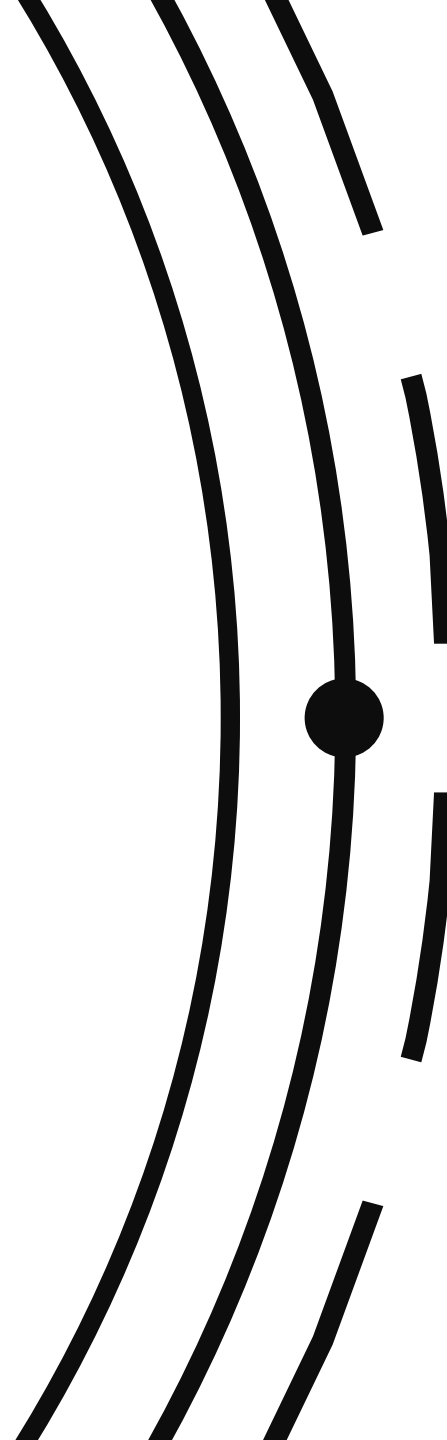
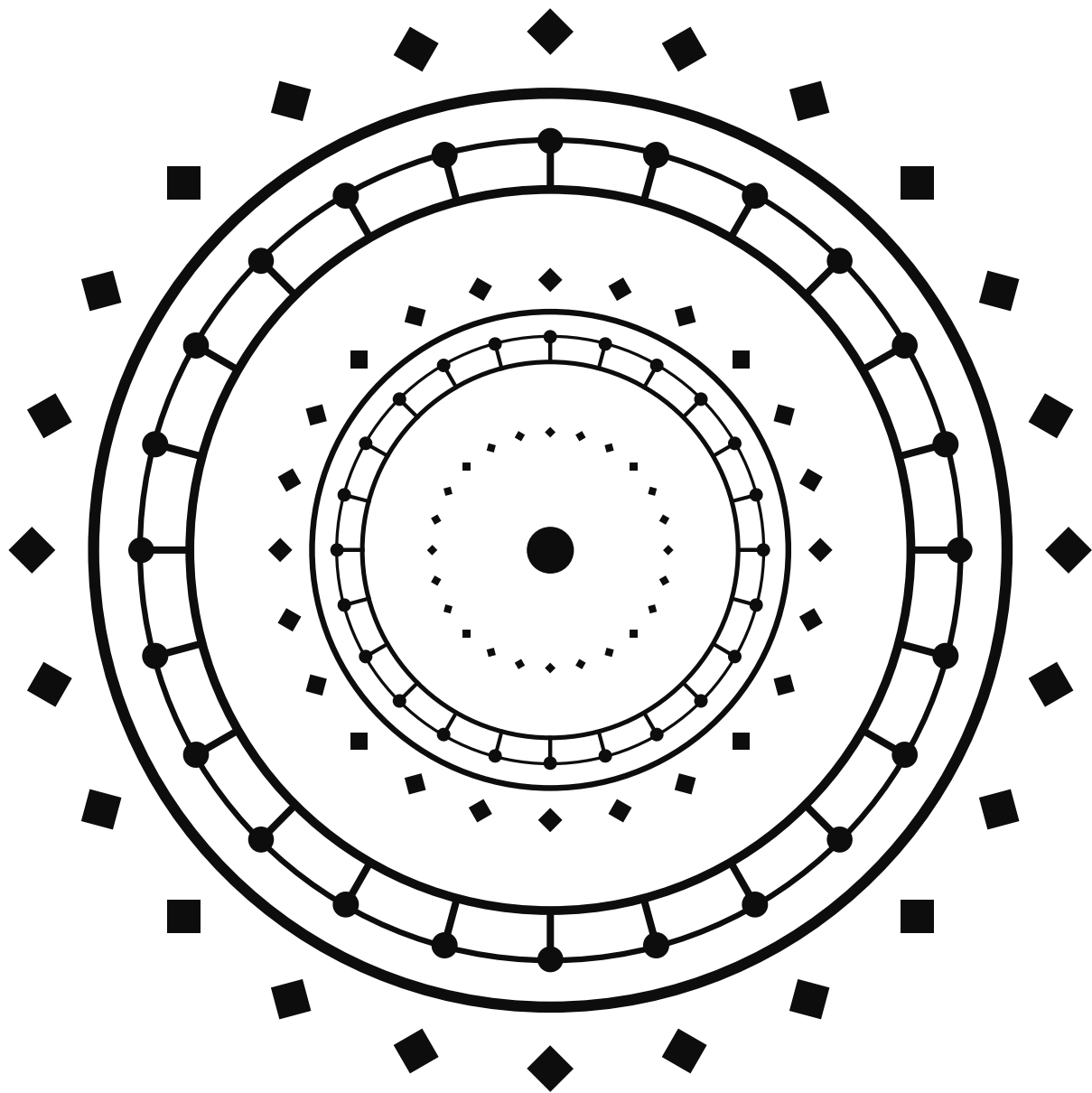
