

To create awareness for Breast Self-Examination and use of Mamofeel Breast Care Glove in early



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BACKGROUND:

Breast cancer has been ranked number 1 cancer in Indian females. Breast cancer is diagnosed only after development of symptoms, usually at stage 2b and beyond. If detected early, breast cancer can be treated today like many other chronic disorders, with substantially good prognosis. Breast Self Examination (BSE) is a practice recommended by doctors in which woman checks her own breasts for lumps or changes in size or shape, as early detection is the key. Mamofeel breast care glove is a glove that aids BSE by highlighting finger sensitivity. It minimises the chances of missing the signs of breast cancer like lump But there is lack of knowledge and awareness about BSE in Indian women hence the brand was promoted among them by organising outreach programs thereby encouraging the use practice of BSE using Mamofeel glove.



OBJECTIVES:

- To increase the brand recall and brand recognition at “Targeted customer” level by:
 - Conducting Mamofeel brand awareness campaigns
 - Demonstration of Mamofeel at doctors’ clinics
 - Increase Mamofeel product exposure on social media
- To study the perception of Mamofeel brand among the gynaecologists of Jaipur

Research methodology :

1. For increasing brand recall and recognition:

Brand category - Consumer healthcare
Brand strategy - “Visibility through awareness” ; awareness campaigns about breast cancer, breast self-examination and Mamofeel glove to potential target customers at 4 tiers:
TIER I - Gynacs.
TIER II- Corporate, hospitals, educational inst.
TIER III- Community
TIER IV- Social media

2. For survey:

Sample design– Descriptive study
Sampling– Non probability convenience sampling
Sample area- Jaipur (Rajasthan)
Sample size-82
Sample Population- Gynaecologist
Collection of data– The research involved data collection from primary sources. The primary data is collected through open and close ended questionnaire.

Findings :

- Awareness campaigns: Community brand and breast cancer awareness camps conducted in Jaipur area:
 - Mahatma Gandhi college of pharmaceutical sciences
 - Subodh girls college for B.Ed.
 - Indian oil housing board society
 - World trade park (WTP)

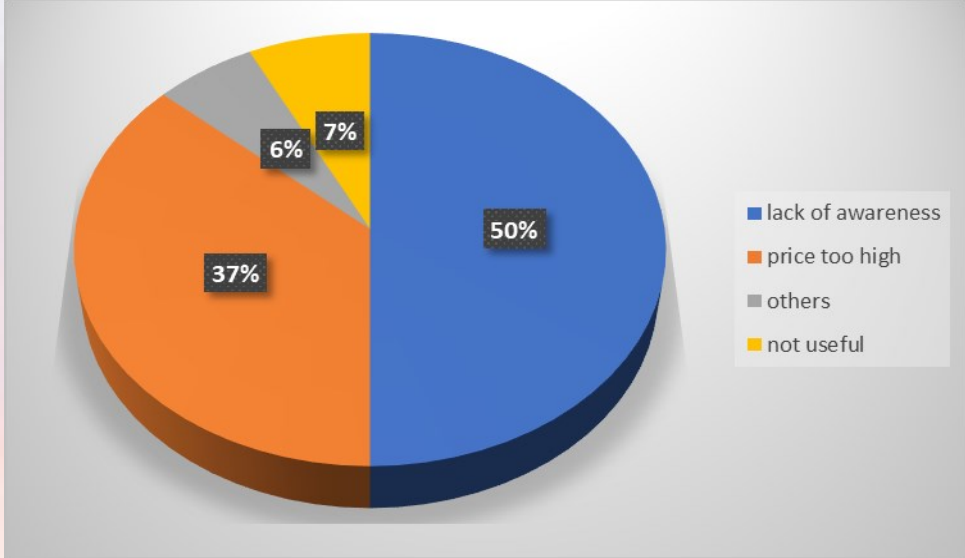
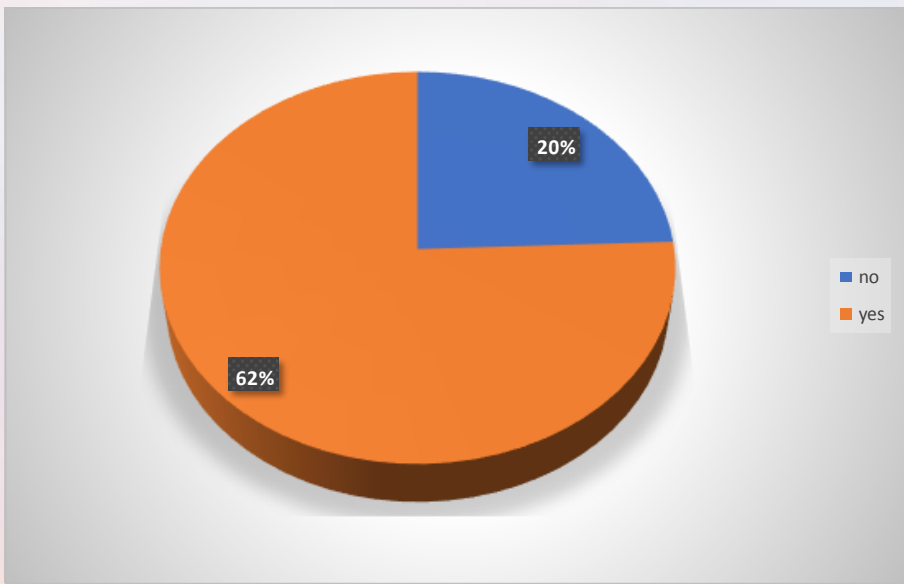
In clinic demonstrations in patient waiting area:

