

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



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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 probiotic enteroplus, unobiotic & superflora GG.
- Analysis was done for the product launch based on detailed views of doctors & chemist regarding lactobacillus gg strain.

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.

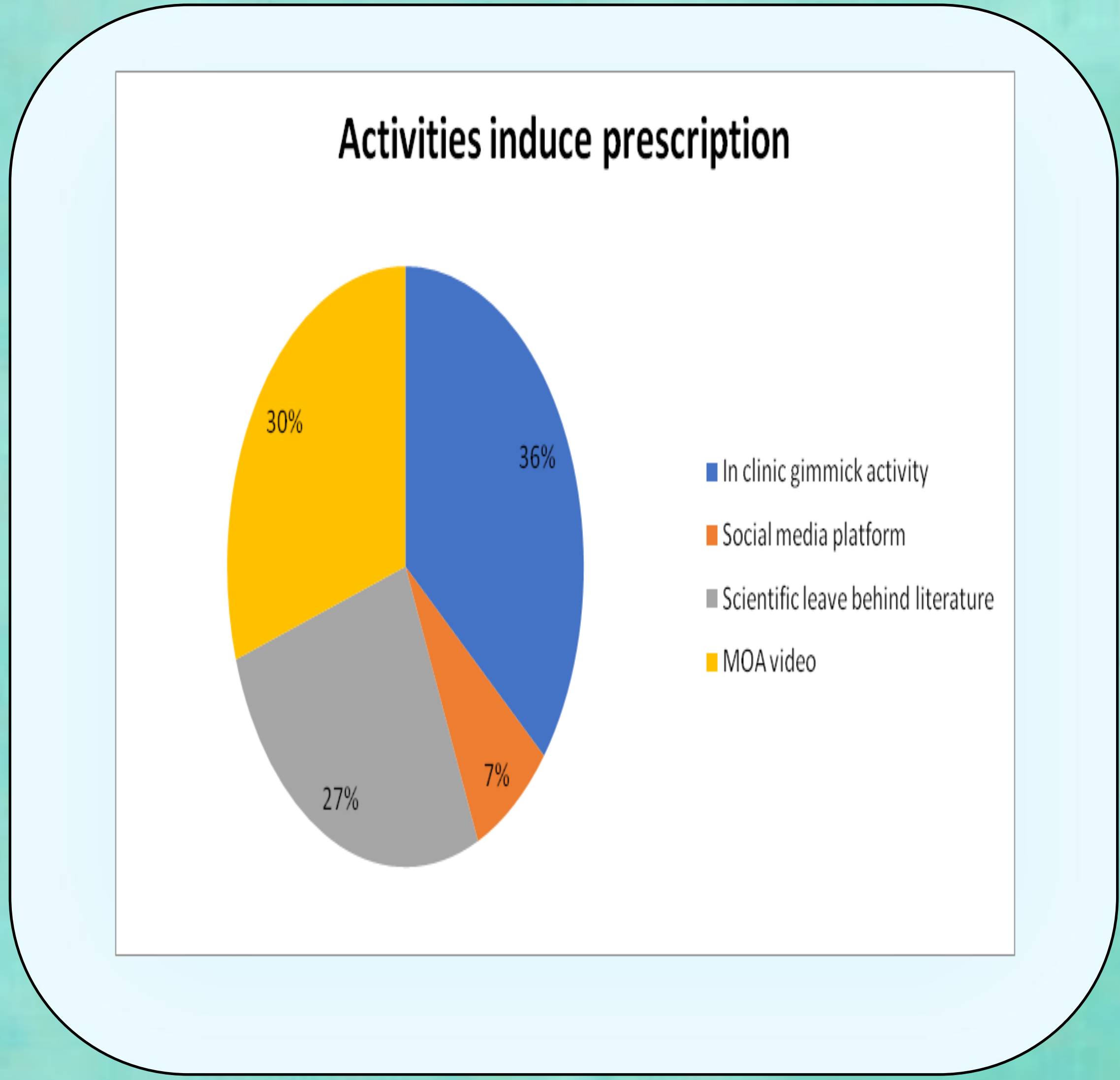
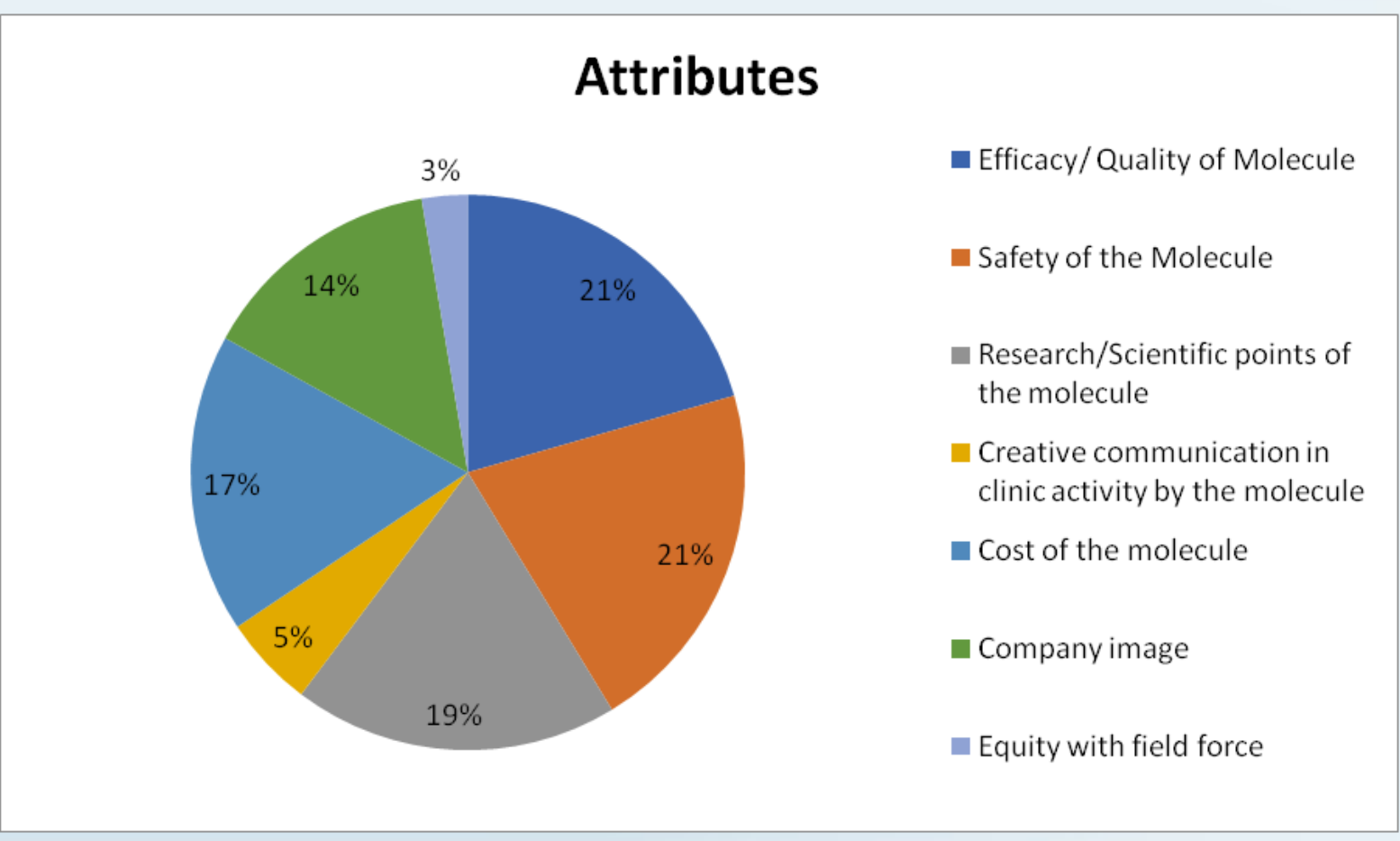
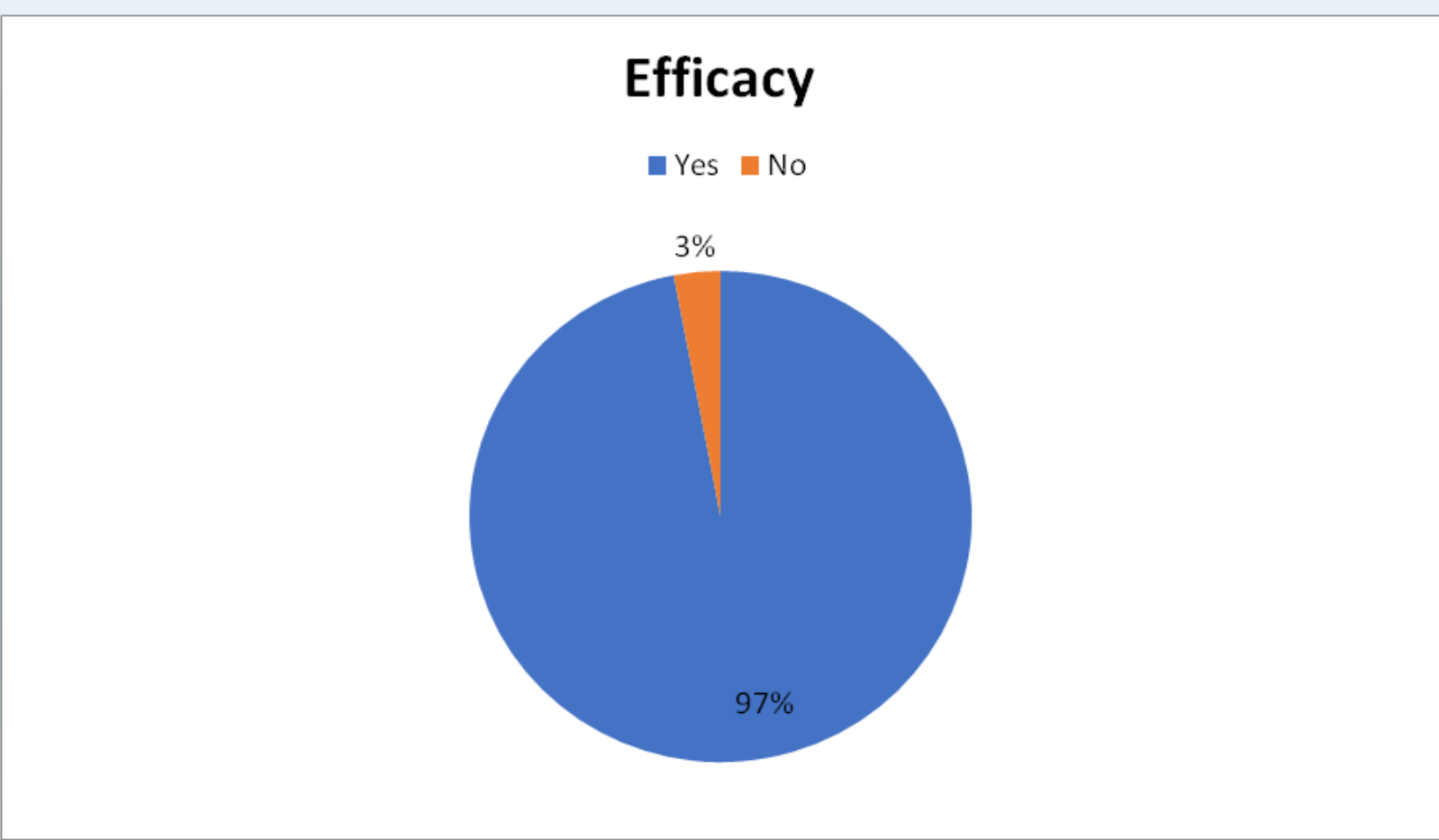
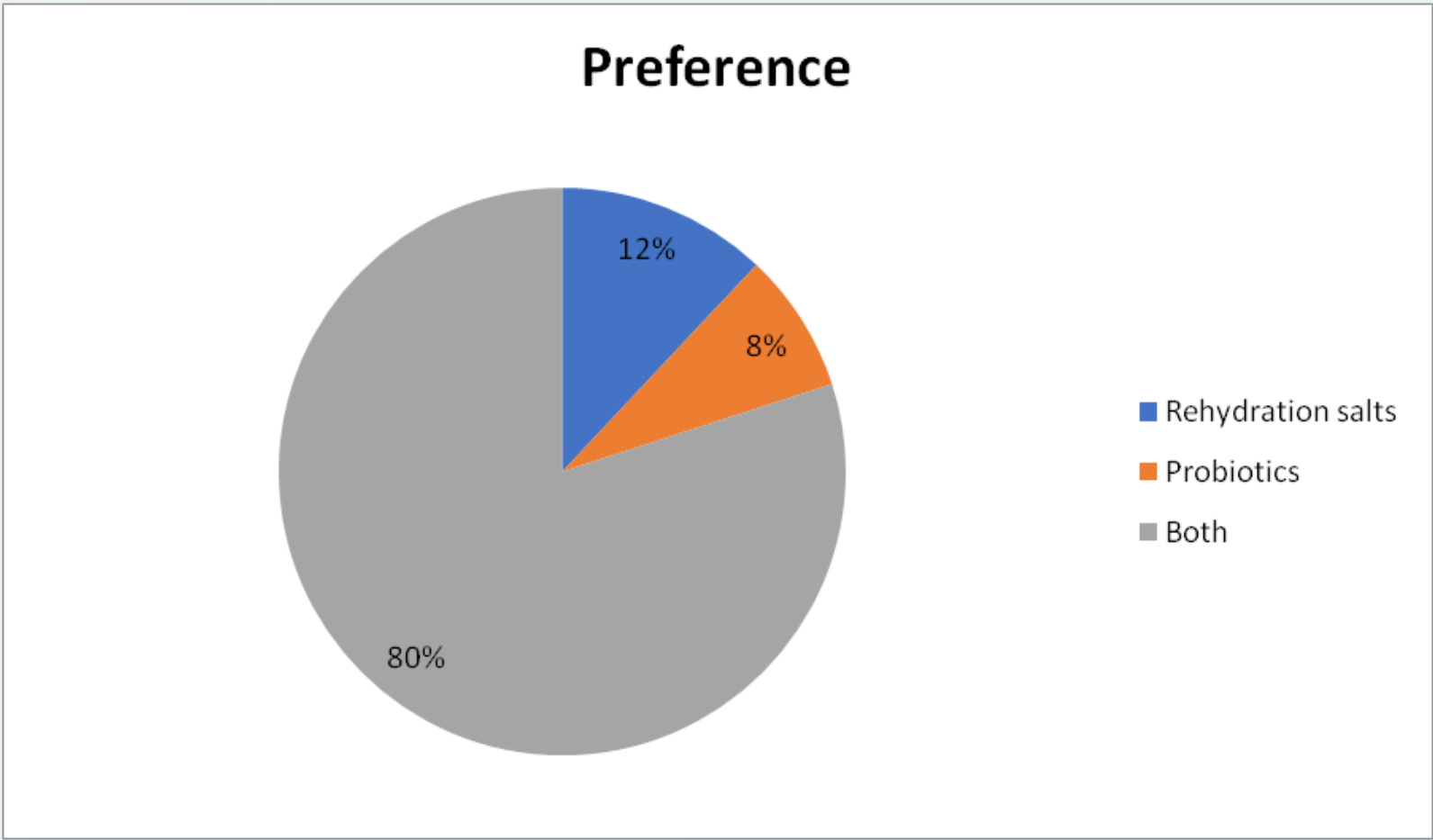
METHODOLOGY

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

CHEMISTS RESEARCH FINDINGS



DOCTORS RESEARCH FINDINGS



RECOMMENDATIONS

- 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.