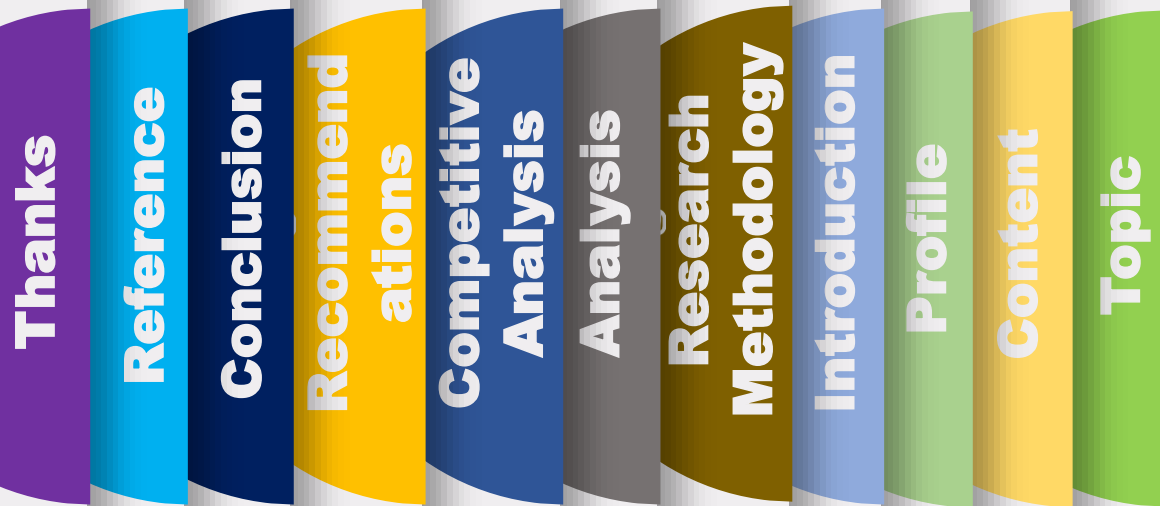






