

G.S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR



ACADAMIC YEAR 2019-2020

PROJECT REPORT

ON

**“SALES ANALASIS AND MARKETING RESEARCH ON ANTI HYPERTENSION
THERAPY WITH CIPLA PHARMACEUTICALS LTD ”**

Submitted to

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

For the award of the degree of

Bachelor of Business Administration

Submitted by

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Under the guidance of

Geeta Naidu ma`am

G.S. COLLEGE Of Commerce And Economic, Nagpur

Academic year 2019-20





CERTIFICATE

This is to certified that “**Sarthi Shende**” has submitted the project report on “**(SALES ANALASIS AND MARKETING RESEARCH ON ANTI HYPERTENSION THERAPY WITH CIPLA PHARMACEUTICALS LTD)**”, toward partial fulfillment of **BACHELOR OF BUSSINESS ADMINISTRATION** degree examination.

This has not been submitted for any other examination and does not form part of any other course under goes by the candidate.

It is further certified that e has ingeniously complitaded his project as priscibe by Rastrasanta Tukodoji Maharaj Nagpur University Nagpur.

Prof. Geeta Naidu
(project Guide)

Dr.Ashwini Purohit
(Co-ordinator)

Place:

Date:

G.S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR



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DECLARATION

I here – by declare that the project with title “SALES ANALASIS AND MARKETING RESEARCH ON ANTI HYPERTENSION THERAPY WITH CIPLA PHARMACEUTICALS LTD” has been completed by me in partial fulfillment of BACHELOR OF BUSSINESS ADMINISTRATION degree examination as prescribe by Rashtrasant Tukodoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination ansd does not form the part of any other course undertaken by me.

Place:

Date:





ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regard to Dr.N.Y Khandait, principal, G.S COLLEGE of commerce & economics, Nagpur

I am extremely thankfull to my project Guide Prof Geeta Naidu for her guideline throughout the project. I tender my sincere regard to Co-ordinater Dr. Ashwini purohit for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which help me in the compliation of the project.

I will fail in my duty if I do not thank the non teaching staff of the COLLEGE for their co-opration.

I would like to thank all those who helped me in the compliation of the project.

Sarathi shende

Place:

Date:



PREFACE

Corporate world is operating in an environment that is turbulent and ever changing. In this environment information is crucial to compete successfully in the market, where the market research plays an important role as it provides various information about the market to the company and facilitates strategic decision-making so that the organization may achieve its objectives. Cipla Healthcare Limited A major force in the pharmaceuticals and healthcare segment, Cipla Healthcare Limited, incorporating Healthcare Solutions & Pharma Solutions, has an unequivocal vision – to become the most admired pharmaceutical company, with leadership in market share and profits.

Healthcare Solutions This is a division with a dream to build a differentiated and a profitable pharmaceutical business with a dominant share of market in each segment in which it has a presence. With a dream to transform the industry first in India and then globally. With a dream to penetrate every nook and corner of the country with modern medicine. With a dream to move beyond pharmaceutical product offerings and make an entry into healthcare services.

The project undertaken ‘*Sales analysis and Market research of ‘Anti hypertension therapy with Cipla Ltd’*’ was an effort to analyze the market of four molecules of Cipla Ltd. The main objective of the project was to know the retailers (customers) of the given molecules. The main target of the survey was to know the sales of the customers, so that by using this data, the company can craft its strategy to increase the sales.

The present report is aimed at articulating and systematizing the definite concept of market research. The report has been divided into eleven chapters.

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ACADAMIC YEAR 2019-2020

CONTENT

- **Introduction**
- **Relevance of study/ Problem Definition**
- **Need of Study**
- **Objective of Study/Research**
- **Limitations of Study**
- **Finding And Conclusion**
- **Suggestion And Recommendation**
- **Hypothesis**
- **Research Methodology**
- **Bibliography and Reference**

INTRODUCTION OF THE PROJECT

SIGNIFICANCE OF THE STUDY

The project entitled “*Sales analysis and Market research of Anti Hypertension Therapy with Cipla Ltd*” in Nagur is of great significance for the company. The survey was conducted in the period of June-July, 2010, which provides a number of useful information to the company about the retailers, monthly consumption of various retailers, sales of the products offered by competitors in the same molecules segment etc. This information is very useful for the company to analyze the overall sales pattern of the concerned molecules and knowing about the sales of competitive products in the same segment. All these information will guide the management in making their sales strategy pertaining to Nagur city, which will ultimately contribute in the objective of sales maximization of the company and improve the profits of the company. Further, the study is also useful for future researchers, as it will guide them in their research work pertaining to Market Survey of Pharmaceutical products.

Last but not the least, the researcher has gained a lot from the research and acquired a good insight about the subject i.e. market survey in general and market position of the concerned molecules in Nagur in particular.

REVIEW OF THE EXISTING LITERATURE

The research undertaken on market survey of four molecules in Nagur is the first research of this kind in the particular segment and no existing literature is available on the concerned topic. But the researcher has reviewed the overall market position of Cipla Ltd. in Indian Pharmaceutical industry and found that Cipla has gained a 5.2% share in the domestic market at the retail level, with sales of Rs. 1.128 crore, marginally ahead of GlaxoSmithKline (GSK).

(Source: Times Network Thursday, March 31, 2005)

Cipla's growth prospects are extremely attractive due to introduction of many new products. In medicines, the antibiotics are the No. 1 segment in India. In fact there are a lot of antibiotics, which come under the star segment and 26% of the revenues come from Antibiotics for Cipla, in fact asthmatics are their main product contribution.

Objectives of Research:-

This case study is related to Cipla Healthcare Limited, a leading Indian Pharmaceutical firm. Case study is for teaching purpose fit for audience like Management Graduates & Working Executives in courses related to Merger & Acquisition, Corporate Strategies, Strategic Management and Strategic Financial Management. Objective of the study is to provide platform to ponder:

1. What is long term strategy of firm to be global leader.
2. What are the challenges before firm in implementing strategy.
3. Why a mid-sized firm (Nikkho) has been acquired in Brazil.
4. What synergy is expected by acquiring Nikkho and how it could be realized.

Research Strategy and Method:

The research will review secondary data in form of Annual Reports of company, documents submitted to regulatory authorities, press statements, research reports and available literature. It will also analyze primary data using appropriate statistical tools. The case study will be sequenced in logical order after prototype testing.

Time & Assignment Questions:

The case is expected to take 1.5 hour for teaching and will generate different set of questions keeping in mind who are the participants, their learning objective & level.

Bibliography:

- National Stock Exchange of India website
- Company Annual Reports (1996-2007)
- The Emergence of India's Pharmaceutical Industry and Implications for the U.S. Generic Drug Market, US International Trade Commission
- The Indian Pharmaceutical Industries, Expansion & Ambitions by espicom
- UNCTAD world Investment Report-2006
- Wikipedia website: Mergers and Acquisitions

Keywords: merger, acquisition, patent, pharmaceuticals

CONCEPTUALISATION

In present era of competitive business environment current and updated market information is the foundation in taking key managerial decisions. This is true in every business and pharmaceutical sector is not an exception to this. Therefore, gathering right and timely information's from market play a vital role in the success of a company and every corporation is seeking for fresh information about market. There are many ways by which a company can get information about the market. Following are the few methods by which an organization can collect information about the market are: -

- Magazines and news-papers
- Sales person
- Market survey (by own or through a market research agency)

Magazines and newspapers are the important secondary sources of collecting various information's regarding the market scenario of a particular industry/ (ies). The main advantage is that the information provided by these sources gives a good idea about the company's competitive position and are comparatively cheaper and the cost effective but they do not serve the purpose if the requirement of information is too specific and a required a due diligence in decision making.

Though, the organization always tries to fill this information gap through its sales people those who are in direct contact with customers in the market and they always possess first hand information's about the peculiar aspect of the business and know much about current market happenings and customer's expectations. Therefore, they are positioned to pick up the information missed by other means. They are widely used by many organizations, but this method also has some limitations like the sales representatives are very busy in their work and



often fail to pass on the information. Also, some sales person doesn't know which type of information is send to which managers.

