

Introduction: The pharmaceutical industry generally adopt three marketing strategies for promoting their products– 01. Free samples to doctors. 02. Details of their products explain through various articles and opinion of other doctors. 03. Gifts that hold the company logo and details of one or more drugs. Ophthalmology is the branch of medicine that deals with the anatomy, physiology and diseases of the eye. An Ophthalmologist is a specialist in medical and surgical eye problems. Since ophthalmologists perform operations on eyes, they are both surgical and medical specialists. Moxifloxacin is a fourth generation synthetic fluoroquinolone antibacterial agent. Moxifloxacin is also sold in an ophthalmic solution (eye drops) for the treatment of conjunctivitis (pink eye).

Objectives:

1. To identify the Competition of Ophthalmic Department in the Market
2. To understand the promotional strategies for ophthalmology products
3. To identify the most popular Brand in Ophthalmic Department
4. To determine the most Preferred Brands by Ophthalmologist

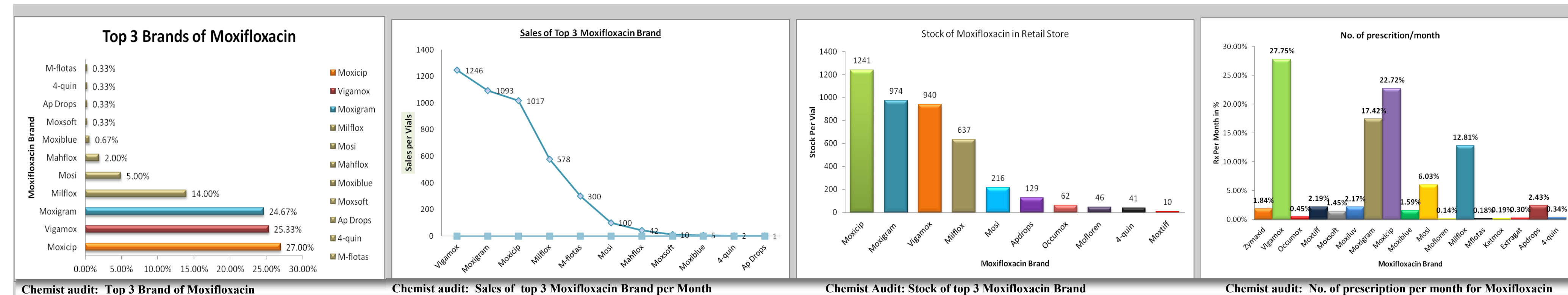
Methodology

Research design: Exploratory study

Sample population: Chemists and Consultants (ophthalmologists)