- Roongta hospital
- Anshu dental clinic

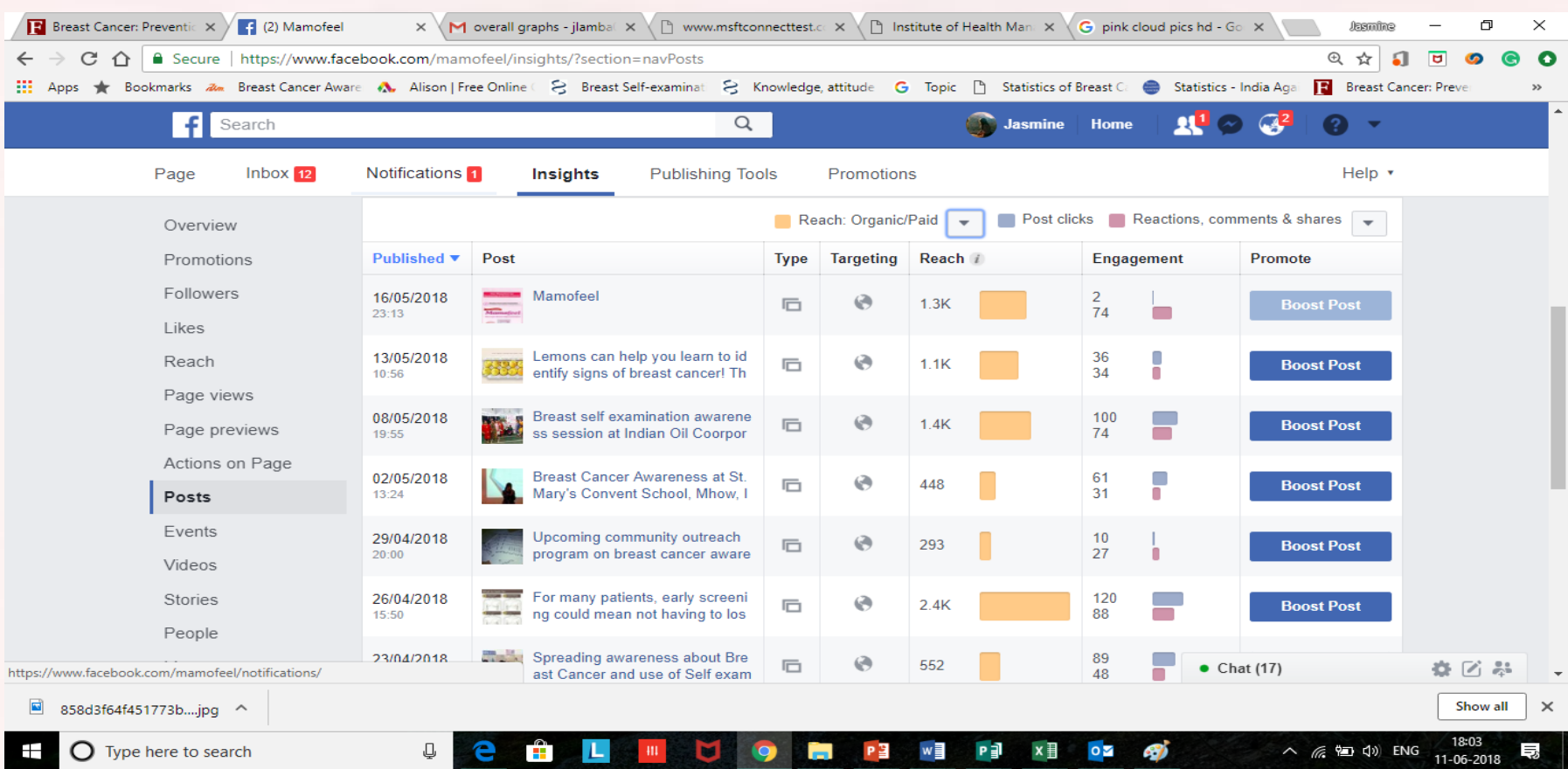


2. To study the perception of gynaecologists towards the brand Mamofeel:

- Usefulness of Mamofeel:
- Reason for not advising Mamofeel to patients:



Social media promotion : By making Facebook page of the product:



Strengths: - No market competitor - Usable up to 6 months - Convenient to perform BSE yourself monthly, saves doctor fees	Opportunities - Can be marketed as OTC product - Awareness camps promotes use & encourage women to adopt healthy practice of BSE
Weaknesses - Lack of clinical success - High price - Population unaware about importance of BSE - Stigma attached with breast cancer.	Threats - Doctors hesitant to recommend - Poor people cant afford - May detect non cancerous lumps and create fear - Hard to educate rural people about BSE

Recommendations:
Market has very less competition for Mamofeel so a marketing strategy must be developed to make this product accessible to all sections of society along with creating awareness about performing BSE in more number of cities. Network marketing can be done because in my opinion promoting the glove directly to end users is more beneficial.