The above weaknesses made compulsory for the organizations to take the help of market surveys to cater the specific information need of their business. It is an important tool for systematic gathering, recording and analysis of data about the specific problems relating to the business organization. Though, this method is costly and time consuming but the information's provided by the market survey are the original one and cater to the specific aspect of the problem so that the real solutions can be obtained of complex business problems and suitable strategies may be made to cope up the future challenges of the market.

The present project entitled '*Sales analysis and Market research of four molecules with Cipla Ltd*' is basically undertaken to consider the specific aspect of information need of the company as company was interested to know the sales of its molecules in Nagur as compared to their competitor's products in the particular segment so that suitable sales strategies may be drafted to gain the market share in the Nagur city.

Type of Market Survey

Market survey can be divided into two types: -

- a. Basic survey
- b. Applied survey

- Basic survey is that intended to enlarge the body of knowledge in a field or to provide knowledge for the use of others.
- Applied survey is carried on for the solving of a particular problem or for guiding a specific decision, and usually its results are private.

Thus, the survey conducted by researcher is a basic survey....

APPLICATION OF MARKETING RESEARCH

There are many applications of market research, which are spread into many fields. It is useful for both type of organization whether they are profitable or non-profitable. Their applications are depend on that in which field research is conducted. Their applications in various fields are as follow:

- In sales and marketing research
 - Measurement of market potential
 - Market share analysis
 - Determining market characteristics
 - Sales analysis

- Business economics and corporate research
 - Short-range forecasting
 - Long-range forecasting
 - Pricing studies .

- Product research
 - Test the existing products
 - Competitive products
 - New products acceptance

- Advertising research
 - Advertising effectiveness
 - Competitive advertising
 - Media research



INTRODUCTION TO THE INDUSTRY

PHARMA INDUSTRY OVERVIEW-

The **Indian Pharmaceutical Industry** today is in the front rank of India's science-based industries with wide ranging capabilities in the complex field of drug manufacture and technology. A highly organized sector, the Indian Pharma Industry is estimated to be worth \$ 4.5 billion, growing at about 8 to 9 percent annually. It ranks very high in the third world, in terms of technology, quality and range of medicines manufactured. From simple headache pills to sophisticated antibiotics and complex cardiac compounds, almost every type of medicine is now made indigenously.

Playing a key role in promoting and sustaining development in the vital field of medicines, **Indian Pharma Industry** boasts of quality producers and many units approved by regulatory authorities in USA and UK. International companies associated with this sector have stimulated, assisted and spearheaded this dynamic development in the past 53 years and helped to put India on the pharmaceutical map of the world.

The Indian Pharmaceutical sector is highly fragmented with more than 20,000 registered units. It has expanded drastically in the last two decades. The leading 250 pharmaceutical companies control 70% of the market with market leader holding nearly 7% of the market share. It is an extremely fragmented market with severe price competition and government price control.

The pharmaceutical industry in India meets around 70% of the country's demand for bulk drugs, drug intermediates, pharmaceutical formulations, chemicals, tablets, capsules, orals and injectibles. There are about 250 large units and about 8000 Small Scale Units, which form the core of the pharmaceutical industry in India (including 5 Central Public Sector Units).

These units produce the complete range of pharmaceutical formulations, i.e., medicines ready for consumption by patients and about 350 bulk drugs, i.e., chemicals having therapeutic value and used for production of pharmaceutical formulations.



Following the de-licensing of the pharmaceutical industry, industrial licensing for most of the drugs and pharmaceutical products has been done away with. Manufacturers are free to produce any drug duly approved by the Drug Control Authority. Technologically strong and totally self-reliant, the pharmaceutical industry in India has low costs of production, low R&D costs, innovative scientific manpower, strength of national laboratories and an increasing balance of trade. The Pharmaceutical Industry, with its rich scientific talents and research capabilities, supported by Intellectual Property Protection regime is well set to take on the international market.

ADVANTAGE IN INDIA

Competent workforce: India has a pool of personnel with high managerial and technical competence as also skilled workforce. It has an educated work force and English is commonly used. Professional services are easily available.

Cost-effective chemical synthesis: Its track record of development, particularly in the area of improved cost-beneficial chemical synthesis for various drug molecules is excellent. It provides a wide variety of bulk drugs and exports sophisticated bulk drugs.

Legal & Financial Framework: India has a 53 year old democracy and hence has a solid legal framework and strong financial markets. There is already an established international industry and business community.

Information & Technology: It has a good network of world-class educational institutions and established strengths in Information Technology.



Globalization: The country is committed to a free market economy and globalization. Above all, it has a 70 million middle class market, which is continuously growing.

Consolidation: For the first time in many years, the international pharmaceutical industry is finding great opportunities in India. The process of consolidation, which has become a generalized phenomenon in the world pharmaceutical industry, has started taking place in India.

THE GROWTH SCENARIO

India's US\$ 3.1 billion pharmaceutical industry is growing at the rate of 14 percent per year. It is one of the largest and most advanced among the developing countries.

Over 20,000 registered pharmaceutical manufacturers exist in the country. The domestic pharmaceuticals industry output is expected to exceed Rs. 260 billion in the financial year 2009, which accounts for merely 1.3% of the global pharmaceutical sector. Of this, bulk drugs will account for Rs 54 billion (21%) and formulations, the remaining Rs 210 bn (79%). In financial year 2009, imports were Rs 20 billion while exports were Rs. 87 billion.



STEPS TO STRENGTHEN THE INDUSTRY

Indian companies need to attain the right product-mix for sustained future growth. Core competencies will play an important role in determining the future of many Indian pharmaceutical companies in the post product-patent regime after 2005. Indian companies, in an effort to consolidate their position, will have to increasingly look at merger and acquisition options of either companies or products. This would help them to offset loss of new product options, improve their R&D efforts and improve distribution to penetrate markets.

Research and development has always taken the back seat amongst Indian pharmaceutical companies. In order to stay competitive in the future, Indian companies will have to refocus and invest heavily in R&D.

The Indian pharmaceutical industry also needs to take advantage of the recent advances in biotechnology and information technology. The future of the industry will be determined by how well it markets its products to several regions and distributes risks, its forward and backward integration capabilities, its R&D, its consolidation through mergers and acquisitions, co-marketing and licensing agreements.



COMPANY INTRODUCTION

Cipla was registered as a public company with an authorized Capital of Rs 6 lakhs on August 1935. This was started as a small drug and medicines manufacturer under the name “The Chemical, Industrial and Pharmaceutical Laboratories”, which came too popularly called as Cipla. Cipla was officially opened on September 22, 1937 when the first products were ready for the market.

Khwaja Abdul Hamied founded Cipla. In COLLEGE, he found Chemistry fascinating. He set sail for Europe in 1924 and got admission in Berlin University as a research student of “The Technology of Barium Compounds”. He earned his doctorate three years later. He gave the company all his patent and proprietary formulas for several drugs and medicines, without charging any royalty.

Cipla Ltd. has displayed remarkable understanding to grow both vertically and horizontally. Since its formation, Cipla has repeatedly scored success in its industrial ventures by tapping opportunities in the market, even in a fierce competition in the international environment.

Today, the company is under the chairmanship of Sh. Yusuf Hamied the Company's principal activities are to manufacture chemicals and pharmaceutical products. The company has more than 1,000 products in the domestic market including generic AIDS drugs, antibiotics, anti-asthmatics, anti-cancer, anti-inflammatory, anti-depressant and other drugs. It produces its products at 10 manufacturing plants located throughout the country. Cipla is the leader in the domestic retail pharmaceutical market, ahead of GlaxoSmithKline. The products of the Company are sold in India, Africa, Middle East, Europe, Americas, Asia and Australia. It also exports raw materials, intermediates, prescription drugs, over- the-counter products, and veterinary products to more than 160 countries around the world. A strong financial base and marketing standing are the main reasons of company’s consistent and rapid growth that sustained even more than four decades.

Research and Development continues to play a vital role in the achievement of company's goals. It perfectly compliments with company's goals of leadership, quality and growth. From product to productivity, from quality control to cost reduction, Research and Development is helping Cipla.

