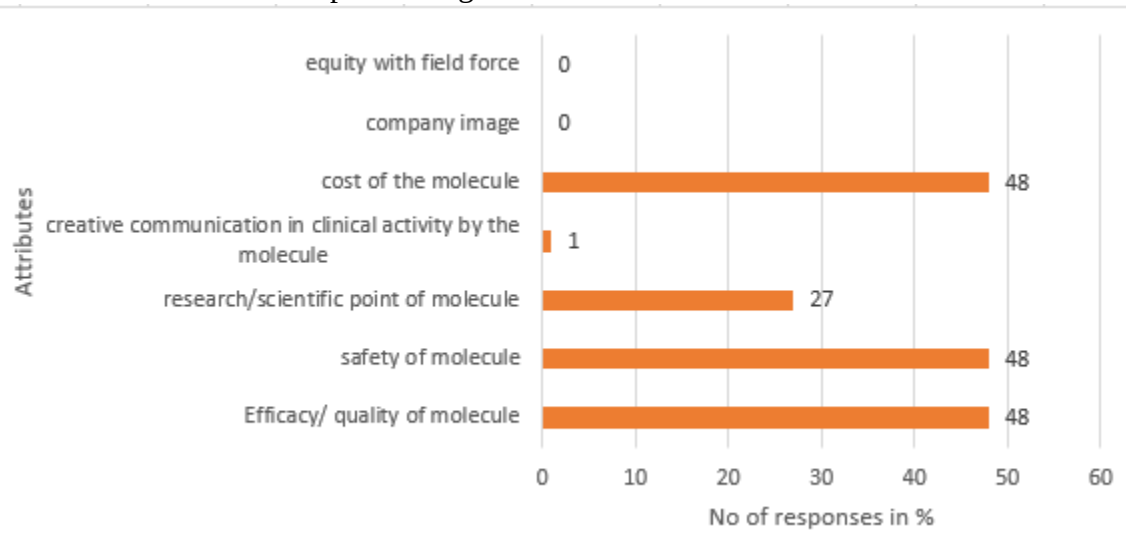


Figure 8.: Attributes vs. Percentage Response.

INTERPRETATION

- 48% of doctors got influenced by cost of molecule, safety of molecule, efficacy/ quality of molecule.
- 27% of doctors got influenced by research or scientific point of molecule.

9) Activities which help to prescribe omega 3 EPA & DHA combination more.

