

**Summer Training At
Cadila Pharmaceuticals Ltd.
(April -June, 2012)**

Study of Factors Promoting Retail Push of Aciloc

**By
Adan Iqbal**

**Under the Guidance of
Mr. Abhishek Dadhich**

**Post Graduate Diploma in Pharmaceutical Management
2011-2013**



**Institute of Health Management Research,
Jaipur
2012**

ACKNOWLEDGEMENT

A Journey is easier when you travel together. Interdependence is certainly more valuable than independence. This project reports is the result of two month of training whereby I have been accompanied and supported by many people. It is pleasant that I now have the opportunity as express my gratitude for all o them.

I am extremely grateful to Cadila Pharmaceutical for giving me the opportunity to carry out my summer internship in their esteemed organization.

I would like to thanks **Mr. R. Ramesh, Vice President (Human Resource)** for accepting my Project request for summer internship in the field of International Marketing and guiding me about the intricacies of the same.

I am grateful to **Dr. S.D. Gupta (director) and Brig. S.K. Puri (Dean, Academic and student affairs,)** **IIHMR Jaipur** for giving me opportunity to undergo eight weeks projects at Cadila Pharmaceutical Ltd at Ahmadabad.

I am extremely thankful to my Project guide **Mr. P.K.Verma, GM (Marketing and Sales, Magna Pharma)** for his support and guidance. For constantly encouraging motivating, inspiring me, and uncalculating the “believe in yourself” attitude within me, which would help in my career ahead. Special thanks to **Mr.Rakesh Prabhu (Magna Pharma)** for encouraging and suggesting me throughout my training. No wards can be used enlist to describe the efforts and suggestion he shown and without whose help this project could neither has been possible. Thank you so much sir, for your kind support.

I would like to thanks my college Indian institute of health management and research Jaipur (IIHMR) and my faculty coordinator **Mr. Abhishek Dadhich** for guiding me in the internship.

I would also like to thanks all the people who helped, supported and guided me these 45 days of wondrous learning experience. Above all I thank GOD for his gracious blessing upon me while working on the project.

ADAN IQBAL

TABLE OF CONTENTS

<i>S.No.</i>	<i>Contents</i>	<i>Page No.</i>
<u>1</u>	EXCEUTIVE SUMMARY	<u>5</u>
<u>2</u>	OBJECTIVES	<u>6</u>
<u>3</u>	INTRODUCTION	<u>7</u>
<u>4</u>	RATIONALE OF THE PROJECT	<u>12</u>
<u>5</u>	RESEARCH METHODOLOGY	<u>13</u>
<u>6</u>	GEOGRAPHIC DISTRIBUTION	<u>14</u>
<u>7</u>	ANALYSIS AND FINDINGS	<u>15</u>
<u>8</u>	OBSERVATION/DERIVATIVES	<u>28</u>
<u>9</u>	CONCLUSION	<u>31</u>
<u>10</u>	OBSERVATIONAL SUGGESTION	<u>32</u>
<u>11</u>	LIMITATION	<u>33</u>

TABLE OF FIGURES

LIST OF PIE CHARTS

<i><u>S.No.</u></i>	<i>Contents</i>	<i>Page No.</i>
<u>1</u>	<u>P-1</u>	10
<u>2</u>	<u>P-2</u>	<u>14</u>
<u>3</u>	<u>P-3</u>	<u>14</u>
<u>4</u>	<u>P-4</u>	<u>15</u>
<u>5</u>	<u>P-5</u>	<u>22</u>
<u>6</u>	<u>P-6</u>	<u>27</u>
<u>7</u>	<u>P-7</u>	<u>31</u>

LIST OF BAR GRAPH

<i>S.No.</i>	<i>Contents</i>	<i>Page No.</i>
1	B-1	9
2	B-2	16
3	B-3	17
4	B-4	18
5	B-5	20
6	B-6	24
7	B-7	26

LIST OF COLUMNS

<i>S.No.</i>	<i>Contents</i>	<i>Page No.</i>
1	C-1	11
2	C-2	21

Executive Summary

Project Objectives:-

1. To find the factors promoting Retail push of Aciloc.
2. To find the preferred Ranitidine brand in Prescription and Direct Dispensing.

Questionnaire:-

Project was a Semi-Structured open-ended Questionnaire based market research survey to find out the above mentioned objectives.

Sample size:-

The sample size of survey was 200 Medical shops/pharmacist/Retailer.

Demographic locations:-

The survey was conducted in the following area:

Ahmedabad				
Mehsana	Anand	Gandhinagar	Nandiad	Vadodra

Derivatives:-

There were three derivatives for the market research survey:



Sales are the integral part of every Organization, without which no organization can survive. If something of this necessity is left unattended, would definitely yield to failure or even extinction of the Organization, so it is of utmost priority to check and constantly look for the Factors affecting sales. Moreover not just the factors affecting sales, but to look for the factors contributing towards sales, so as when time requires they can be accessed to, for the expansion of the sales.

Sales are a two way roads, if you are providing something than there is some on who is buying that thing up. So in brief, relationships of necessity, but in order to harvest this necessity you need to learn what necessity are. If could learn that, not only sales will grow, but consumers will become loyal to the company for they are receiving what are they were thriving for, hence a mutual benefit to all.

OBEJCTIVES:

- TO FIND THE FACTORS PROMOTING RETAIL PUSH OF ACILOC.
- TO FIND PREFERRED RANITIDINE BRAND IN PRESCRIPTION AND DIRECT DISPENSING.

INTRODUCTION:

Cadila Pharmaceutical Ltd. Ahmadabad

Cadila Pharmaceuticals Ltd. is one of the largest privately held pharmaceutical companies in India, headquartered at Ahmadabad, in the state of Gujarat. Over the last five decades, it has been developing and manufacturing pharmaceutical products and selling and distributing these in over 50 countries around the world. An integrated healthcare solutions provider with pharmaceutical product basket, it caters to over 45 therapeutic areas that include cardiovascular, gastrointestinal, analgesics, haematinics, anti-infective and antibiotics, respiratory agents, antidiabetics and immunological. The company focuses on providing high quality, appropriately priced products to its customers and supports all these with dedicated customer service. Cadila Pharmaceuticals has a multicultural, multilingual and multinational workforce of more than four thousand employees including over two hundred people outside India in forty-nine countries of Africa, CIS, Japan and USA.

The company has one of the best Research and Development (R&D) setups in India, manned by more than three hundred and fifty scientists and engineers from various disciplines including biology, pharmacology, clinical research, chemistry, toxicology, photochemistry and different disciplines of engineering. The company also participates in Public-Private partnerships for developing diagnostic, preventive and curative pharmaceutical and diagnostic products.

Cadila Pharmaceuticals is the first Indian company to get IND approval by USFDA for clinical trials to be conducted in India. Subsequently, the company has filed four more INDs with USFDA. Of the five INDs filed, one is for pulmonary tuberculosis; the trial is supported by Department of Biotechnology, Govt. of India. The remaining four are for various types of cancers, e.g., Lung Cancer, Prostate cancer, Bladder Cancer and Melanoma. Thus all the INDs are for providing solutions to major global health care problems. The clinical trials on prostate cancer, Lung cancer and Bladder cancer are supported by Department of Science and Technology to encourage innovations.

The company has state-of-the-art manufacturing facilities conforming to the most stringent international cGMP norms vis-à-vis WHO-GMP, WHO, Geneva (GDF site for Anti-TB), TGA Australia (PIC/S), USFDA, UK-MHRA, MCC-South Africa, ISO 9001 and ISO 14001. Spread over hundred acres of land, Cadila Pharmaceuticals' manufacturing facility at Dholka is the cynosure of all eyes, well equipped with world-class production facilities. The

company's two Active Pharmaceutical Ingredients units at Ankles war manufacture a wide-range of APIs and intermediates including three USFDA certified products. The manufacturing facility at Samba, near Jammu, started its commercial operations in August 2006. The first overseas formulation manufacturing facility of Cadila Pharmaceuticals Ltd. has commenced its operations in Ethiopia.

Vision

"Our vision is to be a leading pharmaceutical company in India and to become a significant global player by providing high quality, affordable and innovative solutions in medicine and treatment."

Mission

"We will discover, develop and successfully market pharmaceutical products to prevent, diagnose, alleviate and cure diseases.

We shall provide total customer satisfaction and achieve leadership in chosen markets, products and services across the globe, through excellence in technology, based on world-class research and development.

