

**Summer Training at
Delcure Lifesciences Ltd.**

**Market Research and Promotional Strategies of Omega 3 in Pediatric
Market**

**By
Abhay Gupta**

**Under the guidance of
Dr. Ashok Peepliwal**

**MBA Pharmaceutical Management
2017-2019**

 **IIHMR UNIVERSITY**
School of Pharmaceutical Management
**The IIHMR University, Jaipur
2018**

TO WHOMSOEVER MAY CONCERN

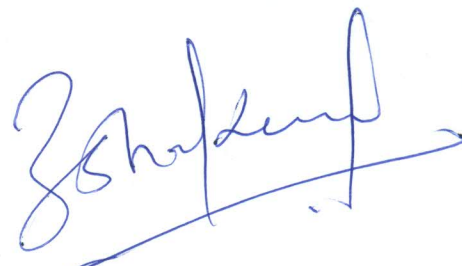
This is to certify that **Mr. Abhay Gupta** student of MBA Pharmaceutical Management, The IIHMR University, Jaipur has undergone internship training at **Delcure Life Sciences Ltd.,** The project titled as **“Market Research and Promotional Strategies of Omega 3 in paediatric Market, Jaipur Division”** from 5th April 2018- 5th June 2018.

The Candidate has successfully carried out the study designated to him during internship training and his approach to the study has been sincere, scientific and analytical.

The Internship is in partial fulfilment of the course requirements.

I wish him all success in all his future endeavours.

for
for
(Col (Dr.) Arvind Kumar)
Col.(Dr.) Ashok Kaushik 25.6.18.
Dean, Academics and Student Affairs
IIHMR University, Jaipur



Dr. Ashok Peepliwal

Associate Professor

IIHMR University, Jaipur

DLL/HR/Certificate/Internship-2018

Date: 09th July, 2018

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Abhay Gupta**, student of Master of Business Administration program of The IIHMR University, Jaipur, has successfully completed 8 weeks Summer Internship under the guidance of Mr. Ajinkya Dalal - Group Product Manager at Delcure Life Sciences Ltd.

During the period of training from **09th April 2018 to 09th June 2018**, Mr. Abhay Gupta was found to be sincere, dedicated and committed.

We wish him the very best in all his future endeavours.

For DelCure LifeSciences Ltd.



Shirish Vankudre
GM - Human Resources

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This is to certify that **Mr. Abhay Gupta** student of MBA Pharmaceutical Management, The IIHMR University, Jaipur has undergone internship training at **Delcure Life Sciences Ltd., Mumbai, from 5th April 2018- 5th June 2018.**

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Dean, Academics and Student Affairs

The IIHMR University, Jaipur

Professor

The IIHMR University, Jaipur

The IIHMR University, Jaipur

CERTIFICATE BY SCHOLAR

This is to certify that the Summer Internship Project titled **Market Research and Promotional Strategies of Omega 3 in paediatric Market, Jaipur Division**, submitted by **Mr. Abhay Gupta** Enrolment No. **MBA-PM-0089** under the supervision of **Mr. Ajinkya Dalal (Group Product Manager)** and **Mr. Mohemmed Moinuddin Sheikh (Regional Manager, Jaipur)** for award of MBA in Pharmaceutical Management of the University carried out during the period from **5th April 2018 to 5th June 2018** embodies my original work and has not formed the basis for the award of any degree, diploma associateship, fellowship, titles in this or any other institute or other similar institution of higher learning.

Signature:

Acknowledgement

The Satisfaction and euphoria that accompany the successful completion of the project would be incomplete without mentioning of the people who made it possible.

I Humbly Owe the completion of summer intern work to the almighty and my family whose love and blessings will be with me in every moment of my life.

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At last but not the least, most importantly I am thankful to the god who is the creator and director of all that initial and final modes to reach the destiny.

ABHAY GUPTA

List of Abbreviations

EPA	Eicosapentaenoic Acid
DHA	Docosahexaenoic Acid
RCPA	Retail Chemist Prescription Audit
ALA	Alpha-Linolenic Acid
Paed.	Paediatrics
MOA	Mechanism of Action
Rx	Prescription
i.e.	That is
AA	Arachidonic Acid
WHO	World Health Organization

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Executive Summary

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. These forms of fatty acids have excellent body usability component: Reduces heart attack risk, reduces stroke risk, brings down blood pressure, and manages heart rhythms. Omega 3 fatty acid as a fish supplement usually came in many kind of formulations dosage forms like powders, syrup, drops as well as some major variety of capsule formulas in the market, out of which Syrups and drops are the major forms that are available for the infants and children as well.

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 preferences, and some perceptions of doctors and pharmacist regarding the omega 3 supplement. Study also include the competitor analysis of some major brands that has already been established and captured the market at broader levels.

The questionnaire for the doctor's survey contains three sections including basic, competitor analysis and communication strategy which helps majorly to find recommendations for the company for launching of omega 3 syrup.

Factors like effective marketing most commonly personal selling has played major role in this sudden drift and other parameter i.e.; cost effectiveness has also contributed to high extend in making Omega 3 capturing the maximum market share and slowly, steadily replacing other competitors like Brainwise. For "COGNI OMEGA 3" (Delcure Formulation) to gain the market, the company's manufacturing should try to come up with some added features and various pack sizes in order to give an appreciable competition to its rival brands.

Company Profile

Delcure LifeScience Ltd. (DLL) is a full scale pharmaceutical Company which deals mainly in Paediatrics and Orthopaedics products with an aim to bring innovative and differentiated high quality products.

DLL has an international collaboration with innovator companies from the United States of America, European countries and Switzerland.

Company's Vision

To Become the most respected and uniquely positioned leading pharmaceutical company in the chosen areas i.e. Paediatrics and orthopaedics or other specialty verticals (in future) in India and other part of the world with distinct value based characteristics.

Culture & Values at DLL

Delcure LifeSciences, strongly believes in enhancing the purpose of Happiness and creating the culture of Helpfulness for society and Delcure family. Learnings from Mother nature and promoting sustainability and augmenting life with promising growth is another value of DLL. Company also believes in Truthfulness in making their products which can promote a change by earning the trust of the society.

The Visionary

Delcure LifeSciences was envisioned by pharma veteran Mr. Prashant Kumar Pathak. He has approximately 30 years of rich experience in pharmaceutical industry in different areas like sales & marketing, International Business, supply chain Management and operations. He Served as Chief Executive- Global Formulations with RPG Lifesciences and Senior Director-Sales & Marketing with Dr. Reddy's Laboratories.

Mr. Pathak has well-rounded experience of running business arms in APAC, Central & Latin American countries & Africa. During his professional career he has managed large number of in licensing assignments and brought new products to India and has been instrumental in collaborating with institutions of repute in the country and United states of America.

He had guided & mentored to many successful industry leaders and therefore, has created a highly competent top management team in Delcure Lifesciences.

Divisions

- **WinSpire**

DLL started marketing operations in the field from June 2013. The primary division was launched with three hundred team members in Paediatrics, ENT and chest Specialities. This division has products with differentiated technology, “Fast Absol” in all tablet range and “KuraFast” in all dispersible Tablets, which will lead to faster onset of action and thus faster relief .

The division plans to support Paediatric, ENT & chest fraternity with innovative Marketing activities like scientific data support in association with Elsevier, technology-based activities like CMEs and conference participation etc .

- **DelVoice**

DelVoice is the second division of DLL launched in August 2013. DelVoice is a multispecialty division with a focus towards orthopaedics, Gastroenterologists and consulting Physicians .

DelVoice is credited in bringing innovative new products which are new to the country and also technologically superior .

Delcure Initiatives

- **Star Card**

It was started by DLL for wealth creation in which company rewards their employees according to their high performance and longevity of association with the organization which leads to maintain the experienced employees to retain in the company for longer duration of time.



FIGURE.1

- **Honour the Doctor**

Delcure LifeSciences Ltd. has taken an initiative called “Honour your Doctor” and inaugurated at NASHICON 2017. The motive behind this initiative is as Doctors too are human and they have to deal with the attacks of relatives of the patients. Soldiers save nation on the border and Doctors saves society insides the nation. On the verge of these incidences,” Honour your Doctor” appeals the society to rethink about the perceived image of the Doctors.



FIGURE. 2

Delcure Lifesciences Ltd. Hierarchy (Organogram)



FIGURE. 3

Introduction of Molecule

The Omega 3 fatty acids docosahexaenoic acid (DHA) and eicosapentaenoic acid (EPA) are orthomolecular, are essential molecule nutrients that enhance quality of life and lower the risk of premature death.