Human resource development is recognized as the assets of any organization at all ranks. It is for the reason that considerable attention is given to Human Resource Development. The development programmers aimed at motivation and enhancing efficiency at all levels.

Cipla supplies its cheap anti-AIDS drug to more than 35 countries, mainly in Africa. In March it was named by World Health Organization as one of the preferred suppliers of Anti- AIDS drugs. Cipla is aggressively expanding its therapeutic reach in high margin segment of cardiovascular, diabetic, anti asthma inhalers and central nervous system to boost domestic sales. With marketing joint ventures in all major markets of Europe, Australia, Africa, South East Asia, China and US. The company comes with modern drugs at a comparatively lower price in the domestic market.

INDUSTRY STRUCTURE AND DEVELOPMENT

The Indian pharmaceutical industry grew by 4.2% during the year 2004-05.

The introduction of the patents (Amendment) act, 2005, early this year brought in the product patent regime, which came in to force on 1st January 2005. The domestic industry will need a gear itself to meet the challenges of this new scenario and a spate of strategic realignment and consolidation activity within the industry in anticipated.

PERFORMANCE REVIEW

Sales for the year crossed Rs. 23,250 million recording an impressive 18% growth over the previous year. This was achieved despite depressed sales in 4th q., mainly on account of confusion related to the implementation of value added tax and the heavy of excise duty on the MRP of formulation.

Cipla maintained its leadership in the domestic market, retaining its no.1 rank in the ORG IMS rating (Retail store audit MAT March, 2005).Exports grew by 30%, exceeding Rs. 10,500 million. Both active pharmaceutical ingredients (APIs) and formulations contributed to the growth in business in the international market. Overseas business now forms 45% Of the Company's total turnover.

The company received the express pharmacy pulse award for overall performance and jointly the best exporter award. The Company's strategic alliances with its international marketing partners progressed as envisioned. The overall net profit of the company at Rs 4096 million grew by 33%. This was mainly on account of improved product mix, optimization of resources and higher non-operating income.

NEW PRODUCTS

The company yet again took a head in the introduction of many new products and APIs in the country. Some of the formulation has unique distinction of being the first in the world in their respective therapeutic class. These were;

- Dove (tiotropium and formoterol inhaler and rotacaps) – long lasting combination bronchodilator for COPD.
- Douvir E kit (lumivudine, zidovudine and efavirenz tablets) – Noval triple drug fixed dose combination kit for HIV/AIDS.
- Duonase (azelastine and fluticasone nasal spray) – New steroid-decongestant combination spray for allergic rhinitis.
- Levovil (levosalbutamol inhaler, rotacaps, tablets and syrup) – The first chiral salbutamol bronchodilator for asthma in these dosage forms.
- Mucinac (n-acetylcysteine effervescent tablets) – Mucolytic antioxidant.
- Seroflo Multi-Haler (salmeterol and fluticasone). The first single action multi-dose dry powder inhaler (DPT) for asthma and COPD.
- Voltanec (aceclofenac and beta-cyclodextrin tablets) – Fast acting non-steroidal anti-inflammatory drug.

MANUFACTURING FACILITIES

The first phase of the new formulation plant in Baddi, Himachal Pradesh for the manufacture of Tablets and Capsules was completed and the unit commenced commercial production in April 2005. Facilities for manufacture of aerosols at this site are expected to be completed by December 2005. In addition, the company expanded its Goa facilities and also set up new export oriented unit (EOUs) at Kurkumbh and Bangalore.

REGULATORY APPROVALS

A number of dosage forms and APIs manufactured in the company's various plants continue to enjoy the approval of most major international regulatory agencies. These include the US FDA, MHRA UK, PIC Germany, MCC South Africa, TGA Australia, the WTO Geneva, Department of Health Canada, ANVISA Brazil and SIDC Slovak Republic.

SAFETY AND ENVIRONMENT CARE

As always, the company maintained high standards of safety and environment preservation at all units. During the year, Cipla's Patalganga unit was awarded the 'five star' rating for the third consecutive year, while the Kurkumbh unit was awarded the coveted 'Sword of Honour' by the British Safety Council.

INTERNAL CONTROL SYSTEMS

The company's internal control procedures are designed to keep pace with the organization's growth in size and complexity of operations. These measures ensure compliance with various policies, practices and status. Cipla's internal audit team carry out extensive audits across all functional areas, throughout the year and submit their reports to the Audit committees.

HUMAN RESOURCES

In keeping with its policy of enhancing the individual's growth potential within the framework of corporate goals, training of technical and marketing personnel continued to receive maximum attention. The Director records their appreciation of the support and contribution of all employees towards the growth of the company.

Particulars of employees required to be furnished under Section 217(2A) of the Companies Act, 1956 from past of this report. Any shareholder interested in obtaining a copy may write to the company secretary at the Registered office of the company.

OPPORTUNITIES

INTERNATIONAL MARKETS

Exports will be the thrust area for growth in the near future. The company is well geared to meet this objective with its state-of-the-art. Manufacturing facilities at Goa, Kurkumbh, Patalganga and now of Baddi. Cipla's products are registered in over 150 countries. Strategic alliances with various partners in the regulated and other market will contribute to future growth.

RESEARCH AND DEVELOPMENT

The company has entered into a research alliance with Avesthagen, a Bangalore-based biotech company, to develop biotherapeutic products. Cipla's R & D Division retains its focus on the development of new products and new drug delivery systems across a range of therapies. A number of patents, local as well as international, were filed during the year.

TECHNOLOGICAL STRENGTHS

Sound technical expertise and state-of-the-art manufacturing facilities will remain the pillars of the company to consolidate its standing in India and other countries.

Strategic alliances for research, manufacturing and marketing will acquire greater importance in the changing international business environment.

As Cipla turns 70, the company is confident of maintaining its leading position and sustaining its growth with new vigour in the year to come.

MISSION AGAINST AIDS, MALARIA AND OTHER NEGLECTED DISEASES

Cipla continues its fight against the AIDS pandemic. Its medicines are helping to treat over patients worldwide. These are several initiatives to make available new anti-retroviral drug too HIV patients, in India and other countries, at reasonable prices and Cipla will do its very best in this humanitarian effort. In this matter, the company has co-operated with the international communities in every way possible.

Cipla has also been among the major suppliers of anti-malarial drugs and drugs for neglected diseases such as schistosomiasis to international markets.

OTHER WELFARE ACTIVITIES

The Company also continued to support education and community welfare, directly and through its charitable trusts. The Company provided medicines to treat over a million poor, aged patients in slums and villages through Helpage India as part of its social responsibility initiative. The Company also provided free medicines to the tsunami-affected in India and Sri Lanka.

SHARE CAPITAL

Pursuant to the Scheme of Arrangement sanctioned by the Bombay High Court vide its Order dated 11th June 2004 and consequent to the approval already granted by the members under Section 81(1A) of the Companies Act, 1956 the Company has allotted 8488 Equity Shares of Rs.2 each on 10th September 2004. These shares have been listed on The Stock Exchange, Mumbai (BSE) and National Stock Exchange of India Limited (NSE).

DIRECTORS

In recognition of his achievements, the President of India conferred the coveted Padma Bhushan Award to Dr. Y.K. Hamied on 26th January 2005. Dr. M.K. Gurjar and Mr. M.R. Raghavan retire by rotation and being eligible offer themselves for reappointment.

> Founder

Dr. K.A. Hamied
(1898-1972)

□ Chairman & Managing Director



Dr. Y.K. Hamied

> Joint Managing Directors

Mr. M.K. Hamied

Mr. Amar Lulla

> Non-Executive Directors

Mr. V.C. Kotwal

Dr. H.R. Manchanda

Mr. S.A.A. Pinto

Mr. M.R. Raghavan

Mr. Ramesh Shroff

Mr. Pankaj Patel



INTRODUCTION OF THE TOPIC

Market research is the process of collecting and analyzing information about the customers you want to reach, called your target market. This information provides you with the business intelligence you need to make informed decisions. Market research can help you create a business plan, launch a new product or service, fine tune your existing products and services, expand into new markets, develop an advertising campaign, set prices, and/or select a business location.