We are responsible to the society. We shall be good corporate citizens and will be driven by high ethical standards in our practices."

ABOUT BRAND ACILOC

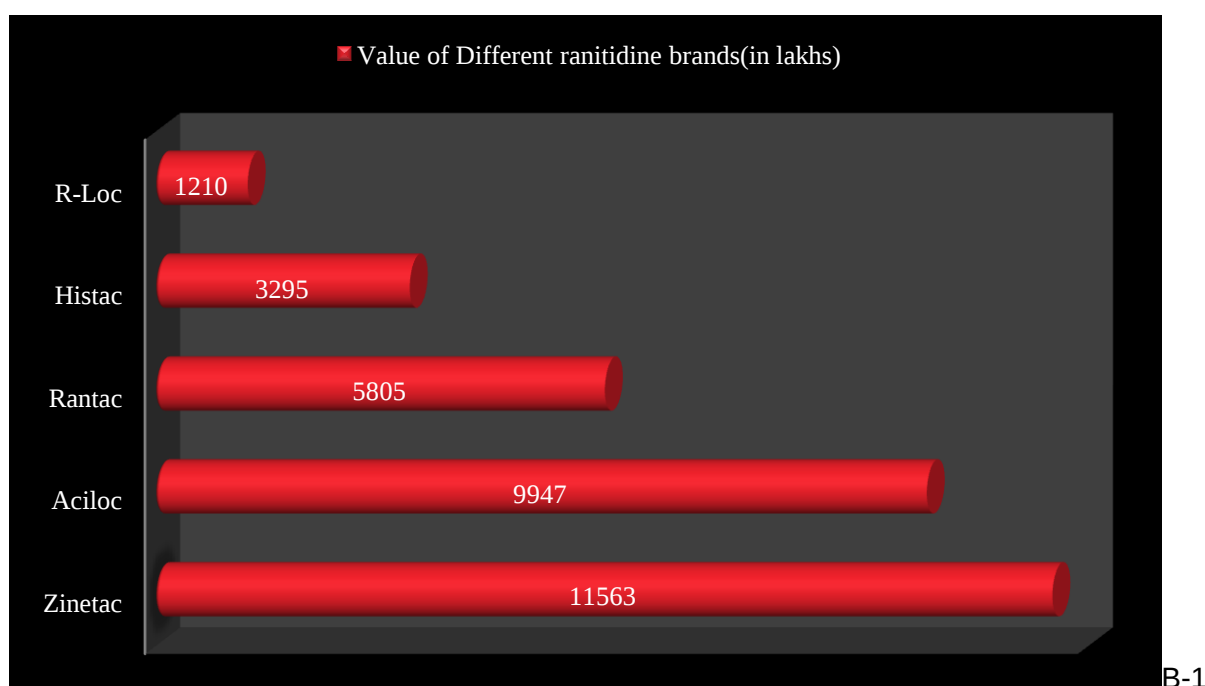
Aciloc, a branded generic drug by a leading pharmaceutical company, Cadila pharmaceutical Ltd., is a ranitidine based drug used in the treatment of Acidity.

This product was launched on March 1986, currently in its twenty sixth year.

Upon its launch, it was the first Ranitidine based branded generic drug in India, since then has grown and had made a mark in the history of both ranitidine market and Cadila Pharma respectively. It is Flagship product of the company, accounting for highest revenue grossing for Cadila Pharma

.

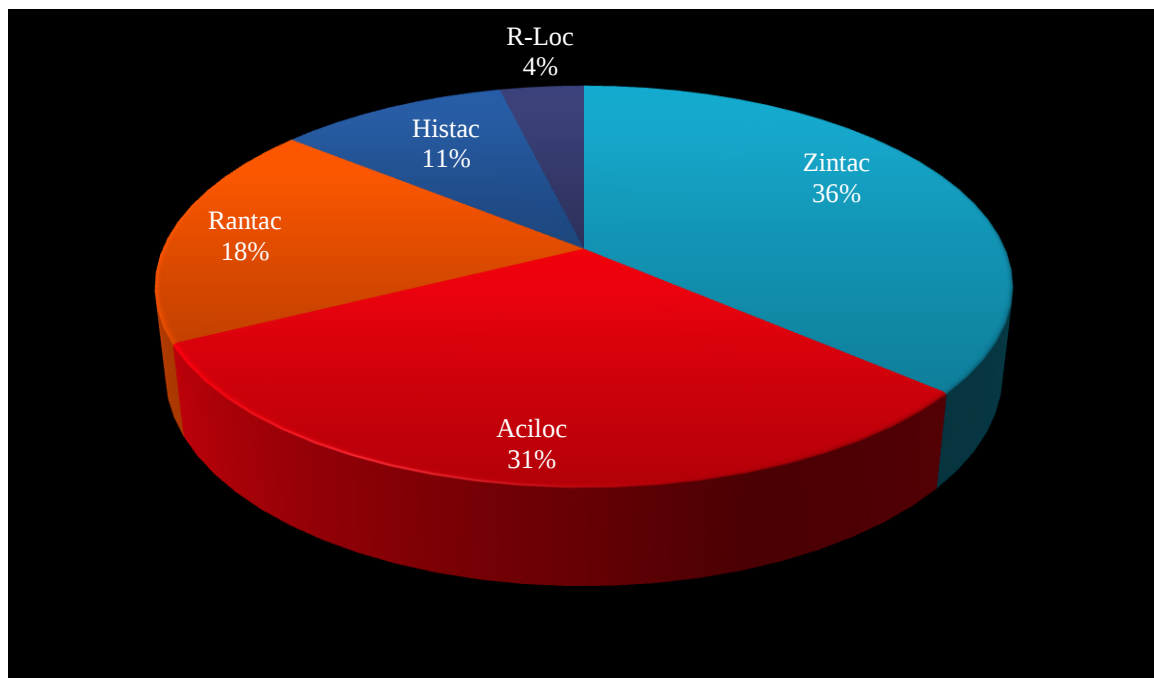
- The figure represents the Market worth of the different ranitidine brands.



- All the values are taken in terms of lakhs and are plotted against sales respectively.
- Source of the data is ,IMS-ORG Feb-'12

Since Aciloc has been in market for more than two and half decade, it has grown and acquire huge a consumer base, which shows of it in its market worth. It is for being such a old and existing player, that Aciloc now enjoys the a market share of nearly 30% which it itself depicts the amount of encouragement and favour and trust product have received over the years from its consumers.

- Figures represents Market share of different ranitidine brands.



P-1

- It shows the percentage distribution of ranitidine market for leading brands.
- Data has been collected from IMS-ORG Feb-'12.

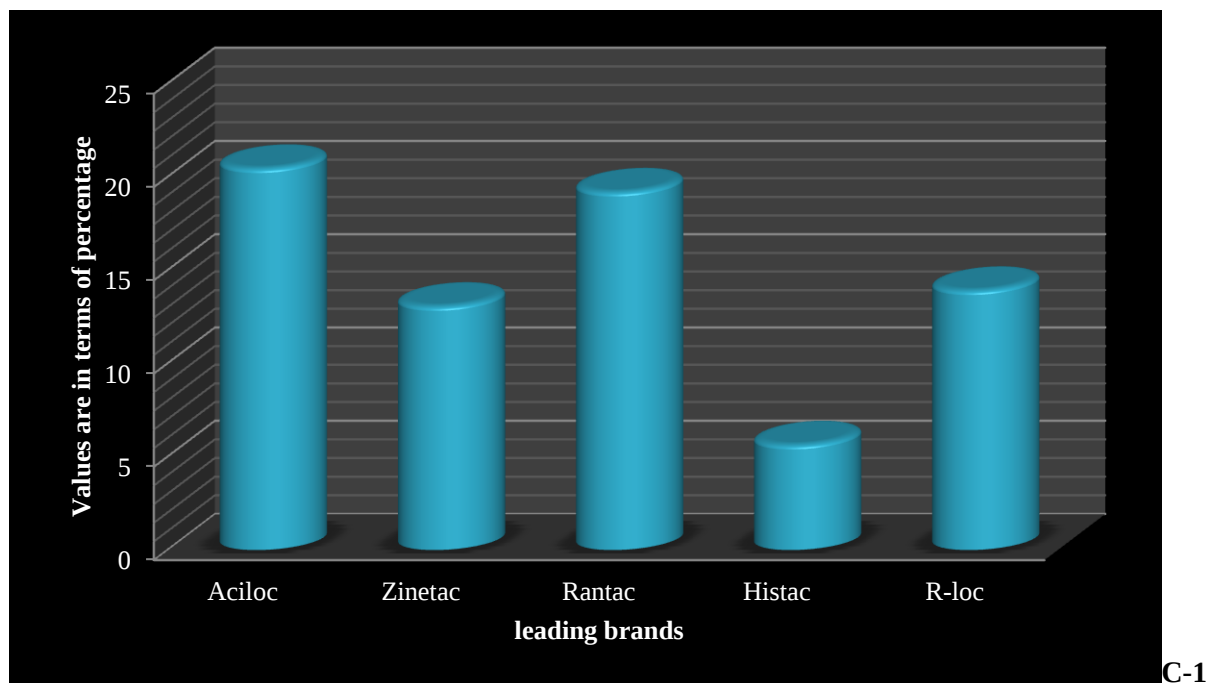
Aciloc, which boast such a long heritage now has got a variant with a name of Aciloc-RD, which is evolved version of Aciloc.