Sampling design: Non probability purposive sampling

Sample area: Selected Area of Bangalore

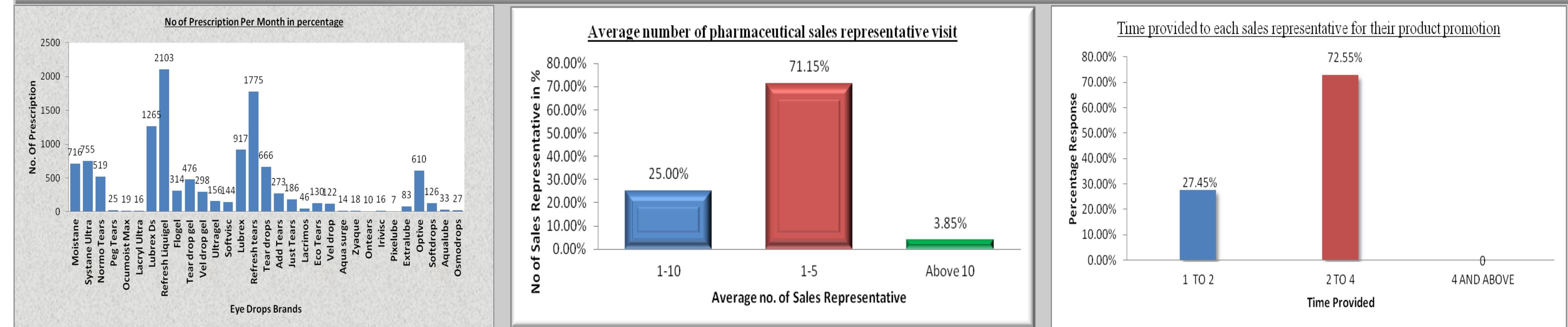


Chemist audit: Top 3 Brand of Moxifloxacin

Chemist audit: Sales of top 3 Moxifloxacin Brand per Month

Chemist Audit: Stock of top 3 Moxifloxacin Brand

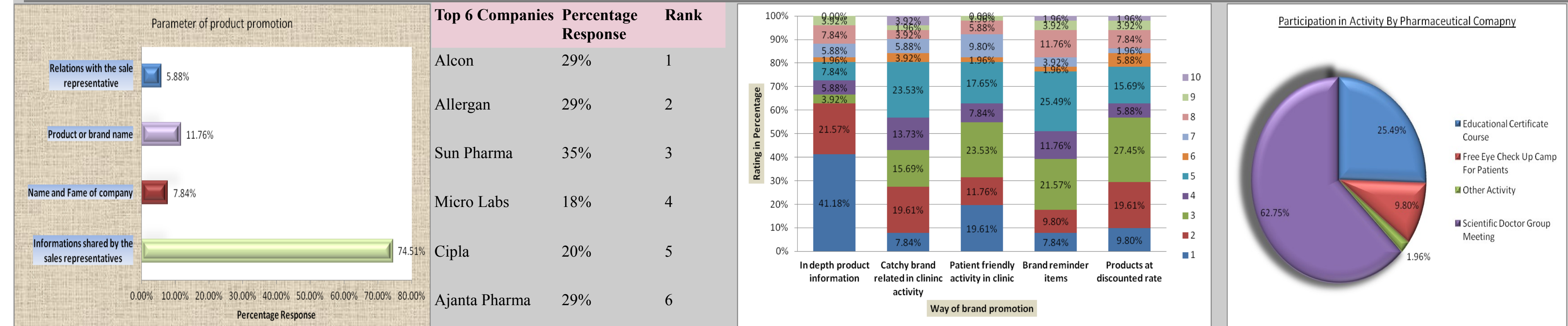
Chemist audit: No. of prescription per month for Moxifloxacin



Chemist audit: No. of Prescription per month for Ophthalmic Lubricant

Doctors Survey: Average number of sales representative visit to doctor

Doctors Survey: Time Provided by doctors to each Sales Representative

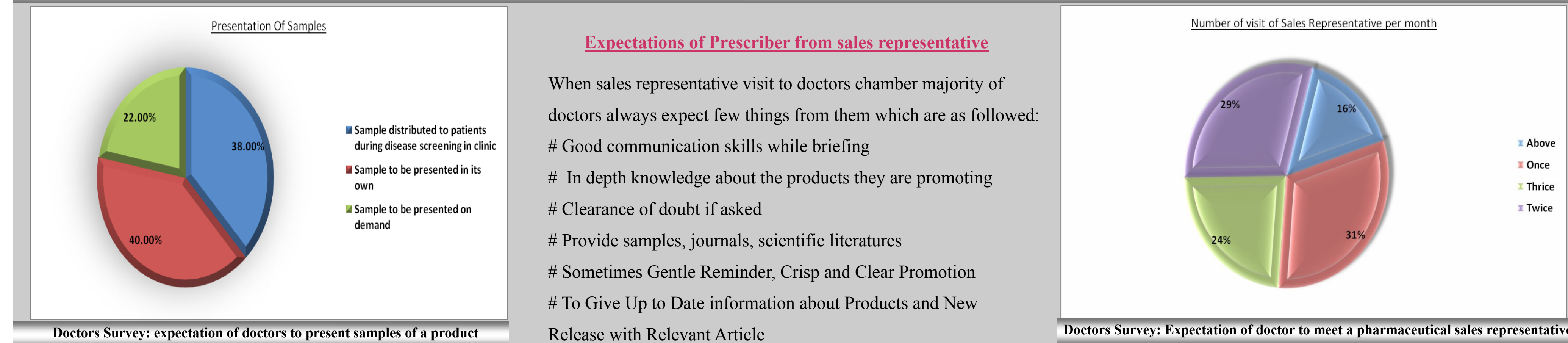


Doctors Survey: Product Promotion which catches doctors attention

Doctors Survey: Top 6 companies by doctors

Doctors Survey: Most preferred way of brand promotion

Doctors Survey: prefer to participate as an activity



Doctors Survey: expectation of doctors to present samples of a product

Doctors Survey: Expectation of doctor to meet a pharmaceutical sales representative

