

**Summer Training at
Lintac Solutions & Consultants
(April 2, 2014 – May 16, 2014)**

Nutritional Brands Positioning Analysis

**By
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Under the guidance of

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**MBA-Pharmaceutical Management (MBA-PM)
2013-2015**



**The IIHMR University, Jaipur
2014**

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CERTIFICATE

This is to certify that Ms. **SAMTA PUROHIT** student of Institute of Health Management Research University, Jaipur has undergone summer training at **Lintac Solutions & Consultants Private Limited, Gurgaon** from April 2, 2014 to May 16, 2014.

The candidate has successfully carried out the project "**Nutritional Brands Positioning Analysis**" assigned to her during summer training & her approach to study has been sincere, scientific and analytical.

This summer training is a partial fulfillment of the course requirements.

We wish her success in all future endeavors.

Col. (Dr.) Ashok Kaushik
Dean Academics & Student Affairs
IIHMR University, Jaipur


Dr. Seema Mehta
Associate Professor & Mentor
IIHMR University, Jaipur

To whomsoever it may concern

This is to certify that Ms. **Samta Purohit**, pursuing her Post Graduate Diploma in Pharmaceutical Management (1st year) from Institute of Health Management Research, Jaipur has successfully completed summer internship at Lintac Solutions & Consultants Pvt Ltd, Gurgaon; from 2nd April 2014 to 16th May 2014.

We found her hardworking, inquisitive and result oriented. She worked well as part of a team during her tenure. We take this opportunity to thank her and wish her all the best for her future.



Na R
Director Operations & HR



Rajesh Chauhan
Project Manager



Deepak Chugh
Project Manager

Issued on : 16th May 2014.

Acknowledgement

I would like to extend my sincere thanks to Lintac Solutions & Consultants for providing a wonderful opportunity to work with the organization and Dr. S. D Gupta , Director, IIHMR university for providing us a chance to work within the industry.

I would take the opportunity to express my gratitude to my project guide Mr Rajesh Chauhan and Mr. Deepak Chug for guiding, encouraging giving possible insights in my work, providing essential learning's for my future endeavors and their constant support throughout my project.

I am also thankful to my guide Ms. Seema Mehta for her continuous guidance and support.

I thank my family, friends and colleagues for supporting me.

Samta Purohit

Contents

Background	4
Introduction	6
Review of Literature	8
Scope of Study	9
Research Questions	9
Objective	9
Research Methodology	10
Findings.....	11
Discussions.....	15
Recommendations.....	16
Ethical Consideration.....	17
Limitations	17
References.....	17

Background

Consumer buying process depends on the fulfillment of their need, wants and demand .A need refers to something which is deep rooted in an individual's personality. Wants are the culturally influenced manifestation of a deep-seated need. Demand, is the willingness and ability of buyers to purchase a product that satisfies their need.

The buying process starts when the buyer recognizes a problem or need. The need can be triggered by internal or external stimuli. Marketers need to identify the circumstances that trigger a particular need so that they can develop marketing strategies that trigger consumer interest. An aroused consumer will be inclined to search for more information either through **heightened attention** where a person simply becomes more receptive to information about a product or active **information search** where a person looks for reading material, going online, etc. to learn about the product. Consumer sees each product as a bundle of attributes with varying abilities Consumers pay most attention to attributes that deliver sought after benefits, which depends on consumer's

BELIEF'S & ATTITUDES +Expected Customer value (CPV/CDV)

Product Customer Value:

Marketers address FIVE product levels;
Each level adds more customer value and the five constitutes a customer value hierarchy.

Core Benefit:

Fundamental level, the service or benefit the customer is buying.
Hotel: Rest & Sleep; Banks: Safe Money deposit.

Basic Product:

Converting core benefit into basic product.

Hotel: Includes bed, bathroom, towel, desk etc.

Bank: Secure financial transactions.

Expected Product:

A set of attributes and conditions buyers normally expect when they purchase this product.

Hotel: Clean bed, fresh towels, working lamps, quiet atmosphere.

Banks: Safe money deposit with Interest rate, over drafting, loans, credits.

Augmented Product: i.e. exceeding customer expectations.

Potential Product:

This encompasses all possible augmentations and transformations the product or offering might undergo in the future.

Positioning of brand:

Positioning is the act of designing the company's offering and image to occupy a distinctive place in the mind of the target market. The goal is to locate the brand in the minds of the consumers to maximize the potential benefit to the firm. A good brand positioning helps guide marketing by clearing the brand essence, what goals it helps the consumer achieve and how it does so in a unique way. The result of positioning is the successful creation of a customer focused value proposition, a cogent reason why the target market should buy the product. The word positioning was popularized by Al Ries and Jack Trout.

Nutritional products:

- Nutritional supplements feature a wide range of products that fulfil customer's different nutritional needs.
- Combining multiple nutritional needs, these products are ideal if you're just beginning to supplement, or you want a simple, all round option to support complete wellbeing.
- Nutritional supplements to support the health of the whole family.

