



Market Research and promotional Strategies of Omega 3 in Paediatric Market in Jaipur City

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INTRODUCTION

The Omega 3 fatty acids docosahexaenoic acid (DHA) and eicosapentaenoic acid (EPA) are orthomolecular conditionally essential nutrients for the growth of infant as well as an adult. It helps to enhance quality of life and lower the risk of premature death. This study is conducted by DLL organization for a new launching of Omega 3 (EPA & DHA combination) syrup formulations as conducted a market assessment survey including 100 Paediatric doctors (including super specialty) and 100 Pharmacist surveys. This study helps to understand the market structure of paediatric department in Jaipur, physician's prescription pattern and some perceptions of doctors and pharmacist regarding the omega

RESEARCH METHODOLOGY

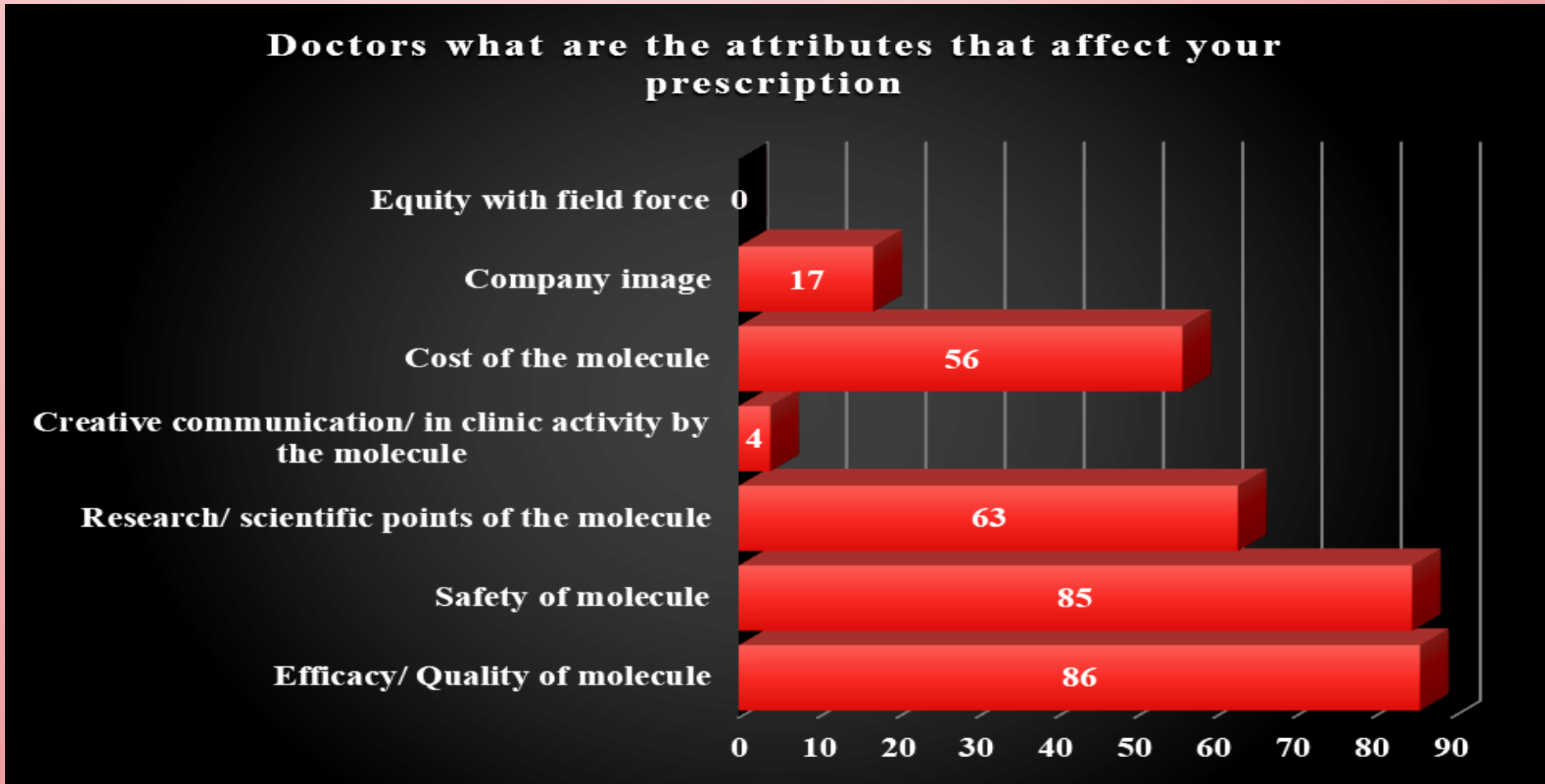
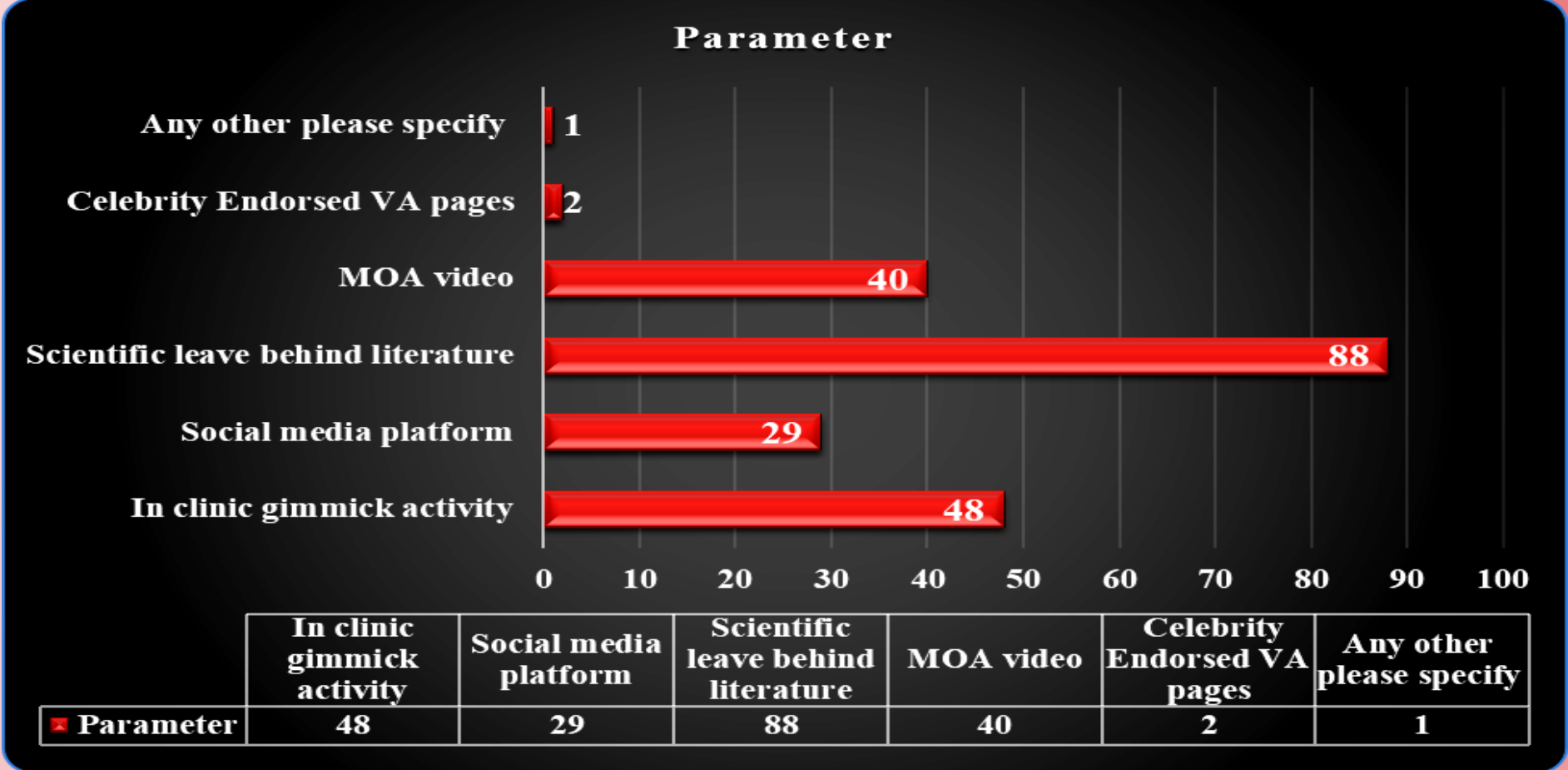
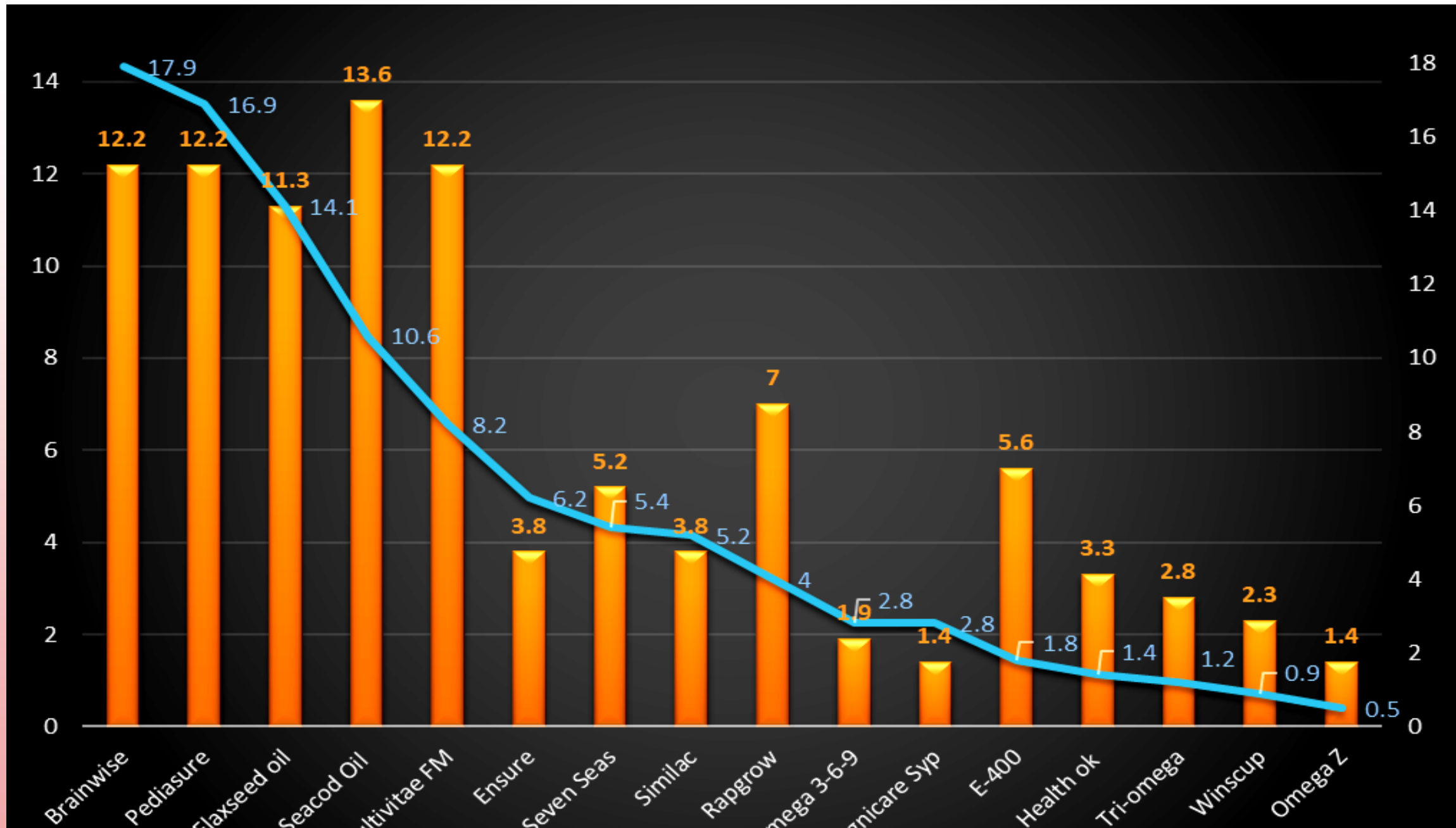
Study Design: Descriptive Study
Sampling Method: Purposive Sampling
Sample Population: Pharmacists, Paediatric Doctors (Jaipur)
Sample Size: 100 Pharmacist, 100 Doctors
Data Collection: Primary data through Semi-Structured Questionnaire and secondary data through Journals, books, Internet etc.
Data Analysis: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

RESEARCH OBJECTIVES

To study the market research, top competitors and market share of brands available for omega 3 in Jaipur division.

To suggest the launching strategies and promotional strategies for “COGNI 3” to get more sales.

OBSERVATIONS & FINDINGS



CONCLUSION

DHA & EPA are clinically renowned for their cardiovascular protective properties and in some other diseases also. This review study evaluated the effects of fish oil (omega 3) consumption for primary prevention of major disorders like infant development, Malnutrition, Disease of Brain & eyes and Memory functioning. Autism, Bipolar Disorder and prematurity are other indications for which omega 3 can be used in Paediatric Patients.

RECOMMENDATIONS:

- Personalize Communication to Physicians
- Prioritize sales as a channel with Digital Selling
- Awareness Camps with Doctors, Arrange Conferences, Social Media
- End to End Customer Promotions, Regular Visits and collection of prompt Feedbacks