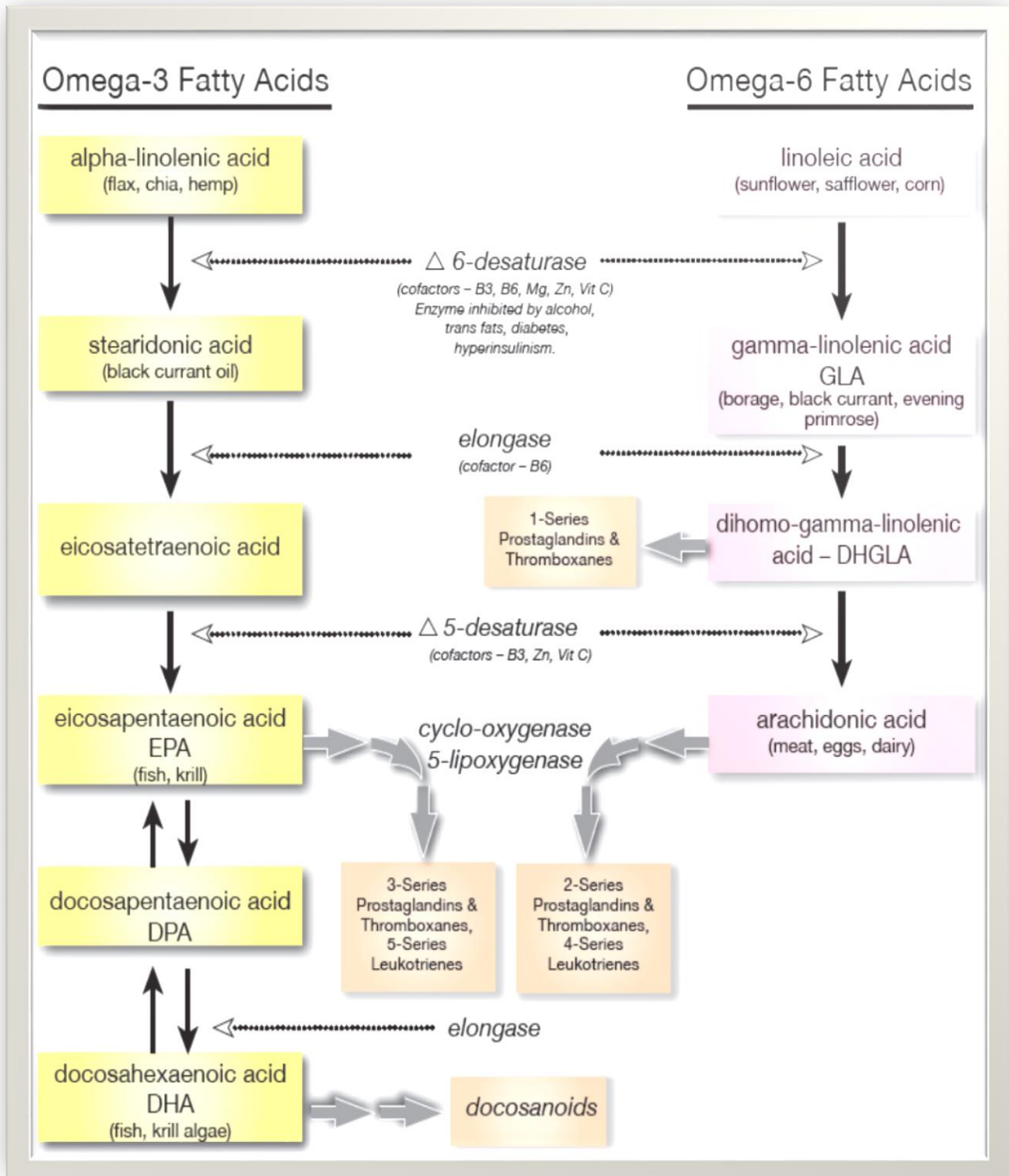


FIGURE.4: BIOSYNTHESIS OF THE PRINCIPAL POLYUNSATURATED FATTY ACIDS AND THEIR METABOLITES

DHA & AA are important to foetal and infant growth and development. The importance of DHA in central nervous system (CNS) development is one of the intensive study. DHA functions in the neurogenesis neurotransmission and protection against oxidative stress. AA is important for infant growth and development.

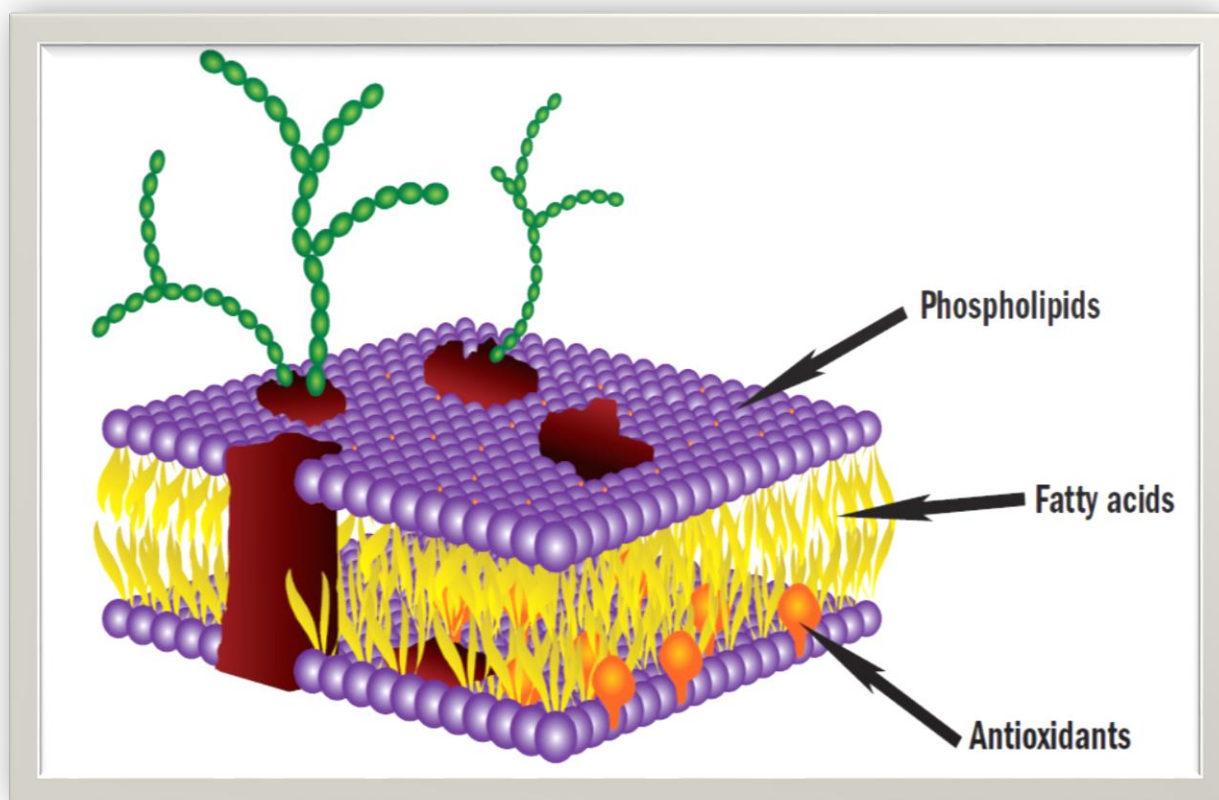


FIGURE 5: CELL MEMBRANE SCHEMATIC, DEMONSTRATING THE INTRINSIC STRUCTURAL SYNERGY OF ITS FATTY ACIDS, PHOSPHOLIPIDS, AND ANTIOXIDANTS (“TRIPLE CELL MEMBRANE SYNERGY”)

