

# 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.

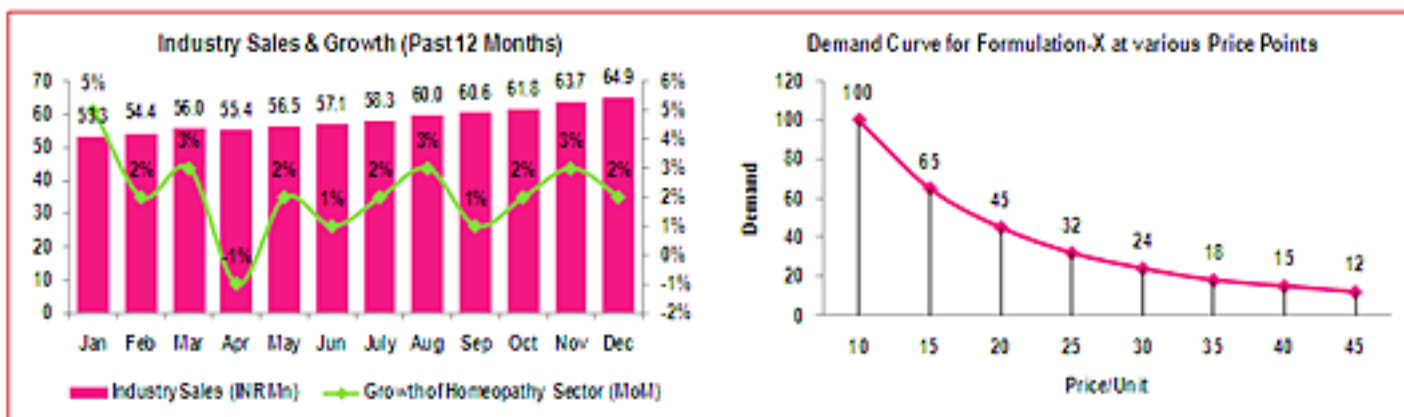
## THE WINNING INSIGHTS™

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

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