

Introduction

Collagen peptides are short chain amino acids and most abundant protein in the body. It is composed of the individual amino acids Glycine, Proline, Hydroxyproline and Arginine In nature found exclusively in animal tissue especially bone and connective tissue. It is what is responsible for giving skin elasticity, hair it's strength and connective tissue its ability to hold everything in place.

Collagen occurs in many places throughout the body. Over 90% of the collagen in the human body, however, is type I. Collagen protein makes 30% of the total protein in the body and 70% of the protein of the skin. So far, 28 types of collagen have been identified and described. They can be divided into several groups according to the structure they form.

Rationale

Given this scenario to continue in ophthalmology market there is a huge competition among the pharmaceutical firms. Analysis of the competitors plays a major role in understanding the promotional strategies employed by them and also helps in framing one's strategies.

Objectives

- To conduct market assessment of collagen peptide in Hyderabad.
- To find the market potential of collagen peptide.
- To find the price range of collagen peptide in sachet and tablet/capsule form.
- To find the leading market player in collagen peptide.
- To find out nutritional supplement used to treat osteoarthritis.

Methodology

Study design: Exploratory study
Sampling: Non probability purposive sampling
Sample population: Chemists
Consultants (orthopedics)
Sample area: Hyderabad
Sample size: Chemists – 60
Doctors (Orthopedics)– 60

Collection of Data:

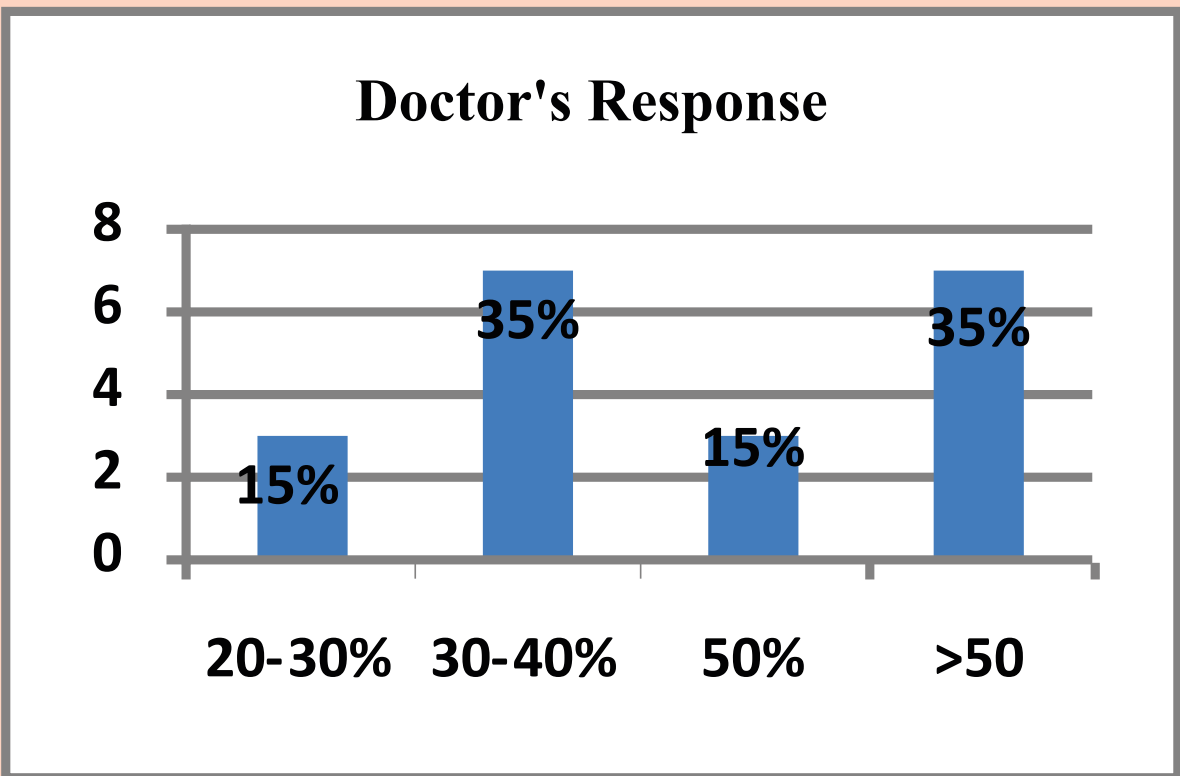
The study was conducted by the means of personal interview with doctors and pharmacists and the information given by them was directly recorded in questionnaire.