Dissertation Report IIHMR University 2018-2020



Market Perception of Doctor's towards Black Peel and Its Competitive Analysis in Patna.

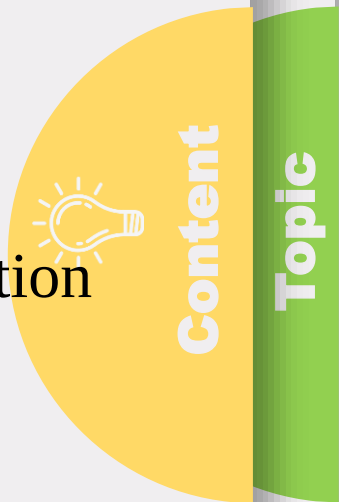


**Submitted by
Rahul Kumar
MBAPM10**



Table of Content:

1. Company Profile
2. Introduction
3. Research Methodology
4. Data compilation, analysis and interpretation
5. Competitors Analysis
6. Recommendations
7. Conclusion
8. Reference



Thanks

Reference

Conclusion

Recommendations

Competitive Analysis

Analysis

Research Methodology

Introduction

Aakaar Medical Technologies Pvt Ltd

- Established in the year **2000**
- Aakaar medical technologies pvt ltd formerly coherent medical systems
- One of the prominent distributors and suppliers of a wide range of skin & hair care treatment products and medical equipment
- Our range includes body sculpting, acne therapy, electroporation, fine thread-lift, psoriasis therapy



Profile

Content

Topic

Thanks

Reference

Conclusion

Recommendations

Competitive Analysis

Analysis

Research Methodology

Introduction

Aakaar Medical Technologies offer a range of products & machines to address the needs of the aesthetic market including:

- Diode Lasers
- Q-Switched Nd:YAG laser
- Botulinum Toxin
- Peel
- Threads
- Fillers
- Fractional CO2 and Fractional Erbium Glass Laser, Chemical Peels
- Electroporation machine
- Derma roller
- Derma pen etc.



Profile

Content

Topic

What is Chemical Peel?

- Chemical peeling is the utilization of a synthetic specialist to the skin, which causes controlled devastation of a piece of or the whole epidermis, with or without the dermis, prompting shedding and evacuation of shallow injuries, trailed by recovery of new epidermal and dermal tissues
- Signs for substance peeling incorporate pigmentary issue, shallow skin break out scars, maturing skin changes, and generous epidermal developments.



Thanks

Reference

Conclusion

Recommendations

Competitive Analysis

Analysis

Research Methodology

Black Peel

theraderm®

Therapy and Dermatology

BLACK PEEL

Natural Organic Peel by Black Acetic Acid

Innovative, Easy & Safe



Black Acetic Acid, used topically as a skin dressing, shows the strongest bactericidal activity against all strains tested. / J Food Prot. 2007 May;70(5):1194-9
Black Acetic Acid increases antioxidant activity and reduces oxidative stress: J Nutr Health Aging. 2010.

Black Peel resurfacing
Black Peel clear
Black Peel acne spot
Sebo Hydra Infused Mask
Acne Kit



Introduction

Profile

Content

Topic

Thanks

Reference

Conclusion

Recommendations

Competitive Analysis

Analysis

Research Methodology

Ingredients:

- Black Acetic Acid
- Tetrahydro Jasmonic Acid
- Salicylic Acid
- Potassium Iodide
- Castor oil and Bio Sulphur

Why it is called Black Peel?

Black Rice fermented Black Acetic Acid (black Vinegar) - The major active ingredient is Black Acetic Acid hence, the name Black Peel.

Only Black Peel can be used for all grades of Acne because

- Works on all grades of Acne
- Comedolytic
- Helps in healing
- Prevents scar
- Prevents PIH
- Treats PIH and scar

Introduction

Profile

Content

Topic

Research Methodology

Objectives:

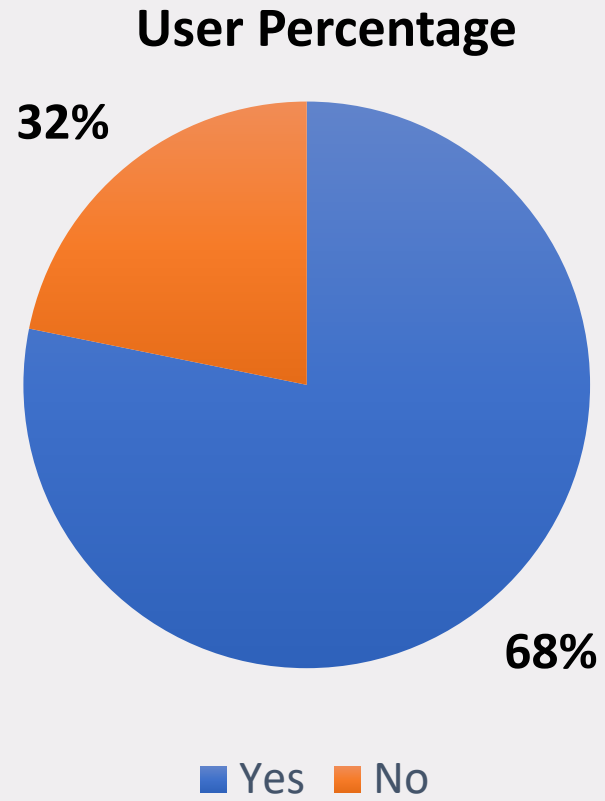
- To find out the effectiveness of peel in treating all grade of acne problems?
- To find out doctor's perception on Black peel treatment?