Types Market Research

Market research methods fall into two basic categories: primary and secondary. Your research might involve one or both, depending on your company's needs.

Primary research involves collecting original data about the preferences, buying habits, opinions, and attitudes of current or prospective customers. This data can be gathered in focus groups, surveys, and field tests. Secondary research is based on existing data from reference books, magazines and newspapers, industry publications, chambers of commerce, government agencies, or trade associations. It yields information about industry sales trends and growth rates, demographic profiles, and regional business statistics.

The bulk of your secondary research now is available on the Internet thanks to the proliferation of sites that provide or sell data about individuals and companies and because most publications now are available online.

Using Market Research

Market research allows you to pinpoint a host of key business factors about your market. It can help you identify:

- Growth trends in your business sector
- Size of your target market
- Best location for your business



- How your business stacks up against the competition
- Factors that influence buying decisions
- Degree of demand for your product or service

It also can reveal key information about your customers and prospects, including:

- Their demographic profile
- The types of features or special services they want
- What they like and dislike about your product or service
- How they use your product or service
- How often they buy and how much they will pay for your product or service

Once you analyze the results of your market research, you'll be in a better position to create a focused business plan, develop a targeted advertising campaign, set competitive prices, select a new business location, or take other steps to grow your company.

FOCUS OF THE PROBLEM

The project entitles “*Sales analysis and Market research of Anti hypertension therapy with Cipla Ltd,*” is aimed to examine the sales volume of Cipla and its competitors to know their market share in the allotted area.

So the company wants to know about his market share as compare to his rival’s brands... today there are so many brands prevelling in the market in hypertension drugs of various companies like- zydus cadilla,mankind etc . So the company tends to know about his market position.that where we are leading or where we are losing the customers. And what are the variances behind it..find out the variances and solved out.....



OBJECTIVES OF THE STUDY

The primary objective of the study is to analyze the competitive strength of different products of different companies in four molecules. In order to achieve the above objective the study is divided into following sub-objectives:-

1. To find out the availability of different products in given four molecules of different companies.
2. To find sales volume of different types of products.
3. To compare of sales volume of different products in the same molecule and draw out their competitive strength.
4. To analyze the factors responsible for product for their high and low completeive strength.
5. To find out problems regarding company products and services.

RESEARCH **RESEARCH**



METHODOLOGY **METHODOLOGY**

RESEARCH METHODOLOGY

Nature of Research:

A Exploratory cum descriptive approach was followed since this involved conducting the survey in which data is collected about the sales of different products to know about the sales of various molecules in Nagur city. It is aimed specially at collecting information from various chemists operating in the Nagur.

Research design:

The field survey for the project was conducted through a structured questionnaire for chemists (see Appendix). The questionnaire contained mostly close ended and some open ended questions aimed to know about the sales and availability of Diff. molecules considered in the study. All the data collected, is primary data as well as secondary data is used in study.

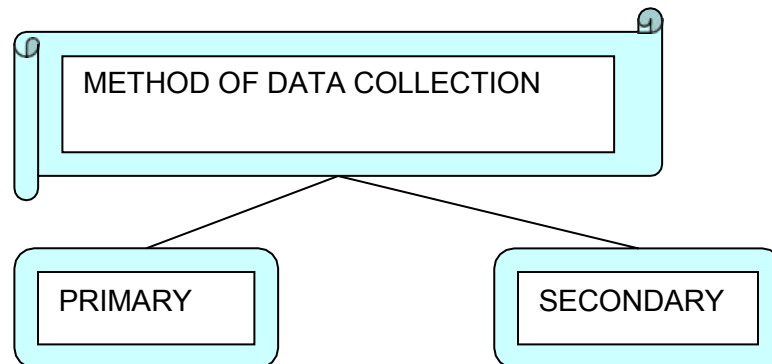
Universe and Survey Population:

The present study will be conducted in Nagur city. Survey population is chosen from the universe on the basis of convenient random sampling. About 100 retailers are covered in survey in Nagur during study.

Sample Size and Techniques:

In this a part of the population is selected to serve as representative of the population on which research is carried out. This is necessary because sometime the size of the population make it difficult to study each member of the population. In the present study more than 100 retailers are covered in survey in allotted area, hence sample size is about 100. The techniques used for choosing sample size are convenient sampling and random sampling.

DATA COLLECTION AND DATA RESOURCES



The study is based on primary data as well as secondary data is involved in it. The researcher has conducted a survey and primary data is collected with the help of structured questionnaire filled by the researcher during personal interview with the respondents

Research Instrument:

Structured questionnaire contained close-ended questions and a few open-ended questions, is used as a tool for collection of data. Also there are some secondary data collected by company website, wholesalers, through company's internal departments.

Analysis Patterns:

In order to analyze the collected data the researcher has used the techniques of Percentage and Ratio analysis with the major drugs of the company which have a competitive market share..

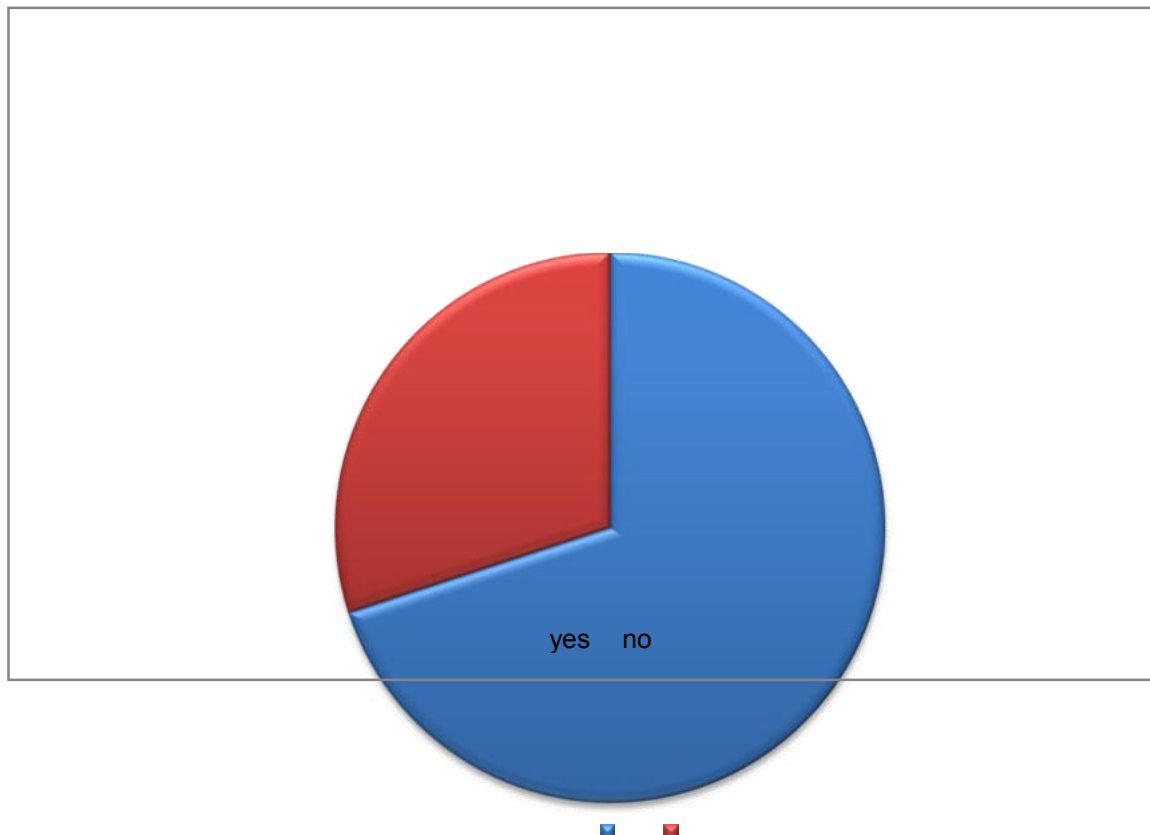
ANALYSIS AND INTERPRETATION

INTERPRETATION OF SALES RECORDED IN SURVEY

This part is about the interpretation of sales recorded in survey. Many products are available in molecules, which are considered for survey. The sale of one product in one area is different in another area. In one market one product is dominating and in other market another product is dominating. After analyzing the present survey, one can find out which product is dominating in which market.