Review of Literature

- Campoy C., Anjos T. et. all. (2012) conducted a study on the topic “Omega 3 fatty acids on child growth, visual acuity and neurodevelopment”. The aim of this review omega-3 carboxylic acids have recently been placed into the middle of interest as a result of their completely different effects on fatty acid metabolism furthermore as on curdling. we tend to do not recognize if polyunsaturated fatty acid fatty acids square measure essential throughout childhood, as a result of it absolutely was seen that they will have positive effects on the event of the brains of rats and also are gift in breast milk. the subsequent report presents the recent state of the knowledge base. In fish and grain oil one will notice not solely omega-6 fatty acid fatty acids as e.g. arachidonic acid , however additionally polyunsaturated fatty acid fatty acids continuously during a specific magnitude relation to the other: If there are higher concentrations of polyunsaturated fatty acid fatty acids, one will notice less amounts of omega-6 fatty acid fatty acids, and the other way around. the foremost necessary representatives of the polyunsaturated fatty acid fatty acids square measure metabolites of omega-6 fatty acid, like docosahexaenoic acid: C 22: six polyunsaturated fatty acid (DHA) and eicosapentaenoic acid: C 20: five polyunsaturated fatty acid (EPA). The useful influence, particularly of DHA, on the postpartum development of the membrane and brain has been incontestable in rats and rhesus monkey monkeys. It may be shown that the carboxylic acid composition of phospholipids of red blood cells conforms thereto of the CNS. Nearly constant values may be achieved in infants with each, a diet enriched with animal oil and a feeding with breast milk; this appears to be essential particularly for preterm infants, United Nations agency continuously have a DHA-deficiency.
- Valenzuela R., Gonzalez F. et.all. (2017) titled as “Importance of Omega 3 in Children’s Nutrition” explained as “Long-chain polyunsaturated fatty acids (LCPUFA), especially those of the n-3 family, such as eicosapentaenoic acid (C20:5 n-3, EPA) and docosahexaenoic acid (C22:6 n-3, DHA), have relevant biochemistry, and physiological functions in human metabolism, and health. In this regard, DHA is a fundamental nutrient for children’s growth and development. DHA has a key role in the formation and function of the central nervous system and the retina of humans.
- Oshendarp JM. (2011) titled as “The role of fatty acid in children’s Development” defined the abstract as Omega-3 long chain polyunsaturated fatty acids (n-3 LCPUFA)

are important constituents of the maturing brain and therefore considered crucial for brain development in utero and in early infancy. However, it is uncertain whether n-3 LCPUFA supplementation during pregnancy and lactation can have beneficial, sustainable, effects on visual or cognitive development. Beneficial effects on child cognitive function after supplementation with EPA and DHA during pregnancy and lactation were observed at 4 years of age, but not at 3, 6 months or 7 years. In term infants LCPUFA when given in relative high dosages, seems to improve visual acuity, but not cognitive function. Evidence for an effect of LCPUFA supplementation of preterm infants remains inconclusive. In children older than 2 years of age, epidemiological evidence suggests an association between psychiatric or neurodevelopmental disorders and omega-3 fatty acid deficiencies. However, the evidence from randomized controlled trials exploring the impact of omega-3 fatty acids on cognitive performance or brain function in school-aged children is not conclusive. In conclusion, n-3 LCPUFA are highly present in the maturing brain and are important for normal brain functioning and development. When provided in relative high dosages, n-3 LCPUFA may improve visual acuity in term infants. However, it remains unclear whether supplementation with n-3 LCPUFA during pregnancy, early infancy, and childhood can improve cognitive function.

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.

Research Methodology

Sample Design

The research Conducted was Descriptive Research.

Sampling Method

The sampling method was Purposive sampling. (Total Population)

Sample Population

The number includes Pharmacists (retail pharmacy outlets), and Paediatrician Doctors of Jaipur location.

Sample Size

The survey was conducted on 100 Paediatric doctors including some super speciality doctors i.e. paediatric Cardiology, Paed. Neurology, Paed. Gastroenterology etc. The major locations of survey are Pratap Nagar, SMS Hospital, J.K. Lon Hospital, C Scheme, Malviya Nagar etc. The another RCPA (Retail Chemist Prescription Audit) was also performed throughout the Jaipur City (Rajasthan) and the sample size was 100.

Sample Selection

The selection area of sample is throughout the Jaipur city for both Doctor's survey and RCPA survey.

Data Collection

Primary Data was collected from Doctors and Pharmacists of Jaipur City through a survey using semi structured questionnaires. (Annexure-I, II)

Time Period

9th April 2018 to 9th June 2018

Research Instrument (Tool & Techniques)

Research Instruments was Semi-Structured Questionnaires consisting of both closed ended as well as open ended questions, designed within the scope of the given objectives. The information was collected through direct interviews and messages to all the pharmacists and doctors. Hence some data was collected with the help of informal talk with the pharmacists and doctors.

Data Analysis

The gathered data was entered into Microsoft excel Spreadsheets and was analysed and Graphs formation was also done with the help of Microsoft Excel.

Data Analysis and Interpretation

RCPA Question 1: Top competitors and their Market Share.

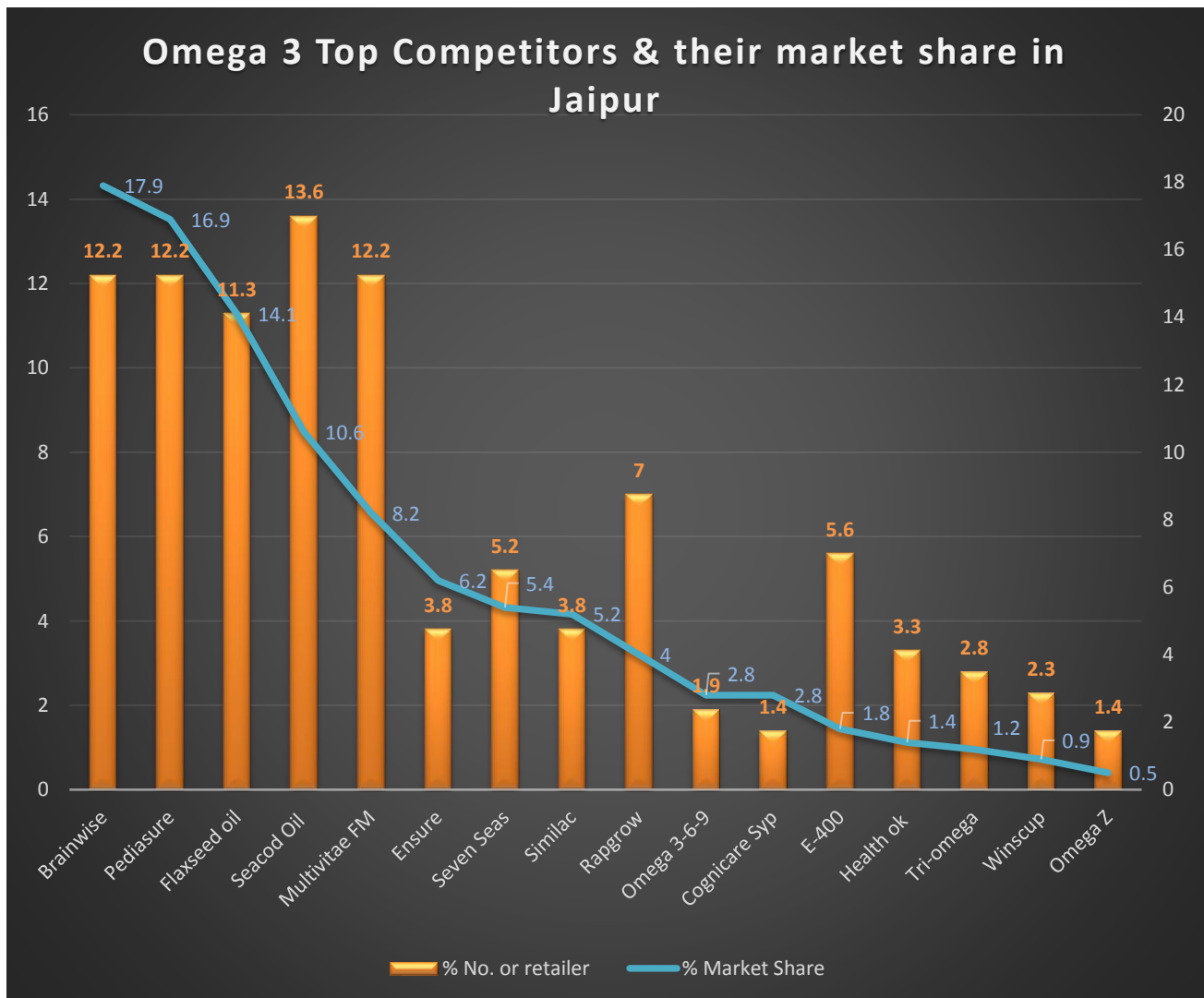


FIGURE. 6: GRAPHICAL REPRESENTATION SHOWING TOP COMPETITORS OF OMEGA 3 IN MARKET AND THEIR MARKET SHARE

Interpretation: It was found that out of all the competitor brands, “Brainwise” is the most selling brand among all others as the market share of “Brainwise” is almost 18% of the total. Other Major Competitors brands are Pediasure, Similac and Ensure in Powder formulations with the Market share of 17%, 5.2% and 6.2% respectively; Flaxseed oil, Multivitae FM, E-400, Omega 3-6-9, Tri Omega, Omega Z, Seven Seas in the Capsule formulation; Rapgrow and Cognicare Syrup are syrup and drop formulation; and Seacod oil as oil formulation.