Mode of data collection:

Study type: Descriptive Study
Type of data: Quantitative data
Technique: Field survey using Questionnaire
Sampling technique: Purposive sampling
Data collection: Primary data is collected with help of questionnaire.
Study Timeline: Three months (February 2020-May 2020).
Sampling Unit: Data collected from the 120 doctors located in Patna.
Sample size: Doctors: 120

- Thanks
- Reference
- Conclusion
- Recommendations
- Competitive Analysis

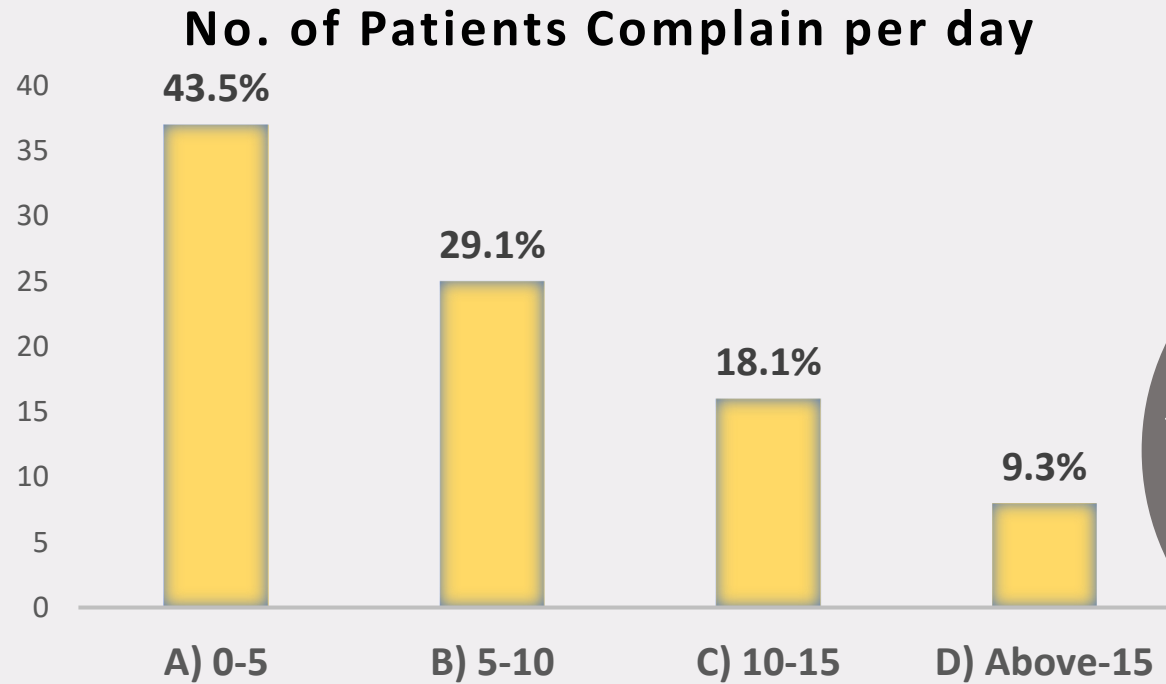
Q.1) Doctor do you use peel?



