

Market Study of Moistane



MICRO LABS LIMITED

Introduction

- Moistane is a eye drop which is use in severe dry eye and post of Lasik.
 - Moistane contain polyethylene glycol 0.4%, propylene glycol 0.3% and HPguar.
 - Moistane contain Sodium Perborate as a preservative.
 - Mode of Action:**
 - HPguar bind with borate ion form a reversible cross linked gel matrix.
 - HPguar binds to hydrophobic sites of damage corneal epithelium.
- It provides sustained lubrication to the eye and protect the ocular surface from further damage while the surface epithelial cells undergo repair and renewal.
 - Adverse Effect:**
 - Moistane eye drop rarely causes serious side effects or an allergic reaction.
 - Minor burning or irritation may temporarily occur.

Research Question

- In which indication they prescribe moistane.
- How much percentage of doctors prescribe moistane..
- Which other lubricant they prefer.
- Find the competitor brand of moistane run in market.

Methodology

- Study design:** Exploratory study
- Sampling:** Probability
- Type of Data:** Primary Data
- Sample area:** Mumbai (Andheri to Bandra)
- Sample size:** 43
- Collection of Data:** The study was conducted by the means of personal in view with doctors and pharmacists and the information given by them was directly recorded.

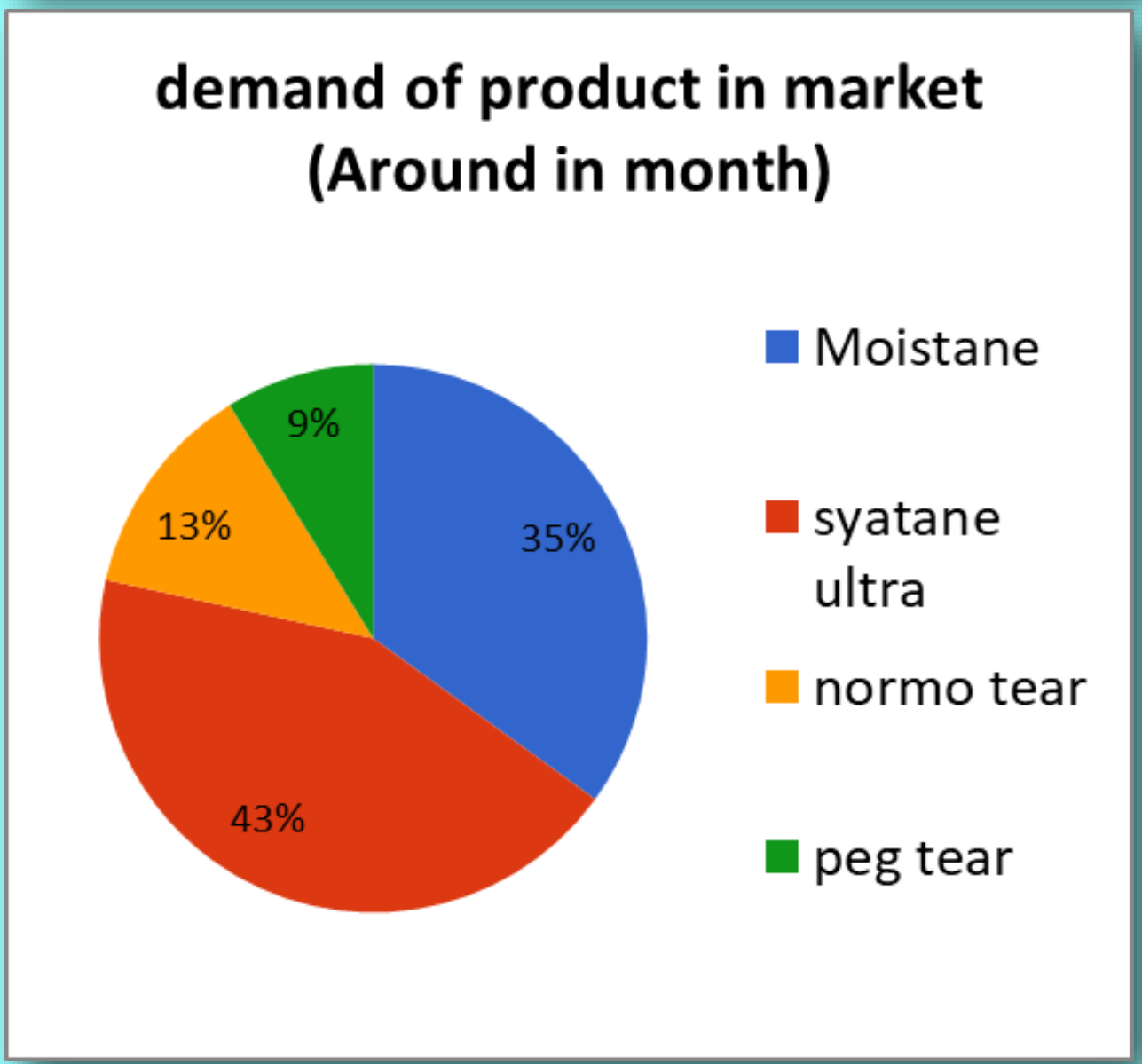
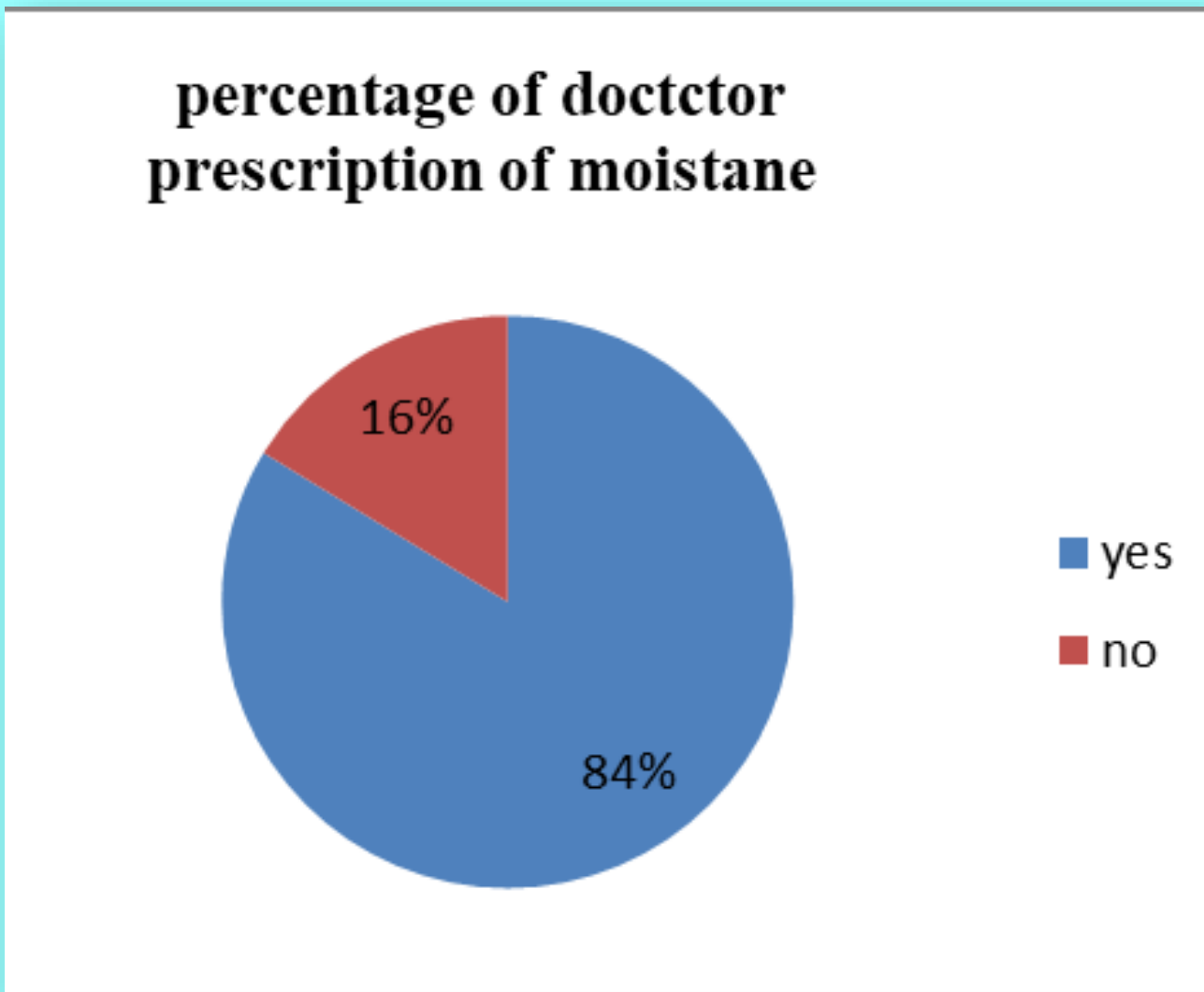
Objectives