Ques 2: Doctor in which indications do you Prescribe the Omega 3, EPA & DHA health supplements in paediatric patients?

Indications	No. of Responses
Infant Development	87
Autism	19
Memory Functioning	68
Bipolar Disorder	24
Diseases of Brain and Eyes	66
Allergies	4
Inflammation	25
Malnutrition	76
Prematurity	7
Metabolic Disorder	1
Skin Problems	1
Rheumatoid Arthritis	3

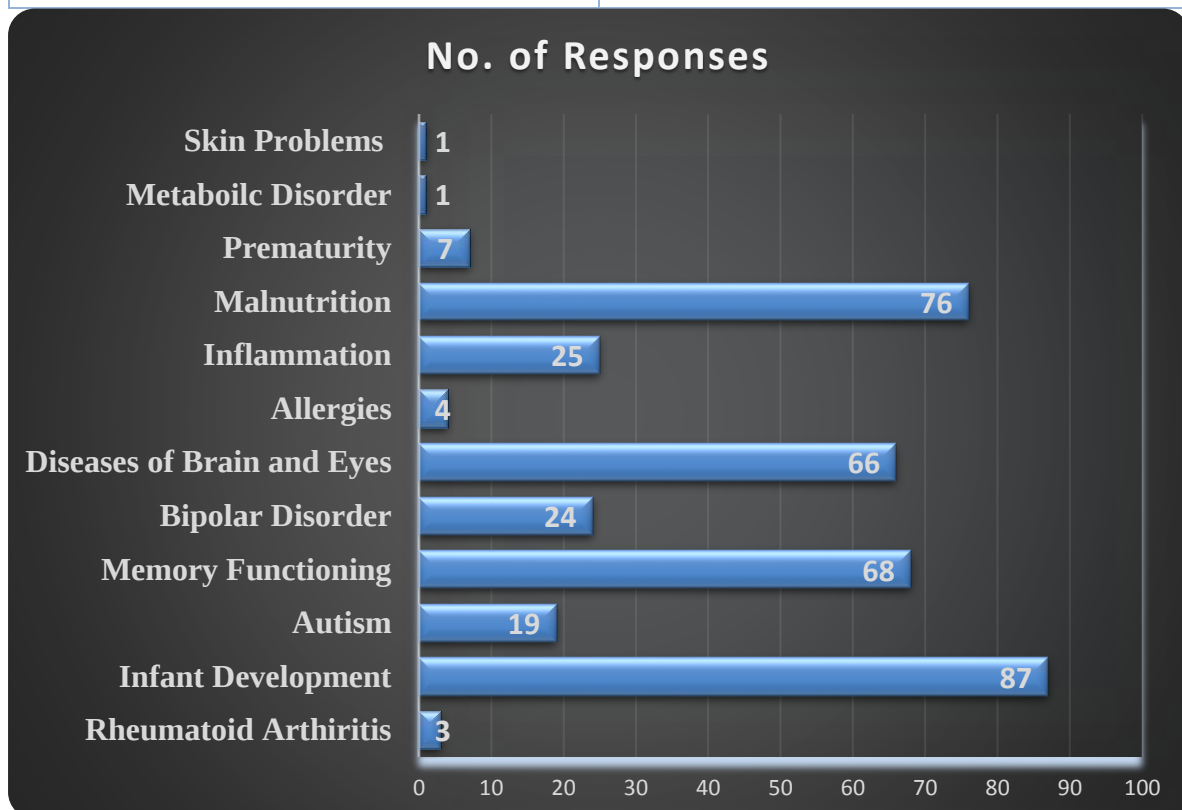


FIGURE 7: GRAPHICAL REPRESENTATION SHOWING INDICATIONS FOR WHICH OMEGA 3 IS USED IN PAEDIATRIC PATIENTS

Interpretation: Infant Development & Malnutrition in children are came to be found two major indications for which paediatricians prefer to prescribe omega 3. Around 66 Doctors also prefer to prescribe omega 3 in the disease of Brain and eyes. Rest all indications are Metabolic Disorder, Prematurity, Inflammation, Allergies, Bipolar disorder, Autism and Rheumatoid Arthritis. Omega 3 is also majorly prescribed for Memory Development and functioning.

Question 3: Doctor at what age do you prescribe the health supplements (omega 3, EPA & DHA combination) in paediatric patients.

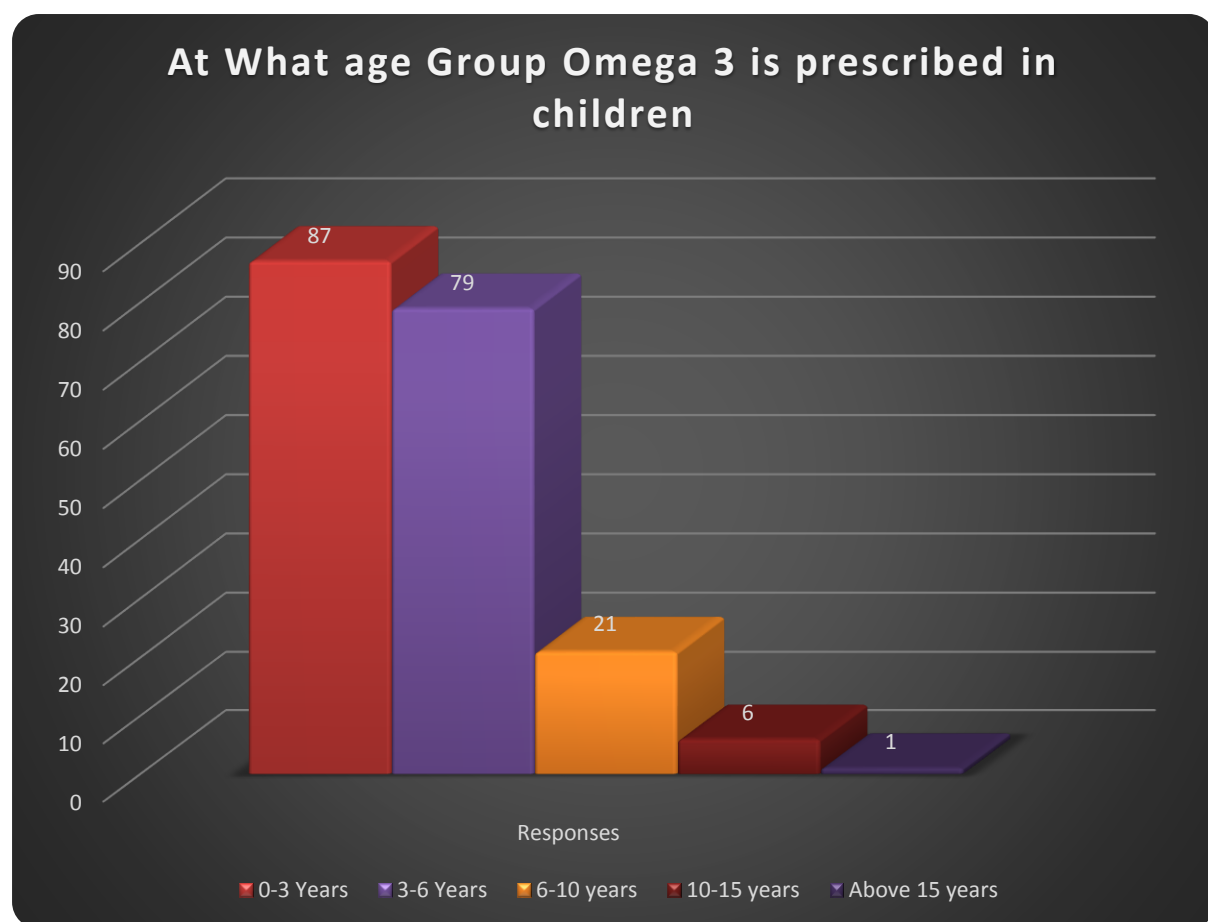


FIGURE 8. AGE GROUP FOR OMEGA 3 IN PAEDIATRIC PATIENTS

Interpretation: 87% Doctors Prefer to prescribe omega 3 in the age group of 0 to 3 years of infant, and mostly also prefer up to the age group of up to 6 years of children. It was found that only 25% prefer to prescribe omega 3 in above 6 years old age group. This defines the prescription pattern and preference pattern of Doctors.