- Analysis
- Research Methodology
- Introduction
- Profile
- Content
- Topic

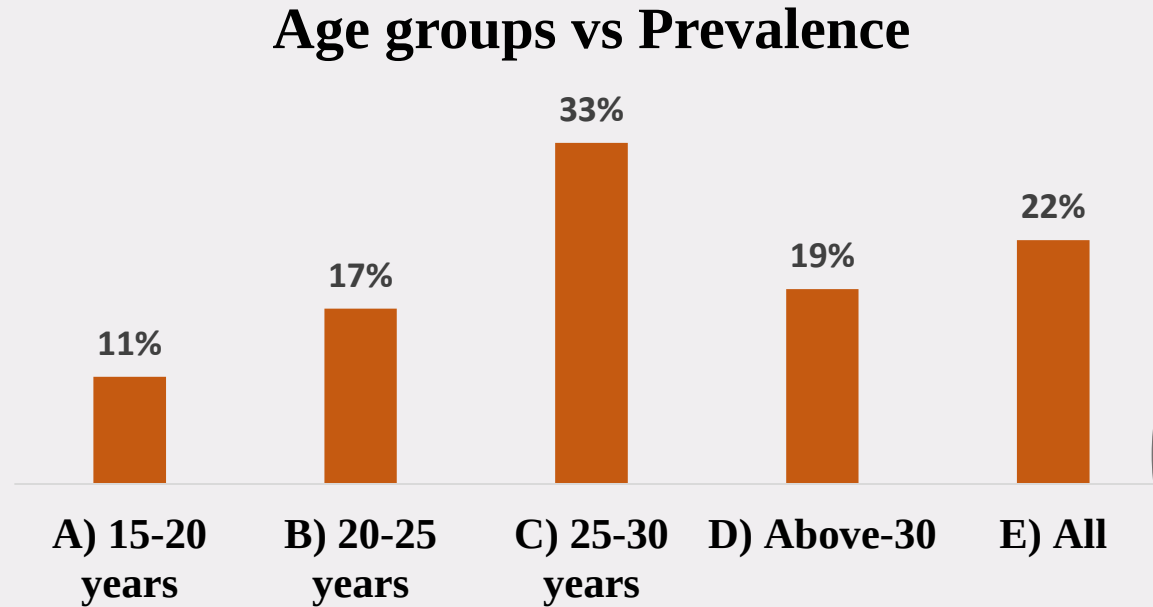
Interpretation: Most of the doctors use peel for skin treatment.

Q.2) How many patients complain about face acnes, dark skin texture, Skin Pigmentation & aging per day?



Interpretation: The quantity of patients differs specialist to specialist. In this overview 43.5% respondent's reaction that approx. 5 patient and 9.3% respondent's reaction that over 15 patients go over the specialists with skin issues.

Q.3) What are the age groups most complain?



Interpretation: Practically all the age bunches have the skin related issues. In any case, in the age gathering of 25-30 years the greater part of the patient grumble has seen.

Thanks

Reference

Conclusion

Recommendations

Competitive Analysis

Analysis

Research Methodology

Introduction

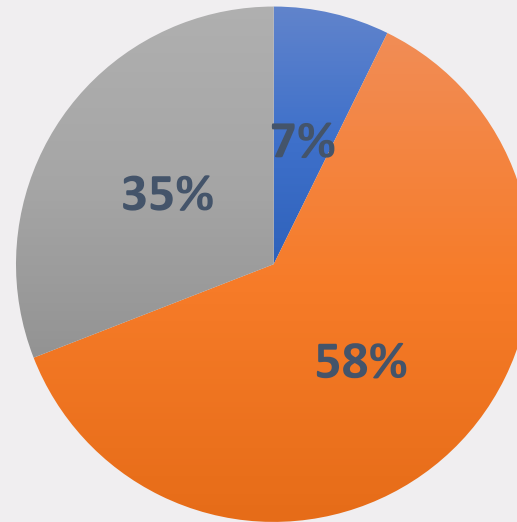
Profile

Content

Topic

Q.4) The prevalence of above complains are found most among?