Recommendations:

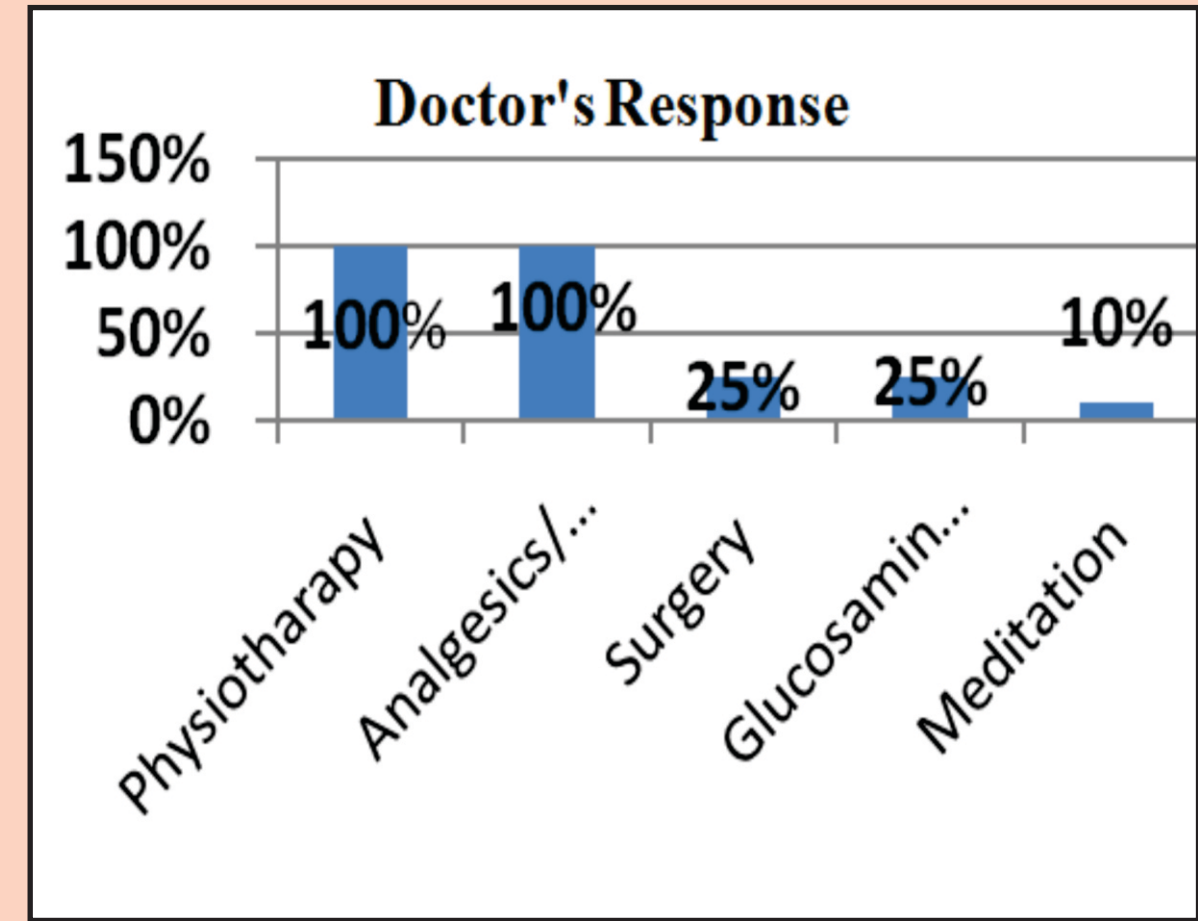
- The study gives a quite clear picture of market for osteoarthritis product and their promotional strategies, also what orthopedics expect. In my opinion, following things should be done to get a better hold on market,
- Medical representatives should be well educated about their products and our field;
- Medical representatives should have good communication skills, confidence, good behavior and better relationship;
- Sales representatives should do once a month visit;
- Inputs must be developed based on scientific data and new innovation must follow like gifting items to doctors have much more day to day use.

