

HEALTHCARE MARKET ENTRY

CLIENT

Global homeopathy drug manufacturer

THE CHALLENGE

To enter the Indian Market.

OUR APPROACH

Round 1: Qualitative assessment of the market condition in the homeopathy space through consumer group discussions, depth interviews with dealers and doctors and a review of secondary data available in the market.

Round 2: Quantitative assessment of short-listed product concepts and price sensitivity amongst consumers.

Round 3: Strategic and operational support to develop 'go to market' plans including appointment of distributors.

Round 4: Ongoing engagement in shaping brand communication strategy.

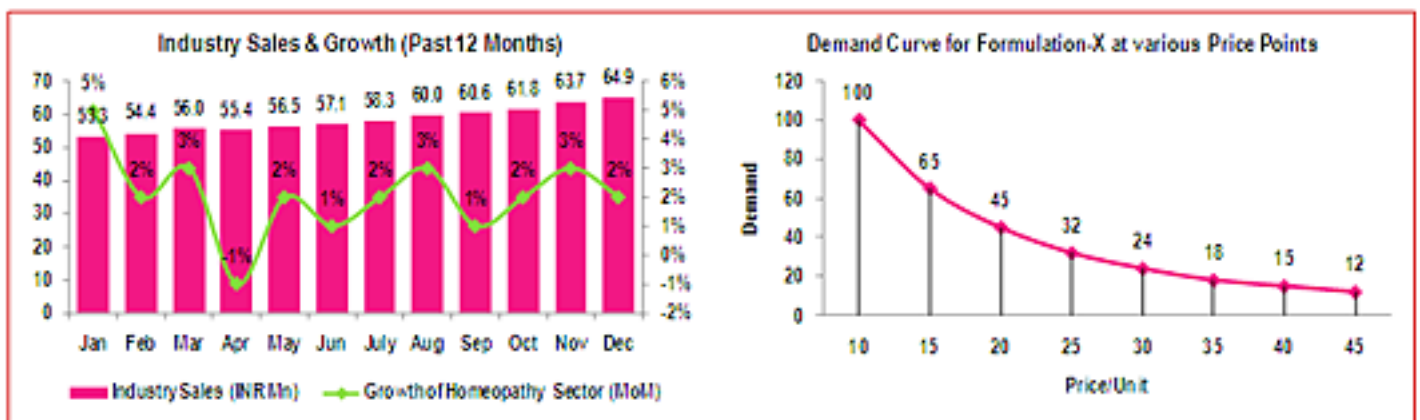
THE WINNING INSIGHTS™

We discovered significant regional differences in consumer preferences and attitudes.

Price sensitivity analysis led to discovery of the maximum price point, beyond which the brand would not have takers.

THE RESULTS

- Based on Brandscapes recommendation, the global board made a decision to launch in India.
- Regional roll-out plan developed, based on the attitudinal patterns and responses from each region.
- Brandscapes helped client in setting up registration and distribution infrastructure.
- The launch plans are under development



BRANDSCAPES WORLDWIDE

Winning Insights™ for Profitable Growth

203, Kaumudi, Station Avenue Road, Near Chembur Post Office, Chembur, Mumbai 400 071. India.

Email: info@brandscapesworldwide.com

Tel: +91 22 6742 4732 to 36

Fax: +91 22 2527 6256