1.> Do u sell the cipla's products?

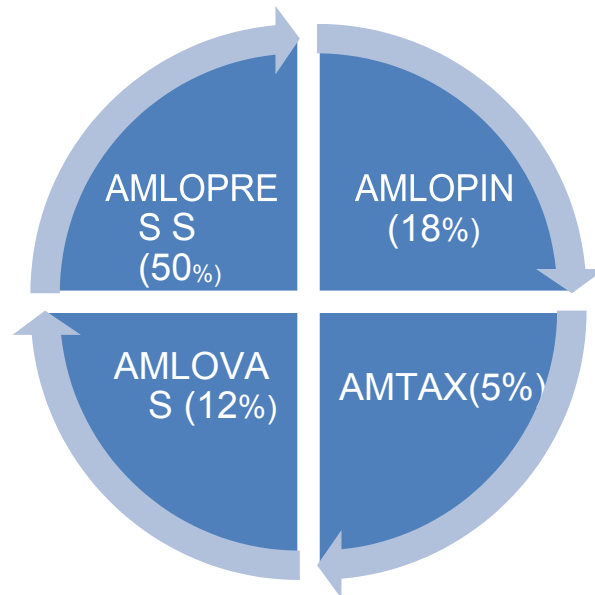
Response	Percentage Respondent	of
Yes	70%	
No	30%	



2.>How much you have sale of Amlodipin molecules of cipla's drug's?

➤ AMLODIPIN MOLECULE-

The diagram shown below is informing about the number of tablets sales of different products in Amlodipin molecule in month of June-July in Nagur area, Amlopress(cipla) has highest sale as per data recorded.



Various brands from various companies are-

- Amlokind -Mankind
- Atenova -Lupin
- Amlomed –Germun Romudiz

INTERPRETATION

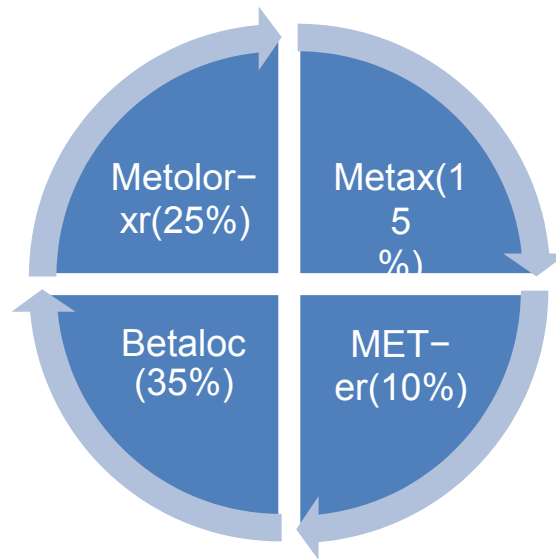
The diagram tells about market share of different products of Amlodipin molecule in Nagur. In this area, Amlopress has highest market share with 50% of market share. After that Amlopin(zydus) has 18% market share and stands on 2nd position.

SALES OF AMLORESS DRUG IN NAGUR REGION - 5 LAKH Monthly/-

3.>How much you have sale of Metoprolol molecules of cipla's drug's?

➤ METOPROLOL MOLECULE-

The diagram shown below is informing about the number of tablets sales of different products in Metoprolol molecule in month of June-July in Nagur. In this area, Betaloc(astra) has highest sale as per data recorded. Cipla product Metolor-xr come out on 2nd position in this area.



Various brands from various companies are-

- Met XL -Ajanta
- Metapur –Emcure
- Selomax -Astra

INTERPRETATION

The diagram tells about market share of different products of Metoprolol molecule in Nagur. In this area Betaloc(astra) has highest market share with 35% of market share. After that Metolor-xr(cipla) has 25% market share and stands on 2nd position.

SALES OF METOLOR-XR DRUG IN NAGUR REGION – 50000/- Monthly(App.)

4.>How much you have sale of Amlo+Atenolol molecules of cipla's drug's?

➤ **AMLO**

+

ATENOLOL MOLECULE-

The Drug is informing about the number of tablets sales of different products in Amlo+Atenolol molecule in month of June-July in Nagur. In this area, Amlopress-at (cipla) has highest sale as per data recorded.

MAJOR SALES COMPETITOR'S ARE..... IN THIS MOLECULE



INTERPRETATION

The market share of different products of Amlo+Atenolol molecule in Nagur interior. In this area , Amlopress-at (cipla) has highest market share with 42% of market share. After that Aten(zydus) has 26% market share and stands on 2nd position.

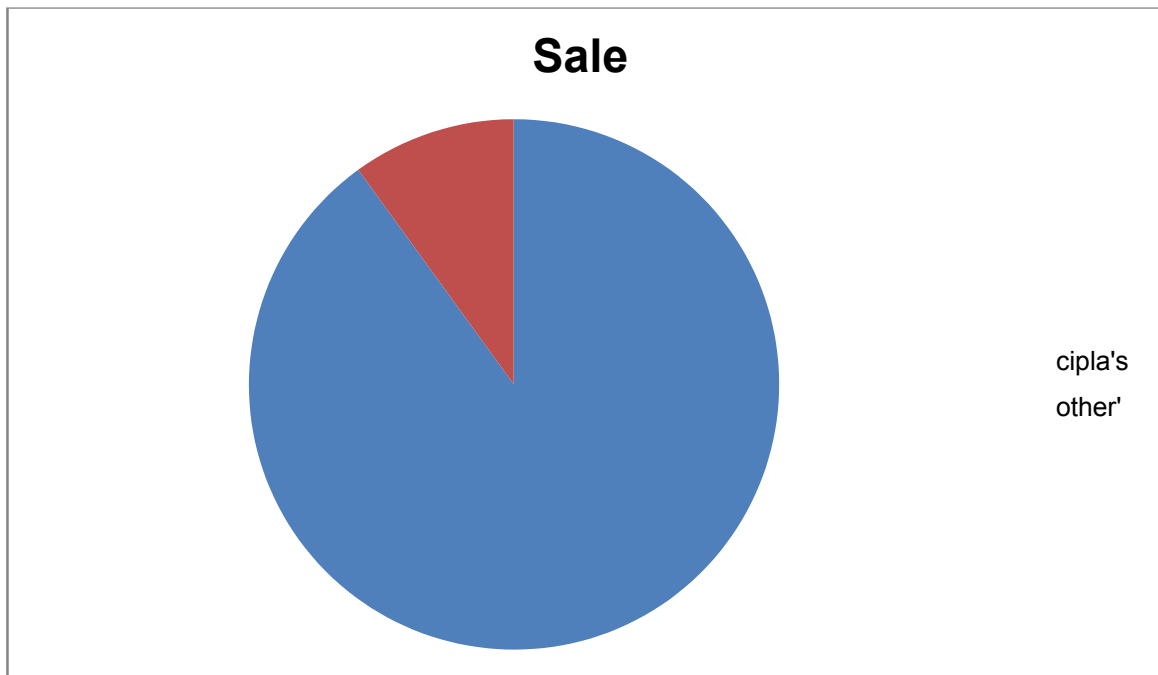
SALES OF AMLOPRESS-AT DRUG IN NAGUR REGION – 3.5 LAKH Monthly/-

5.>How much you have sale of Amlo+Nebivilol molecules of cipla's drug's?

➤ **AMLO + NEBIVILOL MOLECULE -**

This is informing about the number of tablets sales in Amlo+nebivilol molecule in month of June-July in Nagur city. In this area, Cipla's product Amlopress- NB has highest sale as per data recorded.