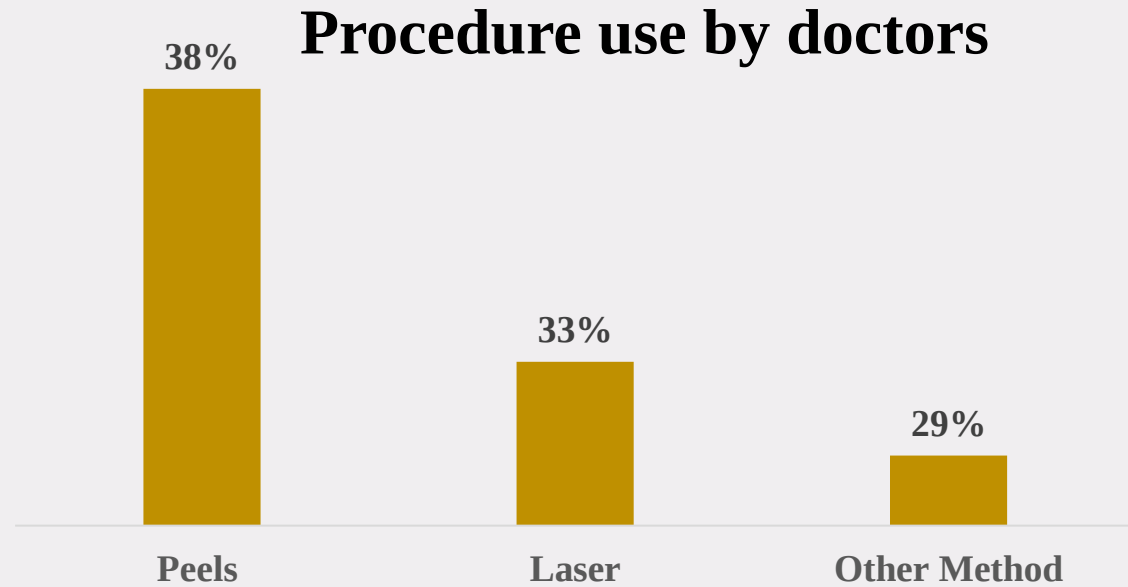
Prevalence rate among gender.



■ Male ■ Female ■ Both

Interpretation: The female is having prevalence rate than male.

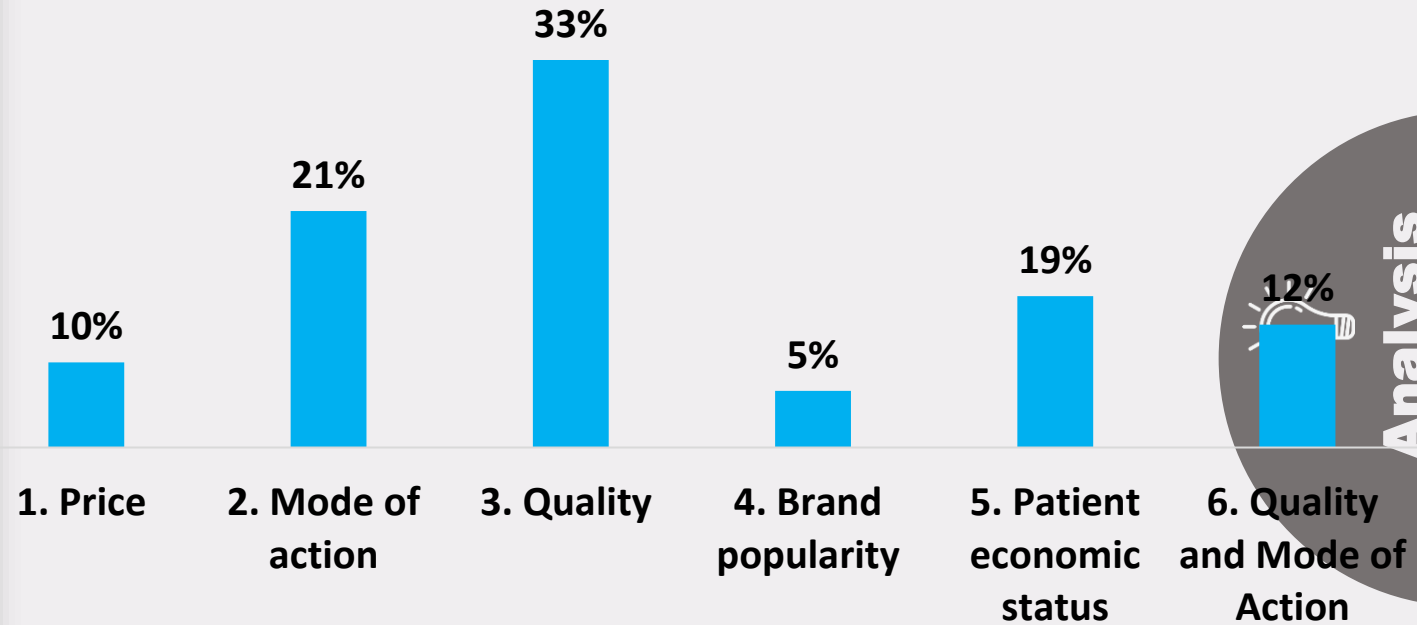
Q.5)How do you treat the above condition?



