



A Study on Understanding Competition and their Promotional Strategies for Ophthalmology Products in Ahmedabad



Introduction

Ophthalmic is an expanding market driven by increasing prevalence of eye disorders particularly among the elderly population, such as age-related macular degeneration (AMD), diabetic retinopathy (DR), and presbyopia. In addition, a huge segment of population across the globe experiences various surface eye diseases, such as dry eye syndrome, glaucoma, conjunctivitis, cataract, diabetic retinopathy, red eye, macular degeneration, uveitis etc, and the number is expected to grow further by 2020. As a result, recent market researches has revealed that during 2012 to 2022, the pharmaceutical in-

Objectives

- To identify and assess the competition of ophthalmology products.
- To analyze the promotional strategies for ophthalmology products.

Methodology

Study design: Exploratory study

Sample population: Chemists and Ophthalmic Doctors

Sample size: 1) Chemist : 100 2) Ophthalmic Doctors : 55

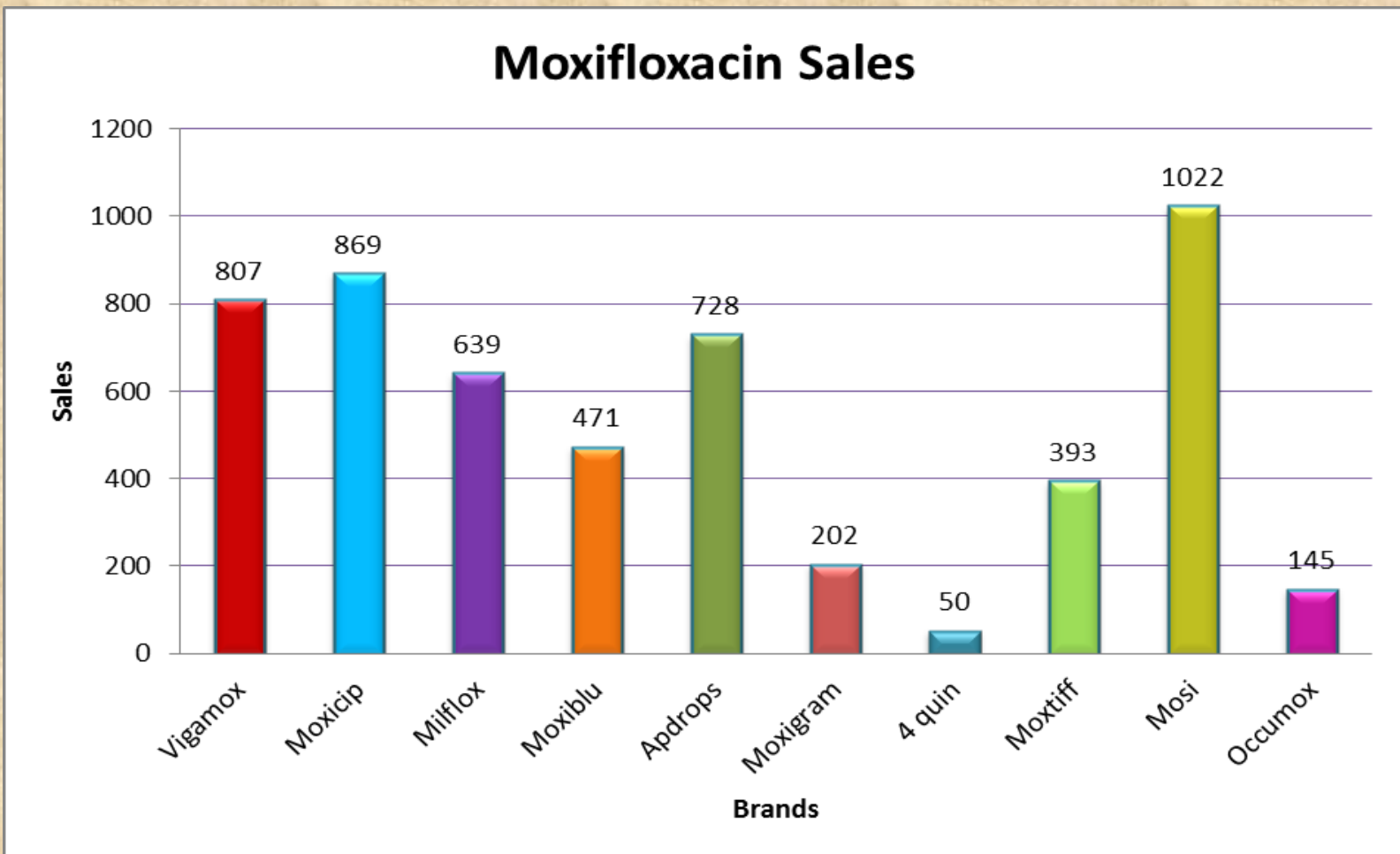
Collection of Data: The study was conducted by the means of personal interview with doctors and pharmacists and the information given by them