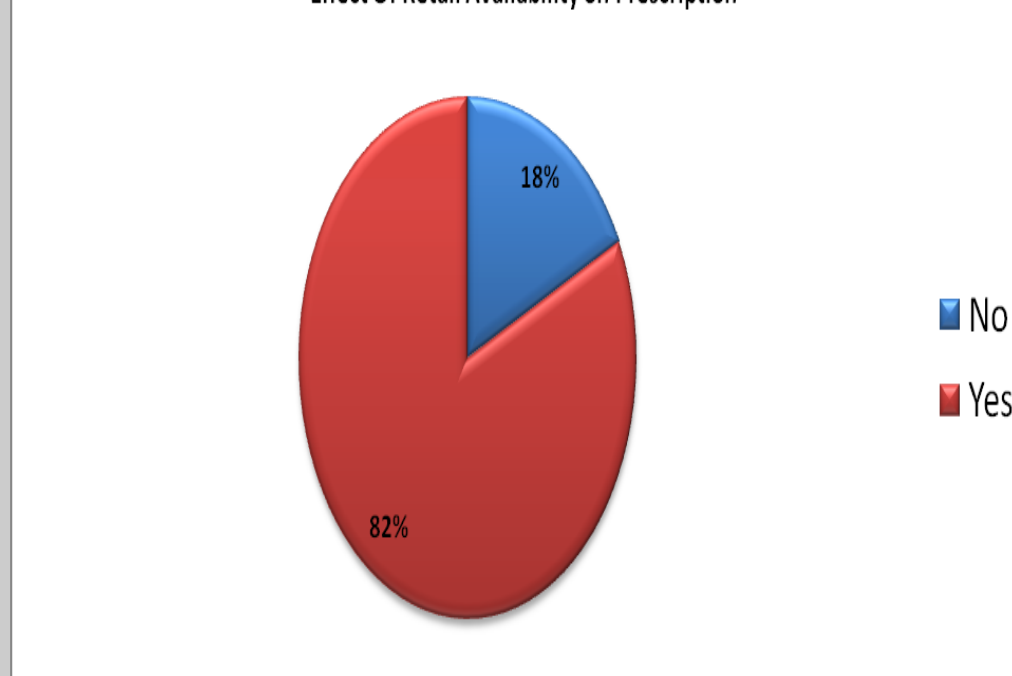
Conclusion for Chemist Audit

Pharmaceutical market is The Perfectly Competitive Market there are a large number of sellers and buyers, of an identical good, all of whom are small relative to the size of the total market. So, In this survey on the chemist audit I want to conclude that if demand of the product in the market is high but shorten in supply it would clearly affect the sales of product because some amount of sales also depends on floating. When product is not available it will shift the demand to other brands with similar product. Even prescribed brands shifts with availability problem.

Conclusion for Doctor Survey

I concluded that generating Prescription, maintain stocks in retails counters, frequent visit to doctors is the imperative area of sales promotion. Involving doctors into various activities like CME's, certification course, arranging camps catch doctors attention and leave a positive impact and influence the doctor to prescribe the brands you are promoting. Free samples are the most common as well as effective way for promoting the product.

Effect Of Retail Availability on Prescription



Doctors Survey: product availability at the retail impacts doctors prescribing decision

Suggestion

1. Sales representatives should be more aware about the their company and promotional strategy because they are the link between company and user of products. Marketing strategy made for field until the sales representative know about the marketing strategy implementation in the field is quite difficult and could not get accurate results or desired results. So it is suggested that company initiate to improve knowledge of sales representatives by organising meetings and training programs.
2. During survey it was noted that doctors responses for in depth information and good communication skills was high. So it is suggested that to improve the detailing part of sales representatives arrange some small competition during cycle meetings and let them prepare for detailing and for in depth knowledge notes which are provided to them ensure that they are utilizing it for improving their knowledge about product.
3. Provide articles and Regularly update doctors with new drug released.