FINDINGS

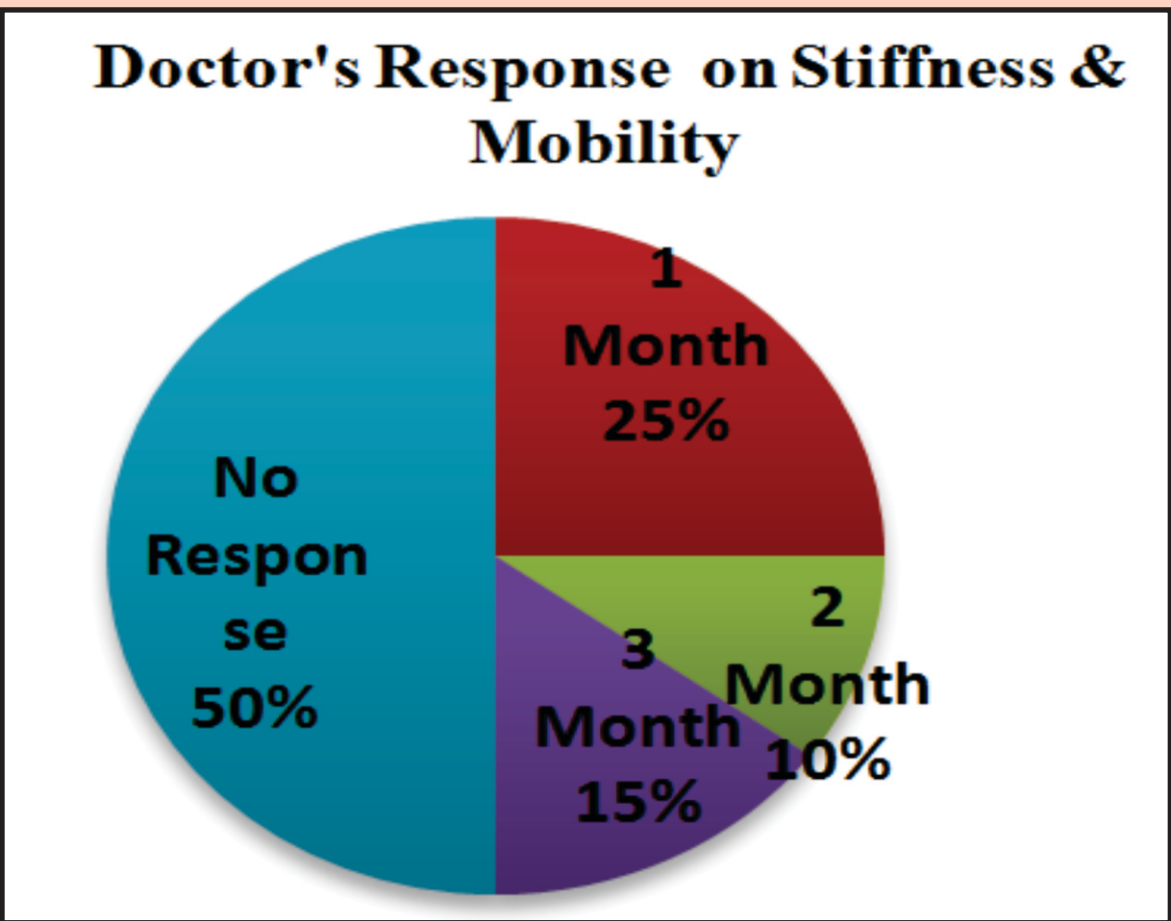