Question 4: Whenever a new molecule in health supplements for children is launched, what is your response while adopting it? Please tick.

Prefer to adopt immediately	Will Prescribe after a few weeks of response from other doctors	Wait for month or two and will go for	It is better to wait & watch	Never go for new molecules in children unless proven for a year or more

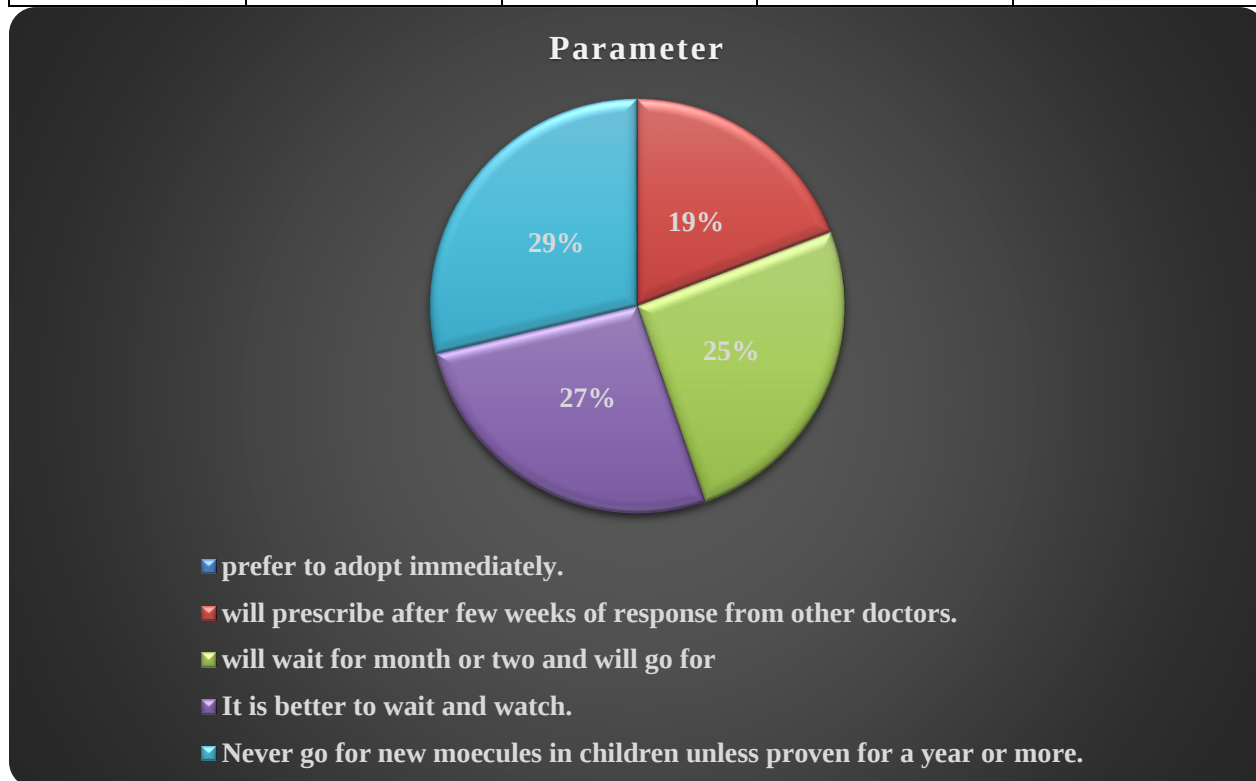
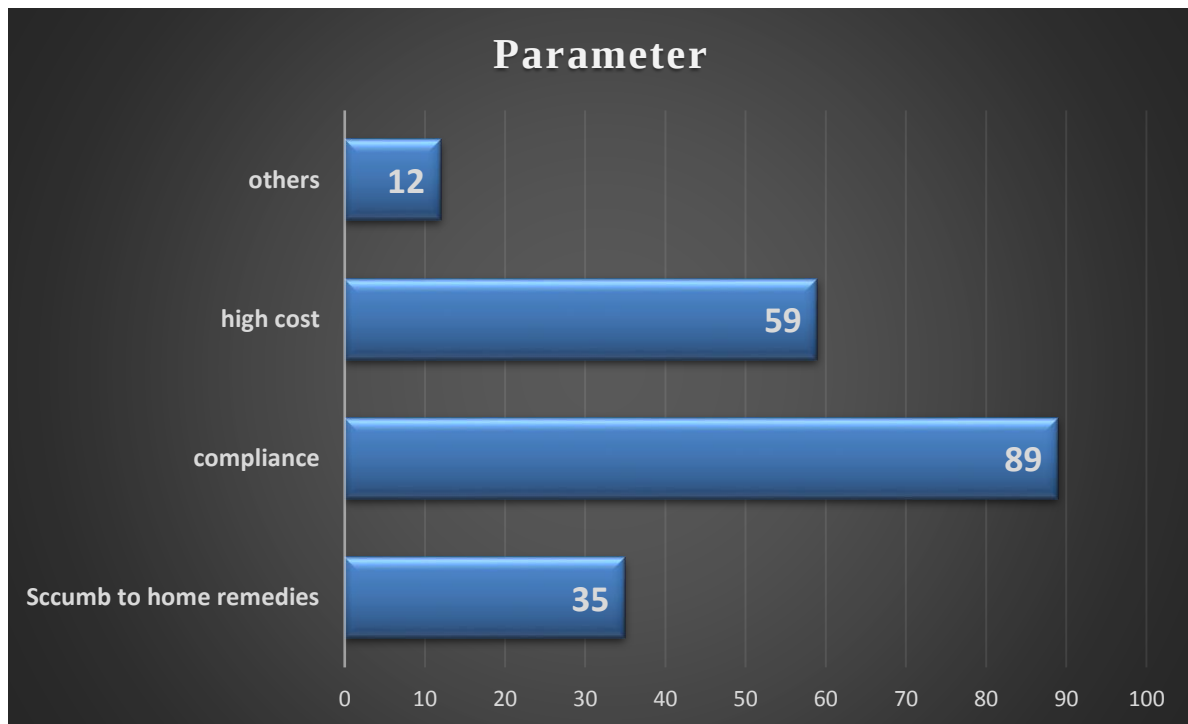


FIGURE 9. PARAMETER FOR PHYSICIANS PREFERENCE FOR NEW MOLECULE

Interpretation: It is found that around 30% of doctors never go for the new molecule in children unless it has been proven for a year or more, while 20% doctors will prescribe the new molecule just after few weeks of responses. Approximately 27% doctors have a perception that they should wait and watch for every new product in market before prescribing it. Rest of all thinks that they will prescribe after month or two after its launch.

Question 5: Doctor what are the challenges that you face with Rx such supplements?**FIGURE 10. CHALLENGES FACED BY PHYSICIANS**

Interpretation: It was found that out of all the responses, 89 doctors said that compliance is the biggest issue while 59 doctors also agrees that high cost of the formulation is also a greater challenge to overcome. Other challenges faced are taste of the compound, affordability, acceptability, dose uniformity, regularity etc.

Question 6: Doctor which of the following activities will help you Rx the Omega 3, EPA DHA combination more?

