

# 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.

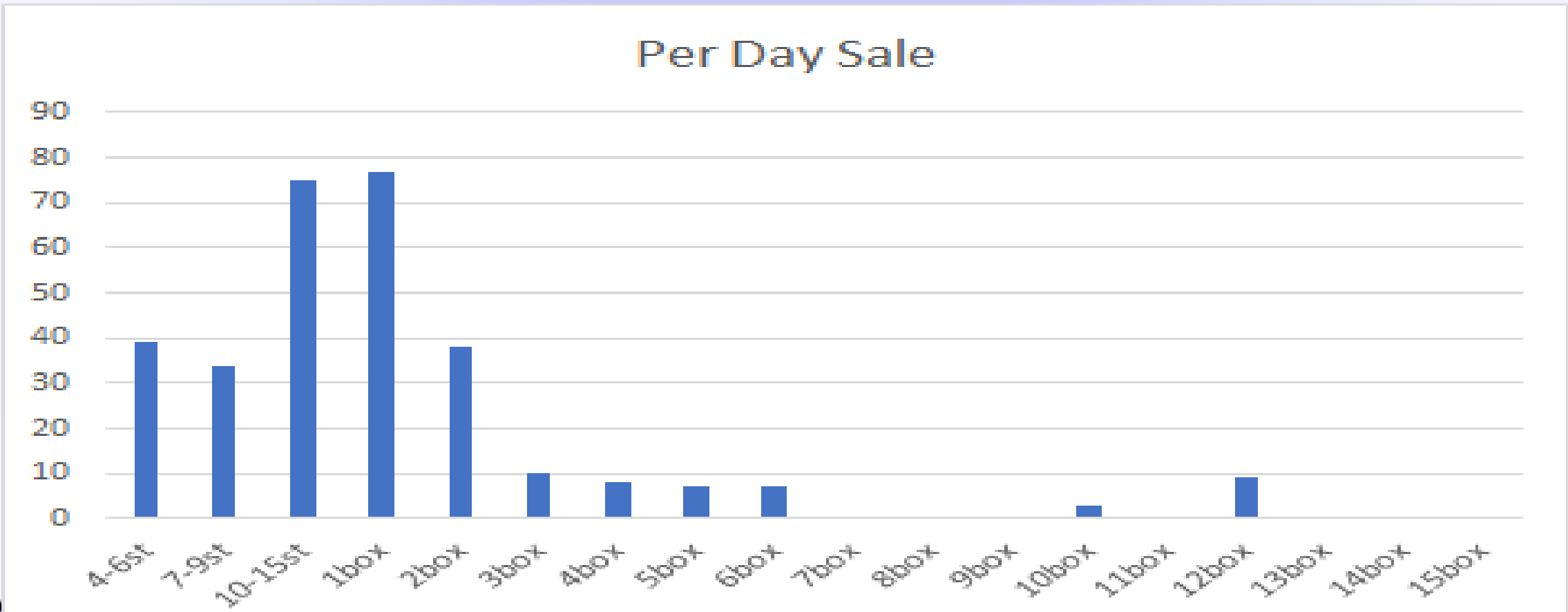
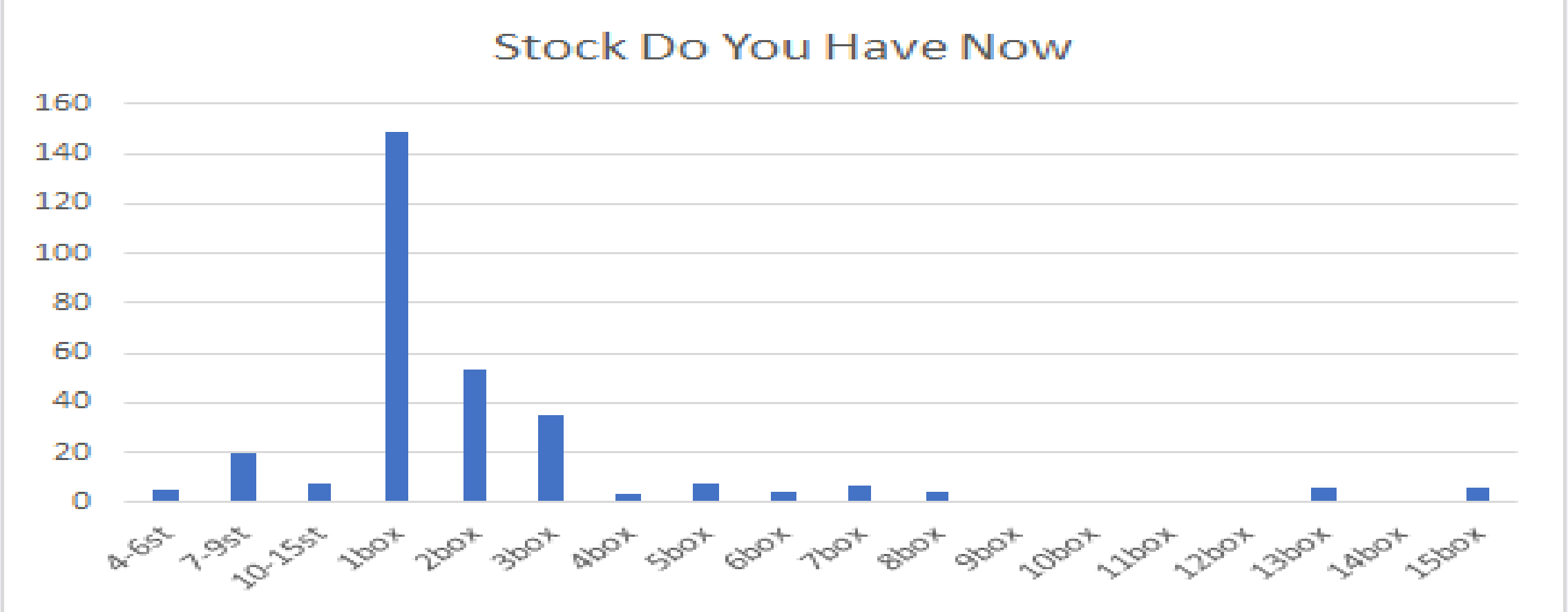