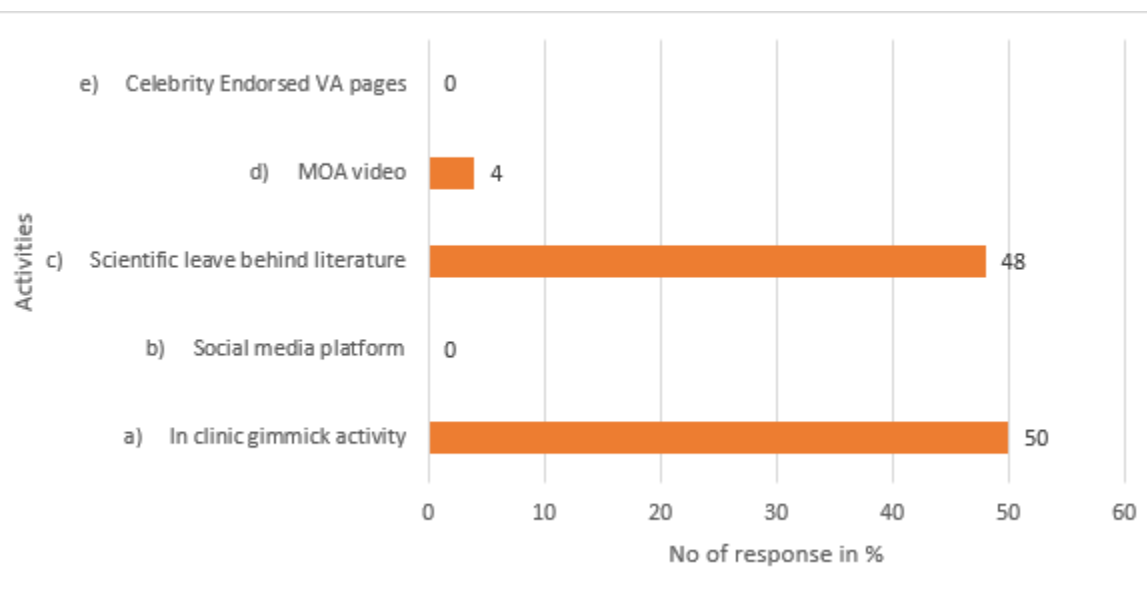


Figure 9.: Activities vs. Percentage Response.

INTERPRETATION

- 50% doctors told that clinical gimmick activities help them to prescribe Omega 3 EPA & DHA combination more.
- 48% doctors told that scientific leave behind literature them to prescribe Omega 3 EPA & DHA combination more.

Responses recorded by Chemists

1) Major brands of Omega 3 selling most on chemist counter

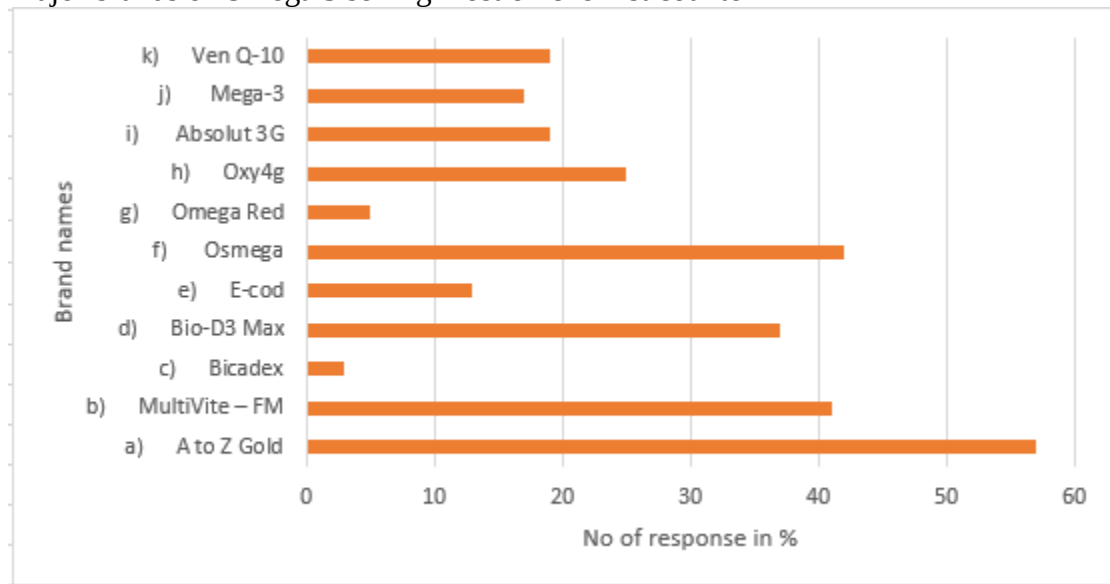


Figure 1.: Brand names vs. Percentage Response.

INTERPRETATION

- 57% chemists sell A to Z Gold most on their counter.
- 42% chemists sell Osmega most on their counter.
- 41% chemists sell Multivite-FM most on their counter.
- 37% chemists sell Bio-D3 Max most on their counter.

2) How much do you sell?

Brainwisesales/month

Brain IQ..... sales/month

Kidzomega..... sales/month

BrainUP.....sales/month

Ten on Ten.....sales/month

These brands are not available in Patna market as mentioned earlier.

3) How much stocks do you have now (one box or more)

Brainwise.....

Brain IQ

Kidzomega.....

BrainUP.....

Ten on Ten.....

These brands are not available in Patna market as mentioned earlier.