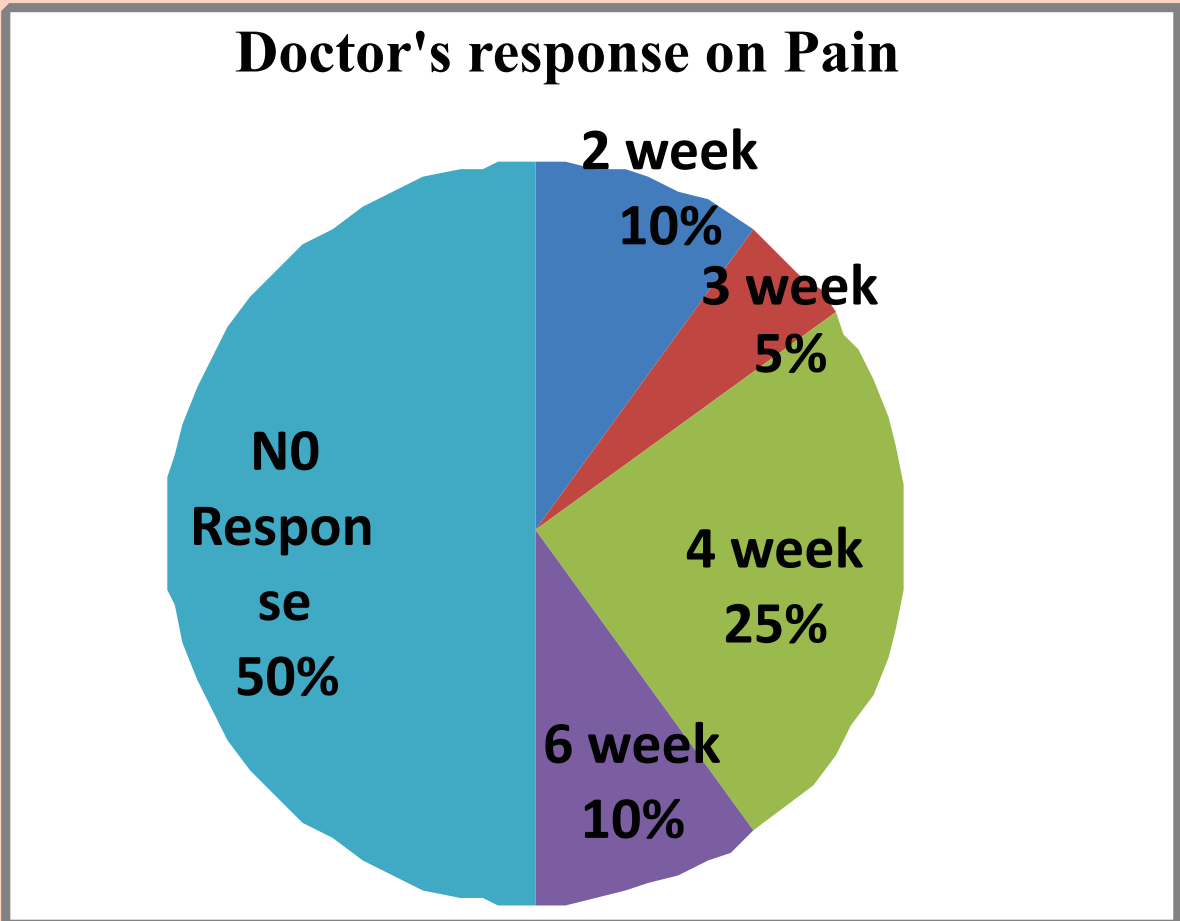
1. Percentage of arthritis patient:



