

Market research proposal



Festal №10 role in portfolio evaluation QL

Prepared for



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Project background

“Enzymes” category is one of the several Digestive Health markets – 35 mln packs (-3% vs LY); 5,4 bln RUR (+4% vs LY); a homogeneous market without any strong differentiation inside; 80% of the competitors is mono-component pancreatin brands with low-end pricing strategy.

TOP players of the category: Kreon (MS 33% in value; 12% in volume), Festal (18% in value; 14% in volume), Mezym (16% in value; 22% in volume) and list of generic Pancreatins (9% in value; 37% in volume).

Festal is a traditional medicine (>30 years on the Russian market), #2 in brand awareness, #3 in pharmacists' recommendation (after Kreon and Mezym). Festal has 3 component composition with 2 additional ingredients which gives us superiority vs other mono-component players.

Festal range consists of 4 SKUs with defined strategic role for each one:

- #10 Switching driver/Trial format (launched a year ago) - a subject of the research
- #20 Volume driver
- #40 Hero SKU, sales generator
- #100 Value for money format

Key brand source of growth: switch from cheap competitors via new affordable #10 format.

One year after the launch – there is still low level of sales, pharmacists don't recommend this SKU instead of cheap competitors. There is a hypothesis that pharmacists don't see any value in this SKU neither for recommendation nor for profitability.



Research questions and core goal

Core goal:

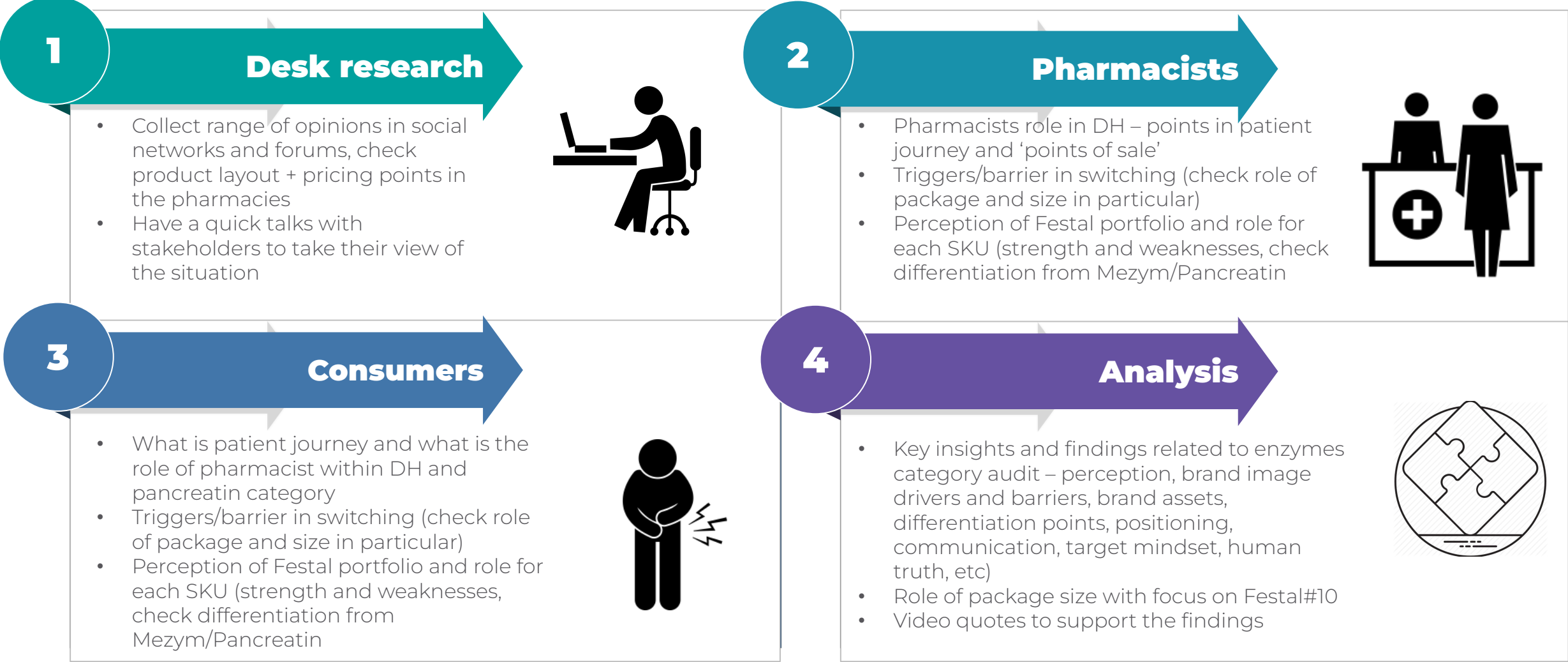
- To unlock switching trigger from mono-component competitors (Mezym, Pancreatin).

