



## REVIEW OF RESEARCH

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### “MARKET POTENTIAL AND PENETRATION OF HEALTH CARE PRODUCTS IN WESTERN AND KOKAN REGION OF MAHARASHTRA .”

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#### ABSTRACT

Day by day rate of population have been increasing. With this growing rate, business & industrial activities also were increasing. Due to this growing industry sector pollution problem has come up. It consists of all types of pollution problem. Air pollution has directly affected on the human body which results in chronic diseases like skin infections, viral skin infections, wrinkle lines, fine lines, dull skin, pigmentation, teania infections, Hair fall etc.



**KEY WORDS:** industrial activities , human body , wrinkle lines, fine lines.

#### INTRODUCTION

All the above mentioned problems followed by consultation of doctors like a dermatologist, cosmetologist, pediatrics, general physicians & gynecologist, etc. They are prescribing such health care products to their particular patients.

This area of the study is of four districts of Maharashtra viz. Kolhapur, Sangli, Satara & Ratnagiri. These districts having more industrial area so simluteniously the health problems are more. Also the standared of living of the people has been increasing with the higher earning incomes. So people became more & more causious about beauty and appearance and they are buy usage of thses products has been increased substantially. In this background the reasearcher has dicided to study market of health care products of cipla and assess their acceptance. This also includes market penetration of ciplas heath care products in selected districts of Maharashtra.

There fore the following are the objectives are the study

1. To study market of health crae products of Cipla
2. To study market penetration of Ciplas health care Products in selected districts of Maharashtra.

#### 1. Reasearch Methodology

The research study is both exploratory as well as descriptive in nature

- **Sample size:**

The researcher had collected data from stockiest in all the four districts viz. Kolhapur, Sangli, Satara & Ratnagiri. The total number of stockist in all four districts together are 30 in number stockiest and the data is collected by admistring quetionnair to all theses stockiest. Thus senses survey method is adopted in the

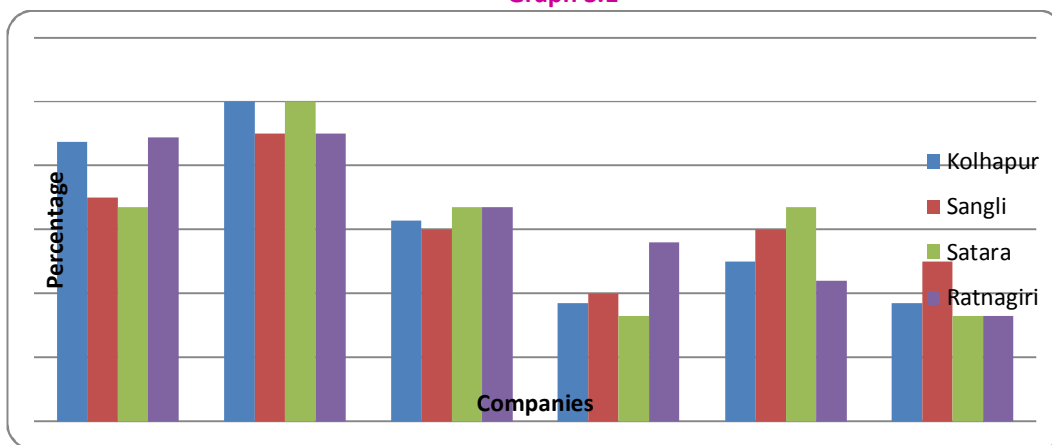
presence study. The Cipla company has more than 7500 health care products. The researcher is interested to study the 24 products, having the largest share in these four districts.

2. Results and Discussion:-

TABLE-3.1: The Percentage Of Selling Cosmetics Categories Of Different Companies In The City.