2. Therapies to treat Osteoarthritis

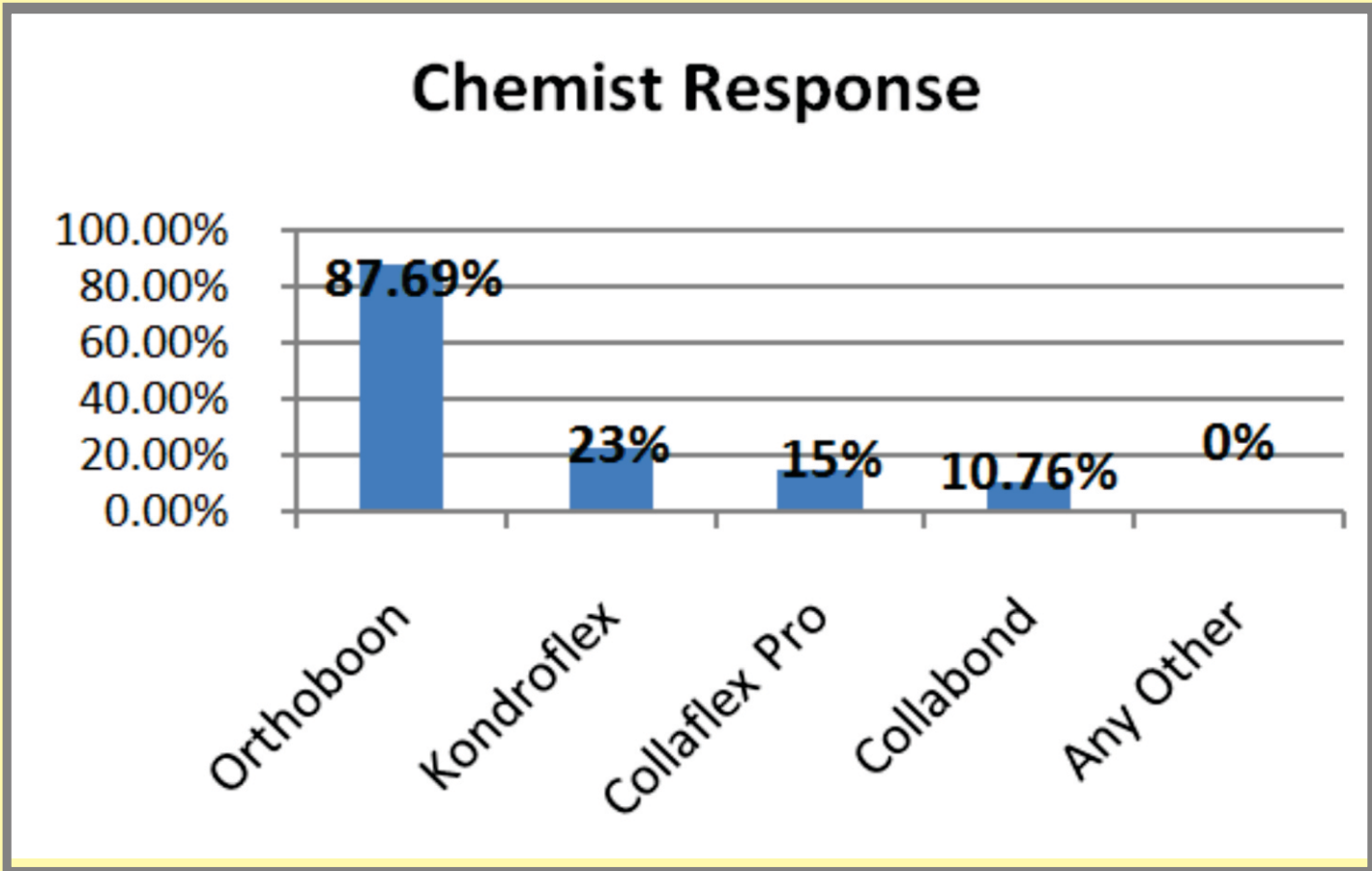


3. Mean period taken by UC-II to relief

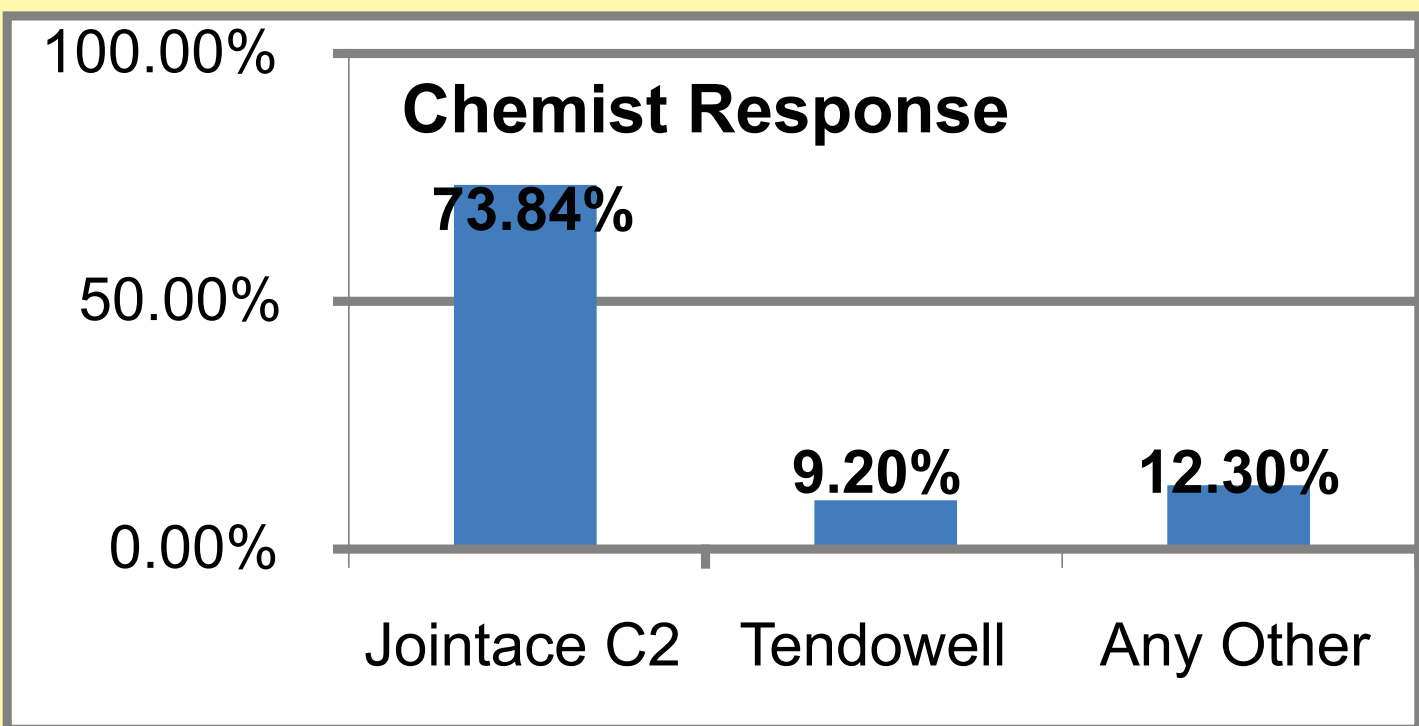


CHEMIST

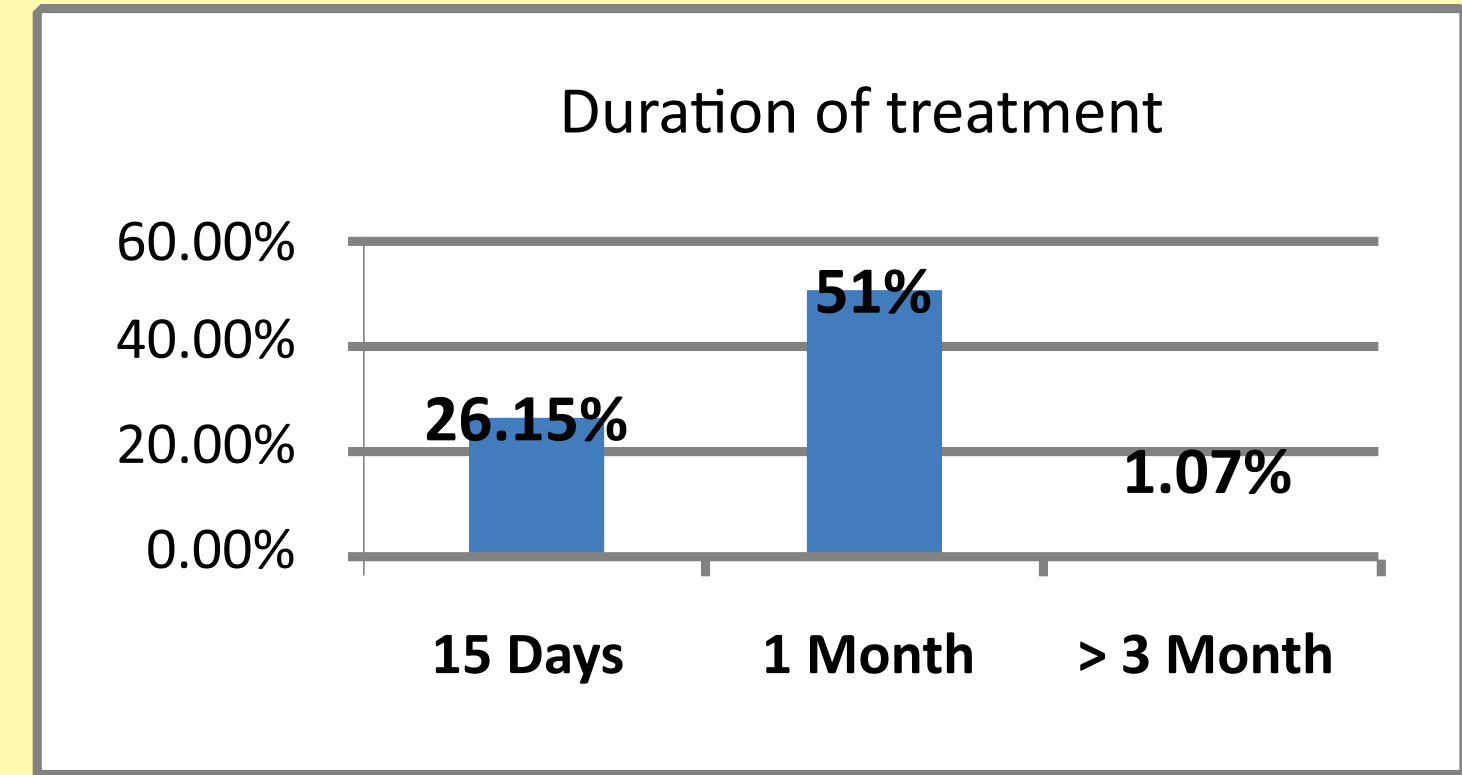
1. Collagen peptide combination brands available



2. Collagen peptide brands available in Tab. / Cap. Form



3. Duration of prescription



Conclusions:

As the doctor sample size is very small and many doctors have not shared the complete information the feedback expressed is very limited hence looking it retail survey and market opportunity and MSN Laboratory strengthen orthopedic segment. 60% of the doctors shared that they welcome new collagen peptide type-II capsule form. So I suggest that company can go ahead with the launch of product.