- a) In clinic gimmick activity
- b) Social media platform
- c) Scientific leave behind literature
- d) MOA video
- e) Celebrity Endorsed VA pages
- f) Any other please specify

Responses:

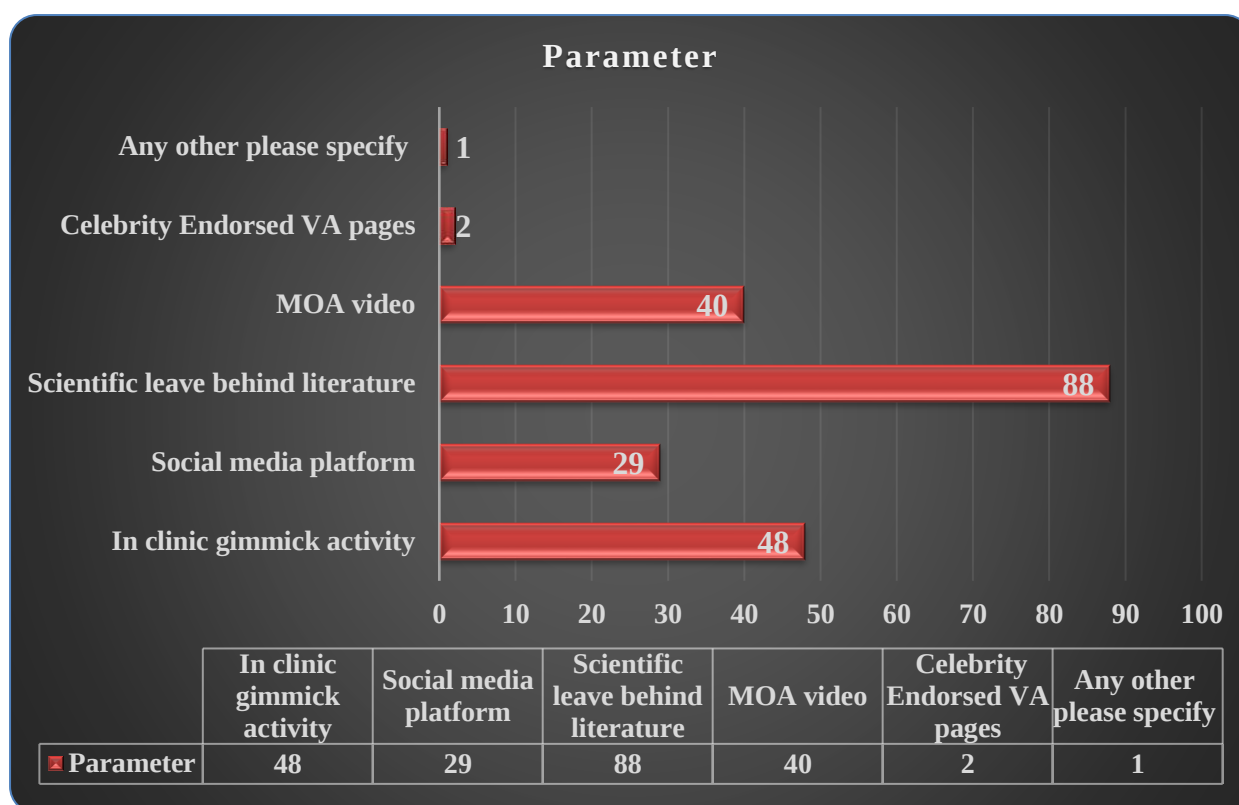
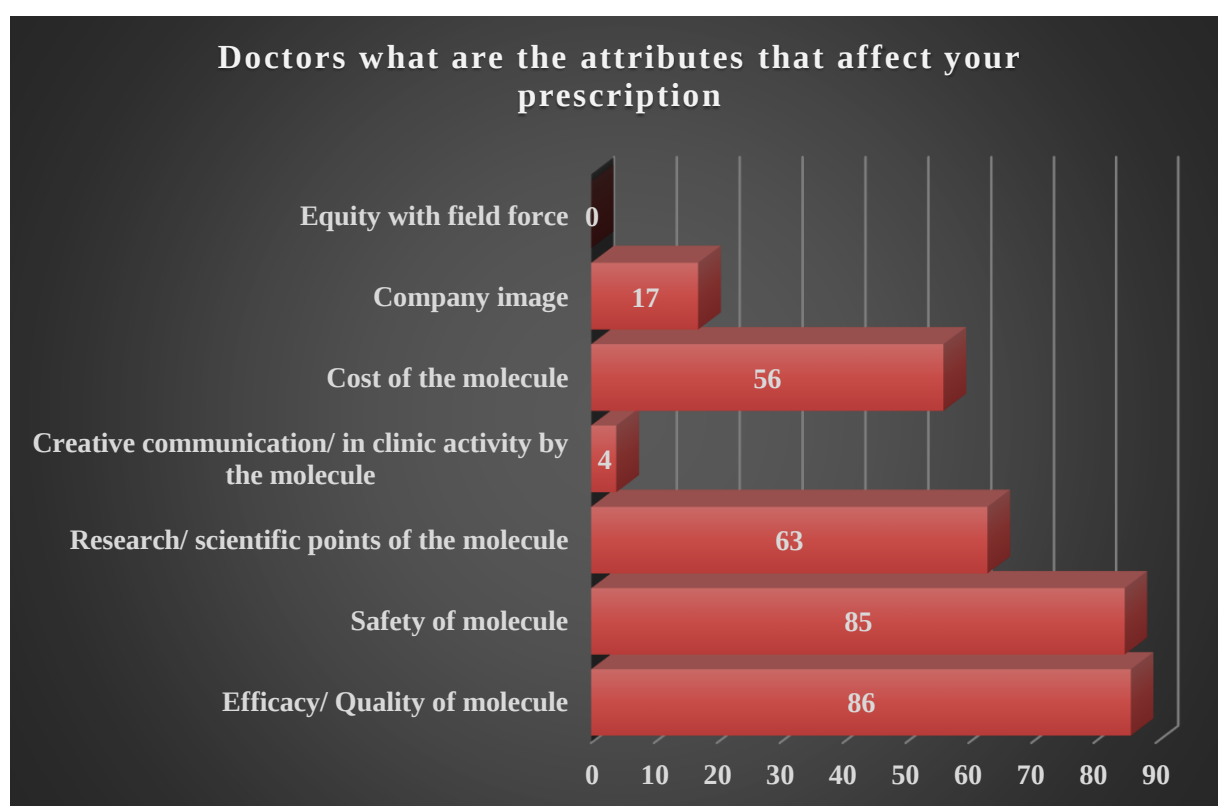


FIGURE 11. ACTIVITIES THAT HELP IN PRESCRIBING THE PRODUCT

Interpretation: It was found that out of 100 respondents, 88% of them believes that scientific leave behind literatures are the most important attribute that helps to prescribe the omega 3. While 48% of the doctors believes that clinic gimmick activity can be another attribute for the same. 40% may also go through the mechanism of action of the molecule. Rest 30% responses are the attributes like: Social media platform; Celebrity Endorsed pages and miscellaneous factors also.

Question 7: Doctor which of the following attributes influence your prescription?

- a) Efficacy/ Quality of Molecule
- b) Safety of the molecule
- c) Research/ scientific points of the Molecule
- d) Creative communication/ in clinic activity by the molecule
- e) Cost of the molecule
- f) Company Image
- g) Equity with Field force

Responses:**FIGURE 12. ATTRIBUTES THAT AFFECT THE PRESCRIPTION**

Interpretation: Out of 100 Paediatric doctors, 86% doctors check the quality, efficacy and safety attributes of a molecule before writing any prescription. 63% believes in research and scientific points of the molecule. Cost of the molecule is also one of the major attributes that affect the prescription writing.

Question 8: Doctor do you think such supplements (Omega 3, EPA, DHA) is an effective combination and will effectively help in development of children?