Introduction

Enfagrow

Enfagrow is part of the Enfamil family of formulas, including Enfakid and Enfapro. These products are scientifically-designed to meet the nutritional needs of newborns, infants, toddlers and children. Enfamil's full product portfolio is formulated to provide optimal nutrition and to support brain development. Following a staged approach, each formula is intended for use as part of a balanced diet while providing the nutrients needed for healthy physical growth and development during the first critical days of life, up to toddler and school age.

History

Introduced in 1959, Enfamil was Mead Johnson's first routine formula designed to be patterned after the nutritional composition of breast milk. Since then, the product has undergone several significant reformulations and has evolved into a global family of science-based formulas tailored to the changing nutritional needs of children. Today, Enfamil formulas are trusted by parents and healthcare professionals and enjoyed by children around the world, in countries such as Brazil, Canada, China, Indonesia, Malaysia, Mexico, Peru, the Philippines, Russia, Thailand, the United States and Vietnam.

Innovations

Mead Johnson's steadfast commitment to infant nutrition research has led to a series of innovative formulation improvements over the years. In 2002, Mead Johnson launched Enfamil LIPIL®, which included DHA and ARA, and is clinically-proven to benefit infants in the areas of brain and eye development. By

2010, the product also included nutrients needed for healthy physical growth and development, including Natural Defense™ Dual Prebiotics, designed to help support a baby's own defenses.

Beyond Enfamil's routine staged formulas, Mead Johnson developed a series of products that are formulated for the most fragile of newborns and low-birth weight infants. Mead Johnson's Enfamil Premature products provide levels of nutrients and DHA for this fragile population.

Today, the Enfamil brand is trusted by parents and healthcare professionals around the world – providing optimal nutrition for infants and children through every stage of development.

Mother's Horlicks

Launched in 1977, Mother's Horlicks is a superior nutritional supplement with 27 vital nutrients scientifically designed , keeping the nutritional requirements of pregnant and breastfeeding women in mind.

It has been re-launched with new taste in 2014, as a tailor made nutritional supplement for pregnant and breastfeeding mothers. It is a nutritional beverage as part of a daily diet. It helps to provide nutrients to meet the increased needs of pregnancy.

Review of Literature

According to Dureja.H.et.Al(2003). In recent years there is a growing interest in nutraceuticals which provide health benefits and are alternative to modern medicine. Nutrients, herbals and dietary supplements are major constituents of nutraceuticals which make them instrumental in maintaining health, act against various disease conditions and thus promote the quality of life. The explosive growth, research developments, lack of standards, marketing zeal, quality assurance and regulation will play a vital role in its success or failure.

An article by Palthur MP.et.Al(2010) states that nutraceuticals create an open environment for new products that promise novel solutions to health-related issues. Nutraceuticals will play important role in future therapeutic developments. The greatest challenge will remain in the public policy and regulatory arenas, which will encourage research and development of products providing health benefits and permit truthful, non-misleading communications of these products while protecting public health and maintaining public confidence.

Beside the external literature respective companies' websites & allied links are studied exhaustively for findings.

Scope of Study

The overall market size for premium nutraceuticals supplements makes it an attractive market for healthcare companies to enter and capitalize on the small market, strong brand equity and increasing propensity of Indian customers to spend. Actual growth in the ethically promoted OTC segment could be even greater if healthcare companies directly attack market share of MLM companies with properly positioned products.

This study makes an attempt to analyze the information features is displayed on nutrition products and what are the key messages they incorporate.

The study findings can be used by the Client to develop a robust go to market strategy to introduce new product into the Indian market through developing the information. Along with that major competitors are also studied on different parameters.

Research Questions

How products are positioned?

What are the key communication messages?

Objective

To analyze nutritional health drinks positioning in India

Research Methodology

Study area: India

Study type: Qualitative

Sampling technique: Purposive sampling

Sample population: Retailers, consumers

Sample size: 60

Data collection method: Telephonic & field interviews

Data collection tool: Non structured questionnaire

Findings

For Enfagrow

Item	Description
Positioning	Unleash a child's power to learn.
Key communication message	The 2-6 year period is curial for development of crucial brain functions, physical growth & immunity. During this period, the rapidly growing child requires DHA and other key micro-nutrients to enhance cognitive development, immune development and physical growth. • It is a high quality, nutritionally balanced formula for regular use of children aged 2 years and above. • It has key nutrients to help support holistic brain development important for intellectual, motor, emotional, social and communication skills. • DHA plus is a blend of key brain building nutrients like DHA and other nutrients like choline, protein, iron, iodine, zinc, folic acid, vitamin B12, vitamin B6 & Thiamine.
Enfagrow	DHA : Also referred to as the 'building block of brain'' • Vital structural component of member lipids in the central nervous system that brain and the spinal cord. • F0rms 35-40% of the brain fat which is about 60% of the dry weight of brain. • Supports the production of eicosanoids and cytokines, which are responsible for regulation of immune response.
	Choline: Plays an important role in the synthesis of neurotransmitters in the brain's memory centre. • Plays a role in cell structure, signalling and transmission of never impulses.