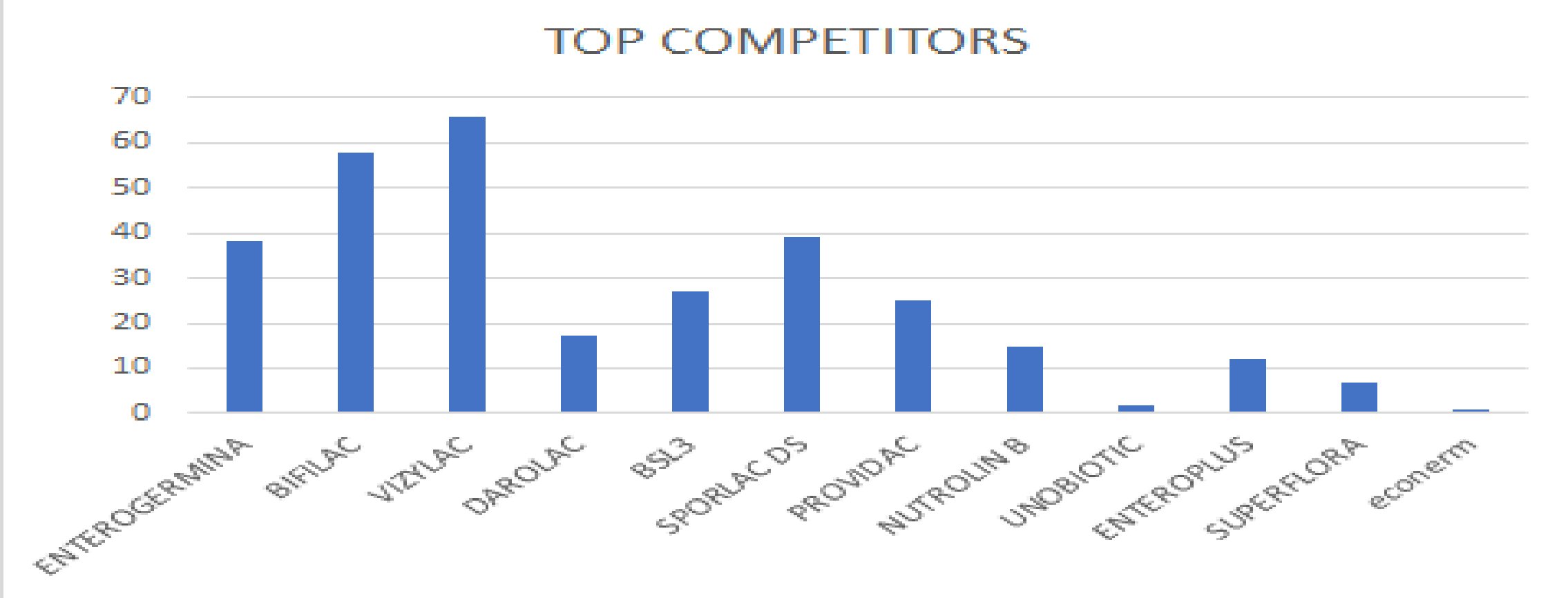
## OBJECTIVE

- ⇒ 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.

