**Project Nitra\_Cough Syrup Pricing.**

Hi! It’s a pleasure to share the early warning note for study “Project Nitra Cough Syrup Pricing”. This study is Pharma in nature. Kindly refer to below mail and plan the resources accordingly.

* **Study Details**: -

Objective: To understand the opinion and perceptions about cough syrup brands within Stockist & **to understand the opinion and perceptions about cough syrup brands within chemist.**

**Target Respondent Profile- Stockiest** - should have been more than 5 yrs experience.Decision making while procuring cough syrups from Pharma companies/manufacturer.responsible for stocking, monitoring and managing the inventory of cough syrupsIn a month number of interactions with chemist as below-**Stockist- CONTINUE IF ONLY EQUAL TO OR MORE THAN 150Semi stockiest - CONTINUE IF ONLY EQUAL TO OR MORE THAN 130**

**Chemist- Chemist those who are aware and stock Corex -DX**

**Methodology-** Quantitative F2F- self completion link.

**LOI: 20-25 mins**

**Sample spread**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Centres** | **Semi stockist** | **Stockist** | **Centres** | **Chemist** |
| Lucknow | 4 | 4 | Lucknow | 3 |
| Patna | 4 | 4 | Patna | 3 |
| Delhi | 4 | 4 | Delhi | 4 |
| Kolkata | 2 | 2 | Kolkata | 4 |
| Mumbai | 2 | 2 | Mumbai | 4 |
| Indore | 2 | 2 | Indore | 4 |
| Hyderabad | 2 | 2 | Hyderabad | 3 |
| Chennai | 2 | 2 | Chennai | 3 |
| Ahmedabad | 2 | 2 | Ahmedabad | 2 |
| **TOTAL** | 24 | 24 | **TOTAL** | 30 |

**Briefing- 6.10.23**

**Field work Date-7.10.23**

**End Date-10.10.23**

Kindly allot the EIC