■ **IN NEBIVILOL SALT CIPLA HAS A DRUG- NEBICIP**



INTERPRETATION

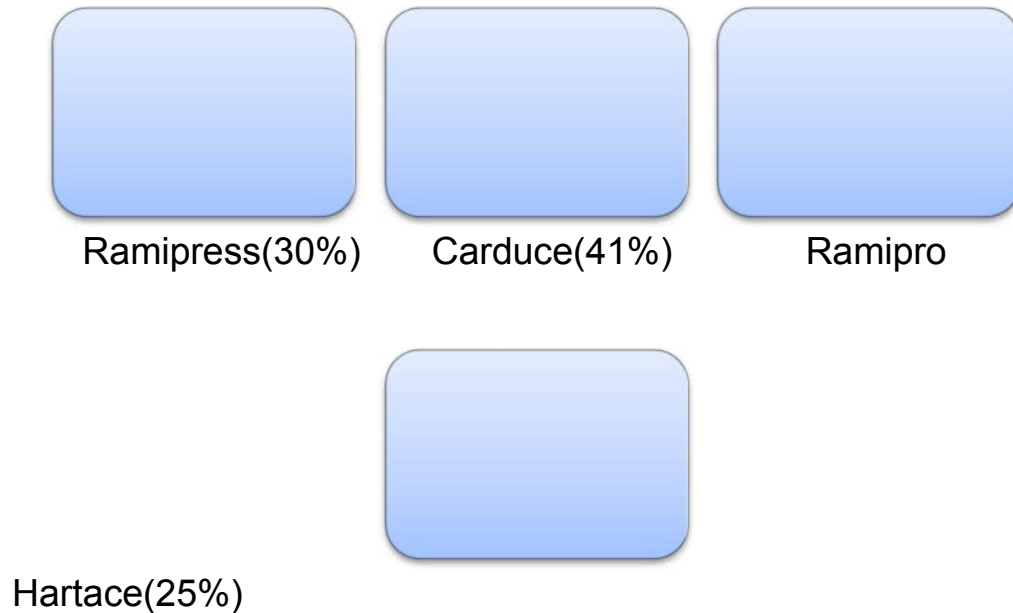
The market share of Amlo+nebivilol molecule in Nagur city is huge. In this area Amlopress- NB has highest market share or we can say that only cipla deals in this molecule.that's why cipla has a monopoly in this salt in the market..

SALES OF AMLOPRESS-NB DRUG IN NAGUR REGION – 20000/- Monthly.

6.>How much you have sale of Ramiprill molecules of cipla's drug's?

➤ **RAMIPRILL MOLECULE -**

This is informing about the number of tablets sales of different products in Ramiprill molecule in month of June-July in Nagur city. In this area, Carduce(avento) has highest sale as per recorded data. Cipla's product Ramipress has stands on second position.



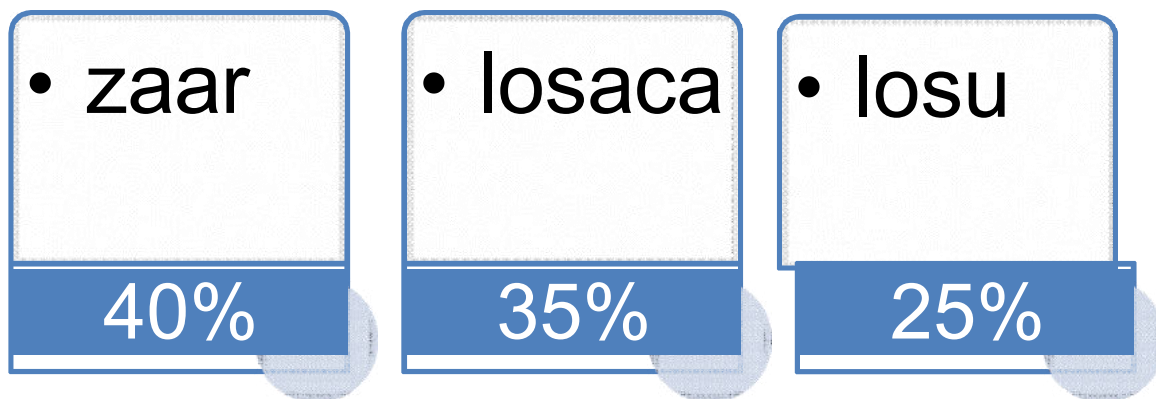
INTERPRETATION

Carduce(avento) has highest market share with 41% of market share. Cipla product is on second position with 30% market share. After that Hartace(biocoïn) has 25% market share and stands on third position.

7.>How much you have sale of Lovastan molecules of cipla's drug's?

➤ **LOVASTAN MOLECULE**

This is informing about the number of tablets sales of different products in Lovastan molecule in month of June-July in Nagur interior. In this area, Zart(cipla) has highest sale. After that Losacar comes on second position.



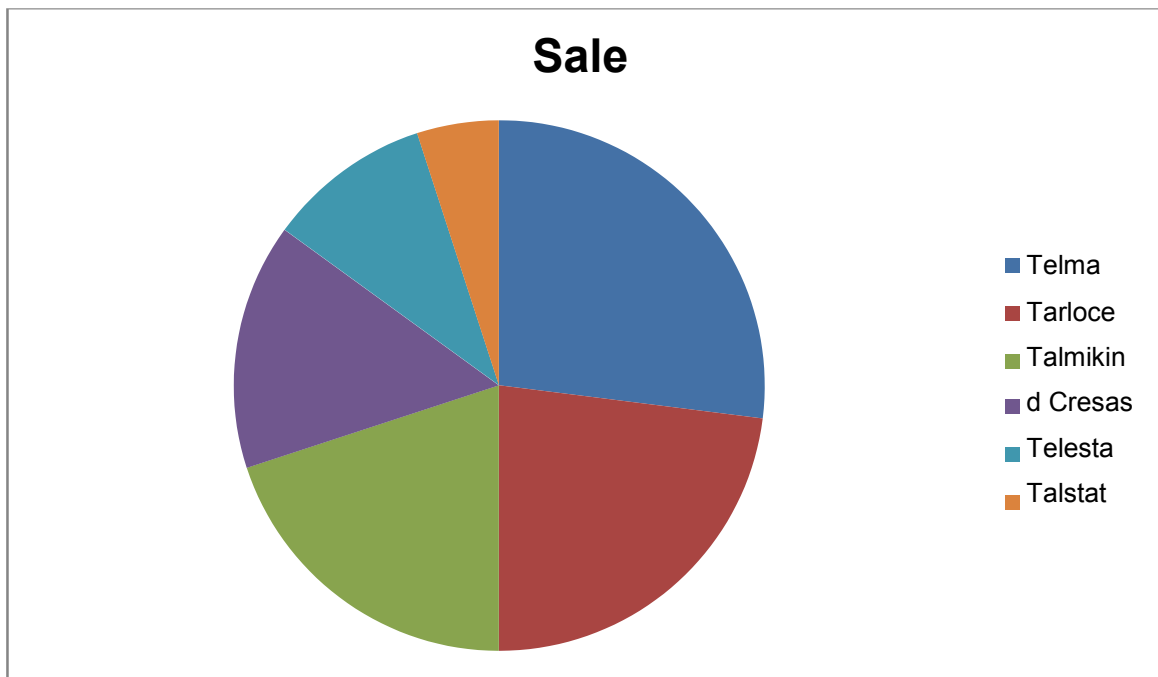
INTERPRETATION

The diagram tells about market share of different products of Lovastan molecule in Nagur interior. In this area Zart(cipla) has highest market share with 40% of market share. After that Losacar has 35% market share and stands on second position.

8.>How much you have sale of Telmesontom molecules of cipla's drug's?

➤ **TELMESONTOM MOLECULE**

This is informing about the number of tablets sales of different products in Telmesontom molecule in month of June-July in Nagur . In this area, Telma(Glanemink) has highest sale . Cipla's product Cresas has low sale and stands on 4th position.



INTERPRETATION

In this Telmesontom Molecule Telma has highest market share with 27% of market share. After that Tarloce has 23% market share and stands on second position. Talmikind is on third position with 20% market share.

Cipla has a very low sale in this molecule just about 15% in allotted area in compare to other rival's.and after that Telesta(Lupin) and Talstat(Biocan) has come.

