

Market Research to target a selected population for Bimatoprost (Bimaday)

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Introduction

The FDA approved Bimatoprost, an anti-glaucoma agent, in 2001 .Bimaday comes with world’s first KMT pack, patented acrylic dropper system. It provides 6.5mm of Hg of IOP reduction from base line and achieves diurnal IOP of 18mm of Hg after 12 weeks of

Objectives

- . To understand the Market Potential of Bimatoprost.
- . To Study the Business of Competitor products.
- . To suggest methods to improve the sales and availability of Bi-maday based on the Market Observation.

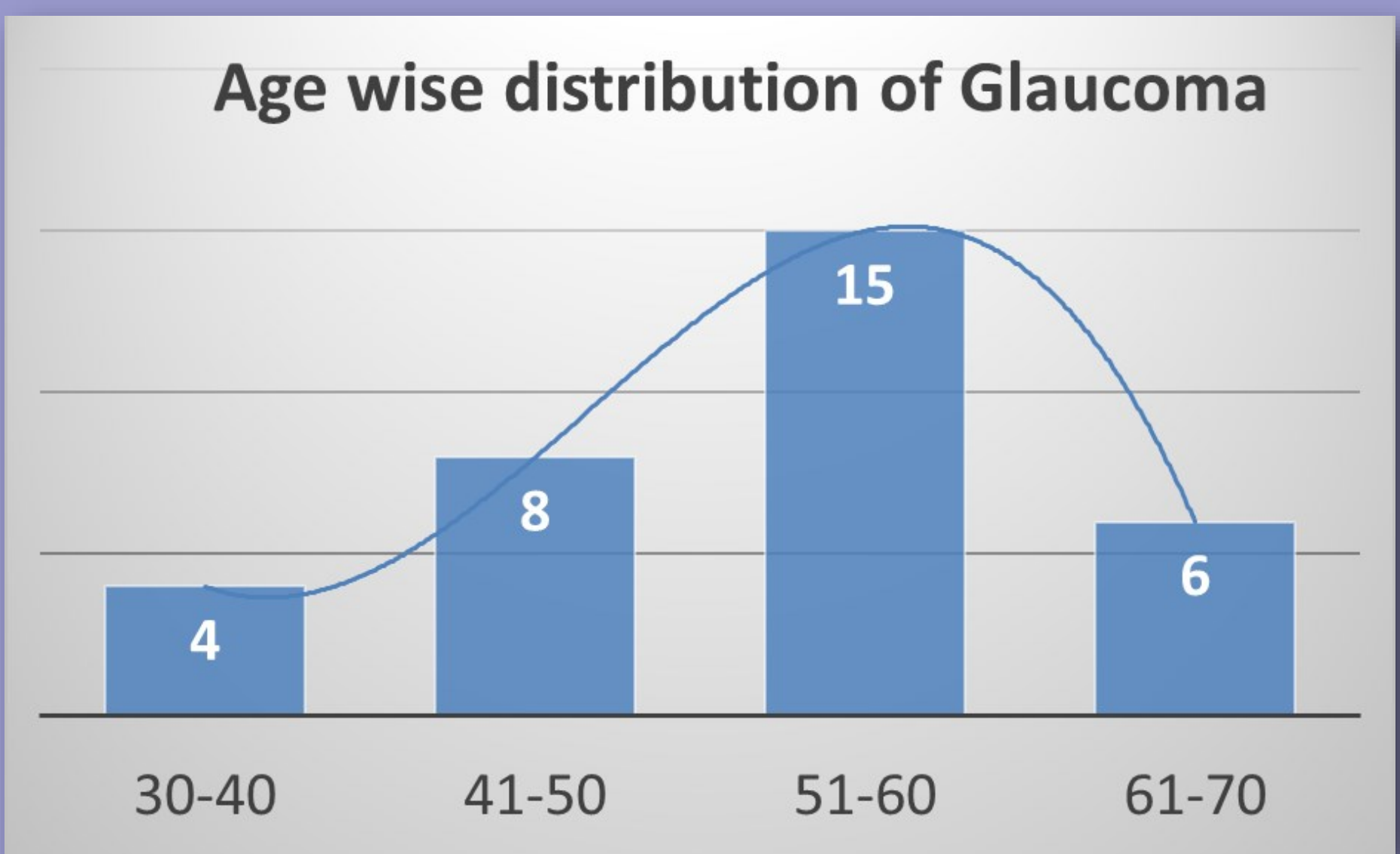
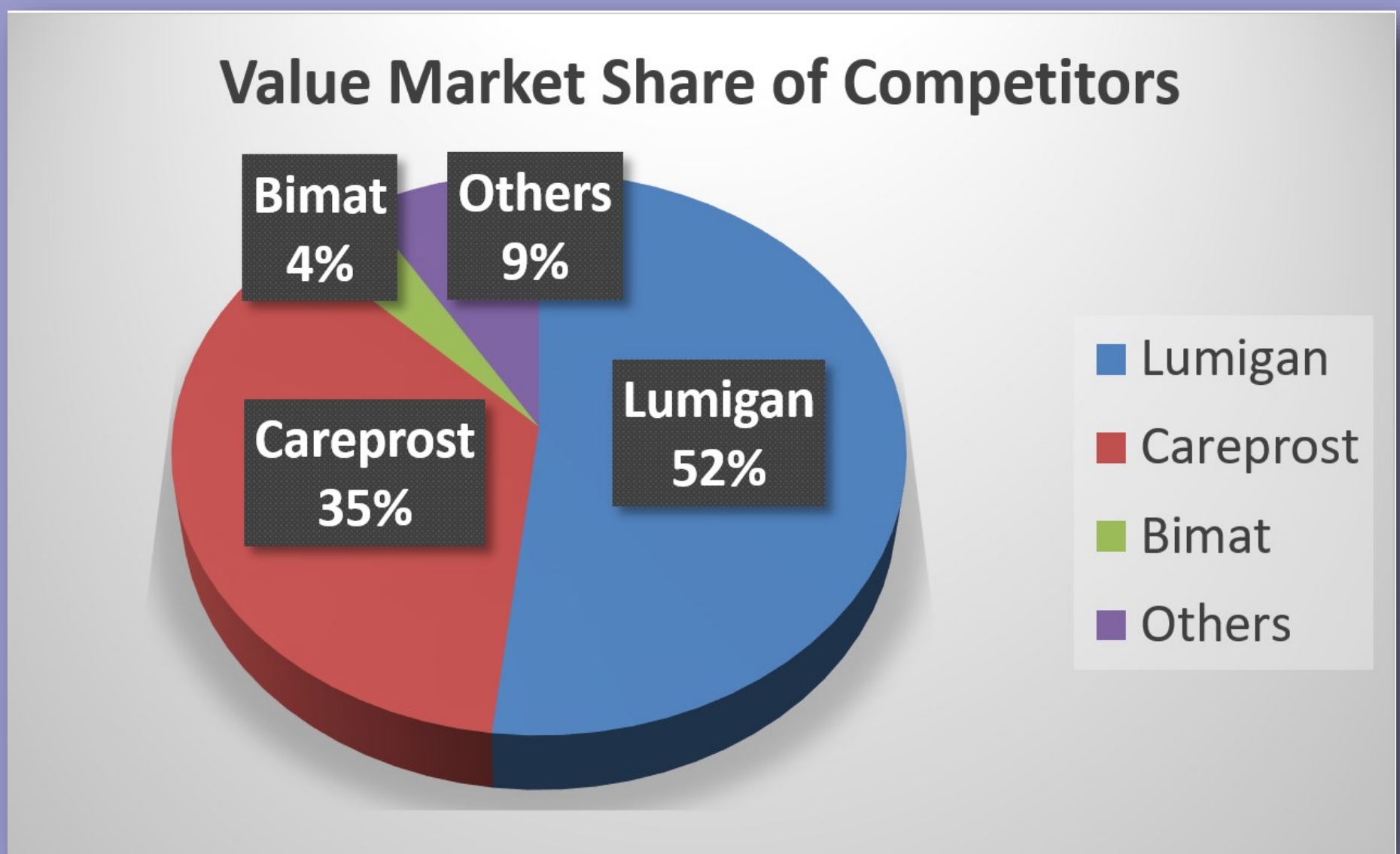
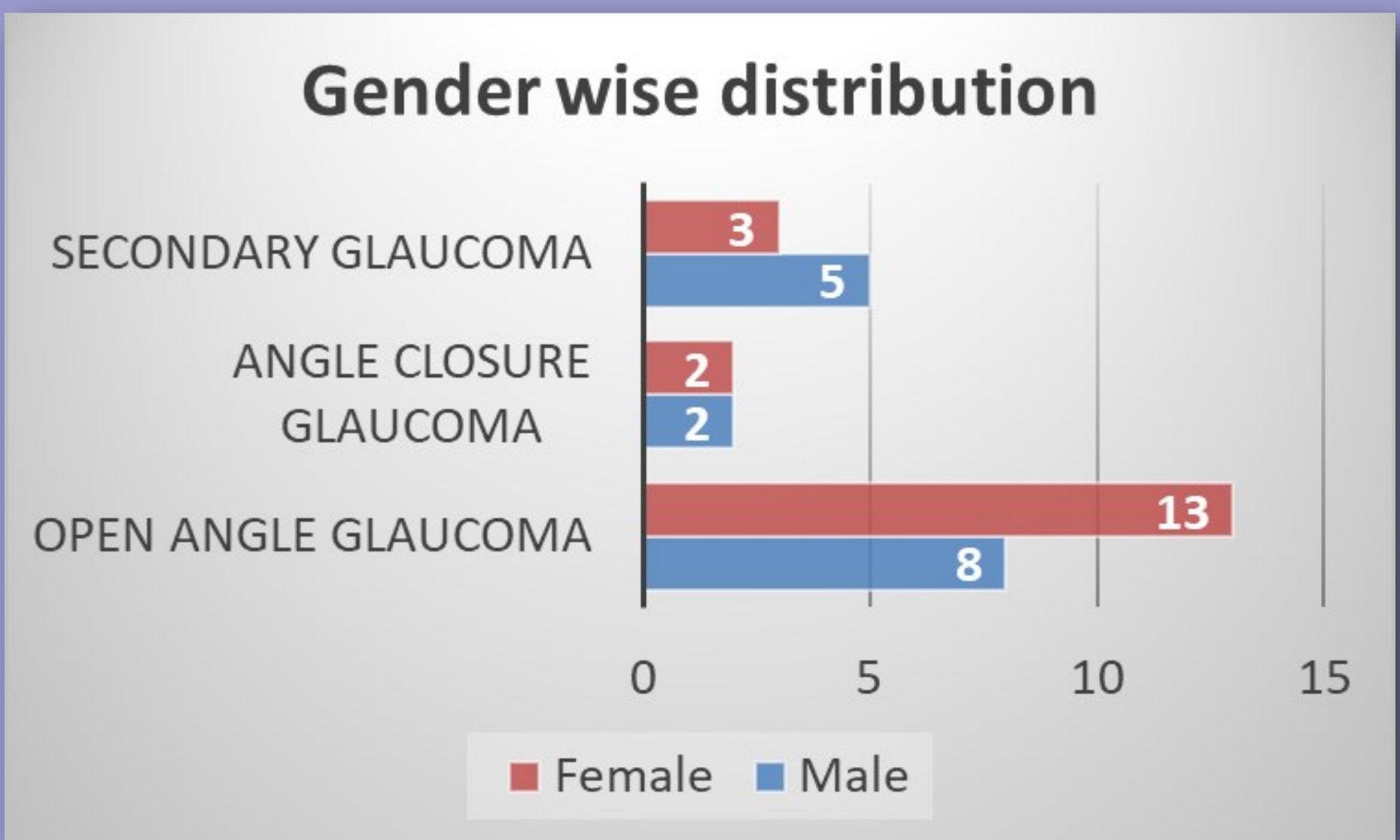
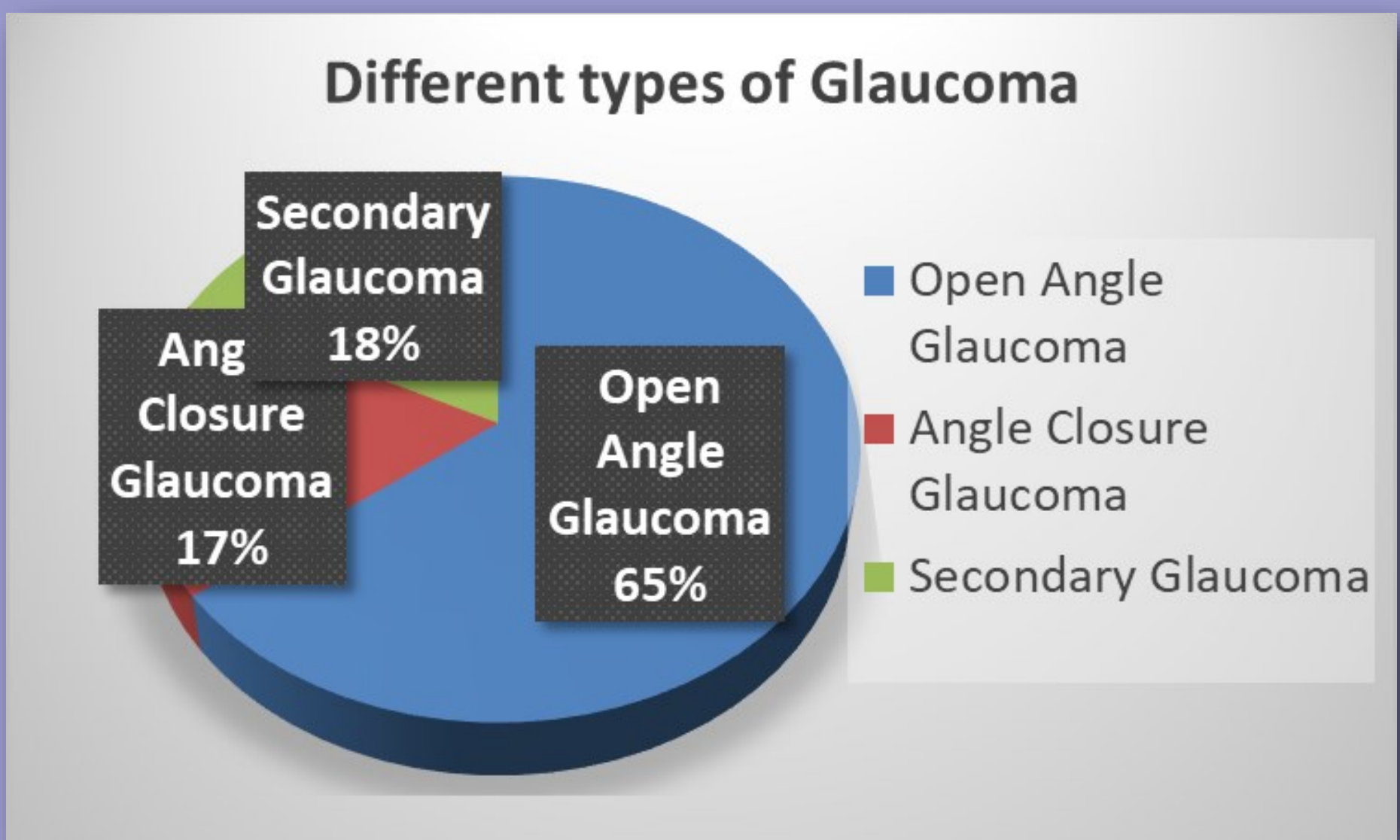
Research Methodology