Distributors in City ↓	Dr.Reddy's	Cipla	Glenmark	Quration	Galderma	Boehringer
Kolhapur	88	100	63	37	50	37
Sangli	70	90	60	40	60	50
Satara	67	100	67	33	67	33
Ratnagiri	89	90	67	56	44	33

Graph 3.1



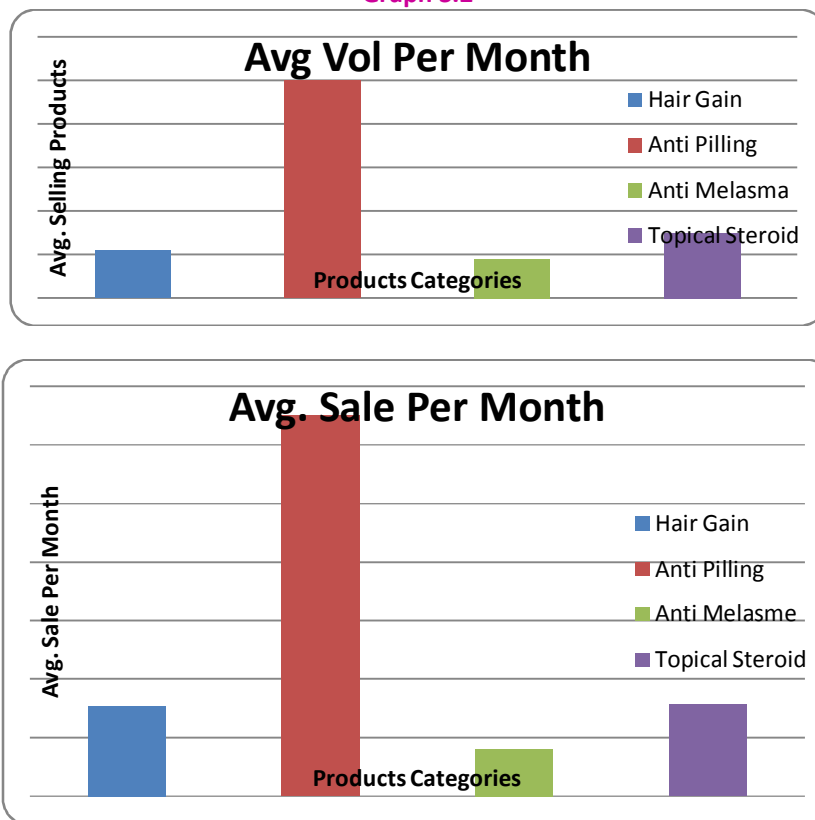
Interpretation:

From the above table we observe that majority customers purchases Cipla and Dr. Reddy’s products in the cosmetics field. In Kolhapur 100% distributors sell Cipla cosmetics products. Whereas Dr. Reddy’s is second one highest selling in cosmetics products. Glenmark products are third highest approx 63% in Kolhapur city. In Kolhapur fourth position is Galderma 50%; and other two are 37% in Kolhapur .In Sangli there is all most customers are purchasing Cipla and Dr. Reddy’s products in the cosmetics field. Almost people are purchases Ciplas product. Other company product purchase by customer at 60 to 30%. In Satara most people are purchasing Cipla product.. In second position there are 3 companies Dr. Reddy’s, Glenmark, Galderma at 67%. And other two companies Quration,Boehringer product occupies 33%. In Ratnagiri there is also people purchase the Cipla products. They sell 90% products. In second position there is also a Dr.Reddy’s products at 87%.

TABLE NO. 3.2 Products Sold in Each Month

	Avg Vol. Per Month	Rate of Each Item	Avg. Sale Per Month
Hair Gain	1100	140	154000
Anti Pilling	5000	130	650000
Anti Melasme	900	90	81000
Topical Steroid	1500	105	157500
Total	--	--	1042500

Graph 3.2



**Interpretation :**

There are two graphs, 1<sup>st</sup> one shows average selling of products item in each month. The highest selling product item is "Anti Pilling " in the market around 5000. In second position "Topical Steroid" product is selling at 1500. In 3<sup>rd</sup> position is "Hair Gain" selling at 1000. and last position "Anti Melasma".