Interpretation: Most of the treatment done by Black peel i.e. 39% for the skin issues like face acnes, brown complexion surface and maturing.

Q.6) On what basis you prefer to use peel?

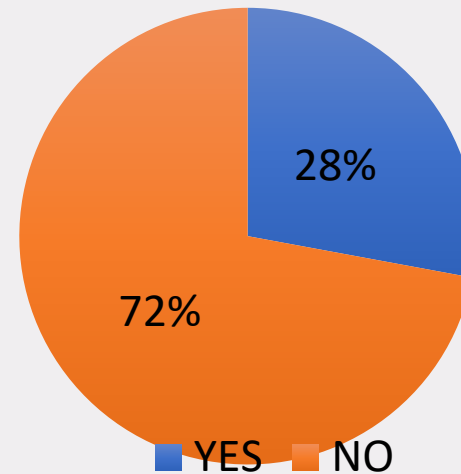
Parameter vs Preference



Interpretation: Greatest number of respondents want to utilize peel brand on premise of value and method of activity

Q.7) Is any company or association is doing something to create awareness on peel therapy?

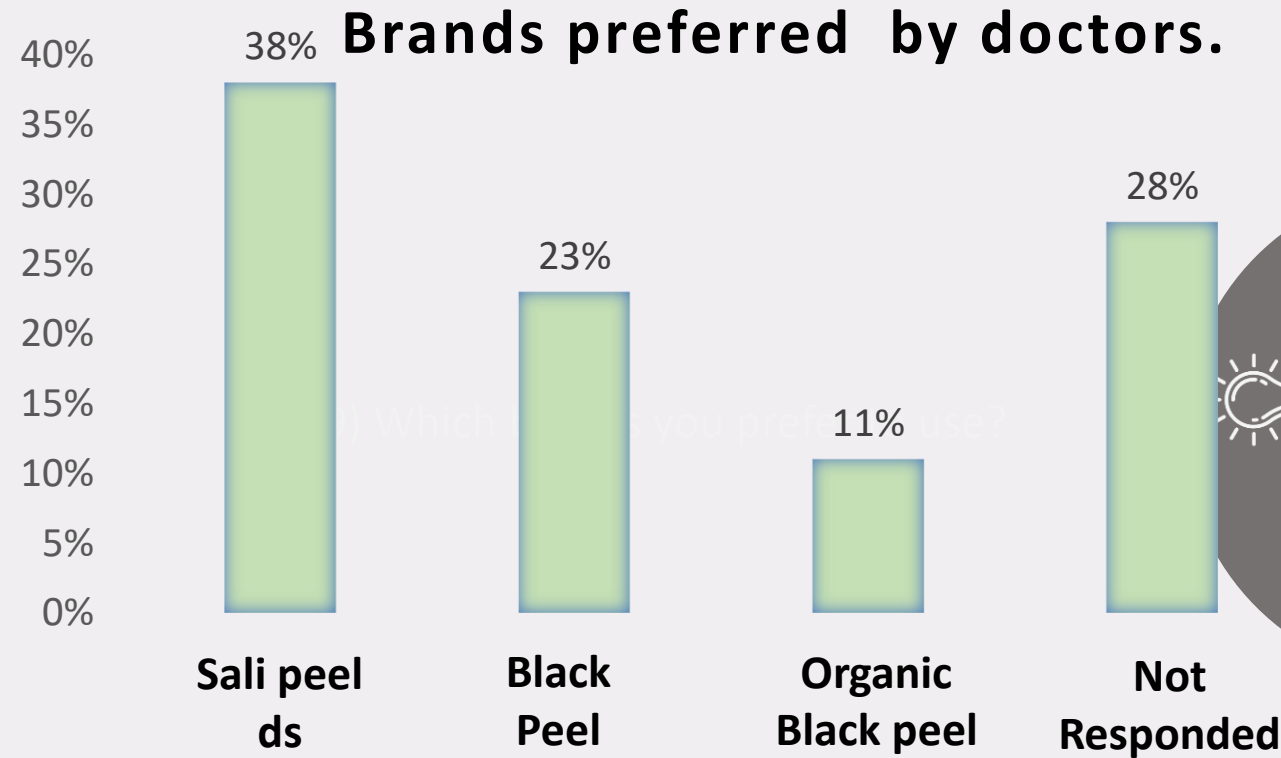
Awareness perform by Company for Peel therapy