- Evolution of ACILOC**

Despite of such a highly competitive and saturated market, Aciloc stills enjoys the growth rate of nearly 20% which is phenomenal keeping in consideration the stiffness in the market.

- Figures show the growth rate different leading ranitidine brands.



- Graph is being plotted in terms of percentage.
- Data is collected form IMS-ORG Feb-12

Ranitidine is now market worth 329 crore in which Aciloc acquires second slot only to GSK Zinetac.

Rationale of the project:

Aciloc is such a big name in the portfolio of Cadila pharmaceutical, a need was felt to understand, how and from where sales were occurring, what was the factor contributing to success of brand and which component of market, i.e., Prescription, OTX and OTC was the highest contributing factor towards revenue grossing of the product.

Project was also under taken to understand the need of the retailers and to mark factors which accounts for the retail push and factors responsible for the downgrade or upgrade of sales.

Basic ideology for the conducting the market survey was to acquire data to understand how consumer and retailers were behaving.

The project was set with these objectives was also aiming at to know the key players of the market both in Direct Dispensing and so in Prescription and to understand if they were leaders, why they were leaders.

The role of the project was also to understand the preferences of both consumers and retailers and to know factors affecting it and the ways to improve it.

Research Methodology:

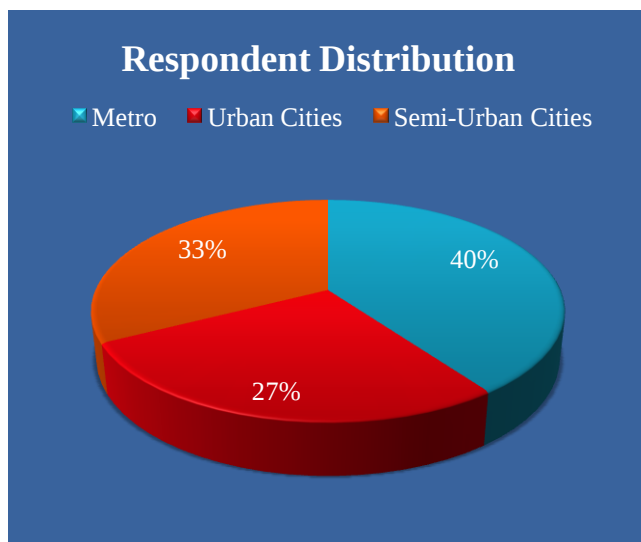
- **TYPE OF RESEARCH DESIGN:**
DESCRIPTIVE RESEARCH DESIGN
- **TYPE OF RESEARCH:**
PRIMARY DATA RESERACH
- **RESEARCH TOOL:**
OPEN ENDED SEMI- STRUCTURED QUESTIONNAIRE
- **RESEARCH TECHNIQUE:**
FACE TO FACE INTERVIEW
- **SAMPLE SIZE:**
200
- **TARGET POPULATION:**
PHARMACIST/MEDICAL DISPENSER/RETAILERS
- **SAMPLE UNITS:**
METRO CITIES, URBAN CITIES, SEMI-URBAN CITIES
- **SAMPLING METHOD:**
NON PROBABILITY PURPOSIVE SAMPLING

➤ ANALYSIS TOOLS

MICROSOFT EXCEL AND MICROSOFT WORD

GEOGRAPHIC SAMPLE DISTRIBUTION:

<u>Geographic Area</u>	<u>No. of Respondents</u>
Ahmedabad	<u>80</u>
Vadodra	<u>30</u>
Gandhinagar	<u>25</u>
Nandiad	<u>15</u>
Mehsana	<u>25</u>
Anand	<u>25</u>

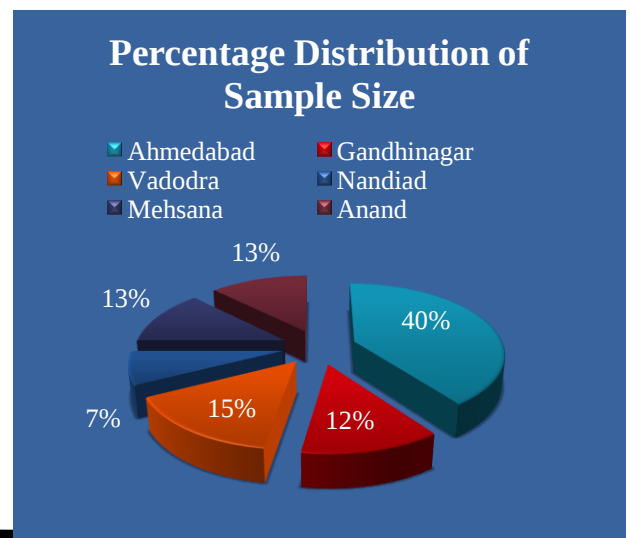


- Figure represents the Distribution of Respondents throughout geographic reign city wise showing the percentage of the respondents from each city.

P-2

- Figure represents the Distribution of total respondents and their specific geographic location, which is further shown in terms of the percentage

P-3



ANALYSIS and Findings:

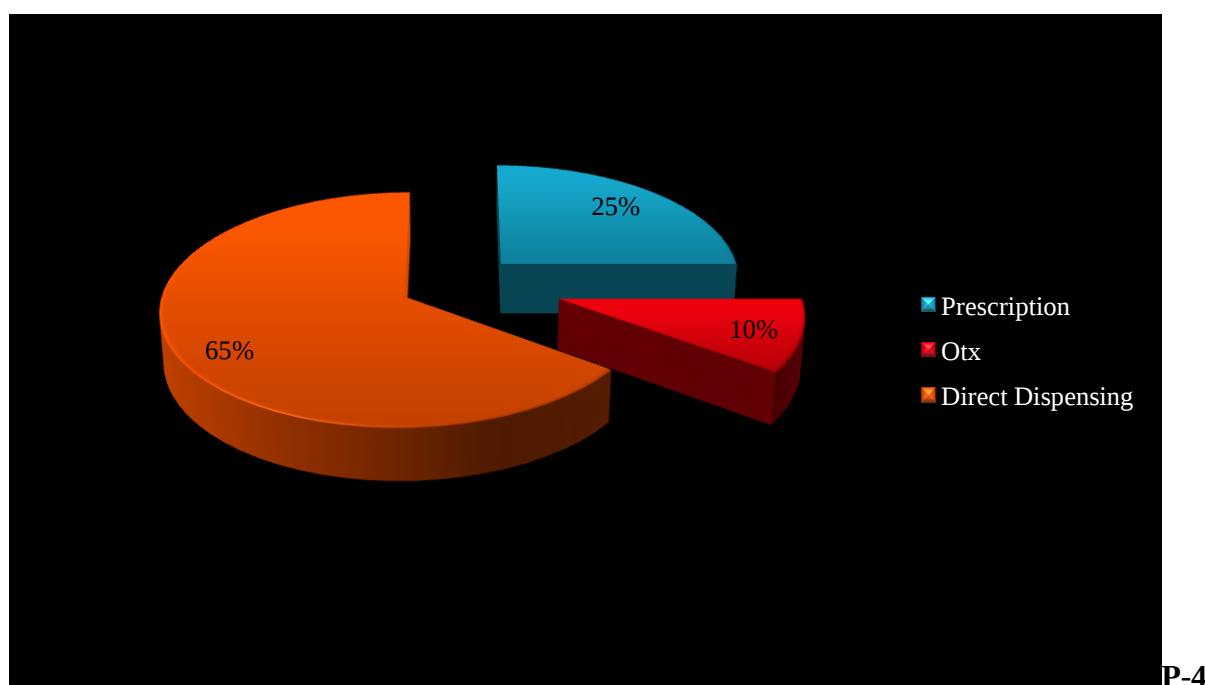
Question (1).

