

MARKET ANALYSIS FOR SALES & PROMOTIONAL STRATEGY OF “LACTOBACILLUS RHAMNOSUS GG”



PRESENTED BY: DIXSHA DAS

INTRODUCTION

- Lactobacillus rhamnosus GG promotes good bacteria that exists naturally in the body, primarily in the intestines.
- Lactobacillus rhamnosus GG has been used as a probiotic, or "friendly bacteria," to prevent the growth of harmful bacteria in the stomach and intestines.
- Lactobacillus rhamnosus GG has been used in alternative medicine as a likely effective aid in treating or preventing diarrhea.
- Lactobacillus GG promotes good bacteria. Lactobacillus rhamnosus GG is a bacteria that exists naturally in the body, primarily in the intestines. Lactobacillus rhamnosus GG has been used as a probiotic, or "friendly bacteria," to prevent the growth of harmful bacteria in the stomach and intestines.
- Lactobacillus rhamnosus GG has been used in alternative medicine as a likely effective aid in treating or preventing diarrhea.
- In this Project lactobacillus rhamnosus GG strain is being studied against the already established

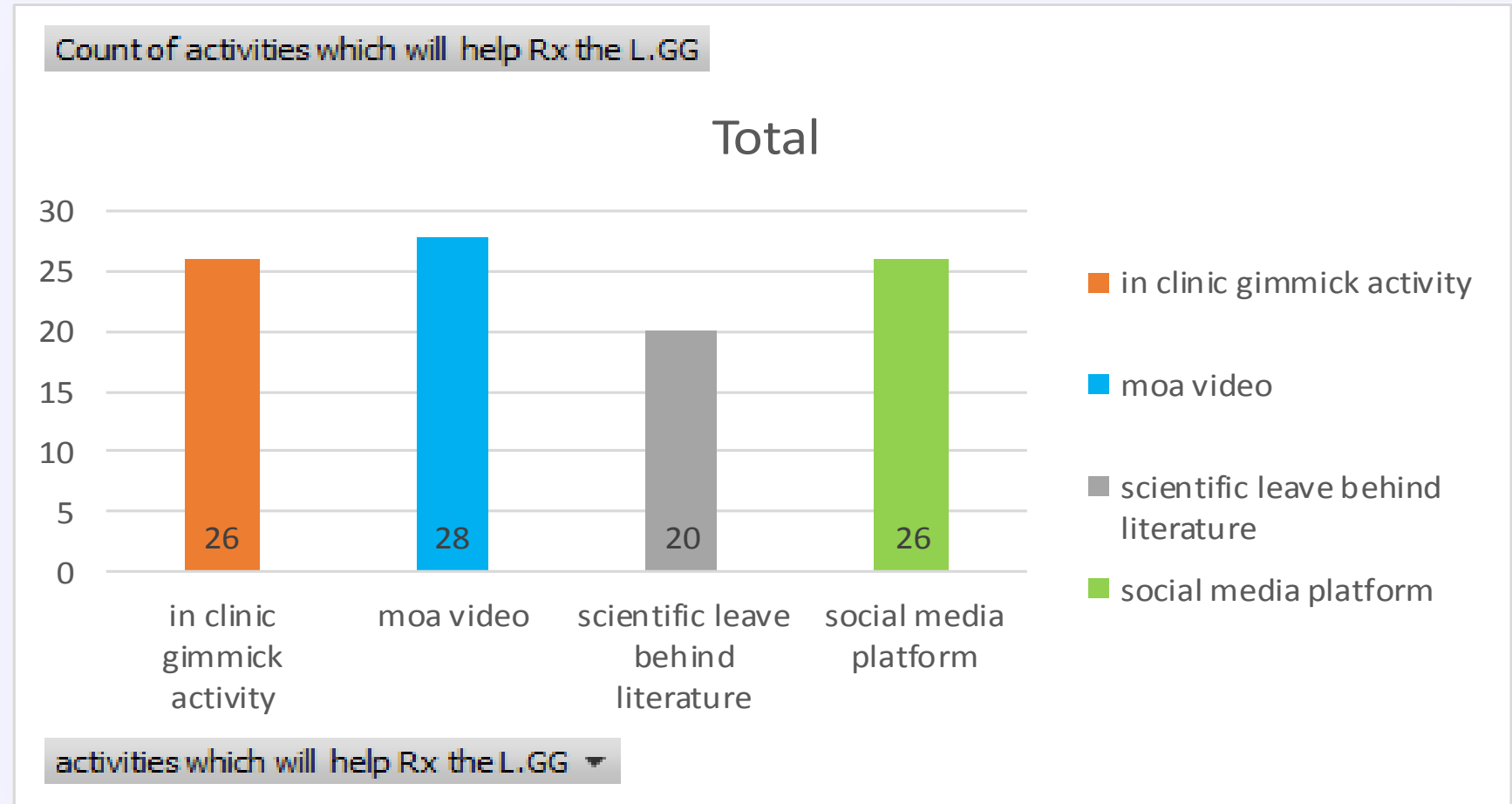