And 2<sup>nd</sup> graph shows average rate per month of the products. Anti pilling is the highest rate per month. As above discuss the average is also same.

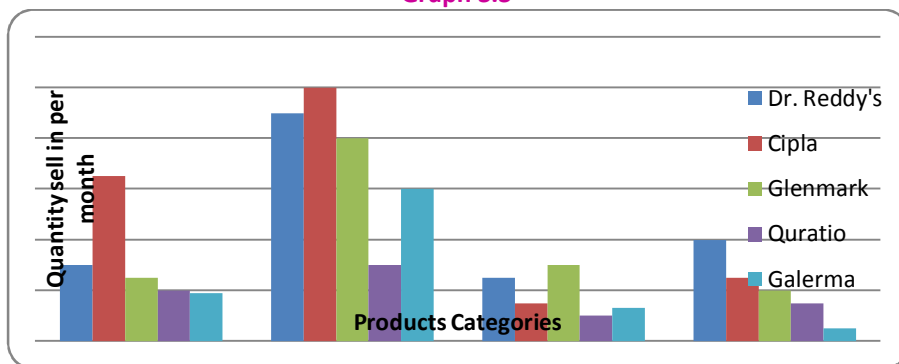
**Products are selling more in following categories.**

Product Categories	Dr.Reddy's	Cipla	Glenmark	Quratio	Galderma
Hair gain	Mintop	Tugain	Mx4	Hair gain	Hair G
Anti Pilling	Isovin	Isotroin	Sotret	Accutret	Isotret
Anti Melasma	Melama	Lumacip	Amete	Melaim	Aruma
Topical Steroid	Momet	Topcort	Amoata	Xmoto	Xmzone

**TABLE-3.3: Sale By Product Categories.**

	Dr.Reddy's	Cipla	Glenmark	Quration	Galderma
Hair Gain	300	650	250	200	190
Anti Pilling	900	1000	800	300	600
Anti Melasme	250	150	300	100	130
Topical Steroid	400	250	200	150	50

**Graph 3.3**



**Interpretation :**

From the above graph we can see Anti Pilling product is the most selling per month. And after that hair-gain is the 2nd highest selling product, and so on. In case of "Anti Pilling" product, the most selling company is Cipla, and 2<sup>nd</sup> highest is Dr.Reddy's company. The second product hair-Gain is also sold by Cipla company, and in 2<sup>nd</sup> position occupied by Dr.Reddy's company, and so on. The third product "Topical Steroid" this product is the most selling companies are Dr. Reddy's company and in 2<sup>nd</sup> position Cipla, and so on. And in last position "Anti Melasma" Dr.Reddy's is selling the product. In 2<sup>nd</sup> position there is Cipla company is selling product.

**Products are better in terms of performance.**

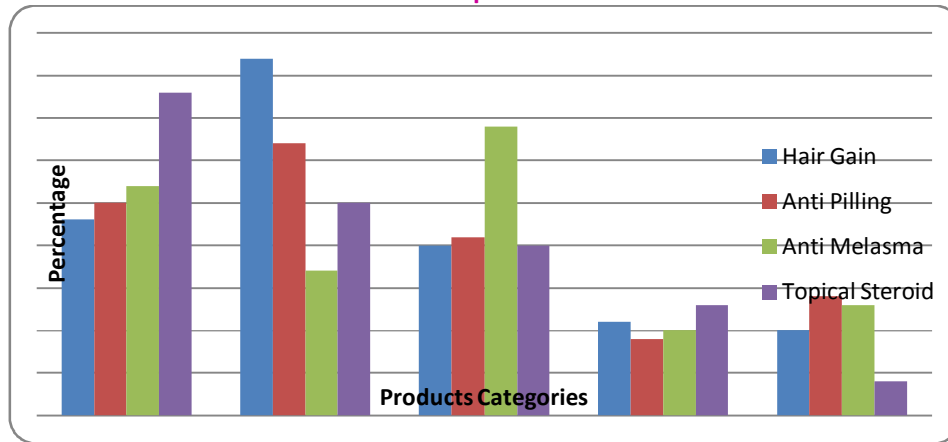
**(Give mark out of Ten)**

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**TABLE NO. 3.4 Percentage Showing in Term of Better Performance**