	Protein: Quality protein provides all essential amino acids required for cell membrane structure, synaptogenesis and myelination. Deficiency of protein may lead to poor development of IQ that affects school performance.
	Iron: Essential for myelination of neurons and aids in the synthesis of neurotransmitters. - Anemia is caused by deficiency of iron. Infants with iron deficiency are at risk of long lasting developmental disadvantages as compared to their peers. - Essential for phagocytosis of bacteria and proliferation of immune cells.
	Iodine: Plays a major role in production of thyroid hormones that aid in brain growth and cognitive development. The IQ scores of iodine and non-iodine deficient groups have been estimated to be 13.5 IQ points apart.
	Zinc: Essential for regulation of various physiological and metabolic functions like physical growth, cognitive and neuro-behavioural development and immune-competence. - Supports the integrity of mucosal surfaces of the intestinal and respiratory tract. - Responsible for modulating activities of immune cells and production of cytokines for regulation of immune response.
	Folic acid, vitamin B6, Vitamin B 12: All these play vital role in enzyme and co-enzyme mechanisms. Aid in metabolic process of homocysteine to methionine. This process is essential synthesis of myelin that monitor functioning of nerve cells and for the manufacture of neurotransmitters in the central nervous system.

	Thiamine: It plays an important biochemical role by participating in metabolism of energy in the brain and synthesis of neurotransmitters. • Vital for cognitive functioning.
Enfagrow (Key communication message)	Intelligence: It involves development of cognitive skills like memory, perception, judgment and organization of facts. This development of facts. This development peaks before 6 years of age and continues till the next 10 years.

For Mothers Horlicks

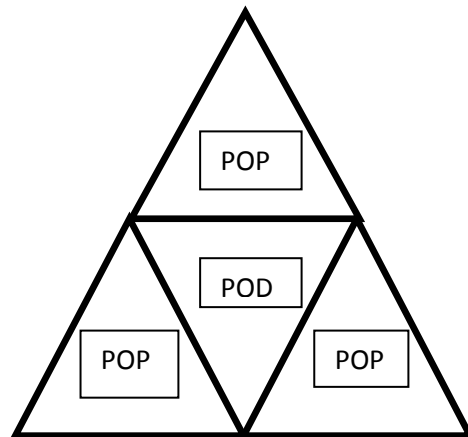
Item	Description
Key Communication message	• High protein with 100% amino acids • Daily requirement of Iron, folate, b2,B6,B12, vitamin C, calcium • DHA and Choline important for brain development • High proteins and nutrients known to help improve birth weight. • 50% RDA of immuno nutrients like vitamin A&E, Selenium, copper
Positioning	Her tasty, cooked broccoli is searching for its lost nutrients
Key communication message	• Various nutrients are lost during cooking • Cooking methods causes loss of soluble protein by leaching in food such as broccoli • Pregnancy needs additional protein • The best way of improving the dietary status of pregnant women is by supplementing their diets with energy rich foods. • Protein intake of less than 75g per day has been associated with low birth

weight and birth length.

- High protein with 100% amino acid indicates good quality protein and that the protein has the essential amino acids to help meet requirements.
- Contains micronutrients that are known to help improve birth weight of an infant
- Provides good quality protein with 100% amino acid score.

Discussions

The Points of Parity (POP) and Points of Difference (POD) were given for the positioning of the 3 products:



Points of Parity:

The points of parity were found out as follows:

- Their emphasis is mainly on presence of key nutrients.
- They all have different variants.
- Presence of nutrients that are beneficial for child's brain development

Points of Difference:

The points of difference were found out as follows:

- More emphasis on mother's needs
- Packaging could be modified in a way that it can attract child also
- More variants which caters to the mothers changing needs for new tastes.

Recommendations

- Study for the potential threat of new entrant to the existing products.

Two models:

- ✓ New entrant is committed for market entry
 - Existing brands can initiate a price war .
 - On the threat by new process innovation , existing brand should agree to share market as it will still ensure its presence in the market
- ✓ New entrant is analyzing the market for entry
 - Existing players should initiate price war.
 - New entrants would never risk a price competition by giving the same type of product.
- Study the opportunities for new entrant by transforming the process of manufacture
 - ✓ New entrant does process innovation
 - Reduction in cost due to change in manufacturing process.
 - Market sharing with existing brands yields high profits for the new entrants due to high profit margin between cost and price.
 - ✓ Existing brand uses same process of manufacture
 - High cost of manufacturing due to usage of old manufacturing practices.
 - Market sharing with new entrants yields low profits than them due to low profit margin between cost and price.

Ethical Consideration

- The confidentiality of the client's identity and data was ensured.
- The information collected was authentic and reliable.

Limitations

- The study does not provide quantitative data.
- Product positioning could have changed after compilation of report.

References

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