- To analyse how much percentage of doctors prescribe moistane.
- To analyse the market demand of moistane.

Limitation Of the Study

- 1) Sample size could have been increased to get more accurate result;
- 2) Sample area could have been increased to increase the sample size;
- 3) Time duration was short could have been prolonged for better result.
- 4) The observation and the strategies are suggested based on only feedbacks;
- 5) Sale is observed only on hospital pharmacies and private clinics

Analysis



Comparison between product moistane and its competitors: -

	ASSIGNED PRODUCT	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
BREAND NAME	MOISTANE	SYSTANE ULTRA	NORMO TEAR	PEG TEAR
COMPANY NAME	MICROLABS	ALCON	SUN PHARMA	ALAMBIC
PRESERVATIV E	SODIUM PERBORATE	POLYQUAD	PRESERVATIVE FREE	SODIUM PERBORATE
PRICE	319	376	299	329

Packaging: -

	Volume	Direction of use on box	Packing of box	Attractiveness
Moisatne	10ml	Yes	Unsealed	Yes
Systane Ultra	10ml	No	Sealed	Yes
Normo Tear	10ml	No	Unsealed	Yes
Peg Tear	10ml	yes	Unsealed	No

43 doctors in area Andheri to Bandar (Mumbai) allotted to me . When I analyse the data I concluded that 36 doctors are pre-scribing moistane, 7 doctors are not prescribing.

The doctors prescribe moistane in severe dry eye indication and post of Lasik. But some doctors are give 0.5 CMC then give 1 CMC then they use sodium hyaluronate after all this use and they not useful then they come on moistane. After the use of moistane patient feel better.

Demand of product in different areas:
In market highest demand of product is Systane Ultra 43%, second highest Product is moistane 35%, demand of normo Tear is 13% and lowest demand of product in market peg tear 9%.

Recommendations

- The packaging of moistane should be sealed.
 - Target 16% of doctors who are not prescribing Moistane.
 - Conduct campaign is schools, colleges and villages.
 - Conduct the conference for doctors about new technology launch in pharmaceuti-cal field and give information about new product launch etc.
 - Give product reminders more and more to doctors.

Conclusion

- The Above study I conclude that 84% of doctors are prescribe the moistane in given area.
 - The demand of moistane product in market 35% , but systane ultra product demand is very higher than the moistane, its 43%. It means moistane running in market on 2nd position.
 - When doctors not use moistane they use other lubricant like: .5 CMC,