4) Selling of omega 3 in a month

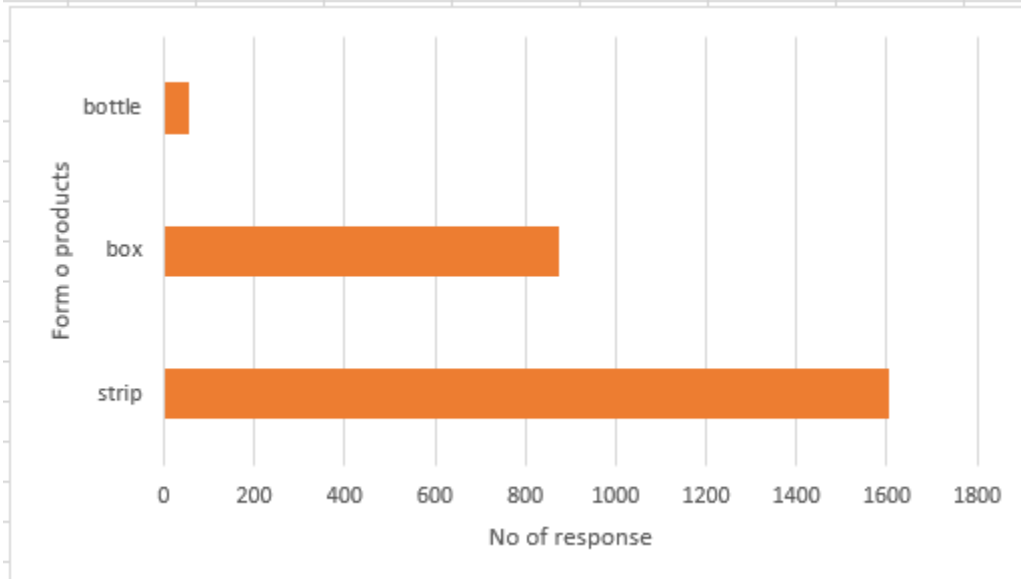


Figure 2.: Form of product vs. Percentage Response.

INTERPRETATION

- 1600 strips i sold per month of Omega 3.
- 873 boxes are sold per month of Omega 3.
- 55 bottles of Omega 3 are sold per month.

5) Omega 3 in stock currently.

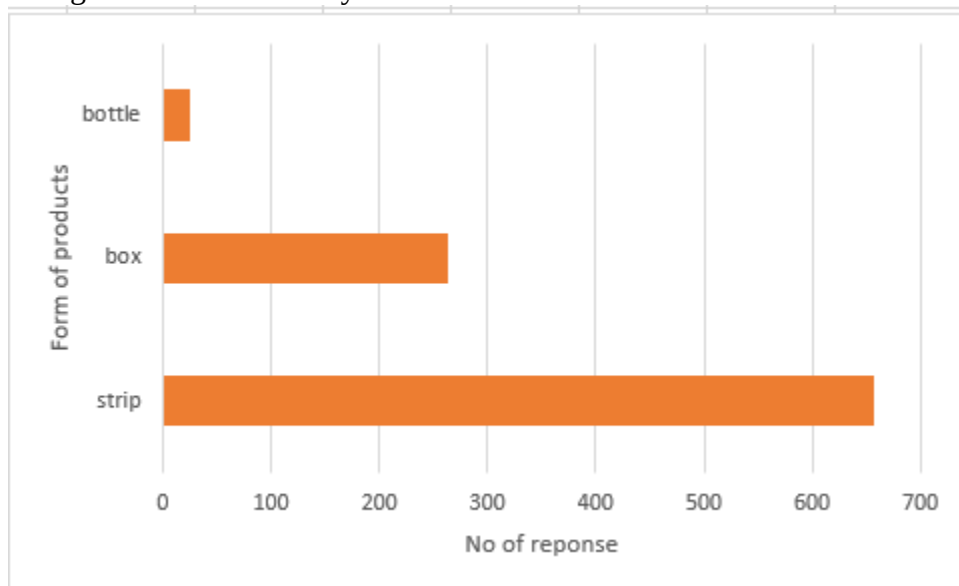


Figure 3.: Form of product vs. Percentage Response.