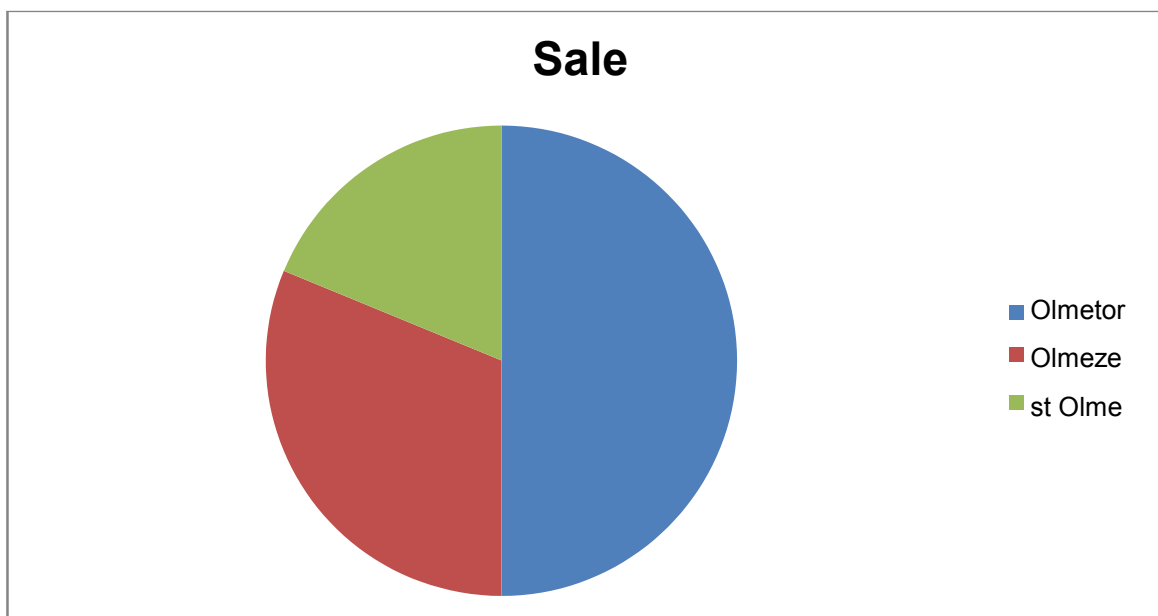
2.>How much you have sale of Olmesontom molecules of cipla's drug's?

➤ OLMESONTOM MOLECULE

This is informing about the number of tablets sales of different products in Olmesontom molecule in month of June-July in Nagur. In this area, Olmetor(torrent)has highest sale. After that Olmezest(sun) comes on second position. Cipla's product Olmeup has stands on third position.

Various brands from various companies are-

- Olmat -Micro
- Olmitracck -USV
- Olay -Zydus

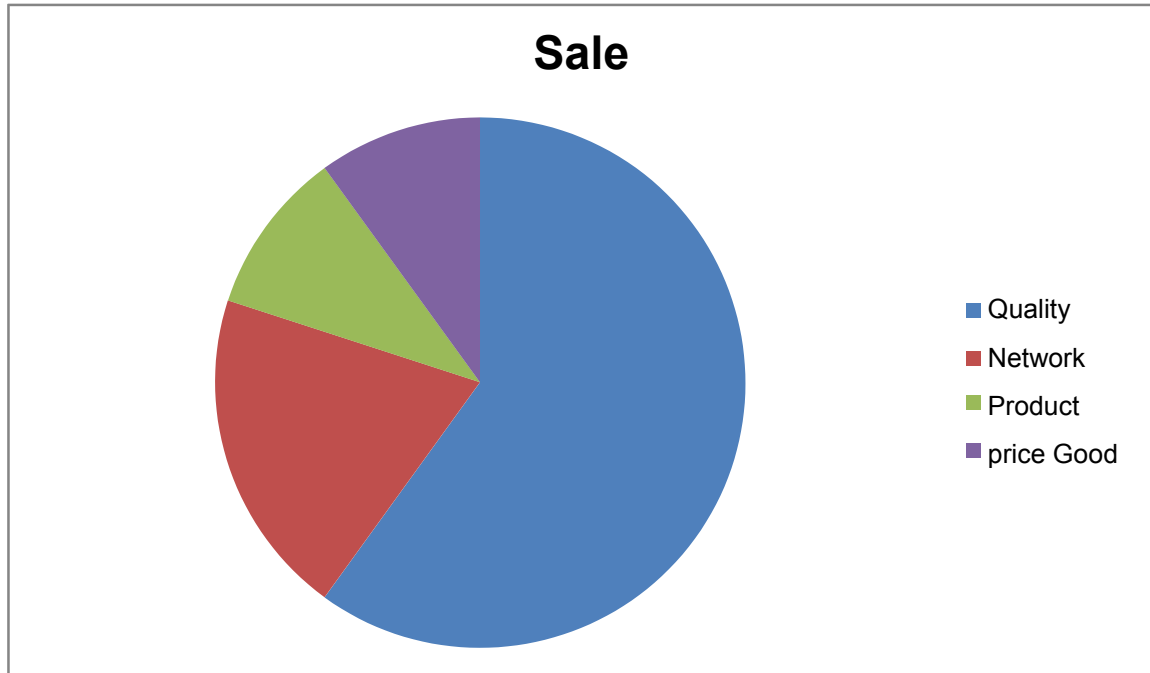


INTERPRETATION

The market share of different products of Olmesontom molecule in Nagur. In this area Olmetor has highest market share with 40% of market share. Olmezest is on second position with 25% market share. After that Olme-up(cipla) has 15% market share and stands on third position.

10. > Why you are interested in above brands?

- **Quality in good**
- **Network**
- **Product Price**
- **Good service**

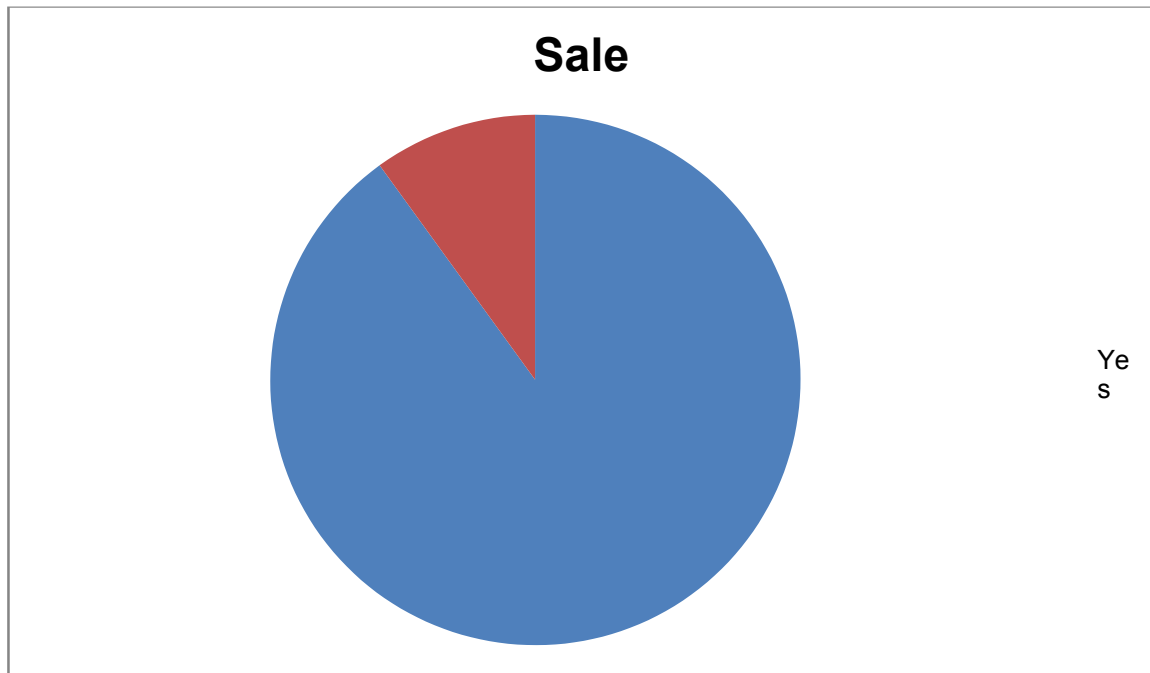


INTERPRETATION-

In above the given aspects the 60% respondents says that we are interested in these brands..b'coz of the quality is good of the cipla's products..and others 25% given network choices.

