

ONLINE CASE STUDY

CASE STUDY : PRODUCT USAGE

Health Care Industry

India, China, Japan, USA,
Germany, Brazil

RESEARCH OBJECTIVE

To understand the Physicians' needs and views on various Infant Nutrition Products along with the brand's recognition and opinions of their sales representatives



SIZE

50



TIMELINE

2 Weeks



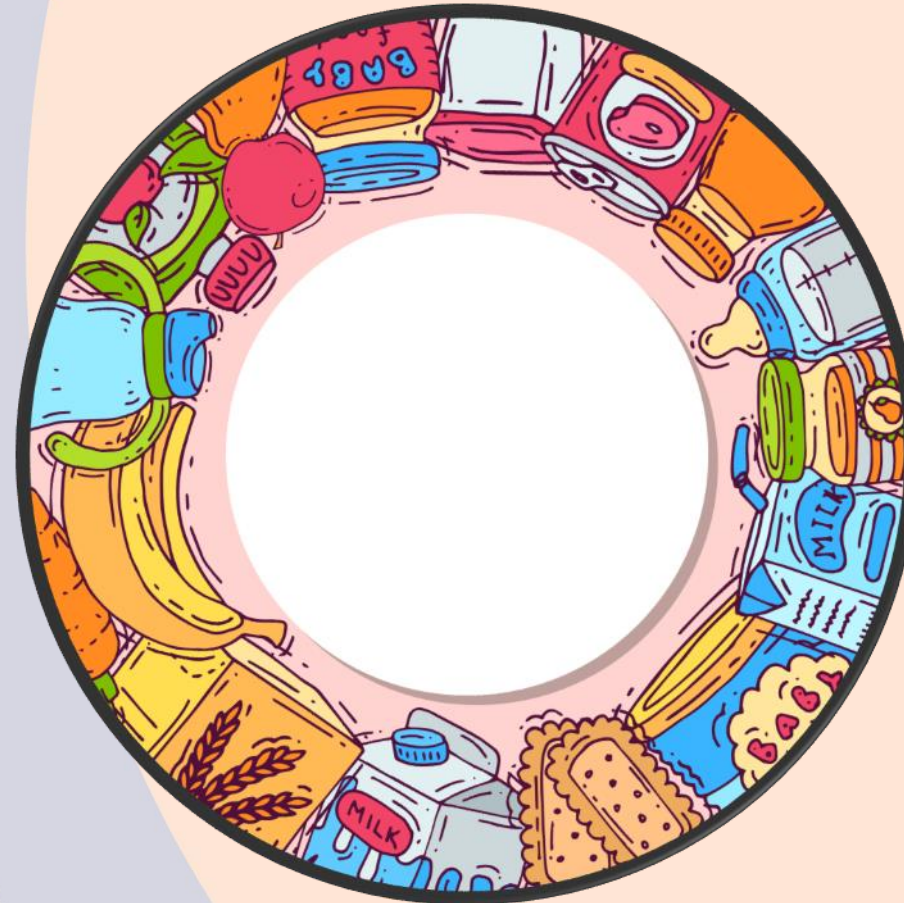
METHODOLOGY

Online Sampling



TARGET RESPONDENT

PCP
Pediatrician



OPERATIONAL CHALLENGES

Timeline for Japan and Germany market

Checking local language OE responses

APPROACH

Increase percentage of incentives with every reminder

Hiring healthcare specialist translator in Japan, Brazil and China

EXECUTIVE SUMMARY

SERVICES OFFERED

Scripting

Data Processing

Field Monitoring

Project Coordination

Budgeting

CLIENT FEEDBACK

Client was satisfied with the project management and end result



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