INTERPRETATION

- 658 strips of Omega 3 in stock is left.
- 263 boxes of omega 3 in stock is left.
- 25 bottles of omega 3 in stock is left.

FINDINGS FROM THE RESEARCH

There is much critical information were found out from the study:

- 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.
- Some doctors can't prescribe it because it is too costly that can be not afforded by all patients.
- 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 and sold as strip form.
- Prescribed omega 3 with EPA & DHA are sold as in box.

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.

- The overall finding of the study helped us to understand the prescription behavior of the Pediatricians and the reason behind the compliance they are facing while prescribing Omega 3 with EPA & DHA.
- The cost and dose are the two main factors that influence the prescription of Omega 3 with EPA & DHA.

Suggestions (Marketing Strategy)

- 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.
- Attractive Discounting Policy that will attract more customers, as cost is high.
- Institutional supply source to be maintained well with including the separate field professional for institution.
- Identify the Key Opinion Leader and served with more frequently with excellent customer service.
- Introduce the Cross Promotional strategy (either with own Product or competitors Product)
- 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.

Limitation of the Study

- The sample area and sample size has been limited due to time constraint.
- Doctors (respondents) are reluctant for their feedbacks & opinions, and authenticity of their statements can't be verified too.
- All the observations and recommendations will be made on the feedback obtained from the survey.

Annexure

Questionnaire for doctors

Doctor.....

Date:

Place:.....

Specialty:

No. of OPD Patients/Day:

1. Doctor in which indications do you Rx the Omega 3, EPA, & DHA health supplements in pedia patients?
 - a) Fatty acid deficiency
 - b) Improvement in physiological function
 - c) Neurologic Development
 - d) Cognitive Development
 - e) Malnourished Patients
 - f) Lack of co-ordination
 - g) Mental Health
 - h) Immune deficiency
 - i) Chronic ill

2. Doctor which health supplements (omega 3, EPA & DHA combination) do you Rx in pedia patients for their overall development?
 - a) All
 - b) Bio-D3 Max
 - c) A to Z gold
 - d) Omega Red
 - e) Multivite – FM
 - f) Absolut 3g
 - g) Osmega

3. Doctor at what age do you Rx the health supplements (omega 3, EPA & DHA combination) in pedia patients
 - a) 1 month
 - b) 6 months
 - c) 18 months
 - d) 24 months
 - e) 36 months

4. Doctor what is the preferred form of dosage that you prefer the most? (ask the age as well ex drops is pedia patients from 1-2 years etc.)
 - a) Drops:
 - b) Syrup:

Competitive Assessment

5. Doctor according to you, what are the development attributes you look for while rx such supplements in pedia patients?

- a) Improvement in physical health
- b) Cognitive development
- c) Immune Deficiency
- d) Hand eye coordination

6. I) Which brands of supplements in combination (omega 3, EPA & DHA) do you prefer the most?

(check esp.for **Brain wise , Brain IQ , Kidzomega, Brain UP, Ten on Ten** -these FIVEbrands)

- | | | |
|----|----|----|
| 1. | 2. | 3. |
| 4. | 5. | 6. |
| 7. | 8. | 9. |

li) Kindly rank the above mentioned brands on the following parameters on scale of (1-5) with 1 being highest and 5 being lowest

Parameters	Rank
Cognitive development (check esp.for Brain wise , Brain IQ , Kidzomega, Brain UP, Ten on Ten - these FIVEbrands)	1. 2. 3. 4. 5.
Improvement in attention and physiologic functions (check esp.for Brain wise , Brain IQ , Kidzomega, Brain UP, Ten on Ten - these FIVEbrands)	1. 2. 3. 4. 5
Improvement in physical & emotional health (temperament, relationship with parents) (check esp.for Brain wise , Brain IQ , Kidzomega, Brain UP, Ten on Ten - these FIVEbrands)	1. 2. 3.

	4.
	5.

iii) Doctor what is the recall message of the top 3 brands that you prefer?