Sampling: Non probability purposive sampling

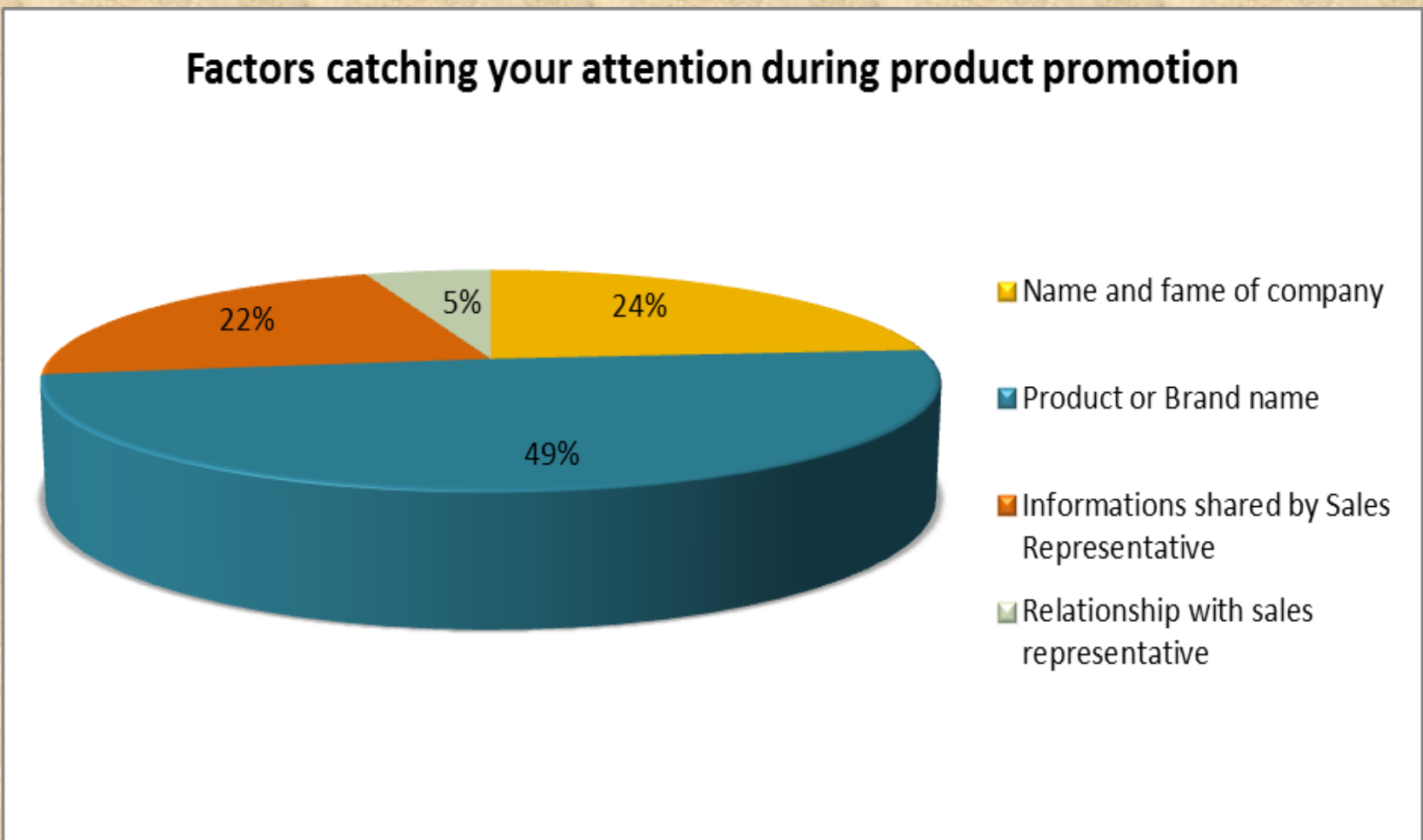
