

A Study on Competitions and Promotional strategies for Omega3 (EPA & DHA combination) products in Pedia segment in Delhi



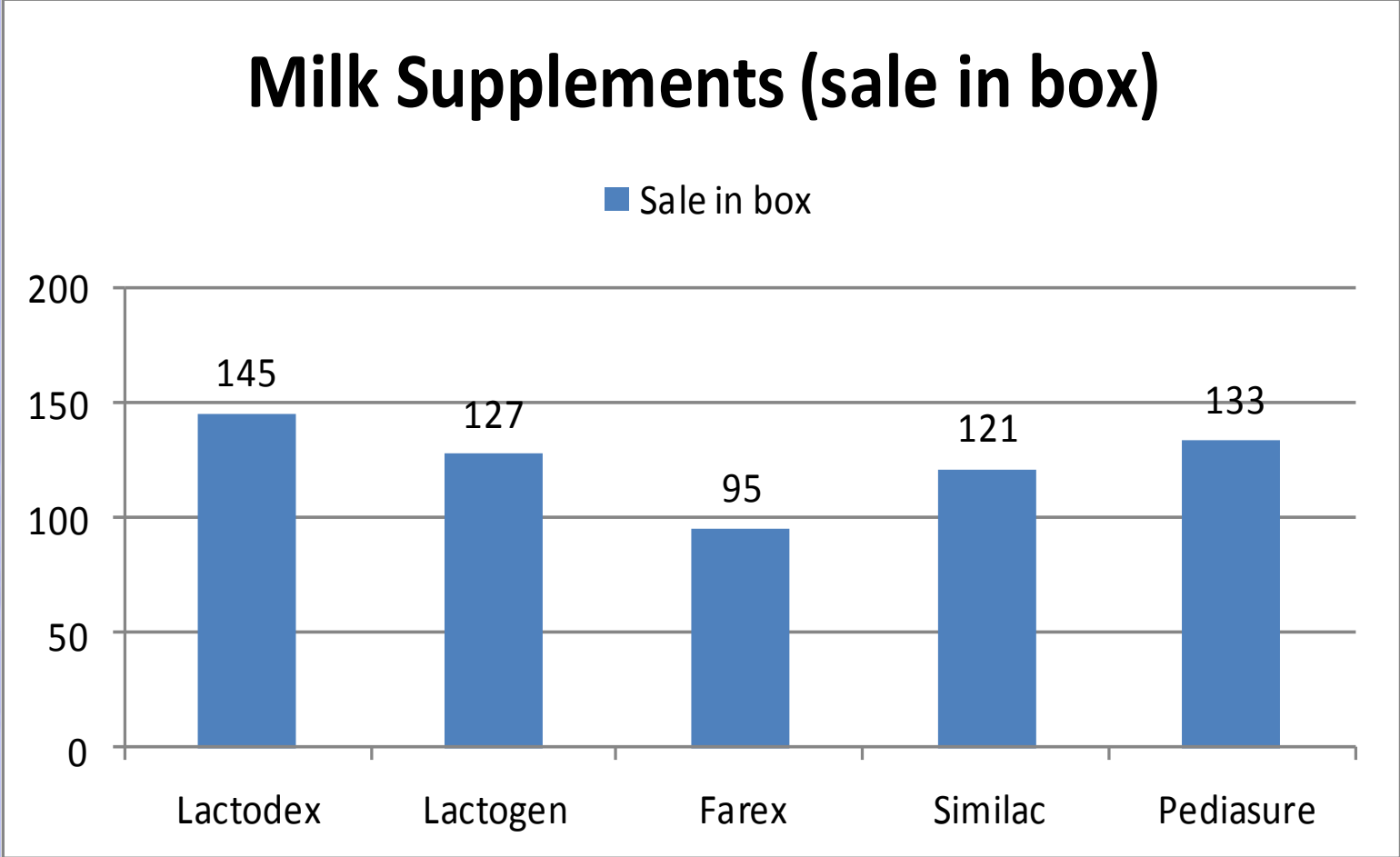
Presented by-
AYUSH KUMAR TIWARI