Research questions

- How the pharmacists see their role in DH category, especially related to indigestion symptoms – sales, consultants, active switchers etc
- What are their strategies for switching consumers (when, whom and how), what can trigger this switching behavior. What are the best cases they see on the market in switching consumers? What is the role of different packaging on the market? How they define the role of the different sizes, formats?
- How they define Festal portfolio, what is the role of each of the SKU
- Festal #10 current role inside Festal range and in Enzymes category as well
- What are the barriers and triggers for Festal #10 among Pharmacists
- Strengths and weaknesses of Festal #10 format
- Why Festal #100 is preferable to sell by blisters and there is no value to recommend #10 as a finished good
- Consumer portrait of Festal #10 and Festal #20: is there any cannibalization or not
- Is the price difference between Mezym #20 and Festal #10 enough to increase average pharmacy receipt and/or to get more margin
- What kind of arguments we should deliver with MedReps to accelerate #10 sales
- The right messages for Festal differentiating from other enzymes

SALT research methodology

To meet all objectives we recommend the following approach

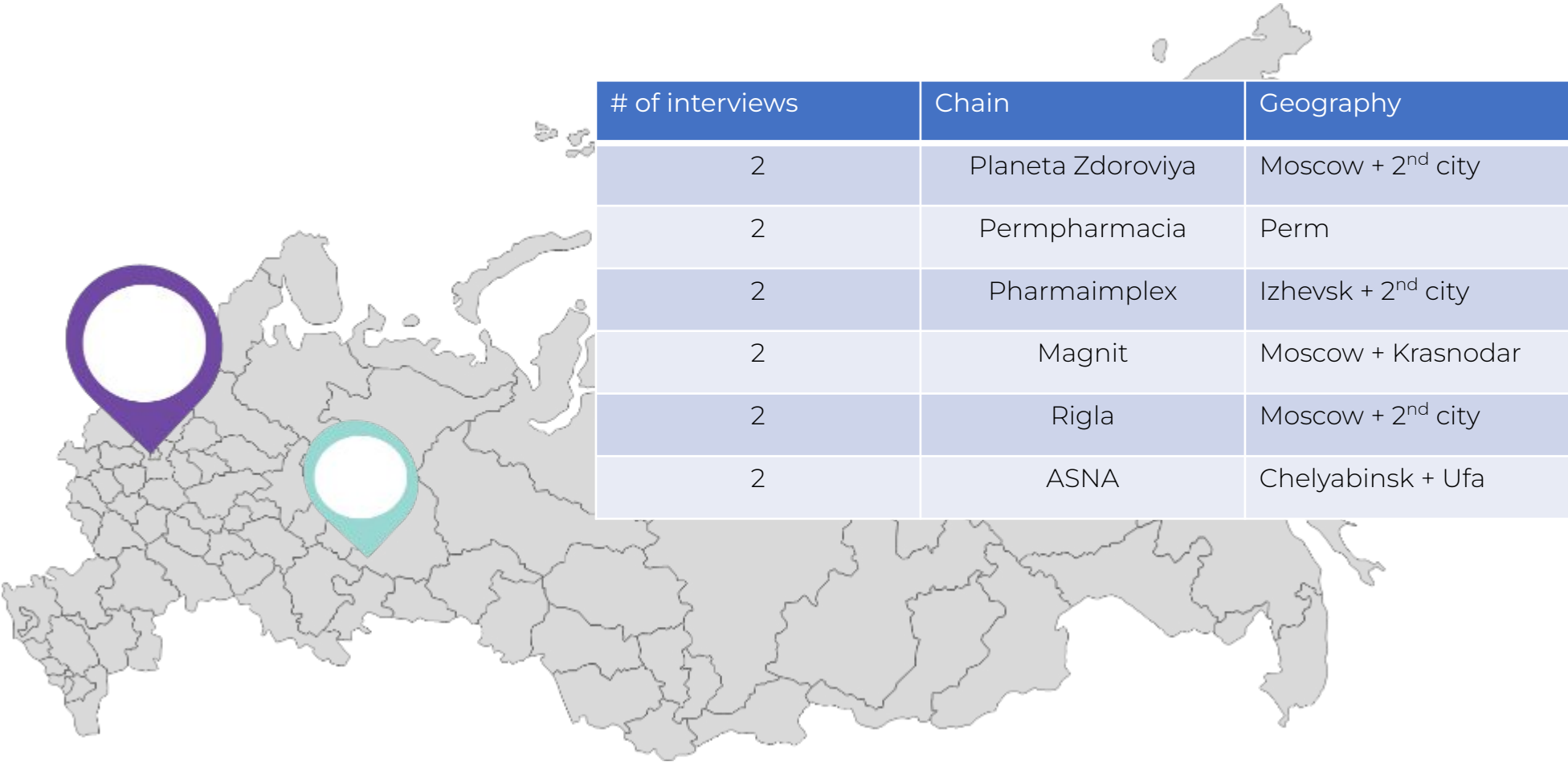