Sample area: Ahmedabad

Findings

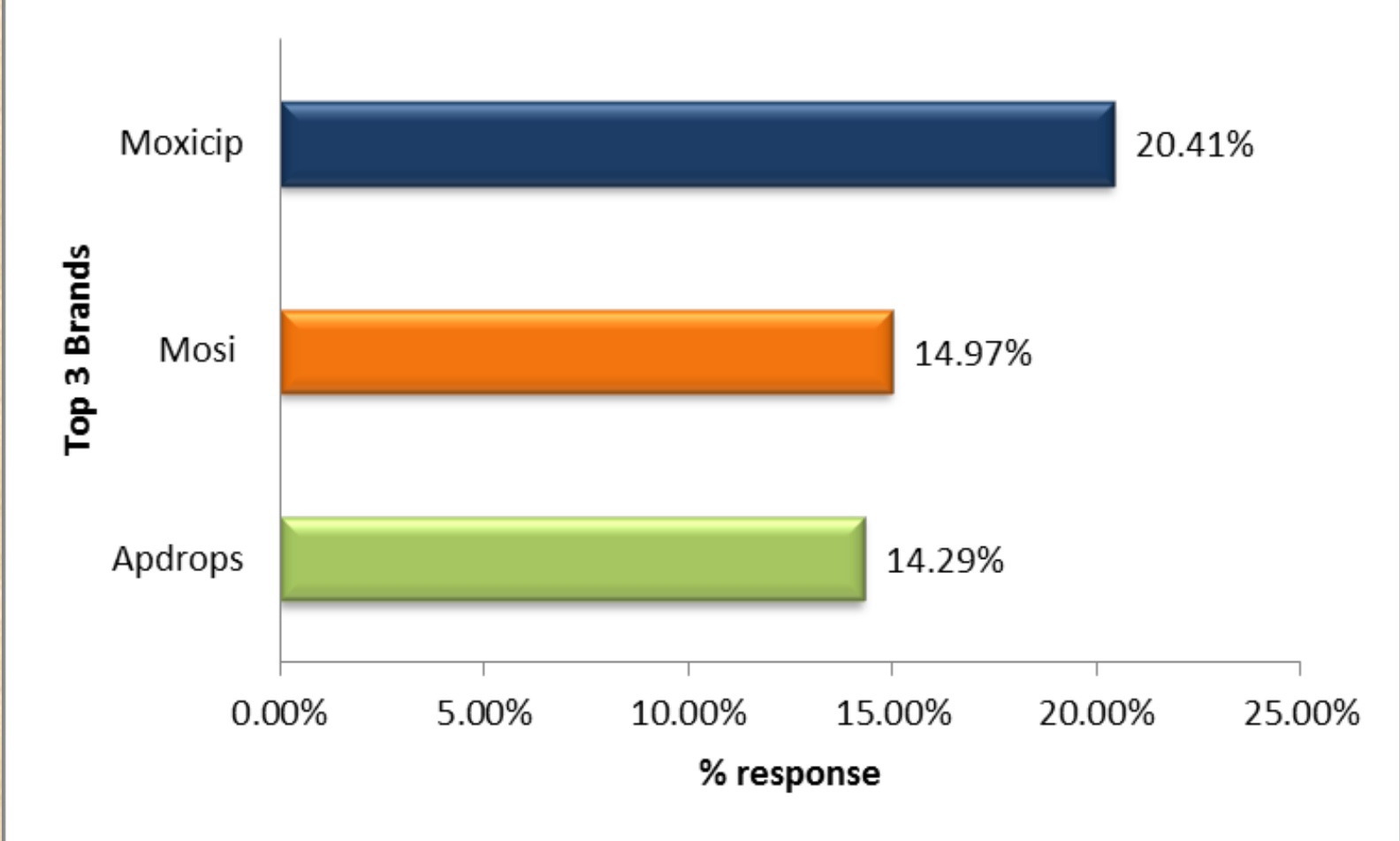
Chemist Audit