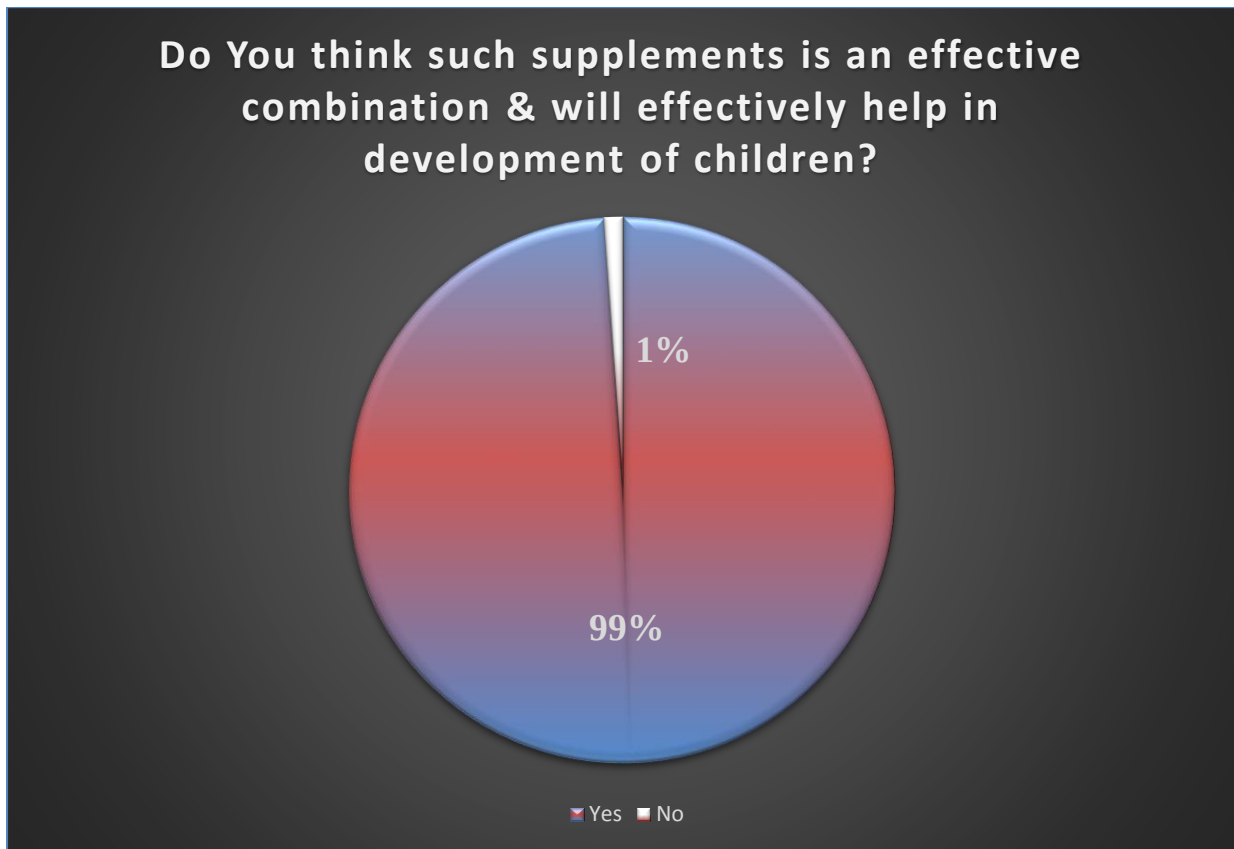


FIGURE 13. EFFECTIVENESS OF COMBINATION

Interpretation: According to the responses, 99% of the doctors are agree on the statement that omega 3 (EPA & DHA Combination) is an effective combination and will effectively helps in development of children, while rest 1% strongly disagree on this statement as according to them, omega 3 still needs more research to go for a conclusion.

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. The average age group found to be 0-5 years of children for which paediatric doctor major prescribe the omega 3 formulations.

“BRAINWISE” is the top competitor of “COGNI 3” found in Jaipur city and hold the majority of market share i.e. around 18% in syrup formulations. Rest top competitors for “COGNI 3” are “Rapgrow” (Drops); “Pediasure, Ensure, Similac” (Powder); “Flaxseed oil, Seacod Oil, Multivitae FM, Seven Seas” (Capsules).

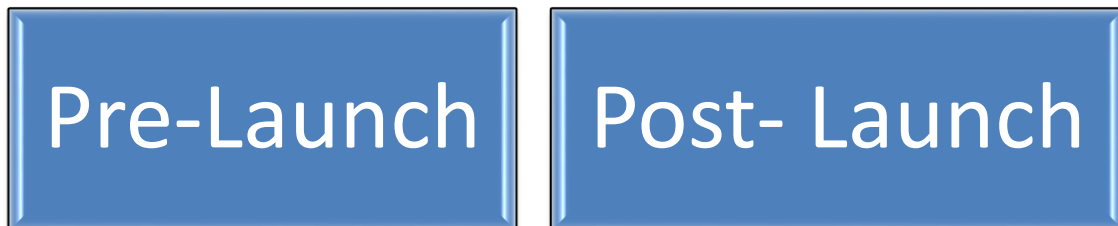
Suggestions & Recommendations

Promotional Strategies:



FIGURE. 14: PROMOTIONAL STRATEGIES

Launching Strategies



Competitor Analysis can help Delcure to overcome the other products

- “Brainwise” cost is around 1150 INR while “COGNI 3” Cost is planned to about 1195 INR; but the package of “Brainwise” is of 150 ml while COGNI 3 is of 200 ml.
- As the cost of “COGNI 3” is a little higher of 45 INR but Delcure Provides 50ml Extra which costs almost free when compared to “Brainwise”
- The Major competitor brand for “COGNI 3” is “Brainwise” only as rest all other competitor brands are different in their Dosage form i.e. Powders, capsules etc.

- Capsules may be avoided as an infant is not able to engulf the Capsule Formulations and syrups and Drops are the best Suitable Dosage form for the paediatrics.
- For the Post Launch Strategies, Collecting of Feedbacks from the Patients and Physicians is an important step which gives the proper advisory for our product and can do relevant changes and can plan accordingly.
- Disease Prevalence should be analysed first before launching the product in a particular zone.

Limitation of the study

- Due to personal attitudes, individual values and organizational policies, practioners' in the medical profession keep most of their understanding secret.
- The researcher received minimal cooperation from some respondents. The unavailability of target respondents due to their busy schedules was a major challenge. Therefore, accessibility of records was limited hence limiting the availability of more information that would have permit elaborate research.
- Resources constrains also posed a great limitation with constrained finances and very busy schedules therefore the researcher having limited to carry out the research.

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Annexure- I

Doctor- Questionnaire on Omega 3 (EPA & DHA)

Name:	Specialty:
City:	Contact Number:
Address:	Having Own Clinic/ NH: Y/N:

1. Doctor in which indications do you Rx the Omega 3, EPA, & DHA health supplements in paediatric patients?

Rheumatoid Arthritis <input style="width: 40px;" type="checkbox"/>	Disease of Brain & eyes <input style="width: 40px;" type="checkbox"/>
Infant Development <input style="width: 40px;" type="checkbox"/>	Allergies <input style="width: 40px;" type="checkbox"/>
Autism <input style="width: 40px;" type="checkbox"/>	Inflammation <input style="width: 40px;" type="checkbox"/>
Memory Functioning <input style="width: 40px;" type="checkbox"/>	Malnutrition <input style="width: 40px;" type="checkbox"/>
Bipolar Disorder <input style="width: 40px;" type="checkbox"/>	<input style="width: 40px;" type="checkbox"/>

2. Doctor at what age do you prescribe the health supplements (omega 3, EPA & DHA combination) in paediatric patients.

0-3 years <input style="width: 40px;" type="checkbox"/>	10-15 Years <input style="width: 40px;" type="checkbox"/>
3-6 years <input style="width: 40px;" type="checkbox"/>	Above 15 years <input style="width: 40px;" type="checkbox"/>
6-10 years <input style="width: 40px;" type="checkbox"/>	

3. Doctor what is the preferred form of dosage that you prefer the most? (ask the age as well ex drops are paediatric patients from 1-2 years etc.)

Drops <input style="width: 40px;" type="checkbox"/>	Dose: _____
Syrup <input style="width: 40px;" type="checkbox"/>	Dose: _____

Competitive Assessment

4. a) Which brands of supplements in combination (omega 3, EPA & DHA) do you prefer the most?

1. Brain Wise 2. Brain IQ 3. Kidzomega 4. Brain UP 5. Ten on ten

6. _____ 7. Any other _____

b) Kindly rank the above-mentioned brands on the following parameters on scale of (1-5) with 1 being Lowest and 5 being Highest. [1- **very poor**, 2- **Poor**, 3- **Average**, 4- **Good**, 5- **very Good**]

Parameter	Brain wise	Brain IQ	Kidz omega	Brain UP	Ten on Ten	
Cognitive Development						
Improvement in Attention and physiologic functions						
Improvement in physical & Emotional Health (temperament, relationship with parents)						
Safety and efficacy of the compound						

5. Whenever a new molecule in health supplements for children is launched, what is your response while adopting it? Please tick.

Prefer to adopt immediately	Will Prescribe after a few weeks of response from other doctors	Wait for month or two and will go for	It is better to wait & watch	Never go for new molecules in children unless proven for a year or more

6. Doctor do you think such supplements (Omega 3, EPA, DHA) is an effective combination and will effectively help in development of children?

Yes ☐ No ☐

Communication Strategy

7. a) Doctor what are the challenges that you face with Rx such supplements?