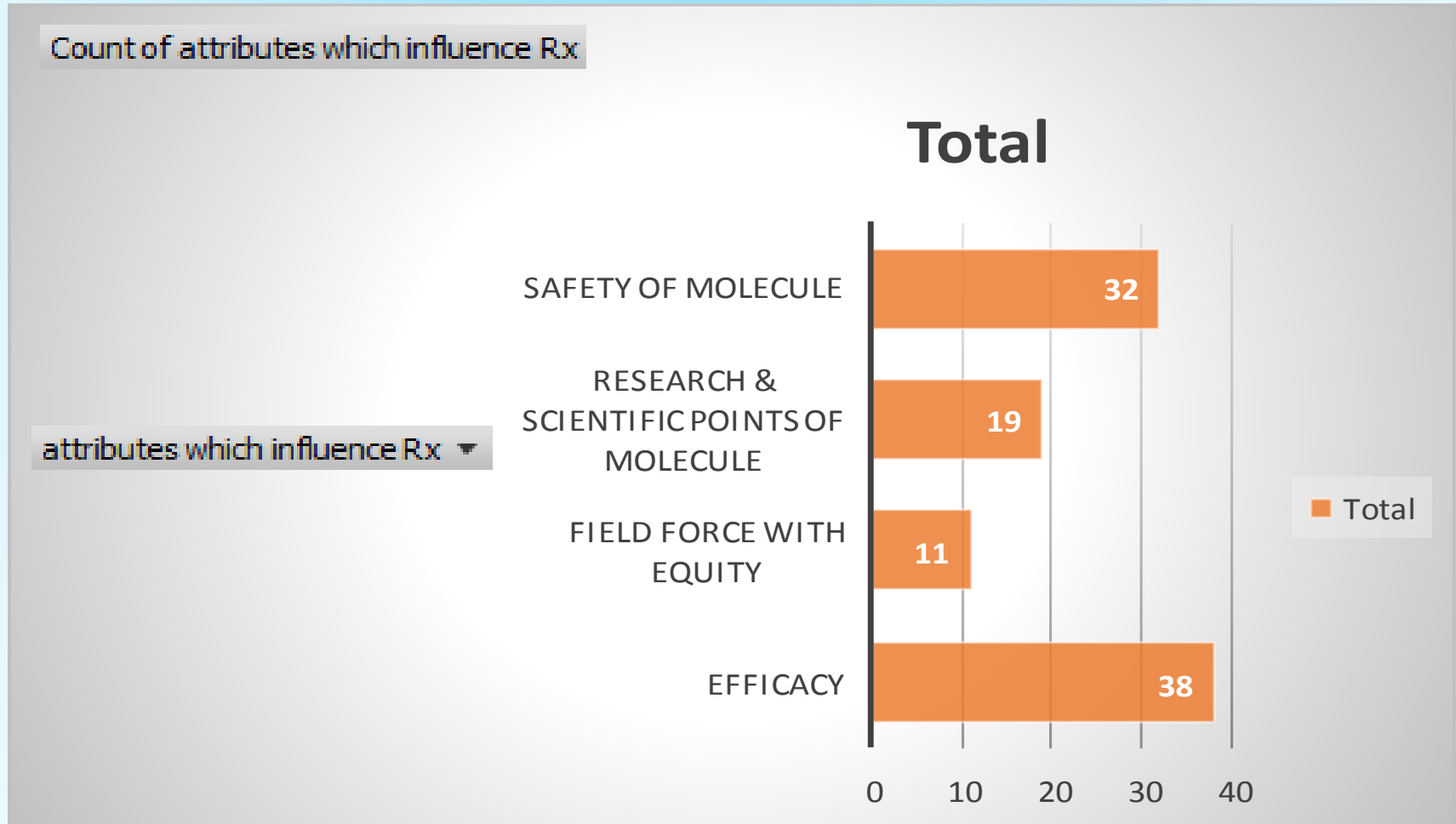
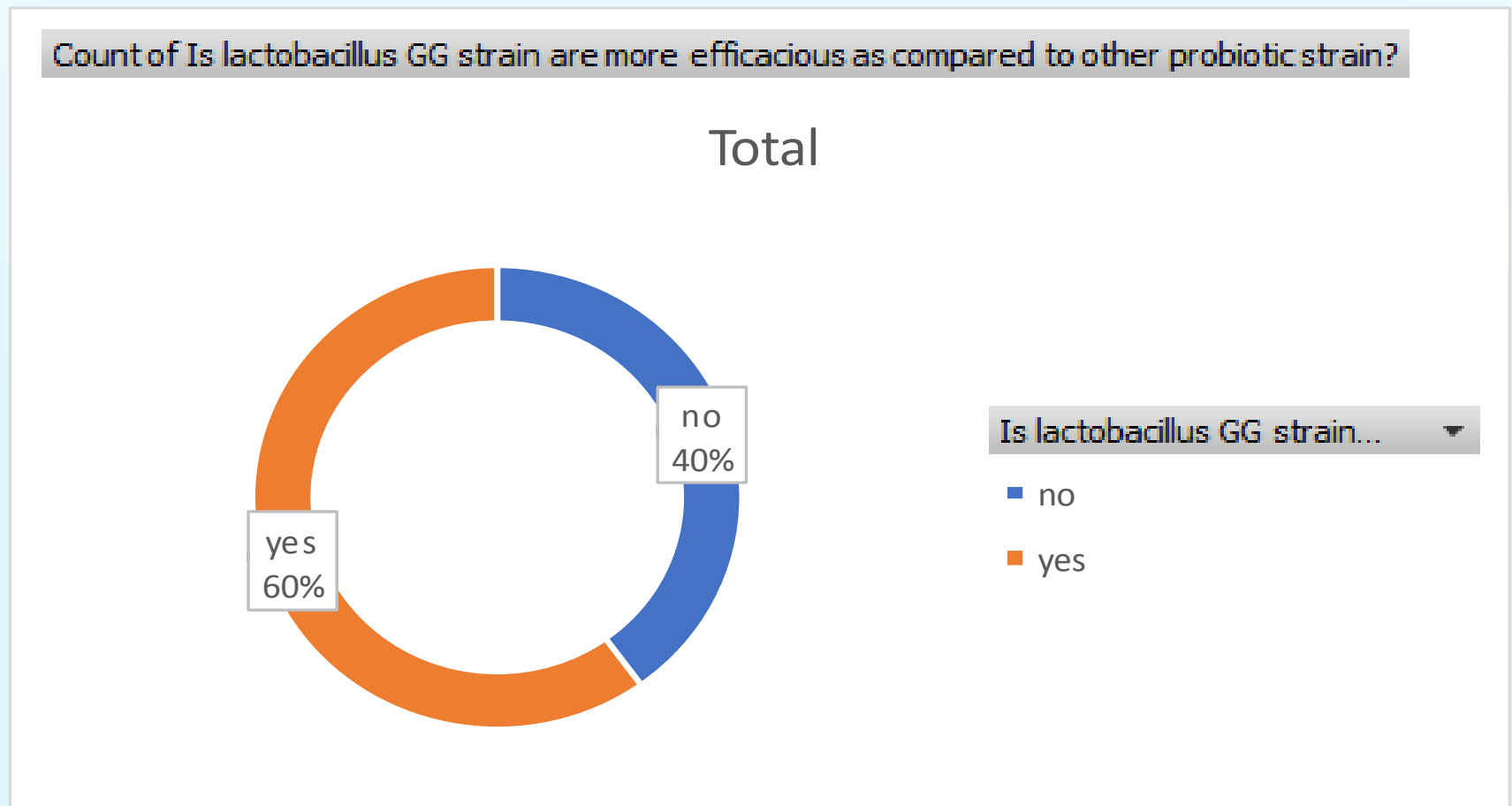
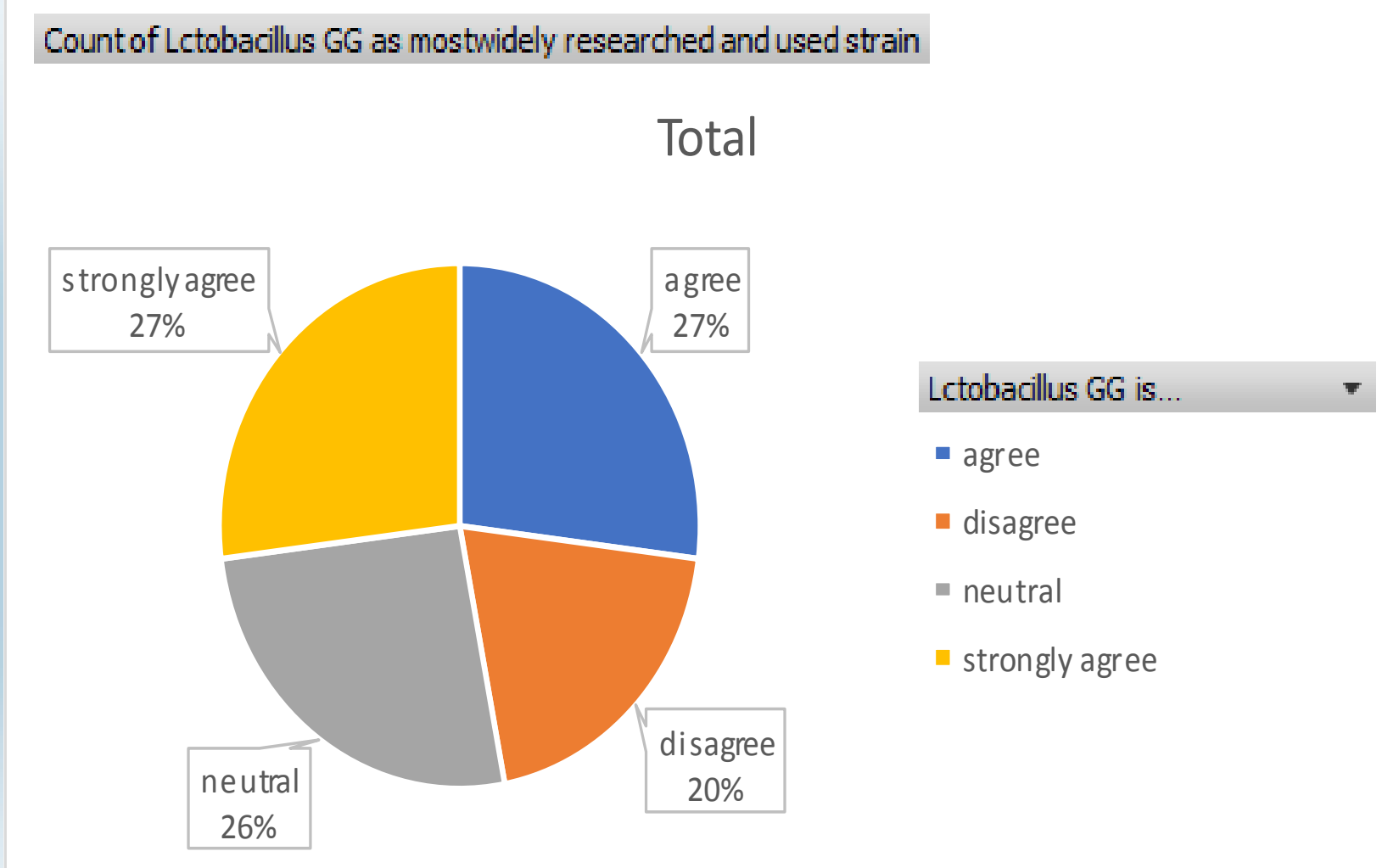
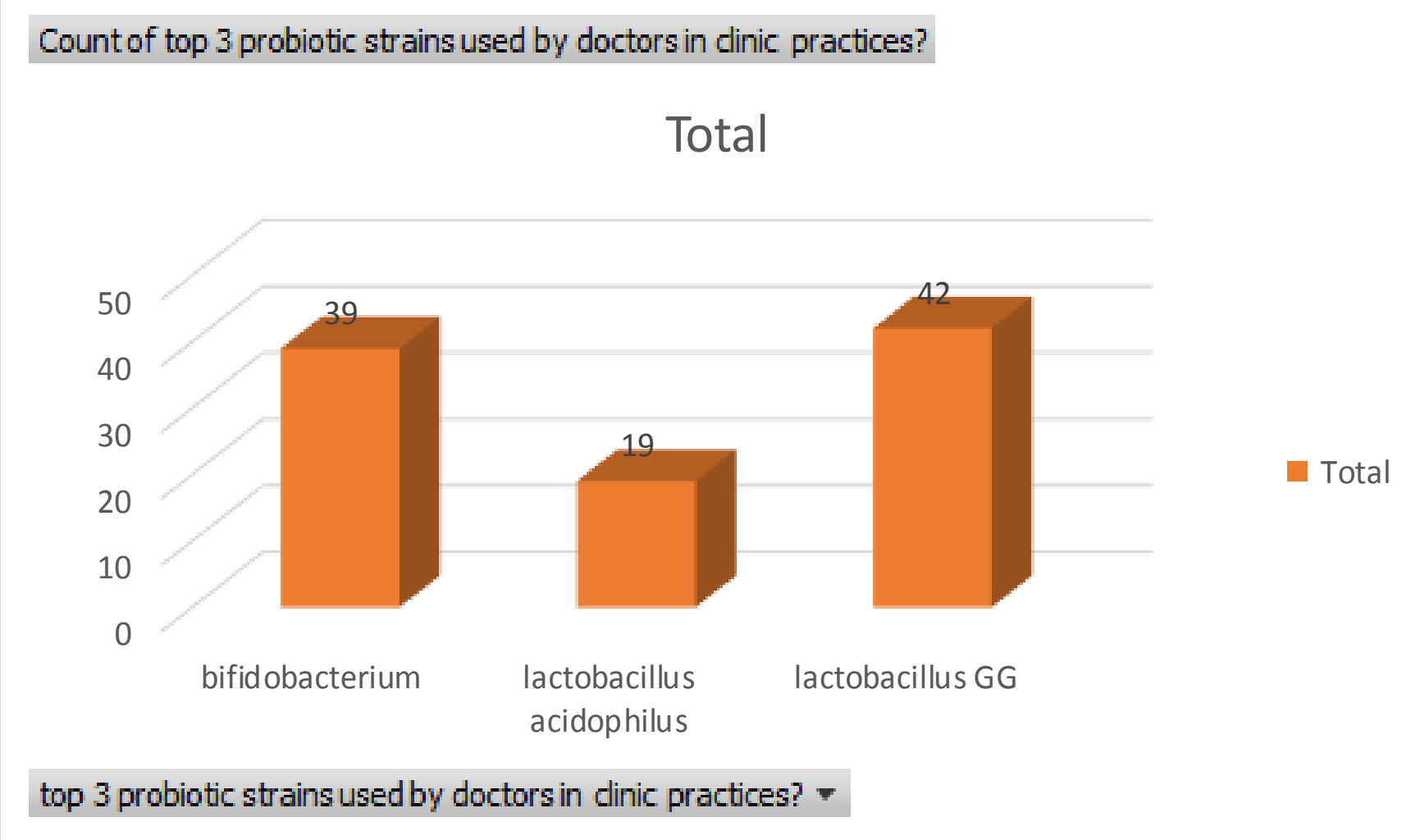
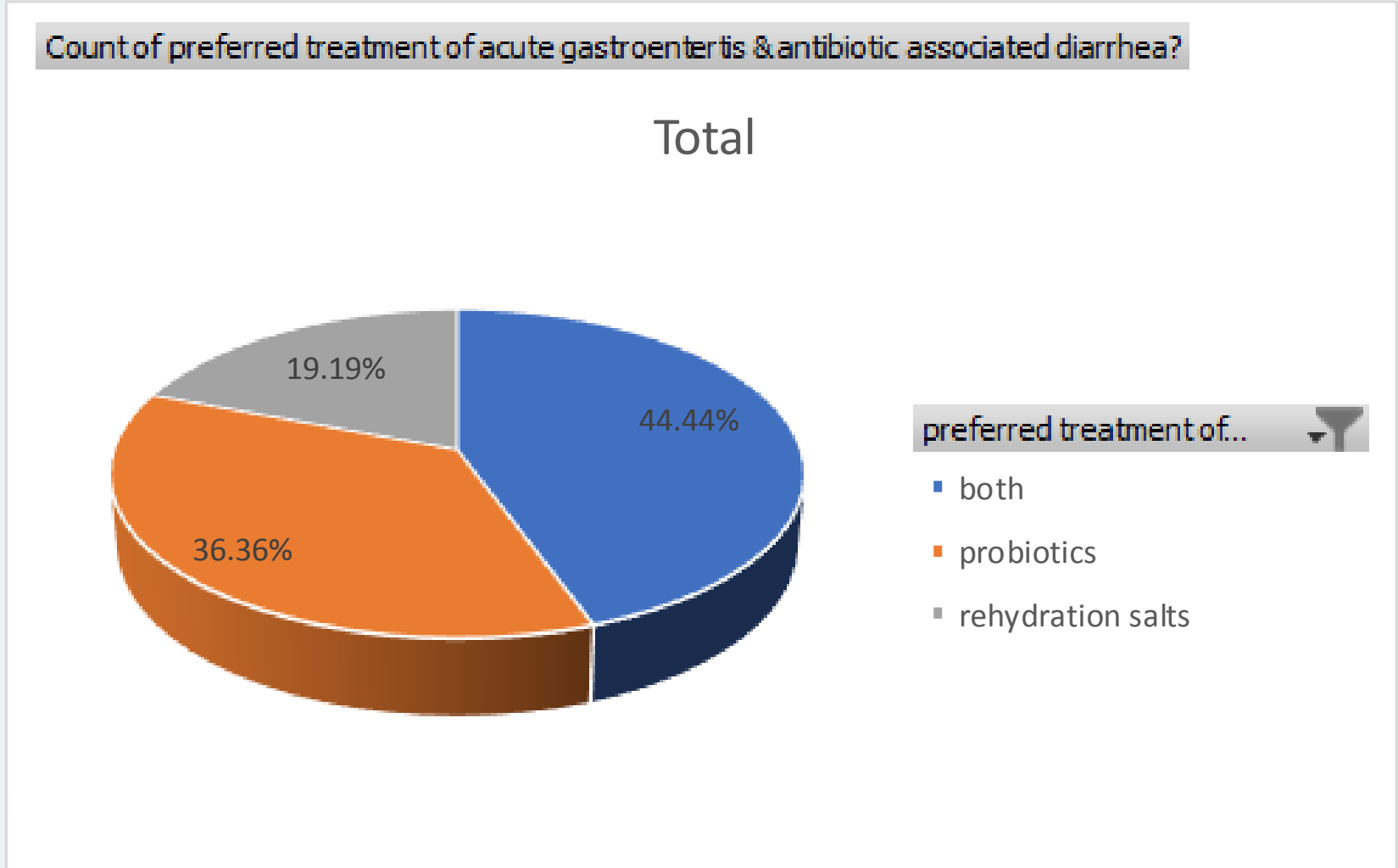
OBJECTIVE

- ⇒ To evaluate the Market Penetration for Lactobacillus rhamnosus GG.