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Pharmacists

12 x 1h in-depth interview in Zoom

Methodology & Sample
& Geography

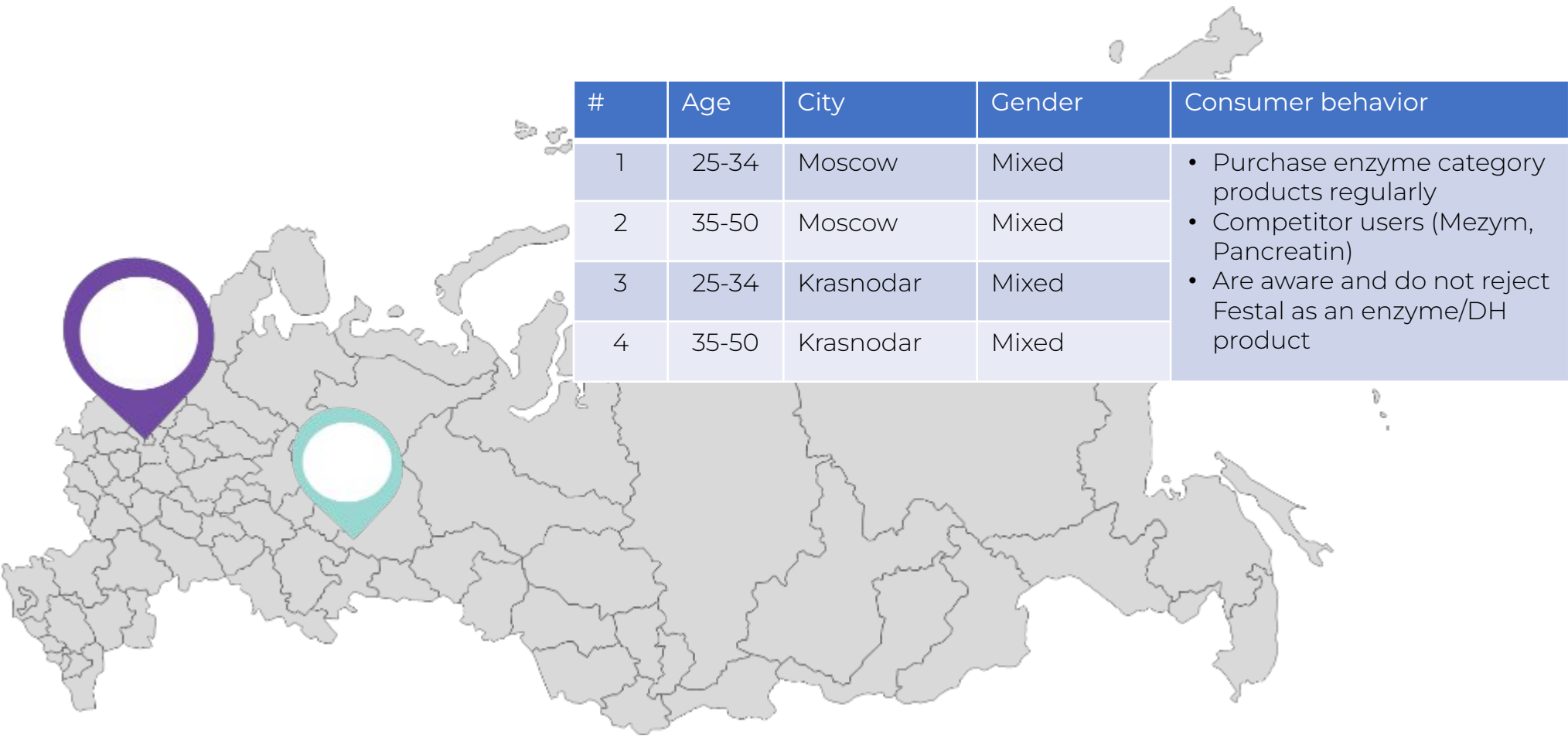


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Consumers

Methodology & Sample & Geography

4 x 2h focus-groups in Zoom, 6 participants



Project schedule

Step	Working days
Project confirmation, methodology development	3
Desk research	3
Recruitment	8
Fieldwork	5
Analysis and report	8
Presentation	2
Total (5 weeks)	25

Budget

Activity	Cost per 1	# of units	Total cost
Project management	60 000 ₪	1	60 000 ₪
12 x 1 hour online IDIs with pharmacists			
Field project management	30 000 ₪	1	30 000 ₪
Guidelines development	40 000 ₪	1	40 000 ₪
Recruitment and fieldwork	8 000 ₪	12	96 000 ₪
Moderation	10 000 ₪	12	120 000 ₪
Technical support, including platform (Zoom)	3 000 ₪	12	36 000 ₪
4 x 2 hours online focus-groups with consumers (6 participants)			
Field project management	45 000 ₪	1	45 000 ₪
Guidelines development	20 000 ₪	1	20 000 ₪
Recruitment and fieldwork	43 400 ₪	4	96 000 ₪
Moderation	14 000 ₪	4	56 000 ₪
Technical support, including platform (Zoom)	3 000 ₪	4	12 000 ₪
Analysis and full report	120 000 ₪	1	120 000 ₪
GRAND TOTAL			731 000 ₪



SALT

We believe that anything is possible.
Our task is to choose the right direction

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