At pediatric patient's level:

Succumb to home remedies

☐

Compliance

☐

Other _____

☐

At mother's level:

b) Doctor how can we partner with you and help you overcome above challenges by means of inputs?

8. Doctor which of the following attributes influence your prescription?

- h) Efficacy/ Quality of Molecule**
- i) Safety of the molecule**
- j) Research/ scientific points of the Molecule**
- k) Creative communication/ in clinic activity by the molecule**
- l) Cost of the molecule**
- m) Company Image**
- n) Equity with Field force**

9. Doctor which of the following activities will help you Rx the Omega 3, EPA DHA combination more?

- g) In clinic gimmick activity**
- h) Social media platform**
- i) Scientific leave behind literature**
- j) MOA video**
- k) Celebrity Endorsed VA pages**
- l) Any other please specify**

10. Doctor would you like to add any comments?

Thanks for participating in the survey

Annexure-II

Retail chemist prescription audit (omega 3)

Chemist Name

Place:.....

1. Which are the 3 major brands of Omega 3(combination of EPA & DHA) selling most on your counter?

1.

2.

3.

2. How much do you sell?

Brainwise.....sales/month

Brain IQ.....sales/month

Kidzomega.....sales/month

BrainUP.....sales/month

Ten on Ten.....sales/month

.....Sales/month

3. How much stocks do you have now (one box or more)

Brainwise.....

Brain IQ

Kidzomega.....

BrainUP.....

Ten on Ten.....

.....

4. Who are the top 3 prescribers of Omega 3(combination of EPA & DHA) (*doctor's name*) these brands and how much these doctors prescribe? (Dr. X prescribes 1 or 2 boxes per month)

BRAND	PRESCRIBER	BOXES/ MONTH	PRESCRIBER	BOXES/ MONTH	PRESCRIBER	BOXES/ MONTH
A	1.		2.		3.	
B	1.		2.		3.	
C	1.		2.		3.	

- What is the stock level of your **COMPETITOR** brand(s)?

Brand Name	Stock (in units)	Brand Name	Stock (in units)
BRAINWISE			
BRAINIQ			
KIDZOMEGA			
BRAINUP			
TEN ON TEN			
(info for above 5 brands is compulsory)			

Annexure-III

List of Doctors (Jaipur Paediatricians)

S. No.	Doctor's Name	Location
1.	Dr. Aarti	J.K. Lon Hospital
2.	Dr. Abhishek	Babylon children Hospital
3.	Dr. Alka	MGH
4.	Dr. Alok Kumar Goyal	J.K. Lon Hospital
5.	Dr. Amarjeet Mehta	J.K. Lon Hospital
6.	Dr. Amit Jain	Subhash Chowk
7.	Dr. Anamika Mehta	SDMH
8.	Dr. Anshu Mathur	KMS Hospital
9.	Dr. Anupam Chaturvedi	SDMH Hospital
10.	Dr. Anurag Sarna	Kisan Marg
11.	Dr. Anurag Sharma	Aditya Hospital
12.	Dr. Arihant Jain	Mansarover
13.	Dr. Arvind Kumar	KMS
14.	Dr. Ashish Aggarwal	Bhandari Hospital
15.	Dr. Ashok Gupta	Tilak Nagar
16.	Dr. Ashok Kabra	Monilek
17.	Dr. B.B. Gupta	MPM Hospital
18.	Dr, B.S. Sharma	Padmavati Colony
19.	Dr. Chanchal Singhal	Babylon children Hospital
20	Dr. Chandar Shekhar Jain	Shyam Child Hospital
21.	Dr. Charu	J.K.Lon Hospital
22.	Dr. Dhananjay Mangal	Babylon children Hospital

23.	Dr. Dhananjay Singh Shekwat	J.K. Lo. Hospital
24.	Dr. Dhruv Dev Bhardwaj	Opp. Lal Kothi
25.	Dr. Dilsad Same	ESIC Hosiptal
26.	Dr. Ghyansham Swami	Sanganer
27.	Dr. Gunjan Aggarwal	MGH
28.	Dr. J.N. Sharma	Bapu Nagar
29.	Dr. Jagesh Jain	Shubash Chownk
30.	Dr. Jaideep Mathur	C Scheme
31.	Dr. Jaleel Ahmed	Jotwara
32.	Dr. Jawahar Bakhru	Prakash Hospital
33.	Dr. Jitender Gupta	MGH
34.	Dr. Jitender Verma	ESIC
35.	Dr. Kailash Meena	Tonk Phatak
36.	Dr. Kamlesh Aggarwal	Jawahar Nagar
37.	Dr. Kapil Garg	Jawahar Nagar
38.	Dr. Keshav Shrivastav	Shyam child Hospital
39.	Dr. Kuldeep Sahai	KMS
40.	Dr. Kusum Devpura	J.K. Lon Hospital
41.	Dr. Lalit Bhardia	SDMH
42.	Dr. Lalit Kanota	C.K. Birla
43.	Dr. M.L. Gupta	Vidhyadhar Nagar
44.	Dr. Madhu Jain	Babylon Children Hospital
45.	Dr. Madhu Mathur	MGH
46.	Dr. Maheep Aggarwal	Regen Hospital

47.	Dr. Meena Khilnani	Monilek
48.	Dr. Mukesh Gupta	Mybaby Hospital
49.	Dr. Mukul Karol	Dr. Karol Clinic
50.	Dr. Munish Kumar Kakkar	MGH
51.	Dr. Narander Mangal	Mansarover
52.	Dr. Natwar Parwal	MGH
53.	Dr. Neelima Aggarwal	ESIC
54.	Dr. O.P. Badolia	Sodala
55.	Dr. Pankaj Jain	J.K. Lon Hospital
56.	Dr. Parag Goyal	Subhash Chownk
57.	Dr. Pawan Suaniya	S.M.S.
58.	Dr. Pooja Mittal	ESIC
59.	Dr. Prabhar	SDMH
60.	Dr. Priyanka Gupta	Monilek
61.	Dr. Priyanka Udawat	Gangwaal Park
62.	Dr. Radheshyam Morya	J.K. Lon Hospital
63.	Dr. Rajeev Bansal	SDMH
64.	Dr. Rajendra p.	Lal kothi
65.	Dr, Rajesh Khurana	Soni Hospital
66.	Dr. Rajesh Mathuria	Jawahar Nagar
67.	Dr. Rajesh Pathak	Narayana Hospital
68.	Dr. Rajiv Jain	Kids Cure Clinic
69.	Dr. Raj Kumar Goyal	C.K. Birla
70.	Dr. Raj Kumar Jain	Opp. ESIC
71.	Dr. ram Jas Aggarwal	Tilak Nagar
72.	Dr. Rambabu Goyal	Soni Hospital
73.	Dr. Rambabu Sharma	Tilak Nagar

74.	Dr. Ramesh Sethia	Soni Hospital
75.	Dr. Rishabh Sethi	Regen Hospital
76.	Dr. S.P. Kulshetra	Uniara Hospital
77.	Dr. S. Sitaraman	J.K. Lon Hospital
78.	Dr, S Kishore Aggarwal	Vivek Nagar
79.	Dr. S.D. Sharma	EHCC
80.	Dr. S.P. Sethi	Sethi Hospital
81.	Dr. Saleem Raja	J.K. Lon Hospital
82.	Dr. Sanjay Arya	Arya Hospital
83.	Dr. Sanjay Chaudhary	Fortis Escorts
84.	Dr. Sanjeev Hooja	Apex Hospital
85.	Dr. Satish Joharwal	J.K. Lon Hospital
86.	Dr. Shakti Bhanu	JNU
87.	Dr. Sharad Sharma	Fortis Escorts
88.	Dr. Siya Ram Meena	ESIC
89.	Dr. Sona Gupta	Ayush Child clinic
90.	Dr. Sumar Singh Chahar	J. K. Lon Hospital
91.	Dr. Sushil Shangi	C Scheme
92.	Dr. Tushar Dasora	Jawahar Nagar
93.	Dr. Usha Acharya	C Scheme
94.	Dr. Vandana Garg	ESIC
95.	Dr. Vishnu Aggarwal	J.K. Lon Hosiptal
96.	Dr. Vishnu Pansari	J.K. Lon Hospital
97.	Dr. Vivek Jain	SDMH
98.	Dr, Vivek Gupta	C.K. Birla
99.	Dr. Yogesh Yadav	J.K. Lon Hospital
100.	Dr. Tushar Khurana	Soni Hospital