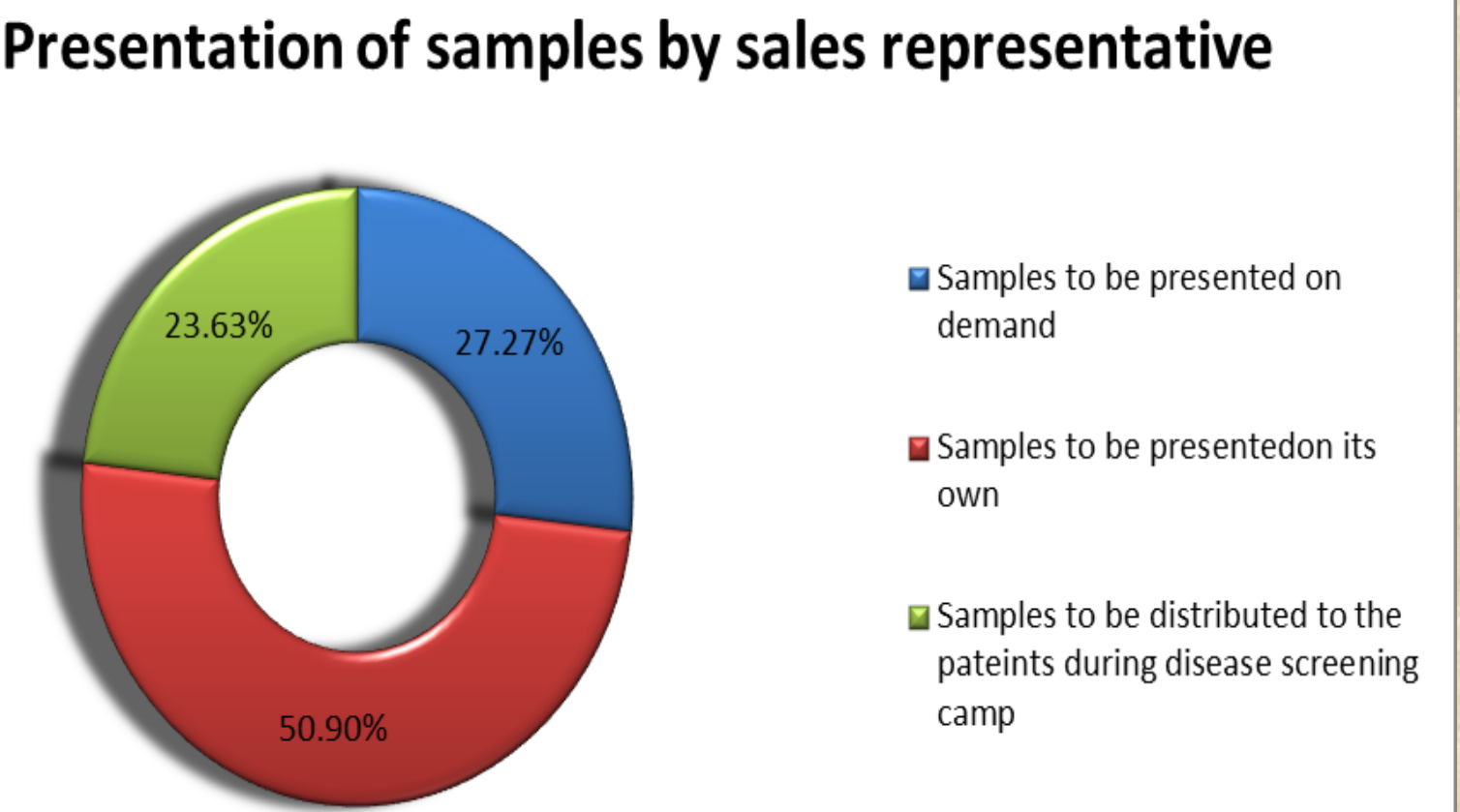
Ophthalmic Doctors Survey