Of every tablets sold on your counter what percentage are sold on,

A) Prescription B) OTX C) OTC

RESULTS:

- **Figures represents the sales of ranitidine tablets via RXs, OTX and OTC**



- Figures is plotted out of 200 Retailers surveyed and the data Collected from them.
- Figure is in terms of the total ranitidine tablets sold at the retailer counter.
- Figure is plotted on the average of the data collected over 200 retailers.

INTERPRETATION:

As it can be seen from the graph, majority of the sales of ranitidine tablets occurs via Direct Dispensing followed by a proportion from Prescription. So it can be inferred that to account for more sales retailers are the one to be targeted.

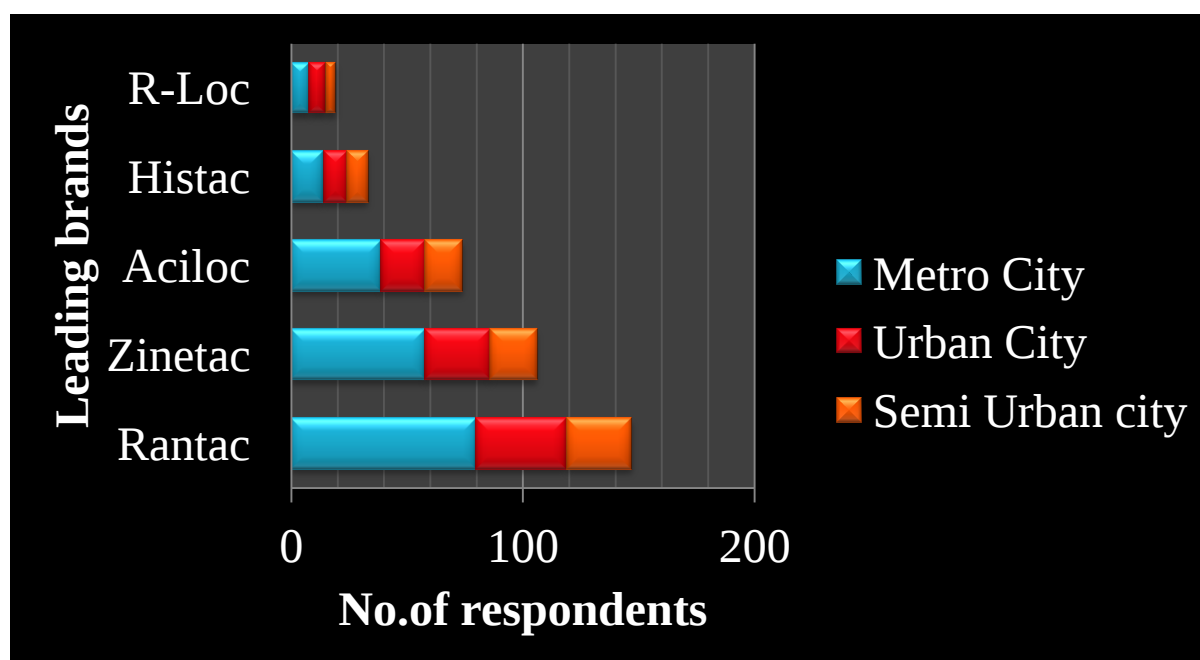
Question (2)

What are the top Ranitidine brands sold on your counter on?

A) Rxs B) Otx

RESULTS:

- Figure represents the Top Ranitidine brands sold on Rxs and Otx.



B-2

- Figure is plotted over the data collected in survey over 200 retailers.
- Graph is based on the respondents ranking of the brands starting from most preferred to least.
- Graph is cumulative figure of all the cities surveyed and their finding.

INTERPRETATION:

As it can be inferred from the Graph, Rantac is the leader of the segment clearly ahead of every else brand. This shows the control of brand over the prescription and OTx market.

Aciloc Acquire Third slot only after GSK Zinetac, seeking to design strategies that can overturn the current positions.

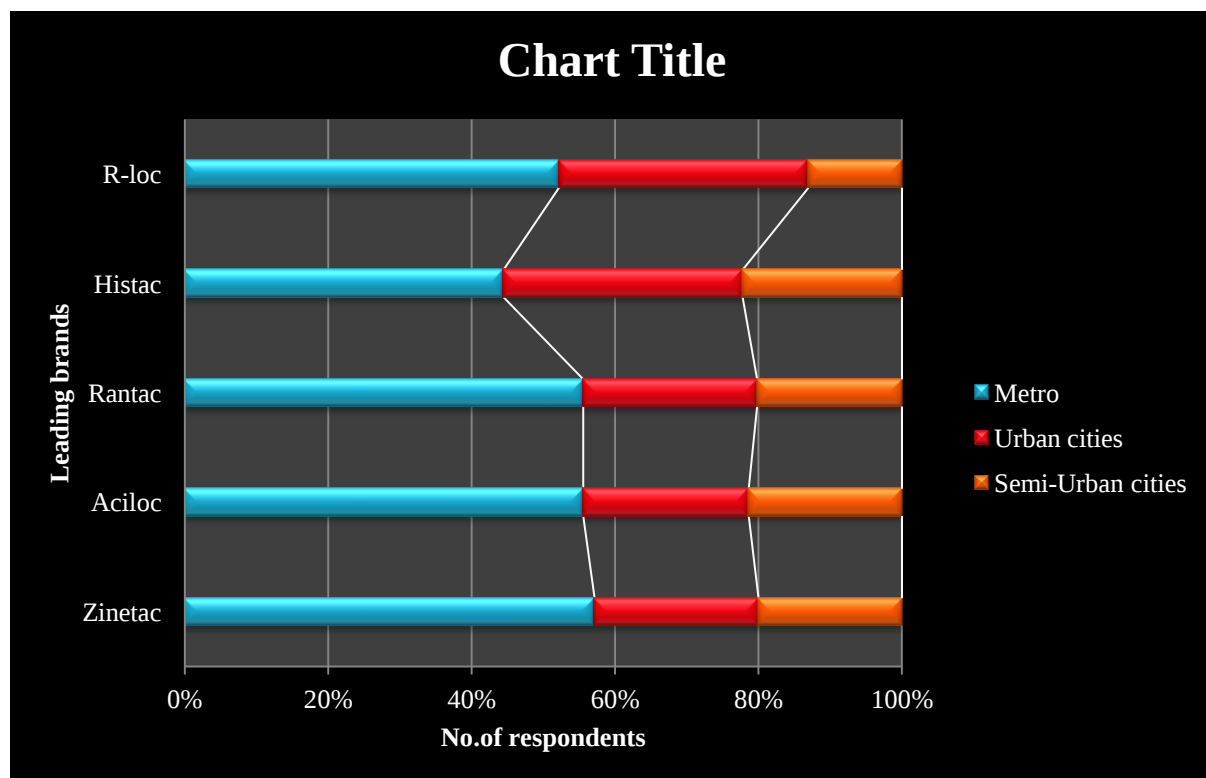
Question (3)

What are the top Ranitidine brands Dispensed directly by you and why?

A) Bonus offer B) Freely Available C) Attractive packing D) Any Other

RESULTS

- **Figure represents the Ranitidine brands dispensed directly by the retailers.**



B-3

- Figure is plotted over the data collected over the 200 retailers.
- Graph is based on the cumulative answers of the respondents ranking from first to last.
- THE FACTOR AFFECTING CHOICE OF THE BRAND TO BE DISPENSED COMES OUT TO BE MAJORLY INCLINED TOWARDS CONSUMER PREFERENCE.

INTERPRETATIONS:

As per the above the graph it is evident that the fight is between three brands i.e.,

1) Zinetac 2) Aciloc 3) Rantac

As per the respondents' views, Zinetac was the leader of the segment followed by Aciloc, but the cache was that Rantac was almost too close of the position of Aciloc merely failing of the second slot by few steps. It can also be inferred, of how stiff the competition is between different brands and how much of a market one hold on to.