- ⇒ To analyse the competition scenario for Lactobacillus GG against the pre existing probiotic in the market.
- ⇒ To evaluate the views of Doctors regarding Lactobacillus rhamnosus GG.

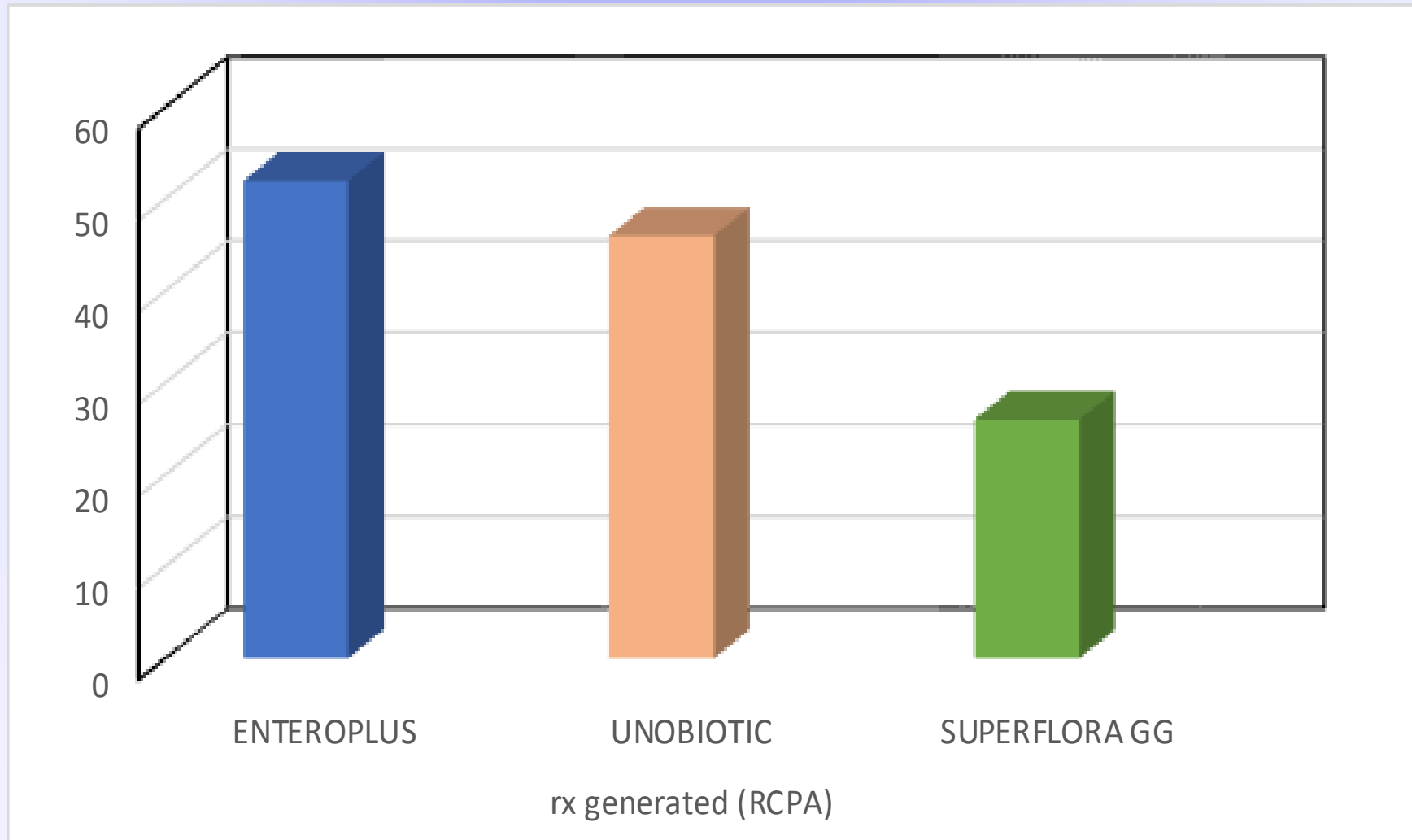
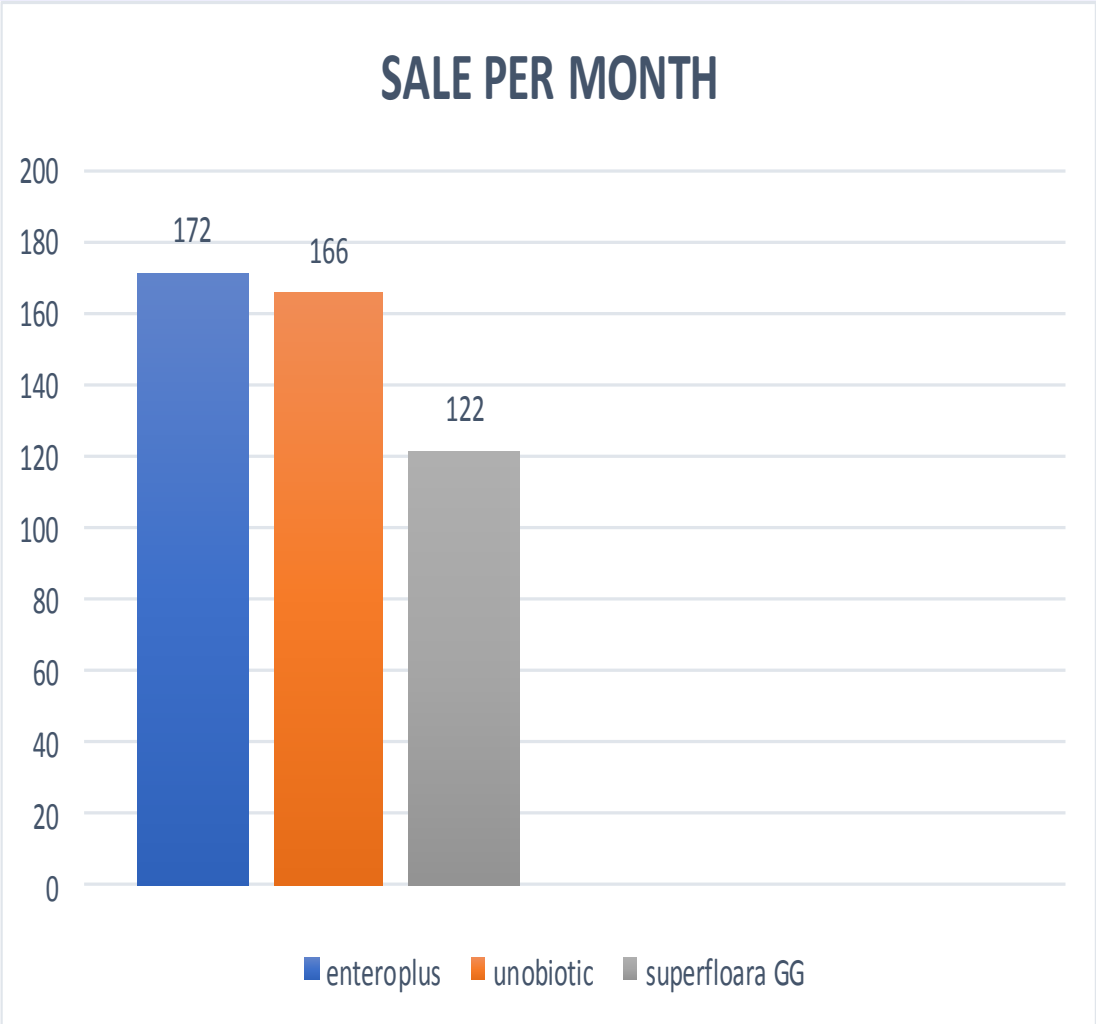
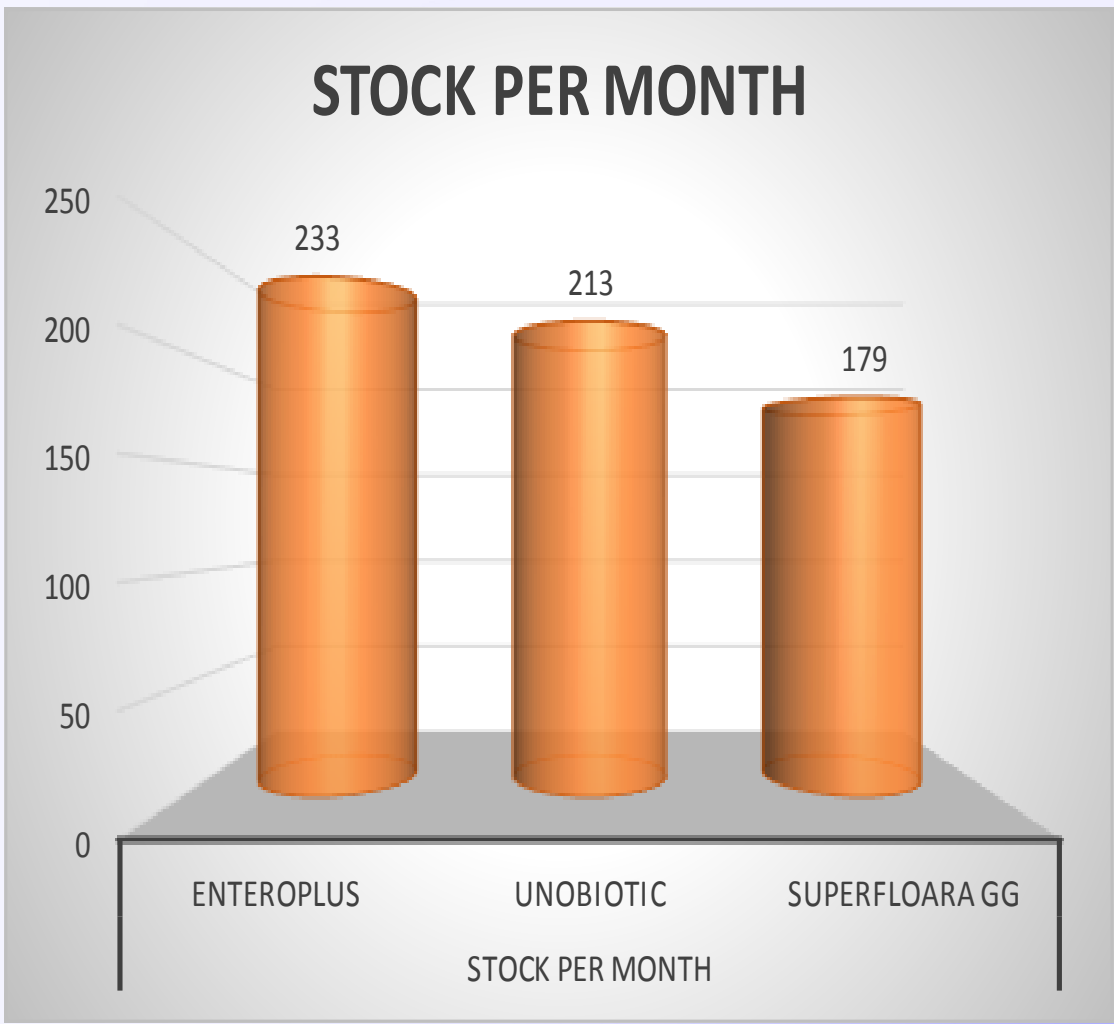
METHODOLOGY

- **Study Design:** Descriptive (Cross-Sectional)
- **Sampling Method:** Doctors and chemists: Non-Probability Sampling (convenience sampling)
- **Sample Population:** Doctors and chemists
- **Sample Size:** Doctors: 100; Chemists:100
- **Sample Area:** Kolkata
- **Time Period:** 60 days
- **Data Collection:** Separate Survey Questionnaires were used to collect data from Doctors and chemists

DOCTORS RESEARCH FINDINGS



CHEMISTS RESEARCH FINDINGS



RECOMMENDATIONS

- As per the analysis this seems to be the right time for Delcure to launch Lactobacillus rhamnosus GG in the market as the competitor product is still new and have yet not established an in-depth market reach.
- Due consideration needs to be given for proper promotions in a systematic manner in the launch of Lactobacillus rhamnosus GG.
- The MR'S should be trained accordingly on the new sale and promotion strategy to get a very good reach of the product market.
- Marketing promotions should be well carried out in an organized fashion on both digital and print/banner media.
- According to the doctors lactobacillus rhamnosus GG is most studied probiotic, widely used and better than other strains as it has excellent adherence capacity.
- Lactobacillus rhamnosus GG remains pilliated under different stress condition such as bile salts and low pH

AUTHOR

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