- . **Study Design** : Exploratory Study.
- . **Sample Size** : 33 Doctors, 50 Pharmacists, 6 Distributors.
- . **Sampling Method** : Non-probability purposive sampling.
- . **Sampling Area** : Selected Areas in South Bangalore.
- . **Data Collection** : Personal interview with sample population, while detailing product, *Bimaday*.

Limitations of Study

- . Sample area and Sample size is limited.
- . Respondents are reluctant for their feedbacks & opinions, and authenticity of their statements can’t be verified too.
- . All the observation and recommendation will be made on the feedback obtained from survey.

Data Interpretation and Findings



Recommendations

- . Develop strategies to target age group of 51-60 particularly more Women.
- . As large number of unidentified glaucoma patients exists, so creating awareness among common mass will increase patient flow.
- . Develop strategies to target POAG as core indication.
- . More motivation to sales force for new products.
- . Making availability of medicines in online pharmacies like 1mg.
- . Conducting seminars and conferences for doctors to know about new product launches

Conclusion

- . 65% of sample population is suffering is Open Angle Glaucoma. Out of which Females are more susceptible to POAG .
- . Lumigan enjoys 52% of Market Share, where Careprost is with 35% of Market Share.
- . Age group of 51-60 are more with Glaucoma.
- . By making Bimaday availability in Pharmacies and extensive marketing I observed movement in sales of product.