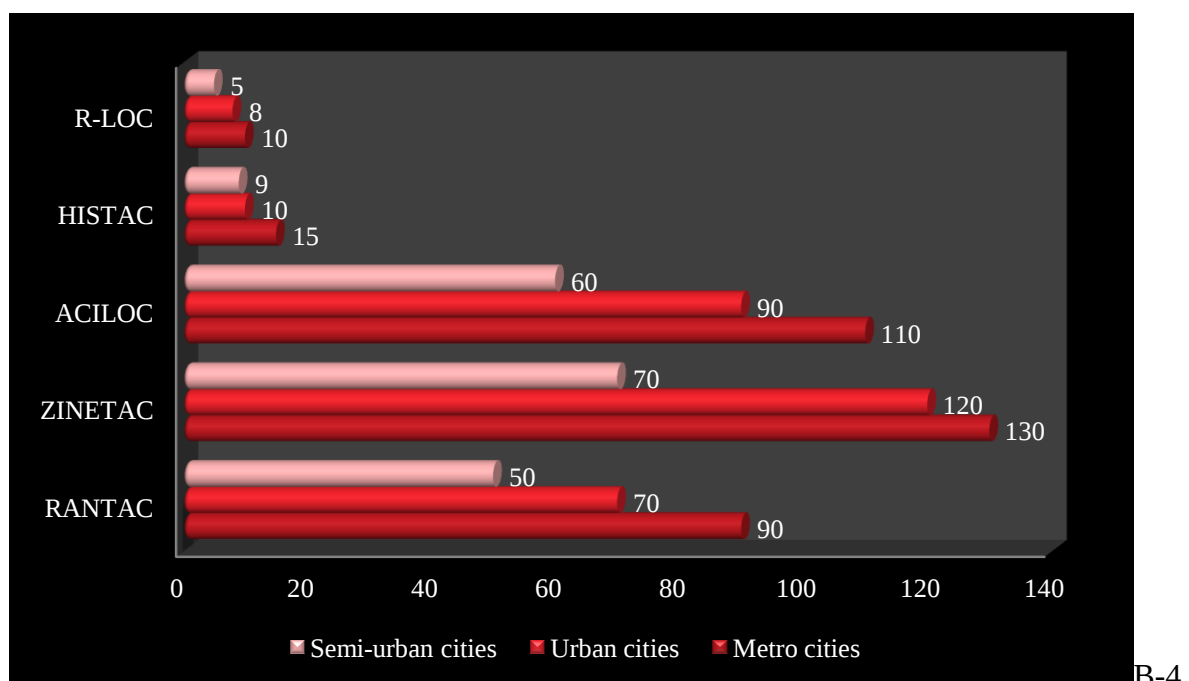
Question (4)

Of the top Ranitidine brand, how many strips of 10 are sold per month?

- 1) ZINETAC 2) RANTAC 3) ACILOC 4) HISTAC 5) R-LOC

RESULTS

- **Figure represents the sales of strip of 10 tablets of the leading ranitidine brands per month.**



- Figure is based on the data collected over 200 retailers during market survey.
- Graph has been plotted cumulatively, taking average of the total sales of strips per month separately for each location i.e., Metro city, Urban cities and Semi-Urban cities respectively.

- Sales are in terms of strip of 10 ranitidine tablets, i.e, one number represents sale of one ranitidine strip which comprises of 10 tablets.

INTERPRETATIONS:

As per the graph, Zinetac appear to be having maximum sales of the tablets followed by Aciloc and Rantac again clinging to third slot with an average of 60 tablets sold throughout on surveyed locations.

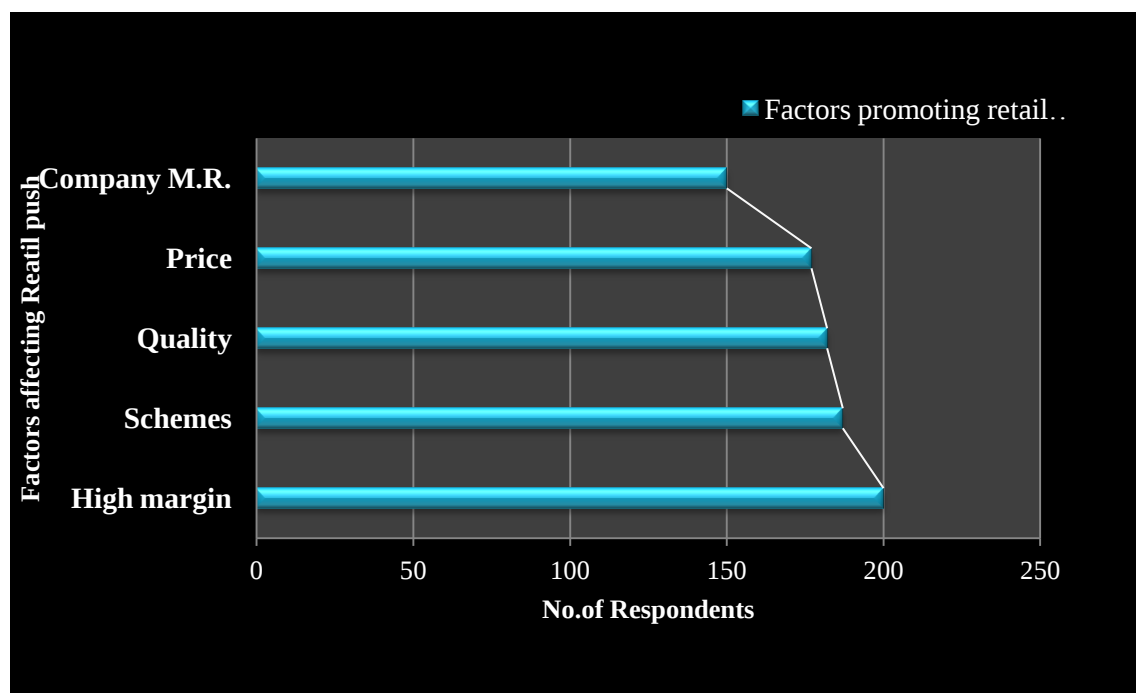
The major thing to recognise, the major competition is between 3 major players and rest are out of scene whole together.

Question (5)

What is important for chemist to do a retail push (Rank from most preferred to least preferred)

RESULTS

- **Figure represents the factors important for Retail push.**



B-5

- Figure is tabulated from the data collected over 200 respondents.
- Graph includes the top 5 factors important for the retail push.
- Graph had been plotted summing the choices of the respondents starting from most to least preferred respectively.

INTERPREATTION:

As per the graph, the most important factor contributing towards retail push comes out to be HIGH MARGIN. It is such of important factor that full 200 respondents picked it up unanimously. Second only to leader was Schemes followed by Quality.

This graph indicates that key reason which retailers are looking for i.e., PROFIT.

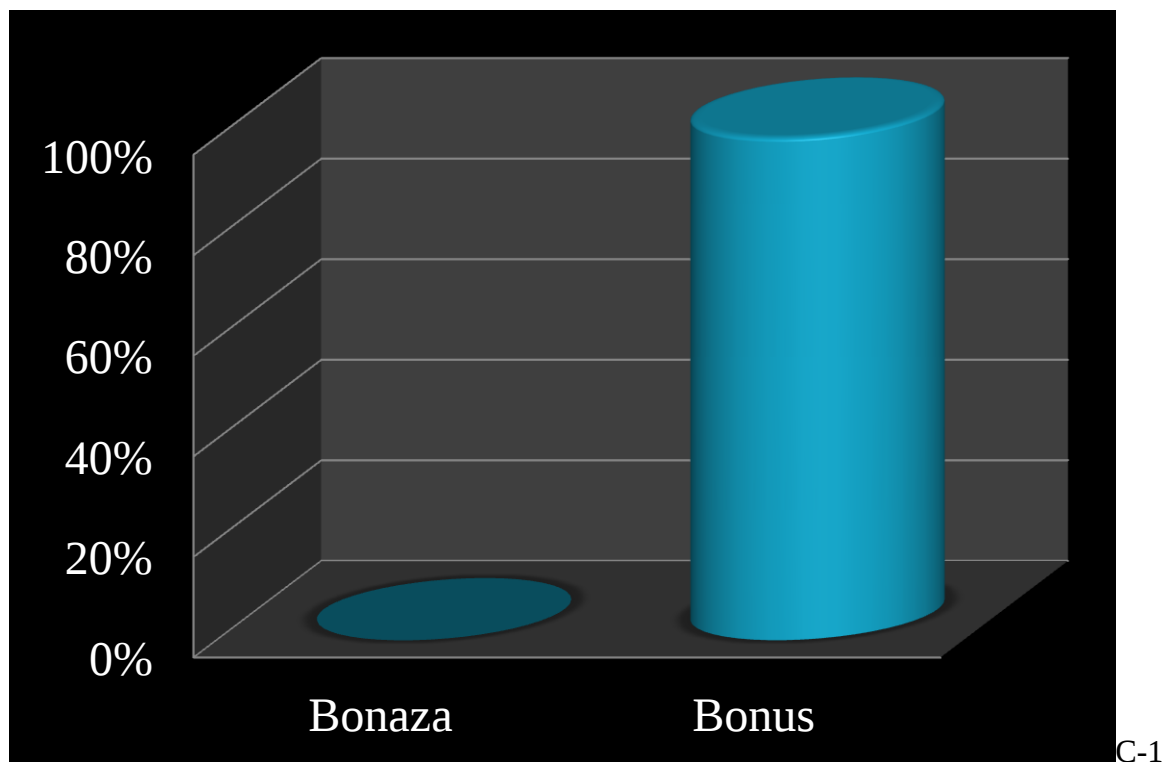
Question (6)

What would you preferred more?