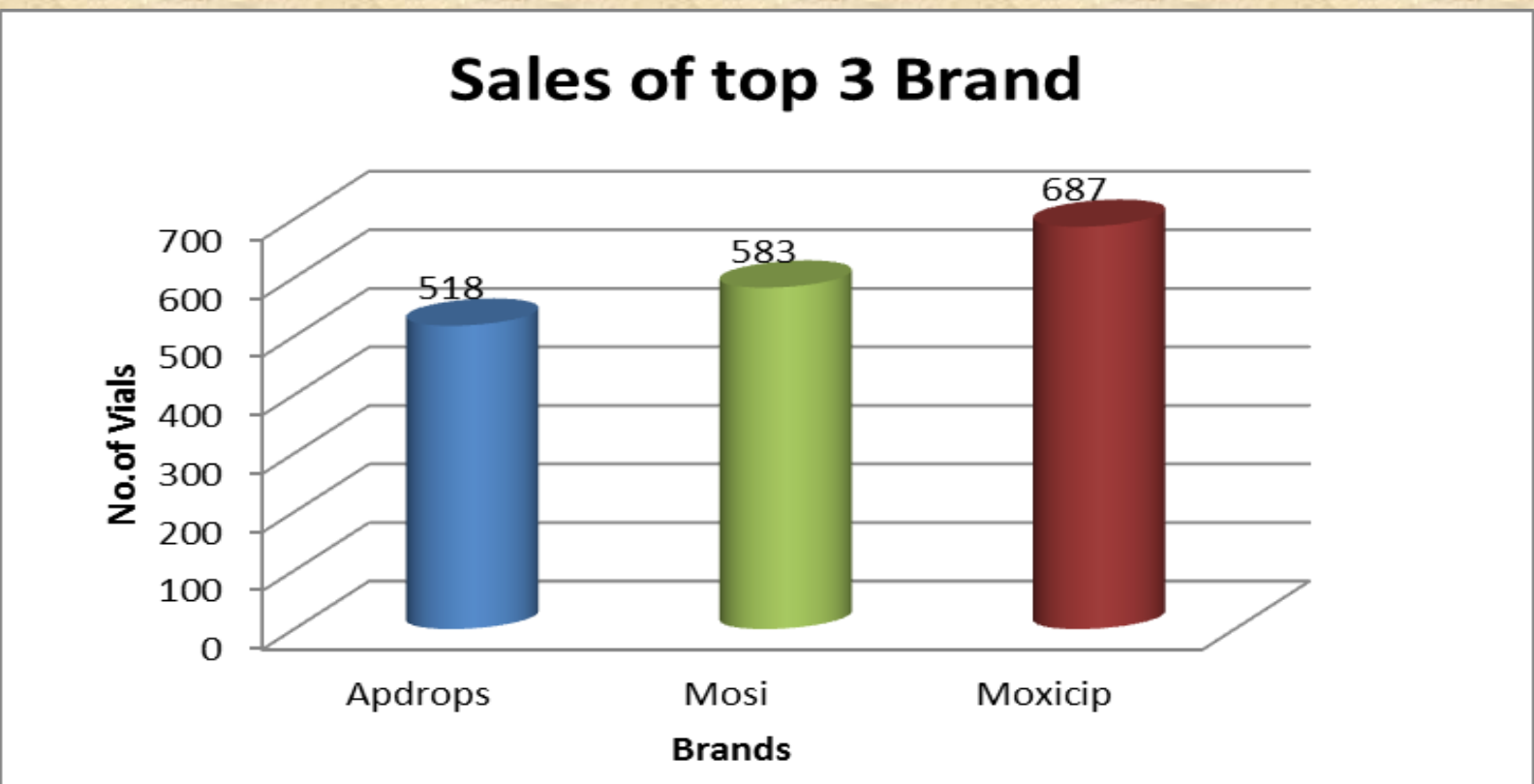
Moxifloxacin Eye Drops Prescriptions per Month in Ahmedabad