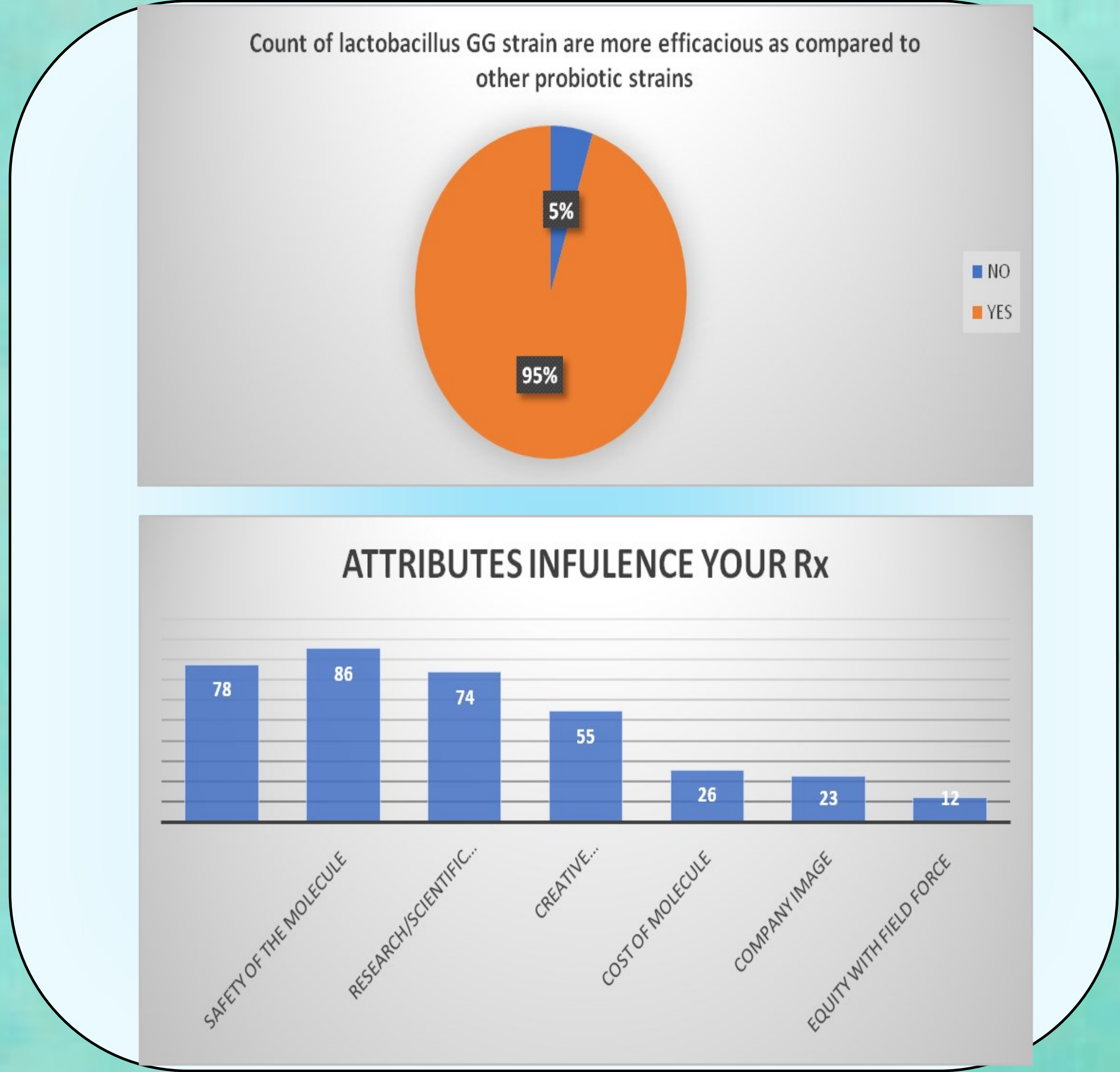
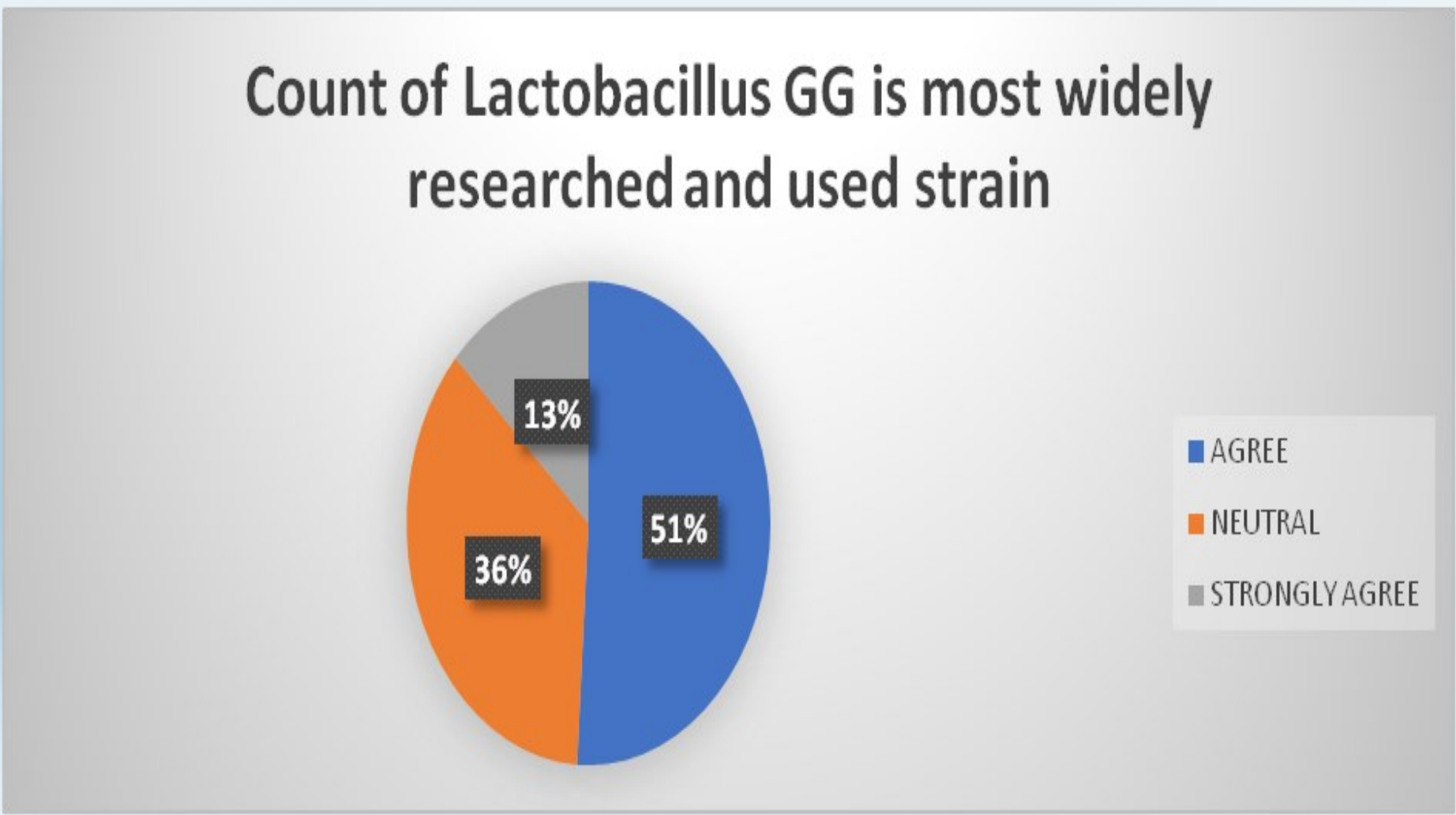
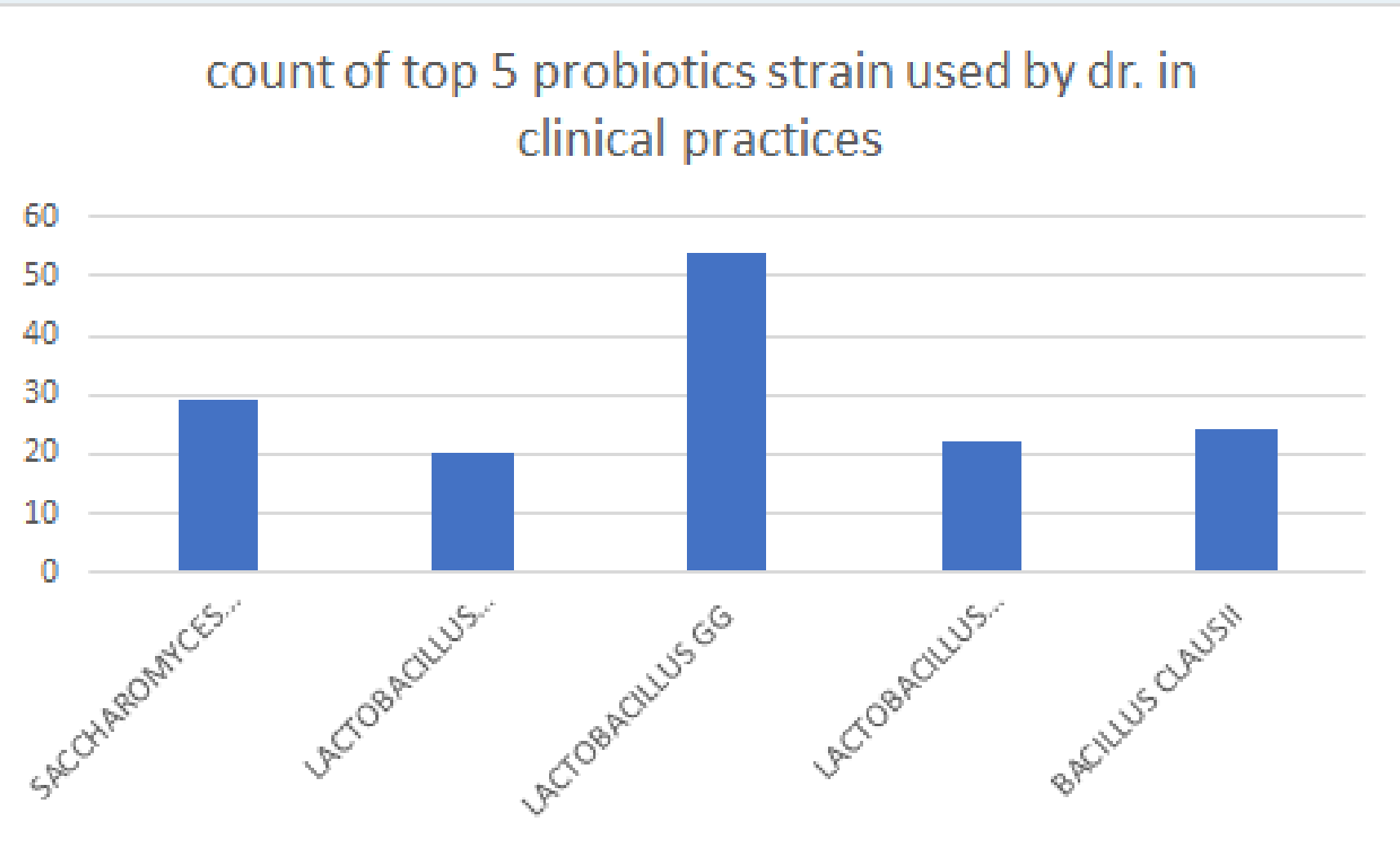
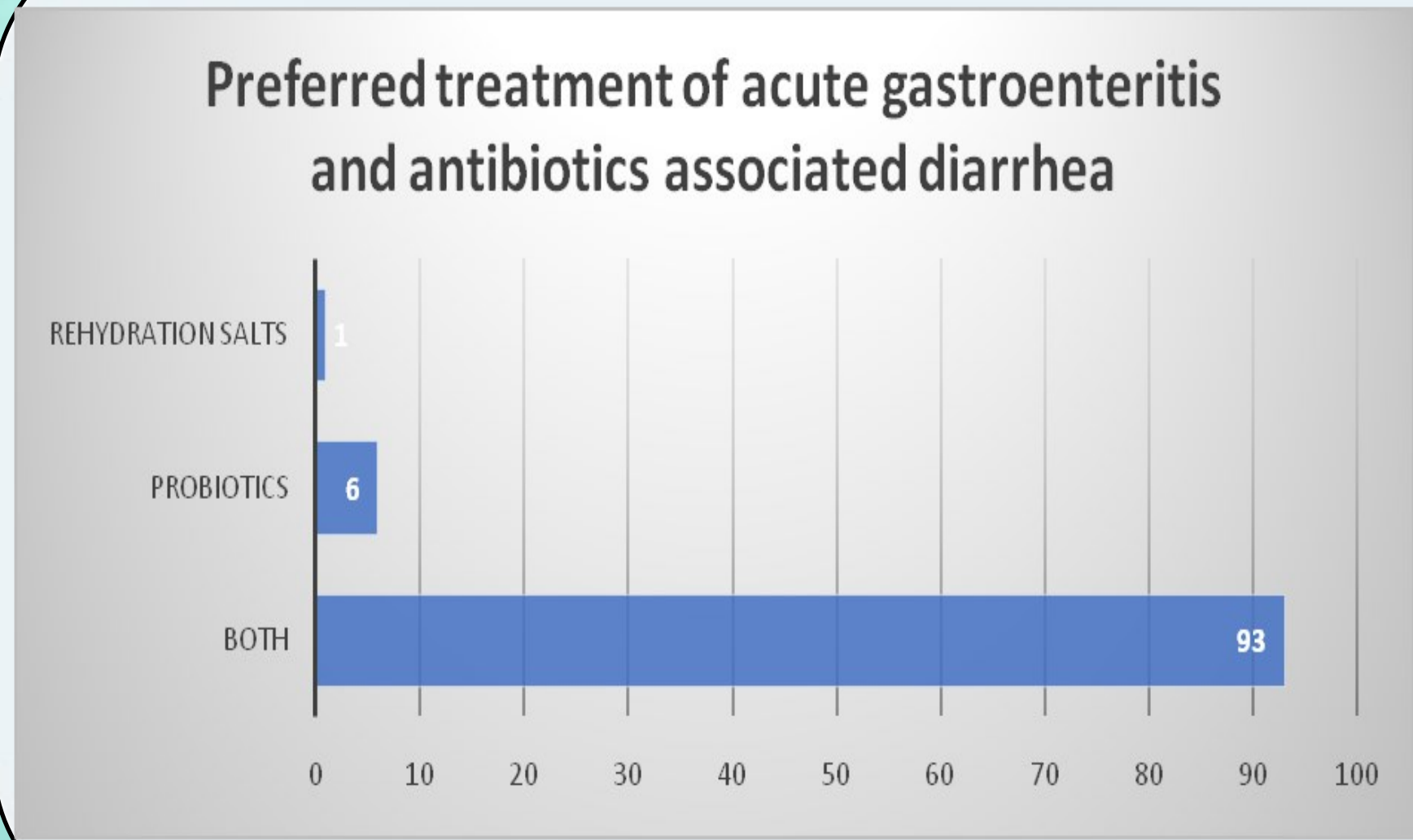
## METHODOLOGY

- **Study Design:** Descriptive (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:** Delhi
- **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

- 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 not yet 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.
- According to the doctors lactobacillus rhamnosus GG is most studied probiotic, widely used

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