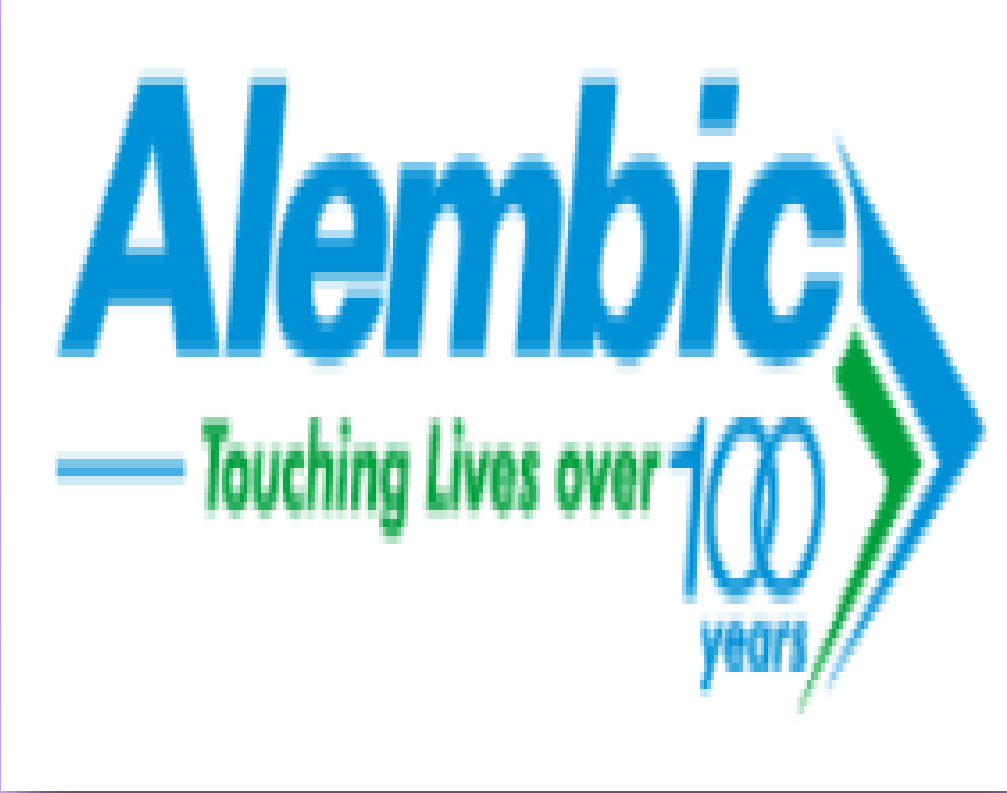


Understanding Ophthalmic Antioxidant market , Practice pattern and vis a vis Alspar standing and suggesting the strategy to take Alspar ahead



INTRODUCTION

The Alspar Tablet contains Astaxanthin, Elemental Copper, Zinc, Lutein, tamin, Vitamin D, and Zeaxanthin. conditionally essential nutrients for the eye disorders. It is used to prevent and treat low vitamin B12. Lack of vitamin B12 may cause anemia and damage to the nerves. It is used to treat diabetic neuropathy and peripheral neuropathy. This study is conducted by Alembic Pharmaceutical for relaunch of Alspar tablet formulations as conducted a market assessment survey including 50 Ophthalmologist doctors (including super specialty). This study helps to understand the market structure of Ophthalmic department in Jodhpur, physician’s prescription pattern and preferences, and some perceptions of doctors and pharmacist regarding the Alspar Tablet. Study also include the competitor analysis of some major brands that has already been estab-

RESEARCH OBJECTIVES

- To study the market research, top competitors and market share of brands available for Alspar tablet in Jodhpur Division.
- To understand practice pattern of doctors and to suggest the strategies to take Alspar ahead

RESEARCH METHODOLOGY

- **Study Design:** Descriptive Study
- **Sampling Method:** Purposive Sampling
- **Sample Population:** Ophthalmologist (Jodhpur)
- **Sample Size:** 50 Doctors
- **Data Collection:** Primary data through Semi-Structured Questionnaire and secondary data through Journals, books, Internet etc.
- **Data Analysis:** Microsoft Excel

CONCLUSION

Alspar Tablet are clinically renowned for their multivitamin properties and can be used in some disease like glaucoma, cataract, blurring of vision, eye fatigue, light sensitivity etc. Although, New I Site Tablet is the Major Competitor brand for Alspar tablet. This brand need more promotion as there is a lack of brand awareness.

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.

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OBSERVATIONS & FINDINGS