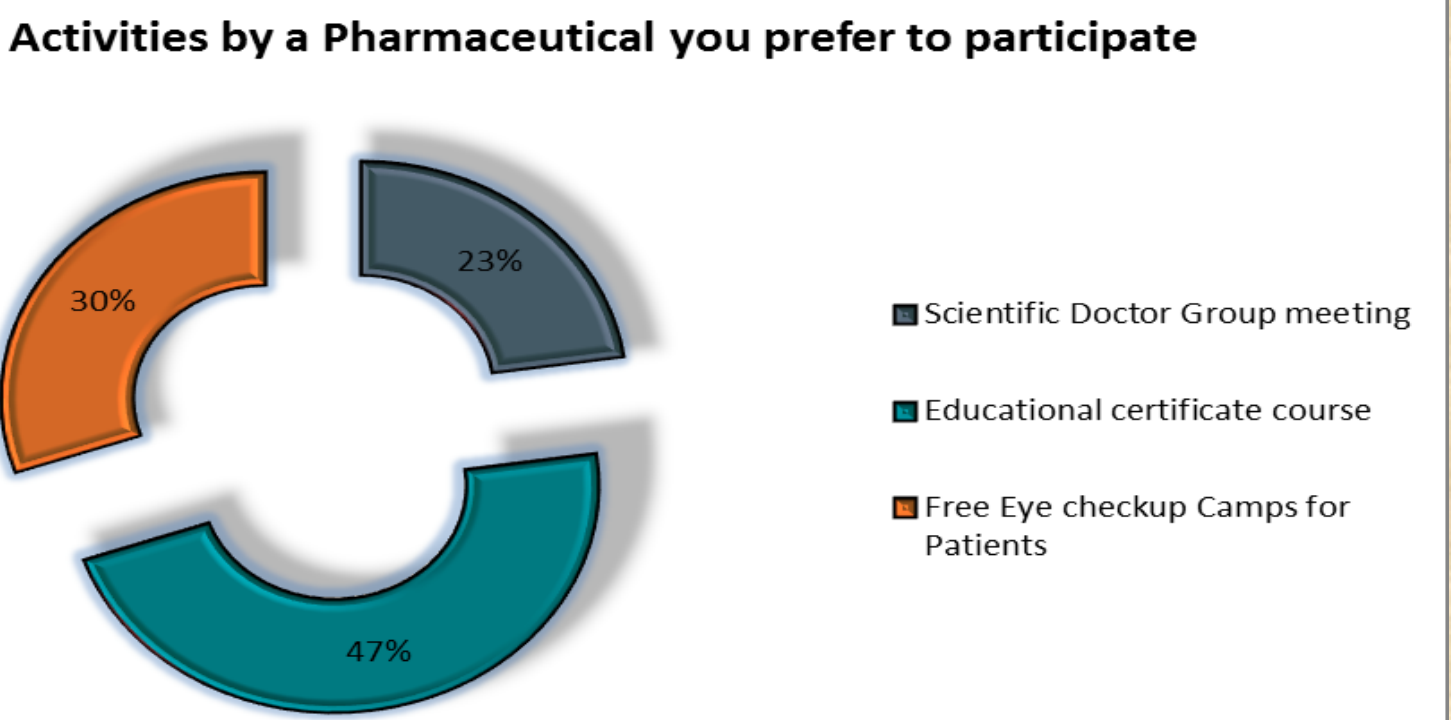
Factors catching the attention during the Product Promotion



Top 3 Brands in Ahmedabad



Presentation of samples by sales representatives



Sales of Top 3 Brands of Moxifloxacin Eye Drops per Month in Ahmeda-

Activity by a Pharmaceutical Company Preferred to be Participated

Conclusion

Chemist Survey: There is a competition between these brands and their companies.

- **Moxifloxacin Brands:**
Moxicip– Cipla Limited

Mosi -- Fairdeal Corporation Ltd.

Apdrops– Ajanta pharma Ltd.

Vigamox– Alcon Laboratories

Moxigram– Micro Labs Pvt Ltd.

Ophthalmic Doctors Survey:

- Detailed Information about the Product and its updates shared by the sales representative.
- Organization of Scientific Doctors Group meetings by the company, the updates about any Conferences and the information about any Educational course certifications by the sales representative.

These plays a crucial role in the Product Promotion

• **Recommendations**

- Sampling of product should be done in large volume.
- Activities like seminars, symposia, educational certificate courses to be done and free eye check-up camps have to be done
- Sales representative should go for market research themselves in every one or two week, so they can get to know that what is going in market.
- Along with this, focusing on the Competitors also helps a lot in designing the Promotional Strategies for Ophthalmology Products.