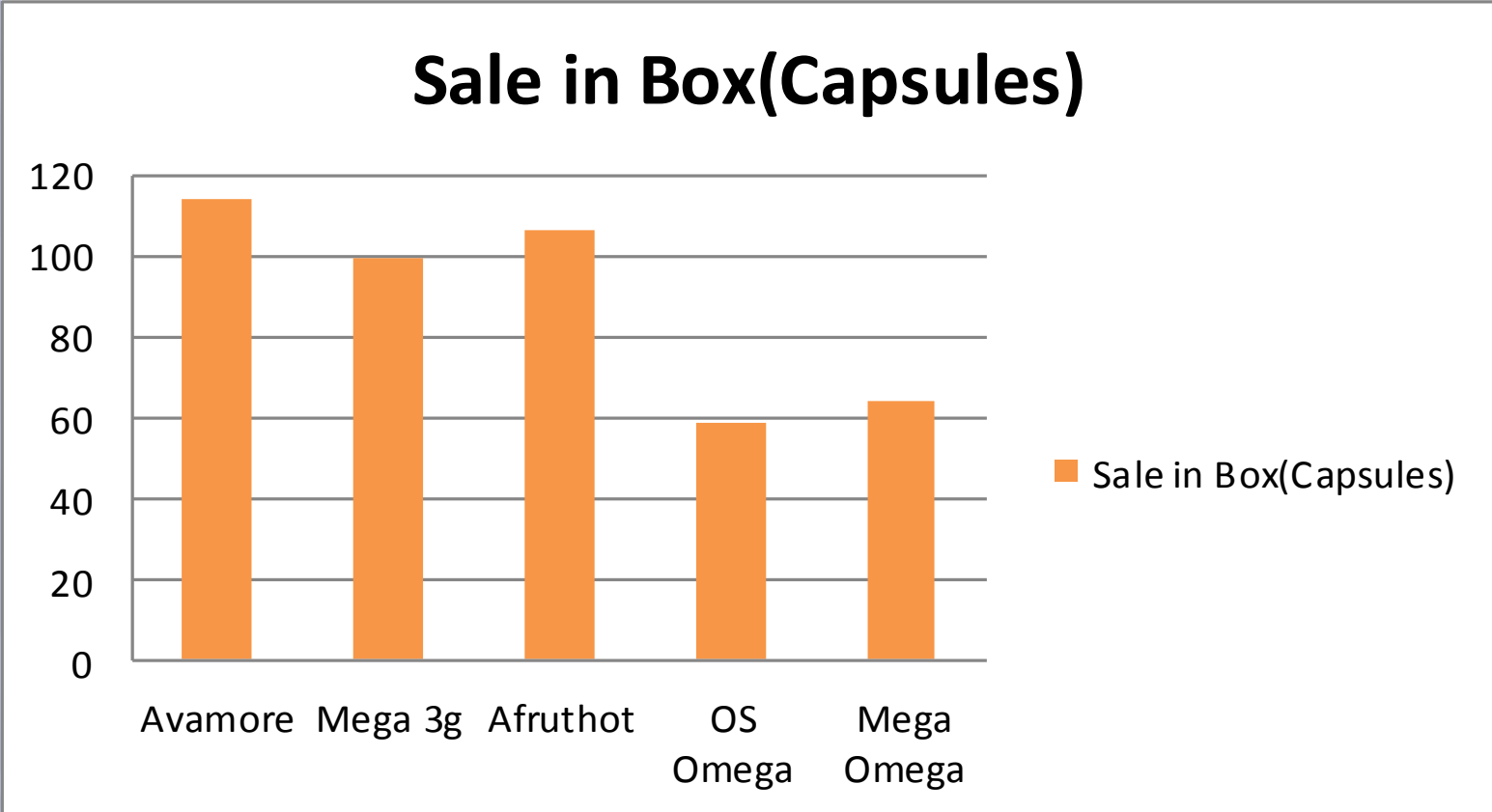
OBJECTIVES

- ♦ To identify the competition of omega3 products in pedia segment.
- ♦ To evaluate the promotional factors for omega3 products in pedia segment.