Interpretation: 72 Percent respondents said No, and 28 percent said numerous organizations are doing like-sisderma, Aakaar, Cosderma etc.



Q.8) Which brands you prefer to use?



Interpretation: Maximum number of doctors either they are using Sali peels or Black peel while 28% of the doctor not responded to the question.

Thanks
Reference
Conclusion
Recommendations
Competitive Analysis

Q.9) What you expect from Black Peel?

Interpretation: Out of 120 doctors 52% doctors said Black peel price is to be reduced, 20% doctors said its good and rest of the doctors not responded for this question.

Analysis
Research Methodology
Introduction
Profile
Content
Topic

Competitive analysis

Si. No.	Company	Brand Name	Price	Indication
1)	Aakaar Medical Technologies	Black peel	6000	For All grade of acne
2)	Sesderma	Sali peel ds	3000	Acne
3)	La dore	Organic Black peel	8999	Acne
4)	Fasderma	Glow peel	2000	Acne

In this competitive analysis I analysed about Black peel competitor. There are four competitive products present in the market. This comparison shows that **Black peel** can be used for all grade of Acne.

Recommendations

- According to doctors' peels is very important for the face treatment. Because it provides so many benefits for the skin.
- According to doctors for creating awareness in patients about face treatment by peels there is something to be done in the clinics and hospitals. Because many patients are unaware about peels and treatment done by peels.
- Some patients are afraid due to exfoliation done by peels.
- More awareness programmes are to be done for patients about skin and face problems.
- Doctors want companies should also help patients in understanding benefits of peels by videos and stand charts in the clinics.
- Doctors also recommends that downtime period of peels is to be reduced so patients should not be afraid to apply peels.
- Doctors also want companies should also provide samples of peels to test its effectiveness.

Recommendations

Competitive Analysis

Analysis

Research Methodology

Introduction

Profile

Content

Topic

Thanks

Reference

Conclusion

Conclusion

- To conclude peels is very effective in face treatments. In the present time there is lot of face problems occurring due to pollution and lifestyle changes so people are not taking care of their face.
- Due to pollution lot of face problems like acnes, skin pigmentation occurs. So, these peels give the best treatment for skin condition according to doctors.
- According to doctors most of the patient wants to cure themselves as earliest as possible.
- Aakaar medical technologies is one of the best companies in the aesthetics market which provides quality and efficacious products to doctors and patients at good price.
- And there is a less competitors present in the market for peels which provides quality and effective peels to the doctors.



Conclusion

Recommendations

Competitive Analysis

Analysis

Research Methodology

Introduction

Profile

Content

Topic

Thanks

Reference

Reference

- Efficacy and safety of superficial chemical peeling in treatment of active acne vulgaris
- Chemical peels for acne and acne scars in asians:
- Marta I. Rendon, MD, Diane S. Berson, in the journal of Clinical and Aesthetics dermatology(J Clin Aesthet Dermatol. 2010 Jul; 3(7): 32–43) states that:
- Landau M in the journal (Clin Dermatol. 2008 Mar-Apr;26(2):200-8. doi: 10.1016/j.clindermatol.2007.09.012) states that:
- Ryan F, La Fourcade C in the journal Plast Surg Nurs. 1995 Fall;15(3):167-71 states that:
- Matarasso SL, Glogau RG In the journal Dermatol Clin. 1991 Jan;9(1):131-50 states that:



Reference

Conclusion

Recommendations

Competitive Analysis

Analysis

Research Methodology

Introduction

Profile

Content

Topic

Thank You!



Thanks

Reference

Conclusion

**Recommend
ations**

**Competitive
Analysis**

Analysis

**Research
Methodology**

Introduction

Profile

Content

Topic