

# Market Assessment and Promotional Strategies of omega 3 in Paediatric Division in Lucknow City



## INTRODUCTION

The Omega 3 (EPA & DHA Combination) conditionally essential nutrients and clinically renowned for its cardiovascular activities. This study is conducted by DLL for launch of Omega 3 formulations as conducted a market assessment survey including 100 Paediatric doctors (including super specialty) as well as 100 Pharmacist. This study helps to understand the market structure of Paediatric department in Lucknow city, physician’s prescription pattern and preferences, and some percep-

## RESEARCH OBJECTIVES

- To study the market research, top competitors of brands available for Omega 3.
- To Suggest the launching and promotional strategies for Omega 3

## RESEARCH METHODOLOGY

- Study Design:** Descriptive Study
- Sampling Method:** Purposive Sampling
- Sample Population:** Paeditaric Doctors & Pharmacist
- Sample Size:** 100 Doctors, 100 Pharmacist
- Data Collection:** Primary data through Semi-Structured Questionnaire and secondary data through Journals, books, Internet etc.
- Data Analysis:** Microsoft Excel

## CONCLUSION

Omega 3 (EPA & DHA Combination) are clinically renowned for their multivitamin properties and can be used in some disease like Malnutrition, Infant Development, Disease of eyes and brian etc. Although, Pediasure, Seven Seas Capsules are the Major Competitor brand for Omega 3. the average age group was found to be 0-5 years of children

## 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