- A) 1) Bonanza offer 2) Bonus offer
- Quantity offer Discount off

RESULTS

- Figure represents the preference of respondents towards offers made by respective companies while promoting sales.



- Figure is plotted out the data collected over 200 respondents in the survey.
- Graph represents no. of respondents choosing either of the option.

INTERPRETATION:

Graph indicates that none of the respondents were inclined towards bonanza offer, each of them resting their choice with bonus offer.

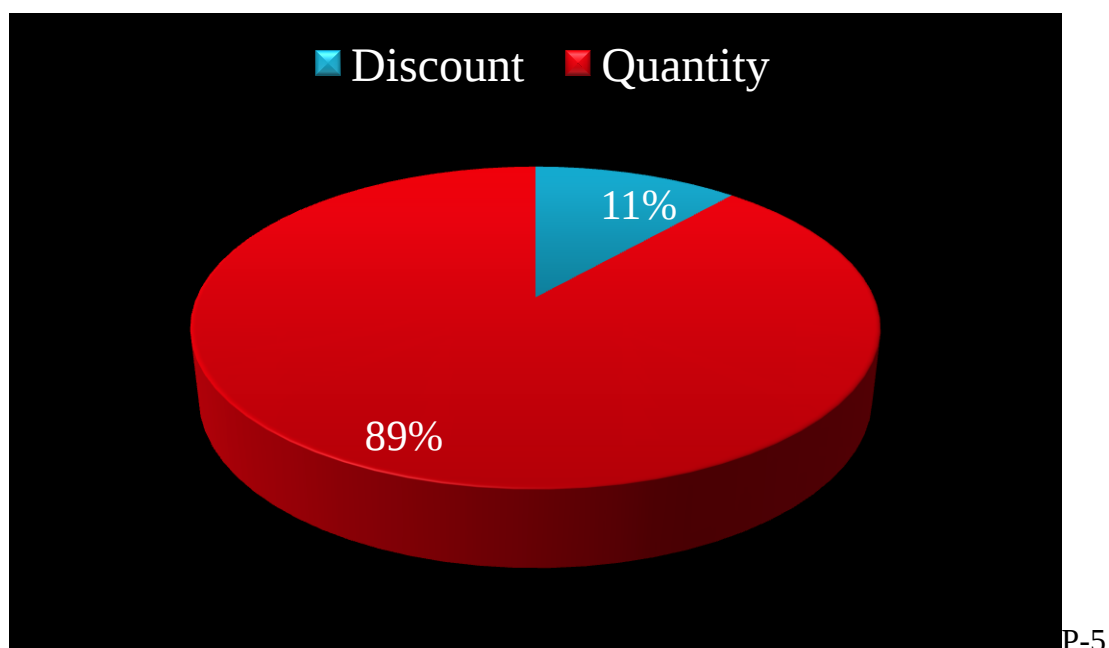
This indicates the high margin or profitability, respondents were looking out for and whosoever will provide it, respondents are going to support it too. The choice of bonus over Bonanza related that the respondents want profitability in terms of money and not in terms of gifts.

Question 6(B)

Bonus offer differentiation as follows:

RESULTS

- **Figures represent no. of respondents opting for bonus offer and subsequently out of bonus, choosing between Discount and Quantity Offers.**



- Figure is plotted out of the data acquired by market survey over 200 respondents.
- Graph is an addition to the pervious plotted graph (fig.) and gives out further breakup of the preferred offer chosen by the respondents.

INTERPRETATION:

The graph suggest that respondents were clearly looking for high Profitability but in terms of acquiring few strips at same price rather than that of acquiring more strips at lesser price.

Question (7)

- What are the top symptoms for which you dispense ranitidine? (Rank 1-5)

(1-most preferred,5-least preferred)

A) Heartburn B) Indigestion C) Acidity D) Stomach pain D) Belching

In the following question two patterns of symptoms were observed while dispensing ranitidine, so the result has been fractioned into two graphs and given a common a Interpretation since it was a single question.

RESULTS

- Figure representing the two patterns of symptoms observed while dispensing ranitidine and their respective sequence.

Pattern A

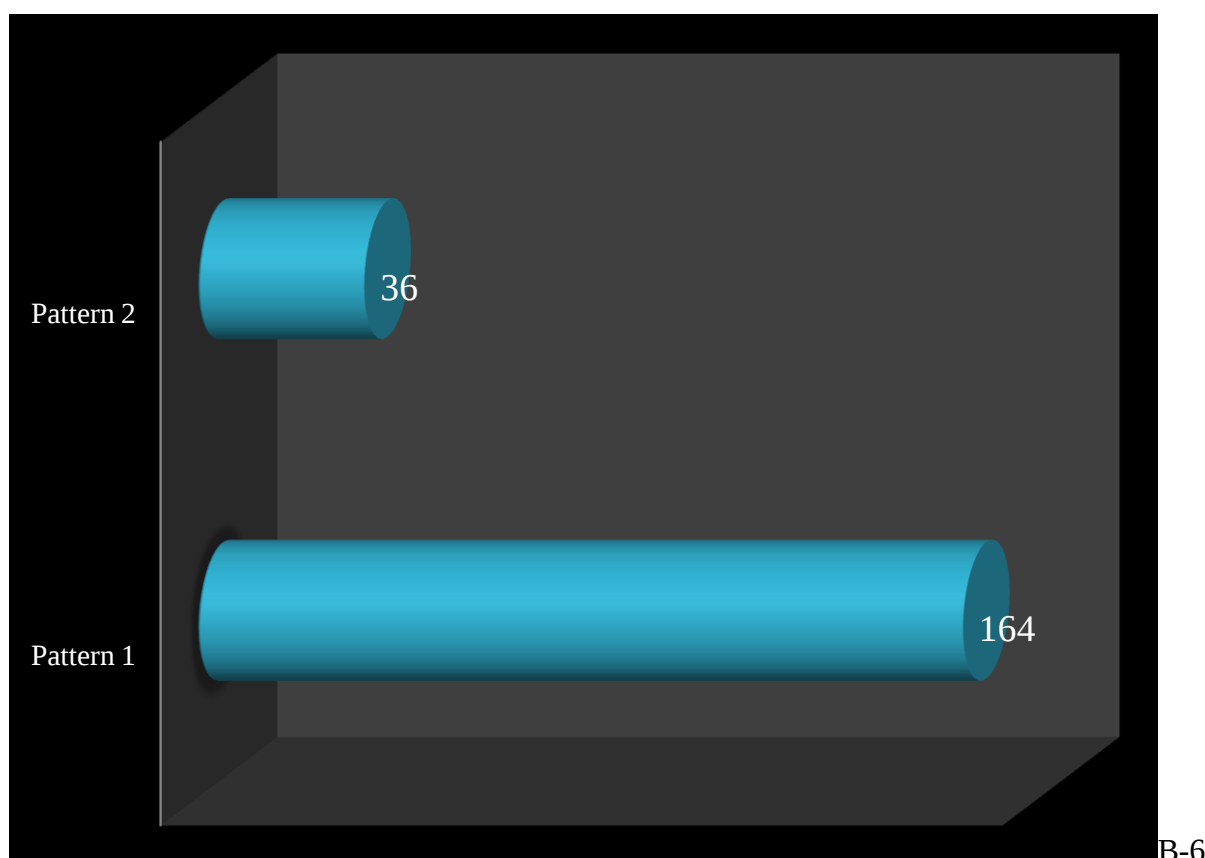


Pattern B



(The top three Symptoms were only chosen since left out symptoms showed same sequence i.e., Indigestion stood on 4 rank and Stomach pain on 5 rank, so they were not included as they had same sequences in both the pattern.)