	Dr.Reddy's	Cipla	Glenmark	Quratio	Galderma
Hair Gain	23	42	20	11	10
Anti Pilling	25	32	21	9	14
Anti Melasme	27	17	34	10	13
Topical Steroid	38	25	20	13	4

Graph3.4



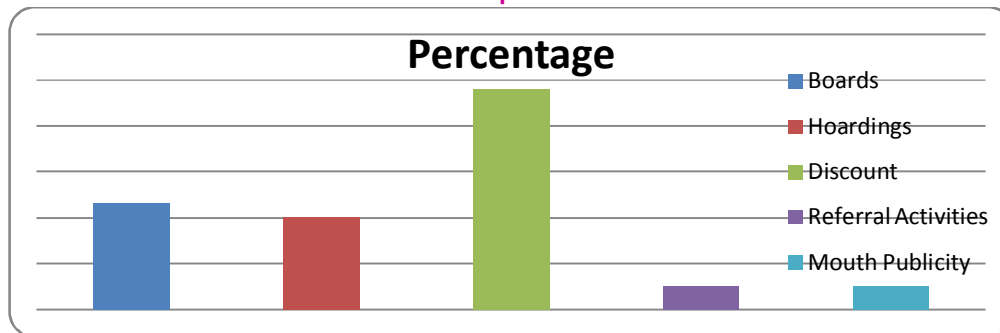
**Interpretation :**

From this graph we have some figure out and knowing in case of average only Ciplacompany is the better performance. And 2<sup>nd</sup> is Dr. Reddy give the better performance. In "Hair Gain" product the most good performance is given by Ciplacompany, is up to 42%. In that second highest the Dr.Raddy'scompany , is up to 23% and so on. In second position the product is "Anti Pilling". In this product there is also the most better performance is the Cipla company is 32%. And also in 2<sup>nd</sup> position the Dr.Raddy's company at 35%. The third product is "Anti Melasma" this product has best performance is by Glenmark is 37%. The second highest is Dr.Raddy's company27%, and so on. And 4<sup>th</sup> product is "Topical Steroid" .this product is performance is good for Dr.Raddy's company. Then Cipla company, and so on

TABLE NO.3.5 Following Efforts Done by, Distributors for Promotion of Products

	Percentage
Boards	22
Hoardings	20
Discount	48
Referral Activities	5
Mouth Publicity	5
Total	100

Graph3.5



**Interpretation :**

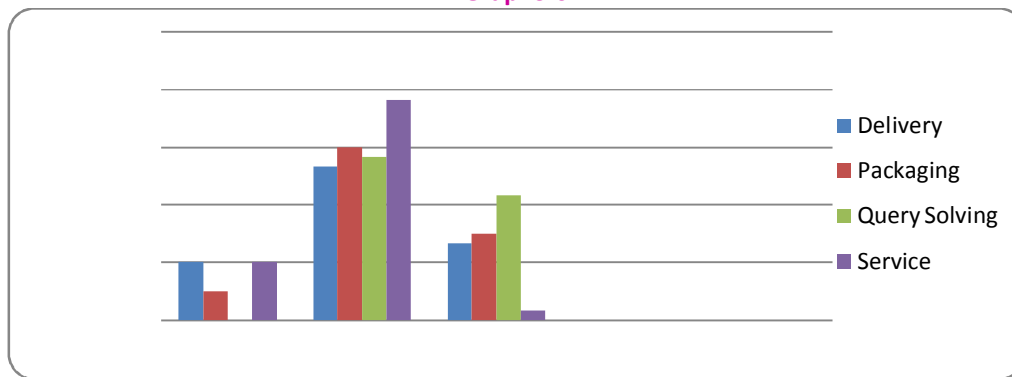
From the above graph most of distributors giving discount for promotions of products and rest of hanging boards and hoardings. Ciplas most distributors are givendiscounts on products then they have the

most publicity its 48%. Some distributors create boards and placed it in front of some shop its 22%. Then some distributors create big hoarding its 20%. Very few means 5% distributors gives referral activities and mouth publicity.