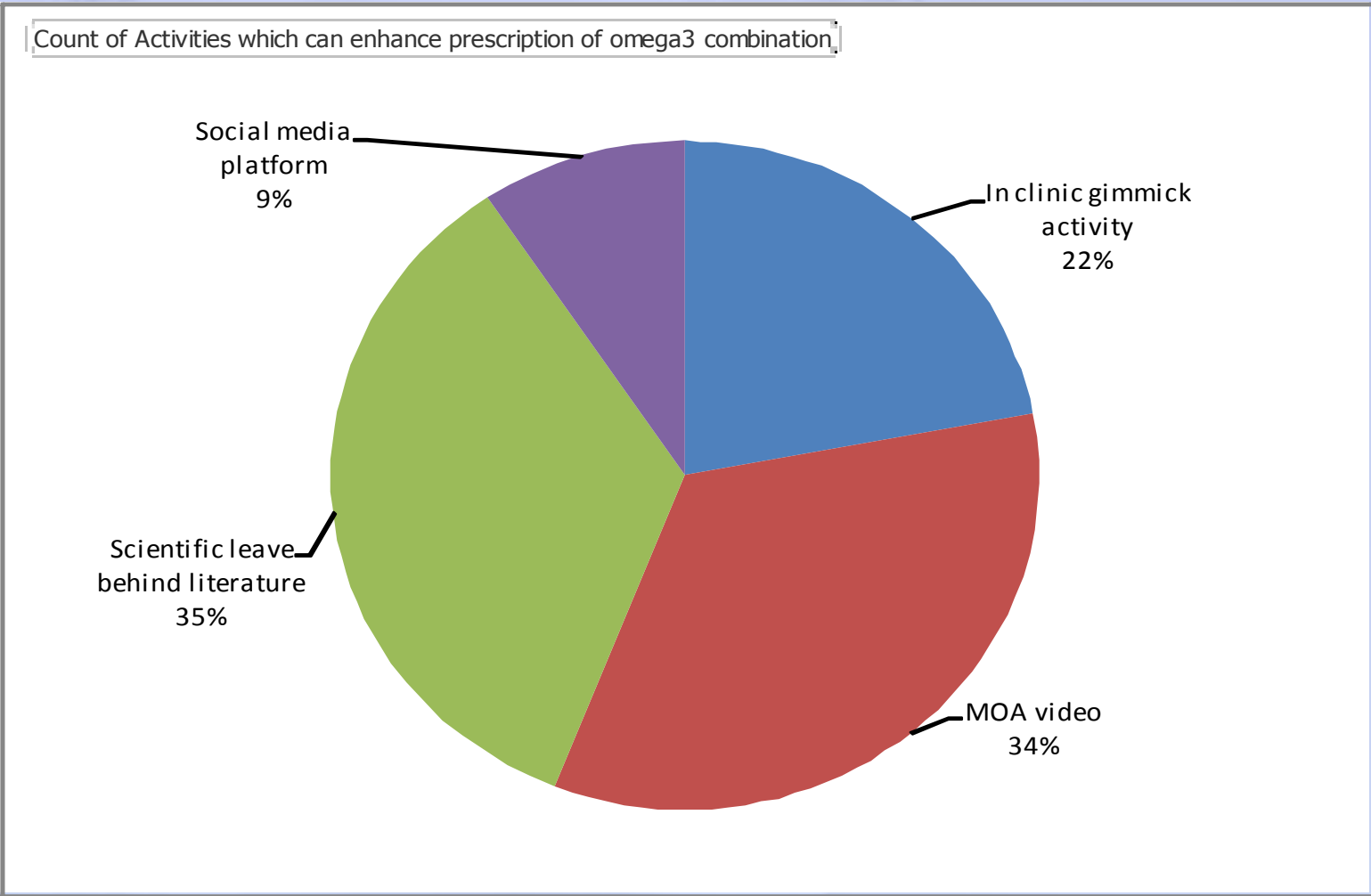
FINDINGS



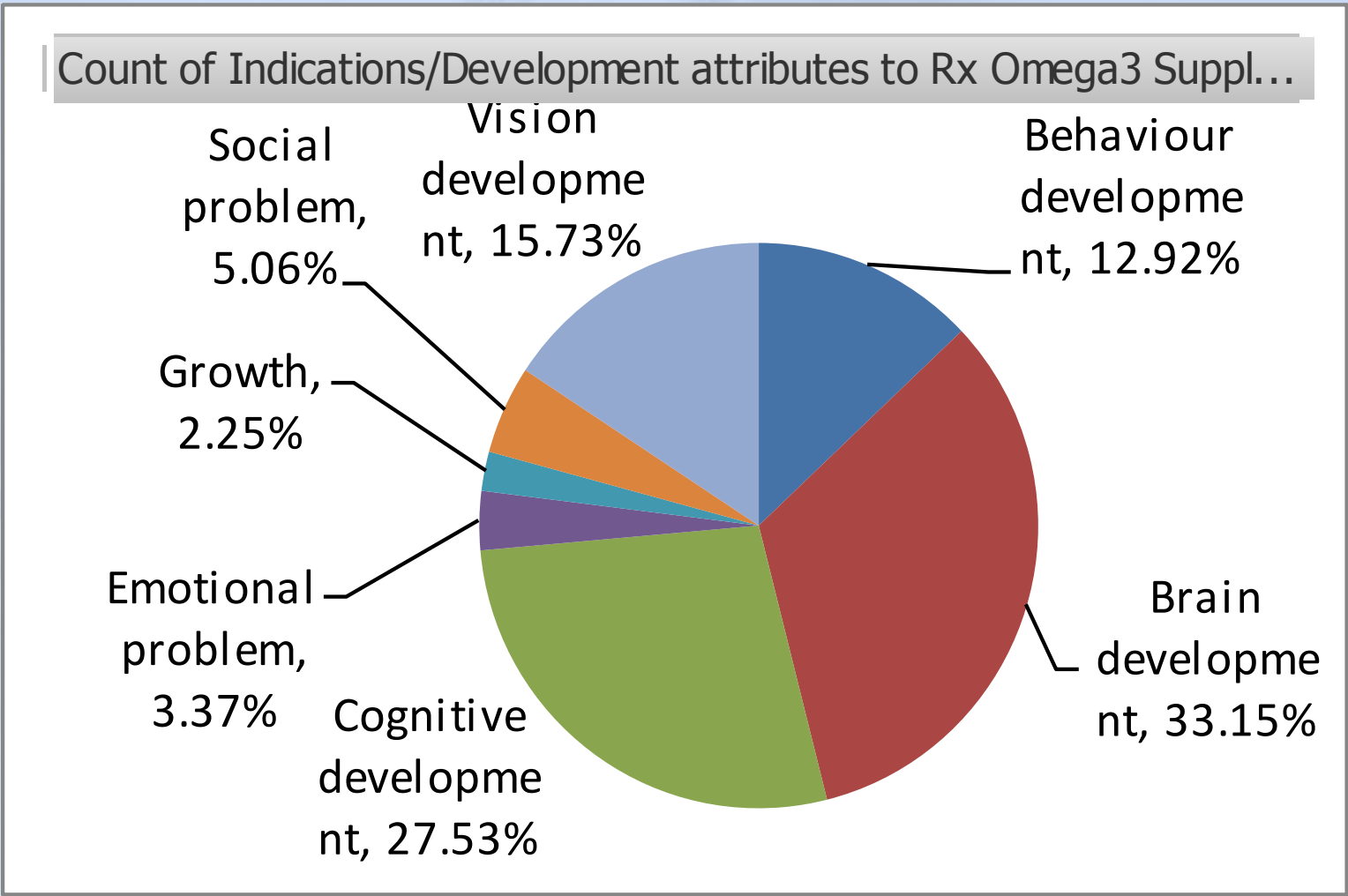
Top 5 Competitors of Omega3 products in pedia segment



Top 5 Omega3 Capsule Brands in Delhi



Activities which can help in enhancing Prescription of Omega3 supplements



Top Development attributes for which omega3 Supplements are prescribed by Doctors

METHODOLOGY

Study Design: Descriptive study (Surveys)

Sampling Method: Doctors: Simple Random Sampling
Chemists: Simple Random Sampling

