

Introduction : The project involves the study of consumer market. Understand the distribution of GSK consumer products and their competitors in south Delhi. The project also focused on collecting the grid of doctors GP/CPs , Gynecologists , paedtricians & ENTs.

- Objectives**
- To study and understand the concept and process of marketing research.
 - To understand and get the concept of Marketing of consumer products.
 - To get the knowledge of competitors in the market.
 - To found out the doctors grid in study area.

Methodology

Sample Size : 147 Clinics & 150 Chemists.

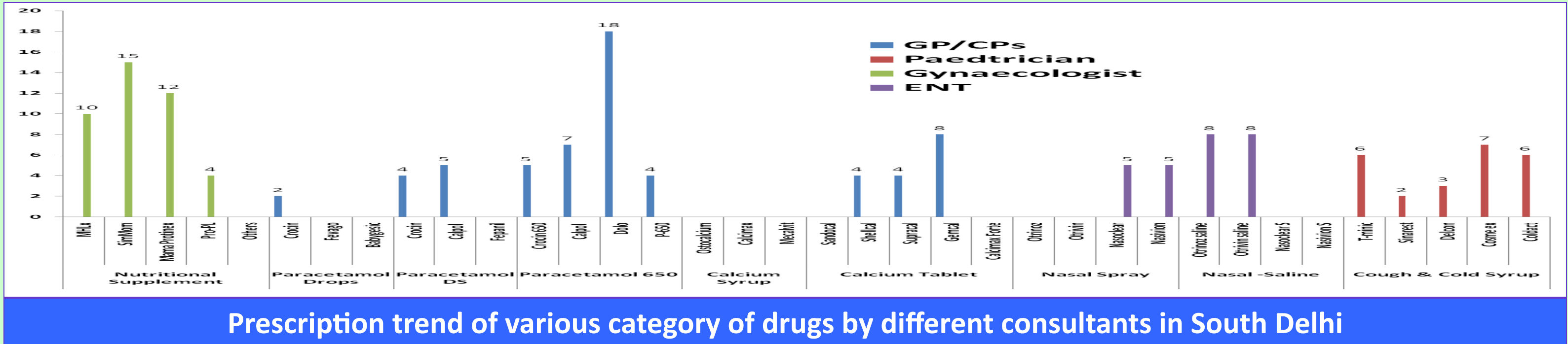
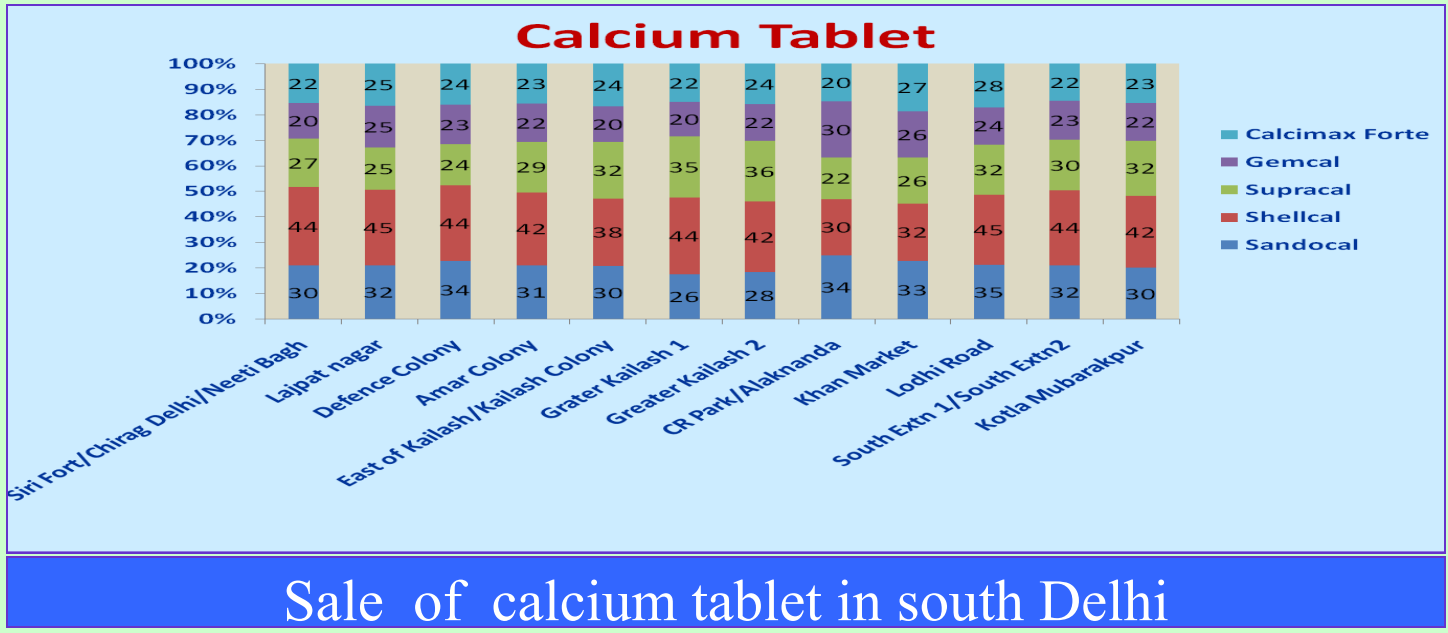
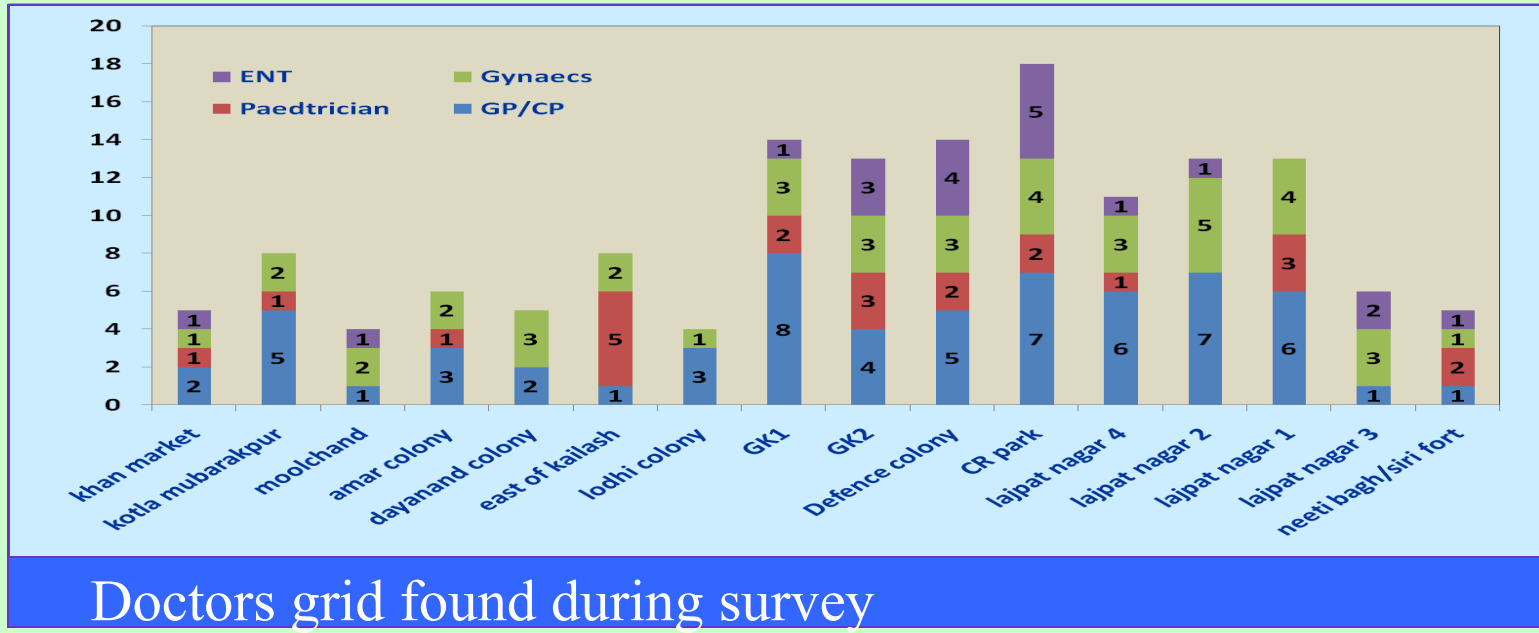
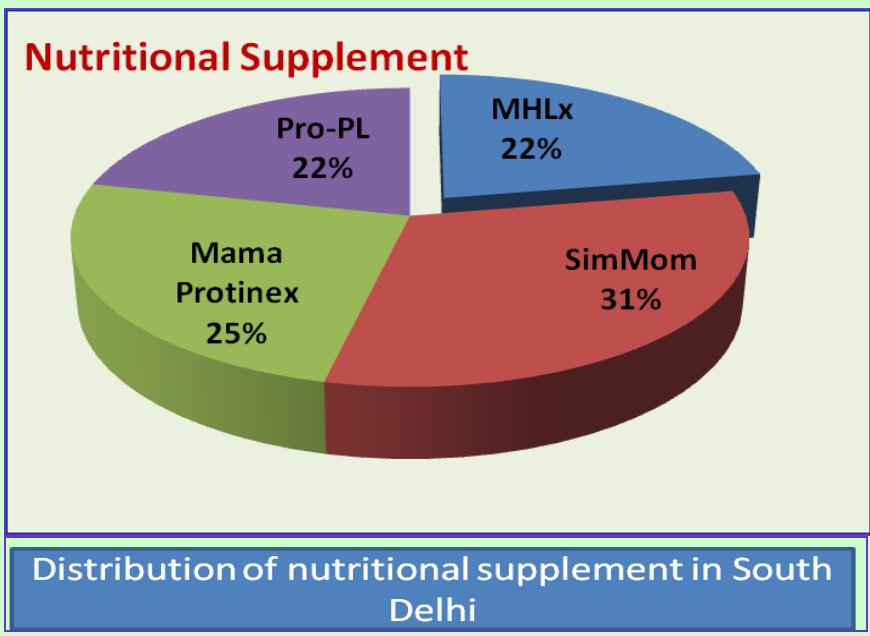
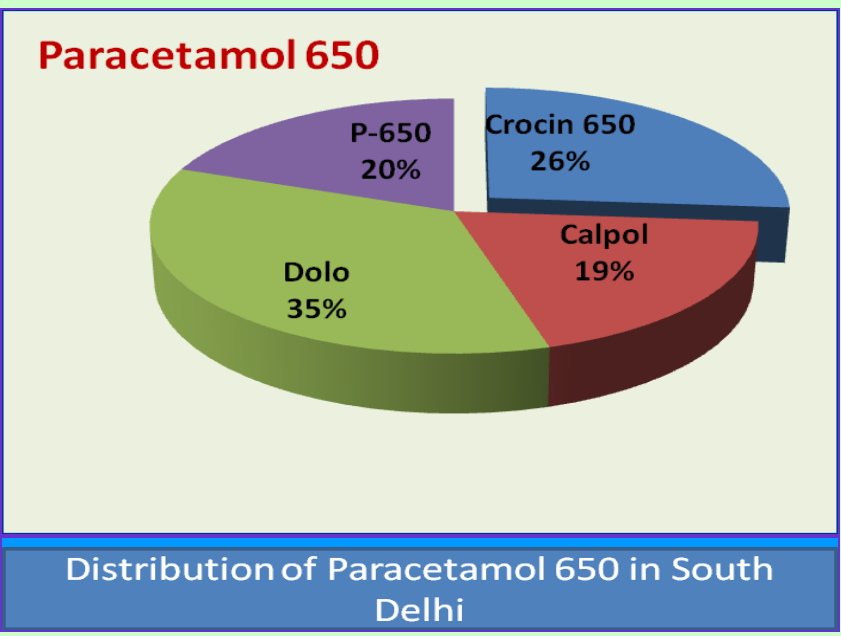
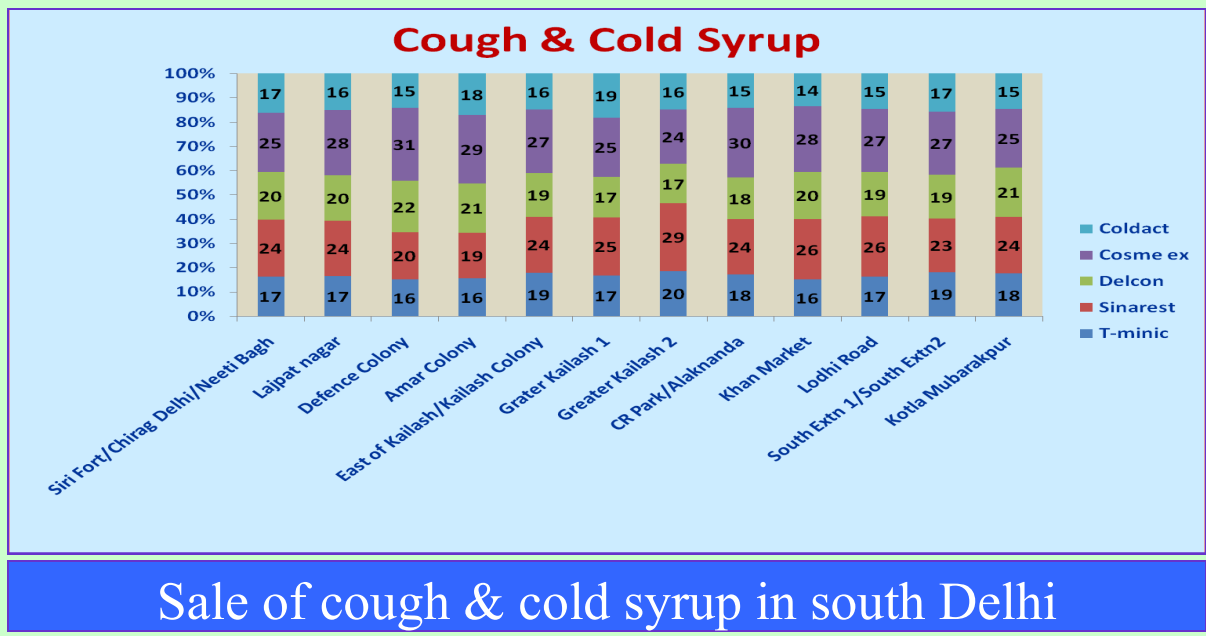
Sampling method : Random sampling method.

Study area : Area of sampling is south Delhi.

Time period : Two months

Primary data : Questionnaire

Findings



Conclusion :

- Doctors grid found out during survey were 62 Cps/Gps,23 paedtricians,42 gynaecologists,20 ENTs.
- simMom was maximum prescribed by gynaecologists among nutritional supplements in study area.
- Dolo was maximum prescribed by GP/CPs among paracetamol650 in study area.
- Cosme-ex was maximum prescribed by paedtricians among cold syrup in study area.
- Otrivin and otrinoz saline were equally prescribed by ENTs among nasal saline in study area.
- Gemcal was maximum prescribed by GP/CPs among calcium tablet in study area.

Recommendations:

- Company should focus on ease of availability of products.
- Company should focus and can enter into youth segment with a new product.
- Company should focus on marketing of “Mother-horlics” in nutritional supplement and “ostocalcium” in calcium syrup division.