11.>Do you think that advertisement affects the sale of medicines?

Response	Percentage Respondent	of
Yes	90%	
No	10%	



INTERPRETATION-

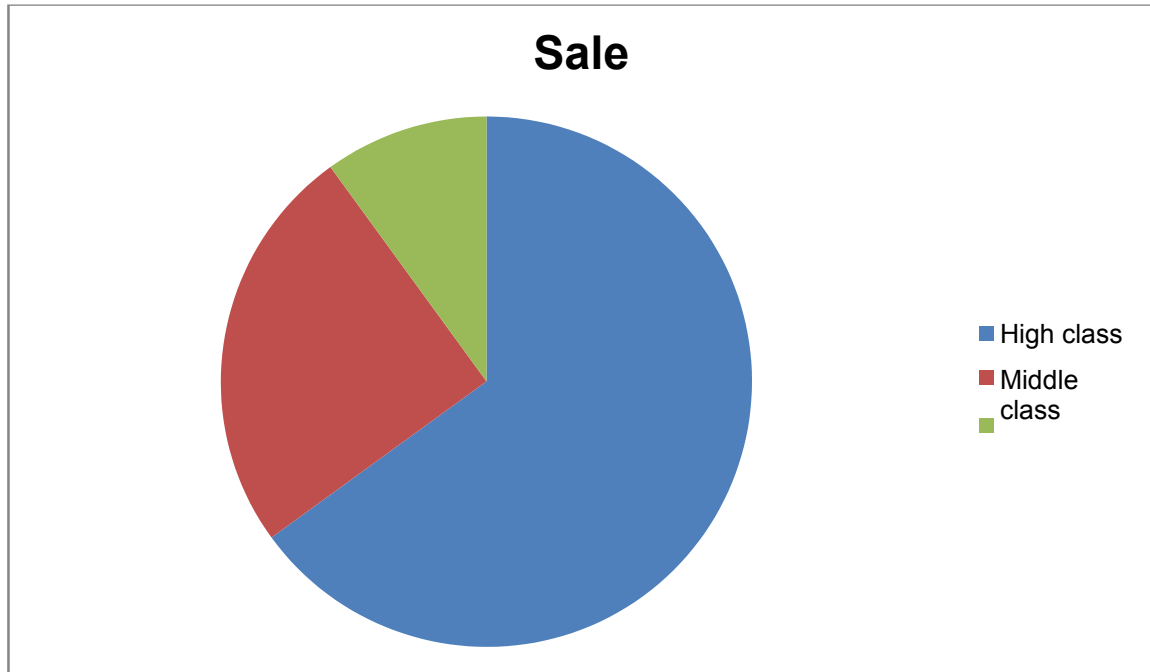
In above the given aspects the 90% respondents says that there is a hudge effect occur of the advertisement on sale..and rest of 10% says there is no effect of advertisement on sale.

12.>Who is the actual buyer of CIPLA LTD..Drugs?

a) High Class

b) Middle Class

c) Lower Class



INTERPRETATION- In the above context 65% respondents says that the most of the buyer of cipla drugs are high class peoples..and 25% say that middle class peoples are actual buyer of cipla's ltd. Drugs.

Total sale of hypertension drugs in the Nagur region:-

(**company sale**)

10 lakh/- Average monthly

(With the growth rate of 23% annually.)

INTERPRETATION OF MARKET SHARE OF CIPLA IN VARIOUS MOLECULES-

This part of the project report is about the market share of Cipla in Various molecules in total allotted area. The market share of different products is calculated with help of conducted survey i.e. according to retailer's responses towards their sale and knowledge. All the responses given by all the surveyed customers are taken together and the average of their responses are taken and according to that the market share of different products along with Cipla's products are calculated ..

The several molecules likes- telmesontom and olmesontom, in this molecules cipla's market share is very low in compare to other rival's and the reason behind it that the advertisement doing by the company is very less..in case of other molecules company have a good market share on the basis of his good image..

Mainly company focuses on the high class customer's.that also observed during study.

FINDINGS AND SUGGESTIONS

FINDINGS

1. Cipla has highest market share in the most of Various molecules, which are considered for study in Nagur city.
2. The company is providing superior quality products and more value for money than its competitors.
3. Sales of Cipla's products are more in urban areas than rural areas.
4. Company is not focusing on small customers, which are present in Nagur interior can be future customers and still are not tapped by company.

SUGGESTIONS

1. There is a customer care center and it has to cover a large area, so there is a need for sub-dealers under the customer care center so that the products can reach to the customers faster.
2. Company should distribute its catalogue more and more, so that its products are more informative.
3. The representatives should be given frequent response for solving the problem.
4. If something found wrong or damaged, it should replace frequently. There should be no delay from company side.
5. Company should quickly replace material, which is unsold for a long time.
6. The number of retailers in Nagur interior is to be looked with importance as there are large numbers of small customers but they are still to be tapped.
7. The representatives of the company should give more frequent visits to the places. The representatives should take the opportunity to have the scheduled visits to the customers.



LIMITATIONS OF THE STUDY

Following are the limitations of the study:

1. The scope of study is limited to Nagur only.
2. The study is related to a period of June-July, 2010
3. Response from the respondents may be different from actual view. Respondents might not disclose the actual view.
4. Collecting information from people during the working hours was also critical.
5. The retailer do not show any interest in filling the questionnaire because they thought that it is not beneficial for them.

ORGANISATION OF THE STUDY

- (1) This chapter includes what is the importance of the study, means how it is beneficial to other persons includes employees of the company, for top management of the company, and for the person after me who is going to study the respective topic as secondary data.
- (2) This chapter contains how much study has been taken place on the same topic before me. Which secondary data I use for my project?
- (3) This chapter contains all the information regarding the topic “ Sales Analysis and Market Research ” its uses, methods, objectives, problems means all the detail of the complete topic.
- (4) This chapter contains what is my main aim to do the study of the topic Sales Analysis and Market Research on which point I concentrate more means what is my project’s primary aim.
- (5) This chapter contains objectives and hypothesis. Hypothesis means the presumptions that I assume before doing my study.
- (6) This chapter contains all the information about the research methodology used for doing the entire study. Research methodology includes research design, universe and survey population, sample design, collection of data, analysis and interpretations.
- (7) This chapter contains findings and suggestion given by me.
- (8) This chapter contains limitations which I faced in the study.
- (9) This chapter contains all the information’s means how I organize my study.
- (10) This chapter includes questionnaire, in the annexure part.
- (11) This chapter includes from where I collect all the data, which I use in the project.

ANNEXURE

QUESTIONNAIRE

Counter's Name :

Location / Address :

Mobile / Phone No. :

Prescriber Name :

1. Do you sell the product of CIPLA LTD. ?

Yes No

2. How much you have sale of these molecules drugs?

a) Amlopress	<input type="checkbox"/>	b) Ramipress	<input type="checkbox"/>
c) Metolor-xr	<input type="checkbox"/>	d) Amlopress-NB	<input type="checkbox"/>
e) Amlopress-at	<input type="checkbox"/>	f) Creaser	<input type="checkbox"/>
g) Zaat	<input type="checkbox"/>	h) Olme- up	<input type="checkbox"/>

3. Why you are interested in above brands?

Quality in good	<input type="checkbox"/>	Good service	<input type="checkbox"/>
Network	<input type="checkbox"/>	Product Price	<input type="checkbox"/>

3. Do you think that advertisement affects the sale of medicines?

Yes No

4. Who is the actual buyer of CIPLA LTD..

a) High Class

b) Middle Class

c) Lower Class

5. Do you think sales promotion schemes to increase the sales of company? *

Yes

No

6. What is the impact of sales promotion on sales of the company? *

Immediate

Delayed

Both a and b

No impact

7. Do the customer satisfied with cipla product or they demand other? *

Yes they satisfied

No they are not satisfied

8. Why do u prefer cipla to your customer? *

Your answer

9. Any suggestion toward improvement toward product of any other thing? *

Your answer

10. Which competitors do you think can compete with Cipla Ltd?

Your answer

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