- Figure is plotted over the data collected in survey of the 200 respondents.
- In the figure the top most box shows the most preferred symptoms with gradually less preferring one.
- **Figure represents the two symptoms pattern and the no. of respondents choosing a particular pattern.**



B-6

- Figure is plotted out of the data collected in the survey of the 200 respondents.
- Graph with respective bar shows the no .of respondents, which showed same pattern of symptoms for dispensing ranitidine.

INTERPRETATION:

Graph clearly shows that the top most preferred symptom for ranitidine dispensing is Acidity, as it was preferred in both the pattern A and B.

The pattern A was more favoured than pattern B, but not has got that a big significance as both the pattern included all the three symptoms.

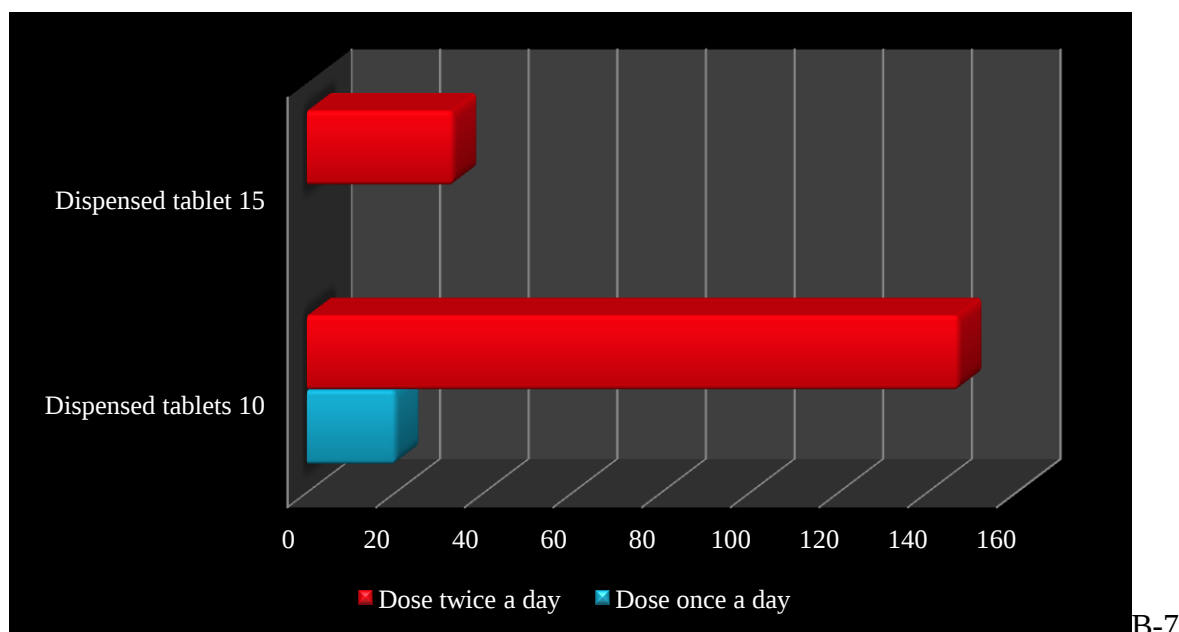
It can also be inferred that respondents tried not to dispensed ranitidine for symptoms of stomach pain and indigestion.

Question (8)

How many of ranitidine are dispensed on an average to one patient and how many dosage you suggest?

Tablets dispensed	
Dosage suggested	

- **Figure represents the dosage form, and average dispensed drug to consumers.**



- Figure is plotted on the data collected in survey of the 200 respondents.
- Graph represents the total no. of respondents that picked either dosage form of one dose or two dose a day.
- Graph also suggests the total no. of respondents who dispensed on average, either 15 or 10 tablets per consumers.

INTERPRETATION:

It can be clearly inferred from the graph that respondents suggesting two dose a day were large out numbering the one dose a day form.

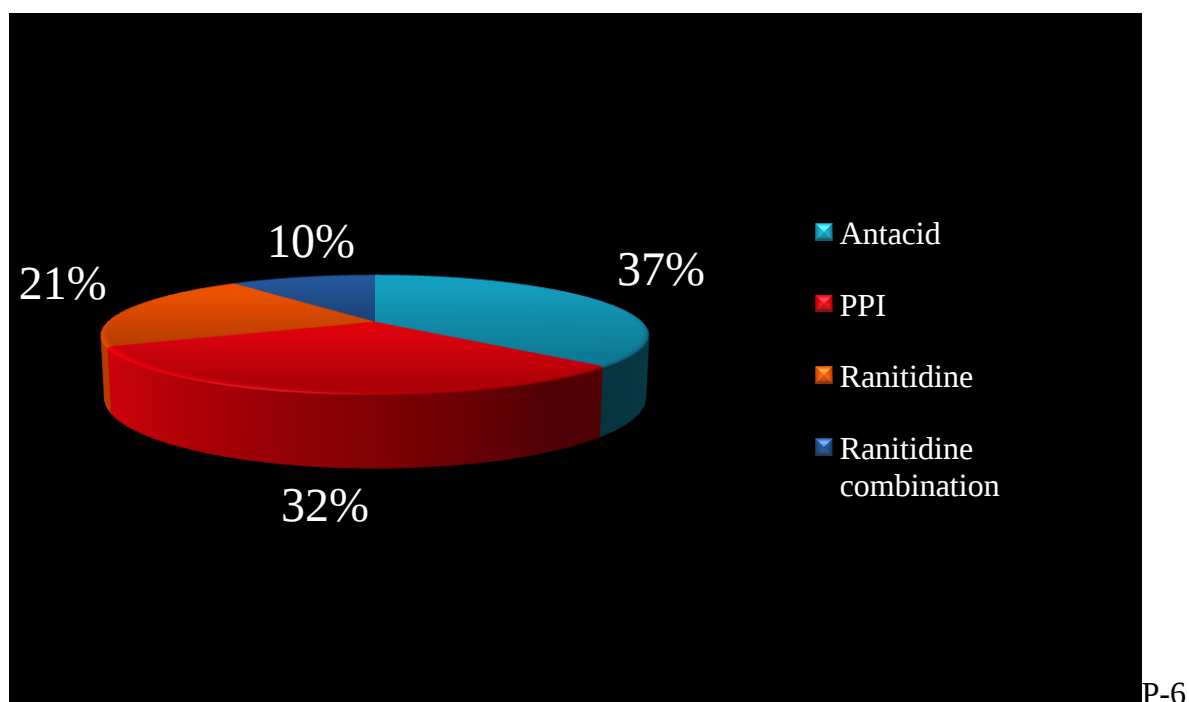
So was the case with the no. of respondents dispensing, on average 10 tablets per person were out numbering the respondents dispensing, on average dispensing 5 tablets per consumer

Question (9)

When a patient approaches to you complaining of Acidity, what is your preference of dispensing?

Drug like digene	Drug like Rabeloc	Drug like Aciloc	Drug like Aciloc RD
------------------	-------------------	------------------	---------------------

- **Figure represents the dispensing preference of the respondents, if given a choice to dispense in case of Acidity.**



- Figure is plotted on data collected in survey on 200 respondents.
- Graph shows the dispensing preference opted mostly by respondents, if they were given an option for, topped by Antacid followed by PPI.

INTERPRETATION:

Graph clearly shows that the respondents were of the opinion of dispensing drug like Antacid, but PPI was giving a tough competition to it.

Ranitidine was not so far behind acquiring the third slot.

Observations/derivatives:

Question 1:

The ranitidine market was found to be registering majority of its sells by direct dispensing, which is more than 60% of total sells, followed by sells through Prescriptions, which accounts for nearly 25% of sales.

Question 2:

It was found that RANTAC was the leading brand both in Prescription and Otx mode, followed by ZINETAC and ACILOC acquiring third slot.

Question 3:

As Ranitidine is having Majority sales by direct dispensing, in this important segment ZINETAC turns out to be leader, following him were ACILOC and RANTAC.

It was also observed that RANTAC sales was Credited to Consumer awareness about the brand, where most of the consumer themselves asking for the RANTAC.