Brands	Recall message/element
Brainwise	
BrainIQ	
Kidzomega	
BrainUP	
Ten on Ten	

iv) Doctor do you think such supplements (Omega 3, EPA, DHA) is an effective combination and will effectively help in development of children?

a) Yes

b) No

Communication Strategy

7) I) Doctor what are the challenges that you face with Rx such supplements? (Succumb to home remedies, compliance etc.)

- a) Lack of education
- b) Delayed Growth
- c) Compliance
- d) Side effects
- e) Palatability
- f) Administration
- g) Late report

ii) Doctor how can we partner with you and help you overcome above challenges by means of inputs?

8) Doctor which of the following attributes influence your Rx?

- a) Efficacy/ Quality of Molecule
- b) Safety of the molecule
- c) Research/ scientific points of the Molecule

- d) Creative communication/ in clinic activity by the molecule
 - e) Cost of the molecule
 - f) Company Image
 - g) Equity with Field force
- 9) Doctor which of the following activities will help you Rx the Omega 3 EPA &DHA combination more?
- a) In clinic gimmick activity
 - b) Social media platform
 - c) Scientific leave behind literature
 - d) MOA video
 - e) Celebrity Endorsed VA pages
 - f) Any other please specify
- 10) Doctor would you like to add any comments?

Questionnaire for chemists

- ☐ Which are the 3 major brands of Omega 3(combination of EPA & DHA) selling most on your counter ?
- a) A to Z Gold
 - b) MultiVite – FM
 - c) BicaDEX
 - d) Bio-D3 Max
 - e) E-cod
 - f) Osmega
 - g) Omega Red
 - h) Oxy4g
 - i) Absolut 3G
 - j) Mega-3
 - k) Ven Q-10
- ☐ How much do you sell ? ;

Brainwisesales/month

Brain IQ..... sales/month

Kidzomega.....sales/month

BrainUP.....sales/month

Ten on Ten.....sales/month

☐ How much stocks do you have now (one box or more)

Brainwise.....

Brain IQ

Kidzomega.....

BrainUP.....

Ten on Ten.....

☐ Who are the top 3 prescribers of Omega 3(combination of EPA & DHA) (*Do not put doctor's name in the mouth of chemist*) these brands ?

Brand	Prescribers		
A	1. Dr.	2. Dr.	3.Dr.
B	1. Dr.	2.Dr.	3.Dr.
C	1.Dr.	2.Dr.	3.Dr.

How much these (above) doctors prescribe ? (Dr. X prescribes one or two box per month)
(Offer positive alternatives only if the information is not forthcoming)

QUESTIONS TO BE ASKED ABOUT OUR BRAND

- ❖ How much Omega3 (ask for the fastest selling brand). do you sell ?
- ❖ How much Omega3 (ask for the fastest selling brand) stocks do you have now ?
- ❖ Who are the top prescribers of Omega3 (ask for the fastest selling brand) ?
- ❖ How much of Omega3 (ask for the fastest selling brand) do these doctors prescribe ?

☐ **What is the stock level of your COMPETITOR brand(s) ?**

Brand Name	Stock (in units)	Brand Name	Stock (in units)
BRAINWISE			
BRAINIQ			
KIDZOMEGA			
BRAINUP			
TEN ON TEN			
(info for above 5 brands is compulsory)			

Dr.Name

Place

(mention in below table your therapeutic product offerings)

Product Name	No.of Rxns	Per day/week/month
BRAINWISE		
BRAINIQ		
KIDZOMEGA		
BRAINUP		
TEN ON TEN		
(info for above 5 brands is compulsory)		

Chemist.Name

Place

Product Name	No.of Rxns	Per day/week/month
BRAINWISE		
BRAINIQ		
KIDZOMEGA		
BRAINUP		
TEN ON TEN		

(info for above 5 brands is compulsory)

Reference

- <https://www.sciencedirect.com/science/article/pii/B9780124105270000259>
- <https://academic.oup.com/advances/article/3/1/1/4557081>
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