**TABLE NO. 3.6 Percentage of Satisfaction Level With The Sale People**

About	Highly Satisfied	Satisfied	Undecided	Unsatisfied	Highly unsatisfied
Delivery	20	53	27	0	0
Packaging	10	60	30	0	0
Query Solving	0	57	43	0	0
Service	20	77	3	0	0
Total	50	247	103	0	0

**Graph3.6**



**Interpretation :**

From this graph most of the distributors are satisfied with delivery, packaging, query solving and services. And some distributors are not satisfied, but they are undecided.

**3. FINDINGS:**

- 1) In the category of cosmetics product, DrReddies and Cipla are the major companies in Kolhapur, Sangli, Satra and Ratnagiri.
- 2) Majority 67% of the distributors uses Bank document as a mode of buying Cipla’s products.
- 3) Ciplacompany follows both direct and indirect ways of delivery of products to distributors are deliveries the products by direct by company.
- 4) Anti pilling products sales per month is highest than that of hair-gain and others.
- 5) In case hair-gain and anti pilling, Cipla occupies 1<sup>st</sup> place than DrReddies. But in the case of Anti Pilling, Anti Melasma, Topical Steroid Glenmark and DrReddies stood at 1<sup>st</sup> place.
- 6) It is also found that the major mode of delivery is by private transport followed by courier in all the regions.
- 7) It is also found that the company faces product return problem which ranges between 11 to 33% in the study areas.
- 8) The reasons for product returns are many. The major reason for product returns is discount problems, expiry dates and batch problems.
- 9) About 64% distributors are giving discount to customers. The discount is given for the products Hair-Gain, Anti Pilling, Anti Melasma and the Topical Steroid. Majority Discount is up to 5% but sometimes between 5 to 10%.
- 10) Generally company is giving credit to a maximum of 25 to 30 days as mentioned by 30% distributors. Distributors are also giving credit for maximum of 25 to 30 days to the retailers.

- 11) There is positive opinion and the degree of acceptance is high about the delivery of products and there is no a single complaint.
- 12) About 43% of distributors agreed that the average lead time of a particular is 1 to 5 days.
- 13) About 56 % of distributors agreed that their orders are met 100%.
- 14) Though 84% distributors said that they have received no complaints but they remain 16 % distributors got complaints such as swelling(7%), redness(3%), Allergy(4%) and Acidity(2%).
- 15) It is very interesting finding that the distributors opined that complaint resolution of Cipla is very fast and they are satisfied.
- 16) About 47% distributors had the opinion that Cipla's products are affordable as compares to others with respect to price. However,27% distributors opined that they are highly expensive.
- 17) About 63% distributors agreed that The company provides support in reaching the targets.

#### 5. SUGGESTIONS:

- 1) It is suggested that, as the comparative position of the company is not good in the case of Anti Melasma and Topical Steroid, it is suggested that the company should spend on promotional activities like academics literature on products, Referral activities, scientific discussion by senior Dermatologists, Case studies discussion which can emphasise the strengths of these products to Dermatologists so that they can promote this product.
- 2) Company can conduct audits at distributor level to check the quantity of product which are near to expiry dates. Then the auditors should direct the distributors to return such products.
- 3) The distributors are hereby suggested that they should follow rules of the company so as to return the products prior six months of expiry.
- 4) Distributors are suggested hereby that to give offers to the medical shops as follows
  - a) Product wise discount
  - b) Discount if they purchase in bulk quantity.
- 5) It is also suggested to the company that the prices of the products should be kept at par with other companies' products.

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