One more thing to point out is, Retailers was found to be shifting their balance towards brand offering them high margin or profit.

Question 4:

ZINETAC was found to having whooping sales up to be around 150 strips, even 180 strips at places in a month .Average was found to be around 100. A thing to notice was the sales of RANTAC which was almost just behind ZINETAC. (Again to state, sales was due to consumer preferences) .HISTAC AND R-LOC was lagging way behind registering sales just around 10-15 strips maximum in a month.

(All Strips are of 10 tablets.)

Question 5:

There was clear lack of communication between Retailers and distributors, as majority of Retailers declined of any official schemes offered what so ever.

Few which accepted of having given a schemes, spoke about RANTAC and its 20+1 scheme.

An area of concern, for proper sales Retailers should not only be giving schemes but rather steps should be taken to ensure that they reach the lowest of ladder.

Question 6:

The most important thing for Retail push was found out to be just 2 things, i.e,

1. High Margin
2. Schemes.

It was observed that Quality was also important for the drug dispenser, whereas they were least interested in gifts.

Question 7:

In matter of Offers and schemes, majority stuck with Bonus Offer that too, of Quantity type while few measuring to Discount offers.

A single point of Remembrance, Dispenser just wants high Profit or margin.

Question 8:

Of the top symptoms, Acidity came first followed by Belching and Heartburn, while at place second and third slot interchanging their positions.

It was observed Drug was not dispensed for stomach pain, which indicate general awareness among dispenser so as consumers.

Question 9:

On Avg., Dispenser sold around 10 tablets per consumer with suggested dosage turn out to be twice a day.

On account of low price Retailer preferred dispensing whole strip but consumer declined on account of too many tablet per strip often leading to a wrong assumption by consumer about Drug dispenser.

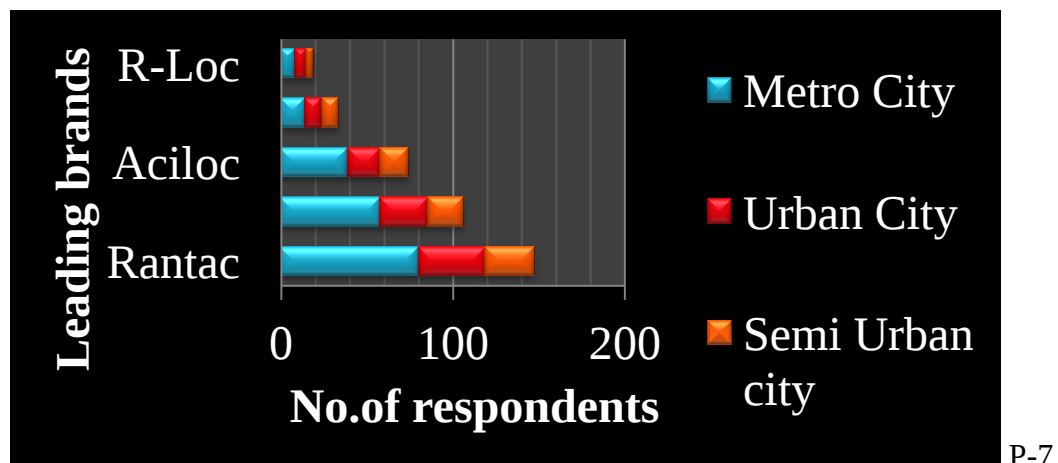
Question 10:

It was a race between Antacid and PPI, with most of the Medical shops suggested dispensing drug like Antacid.

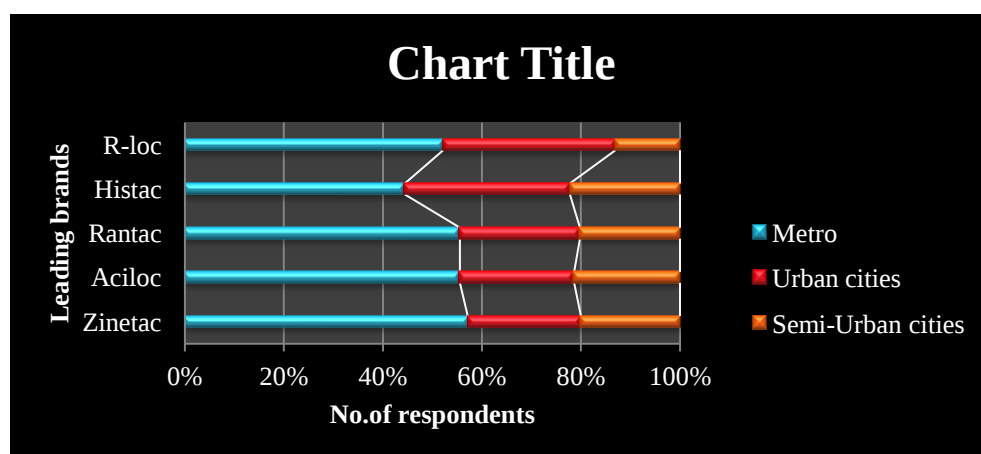
Again they were not particularly interested in form but were rather inclined to drug offering high profit.

CONCLUSION:

- One of our objective was to find the leading brand in Prescription, OTX and Direct dispensing

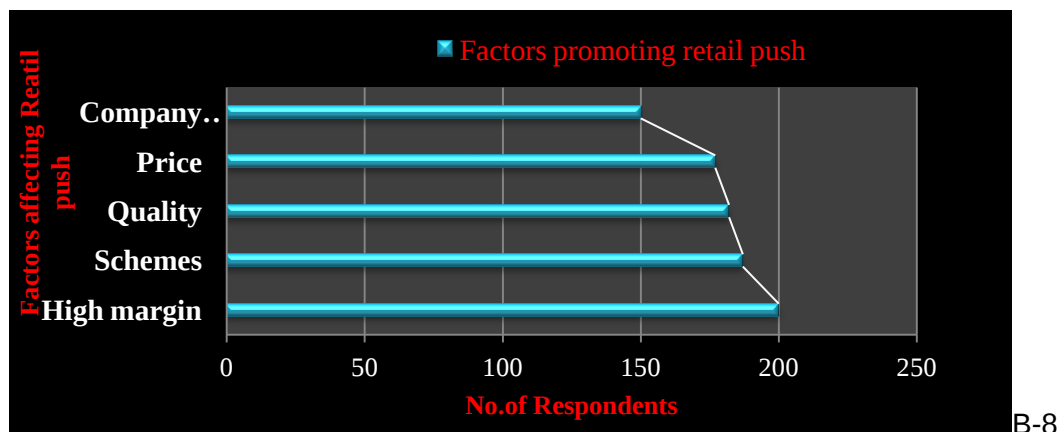


- Graph Above represents Leading brand in Rxs And Otx



- Graph above represents Leading brand in direct Dispensing.

- The findings also suggest that to do retail push, High margin is the key factor, which fulfills our second objective.



There were other conclusions which can be inferred from the project as,

- Rantac is the fast approaching brand; it is already leader in RXs and is approaching closing to emerge as the leader in direct dispensing too.
- It was observed that respondents were more interested in discount offer rather than bonanza offers altogether.
- It was concluded from the study that consumer awareness was adding to sales of a particular brand, namely Rantac.
- It was found that Average dispensing of the drug per person was around 10 tablets.

OBSERVATIONAL SUGGESTION:

- High margin is single most driving factor for sales especially for direct dispensing.
- It would be good to Resize the packing size of strips to around 10 tablets as it would good for both consumers and dispenser and avoid quarrel like situations.
- It would be worth a step, if retailers were to be offered Quantity Discount offers more than Bonanza offer(if provided),since majority preferred to be sticking with this.
- It would be bringing a considerable effect if distributors provide retailers with proper schemes being offered by the specific Company. Steps should be taken to ensure this happens
- Consumer's awareness has proved to be a pivotal in sells of ranitidine drug, so it would be good step to engage in the consumers' awareness programs.
- One thing to look out for is the Quality and Profitability ratio, Dispenser wants high margin but not at the cost of Quality compromise.

LIMIATATION OF THE PROJECT:

- Population was not so geographically scattered so results and conclusion drawn out of the study could be reflecting just the virtues of that particular region and not all.
- Sample size was not big enough to generalize the data.
- Survey was memory based exercise in which respondents were asked to rely heavily on memory or so to say assumption, to come with answers for the asked question, which in turn could be leading to a faulty conclusion.