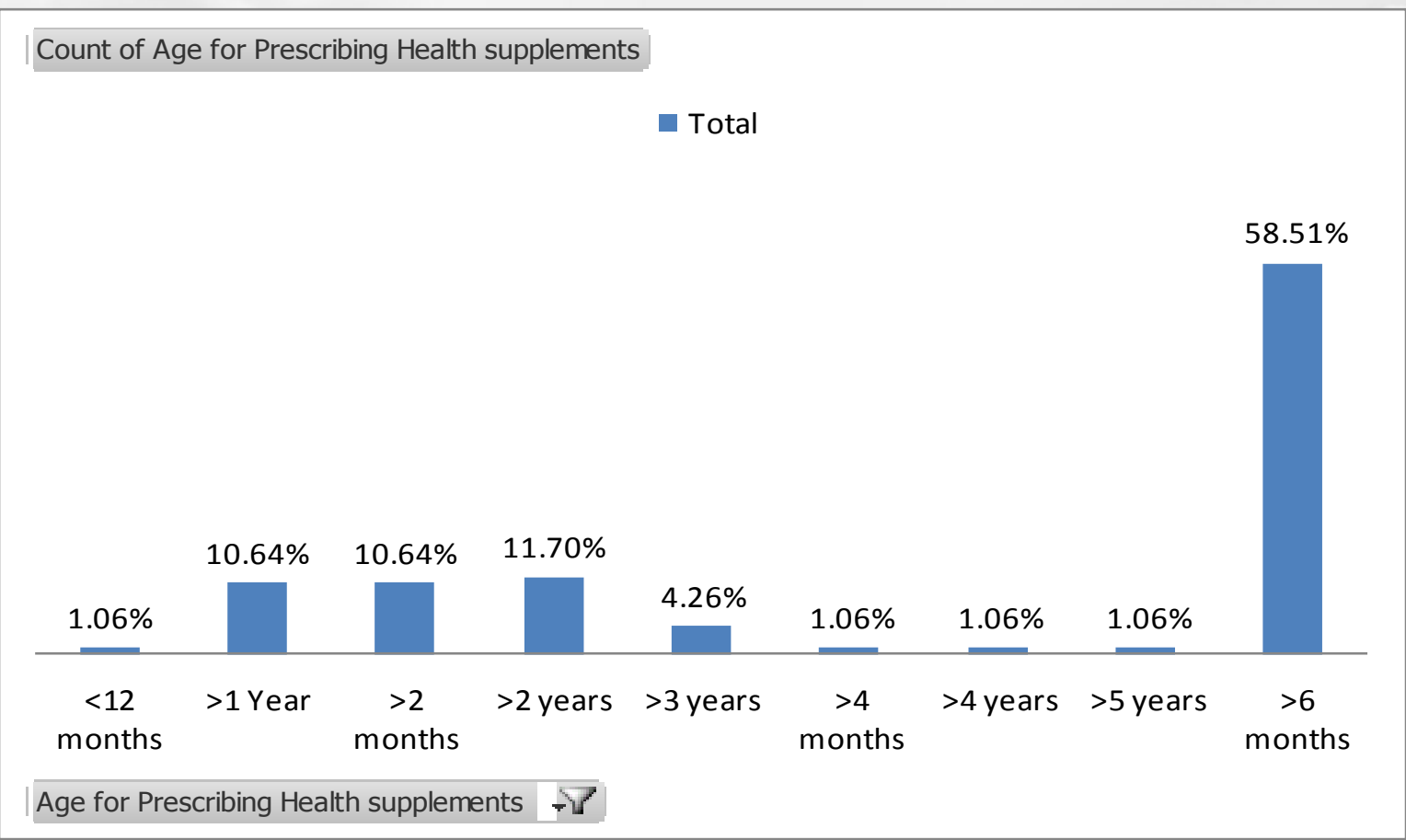
Sample Population: Doctors and Chemists

Sample Size: Doctors– 100
Chemists– 100

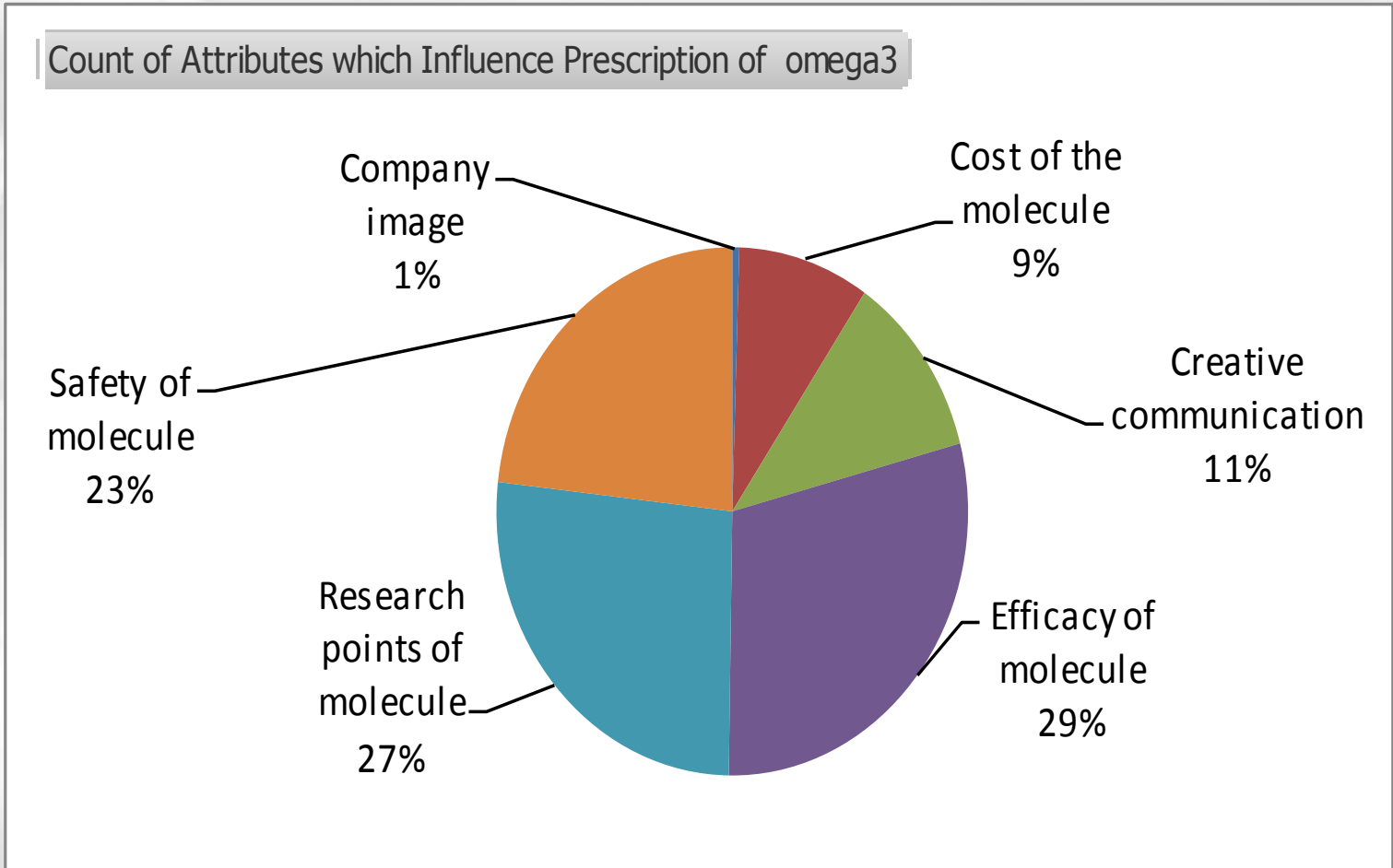
Sample Area: Delhi

Time Period: 60 Days

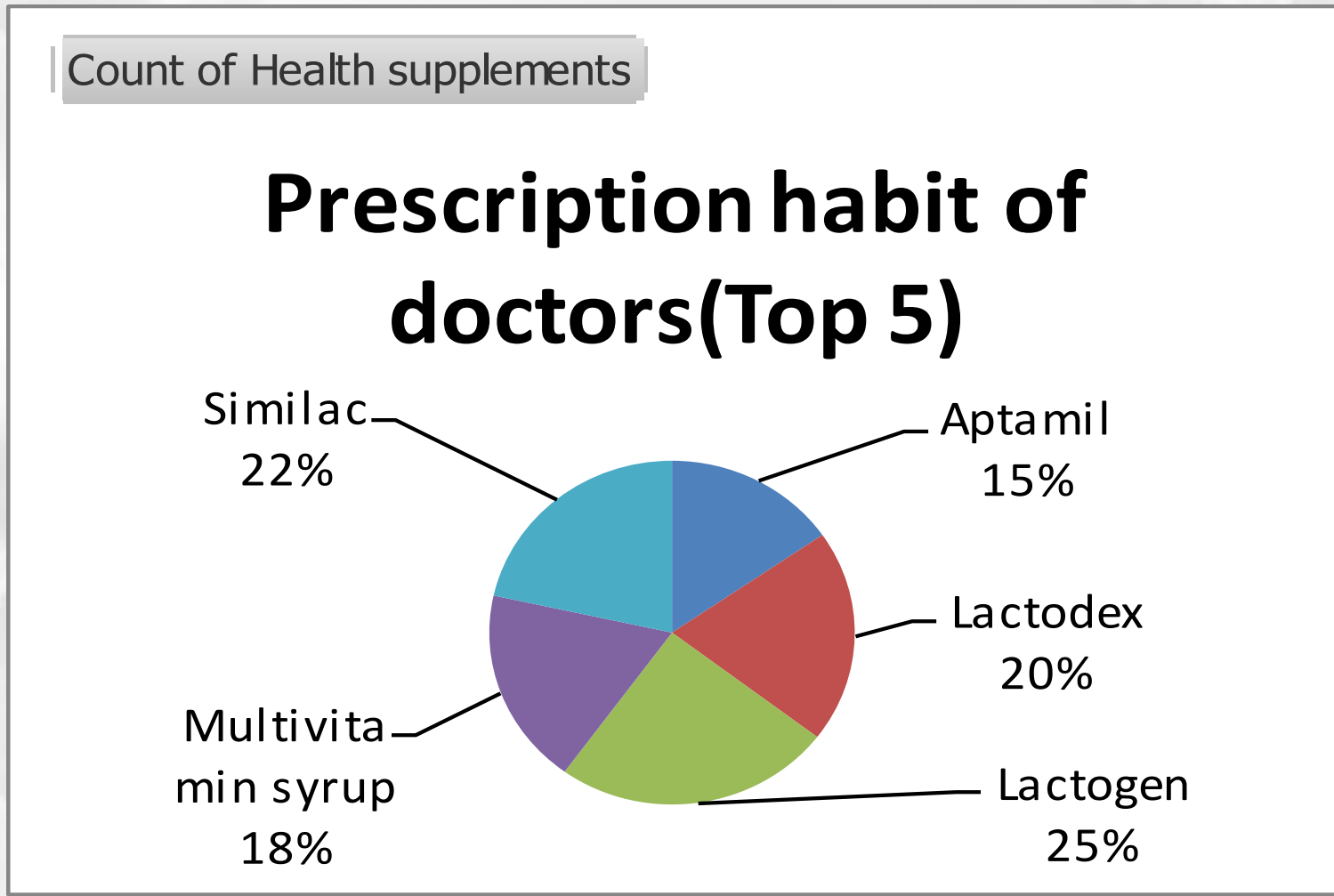
Data Collection: Separate Survey Questionnaires were used to collect data from Doctors and Chemists



6 Month is minimum age of prescribing Omega3 health supplements



Factors which influence Prescription Of omega3 supplements



Top 5 Omega3 supplements running in Prescriptions of Doctors

RECOMMENDATIONS

- ♦ A pharmaceutical company should launch products according to appropriate dosage forms for appropriate Pedia market segments (Syrups,Drops,Powders for different ages).
- ♦ Cost of the Omega3 molecule can influence sales ,so it shouds not be too high.

