



Shop Scan Survey for HAIROOTZ and Nise-D-Spray in Bangalore

-A 'participatory observatory study'

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When one of India's pride on the global pharmaceuticals map intended to isolate the reasons for poor post-launch take-off with validity, BSBS student researchers were involved. A participatory observatory study employing Mystery Audit enabled the pharma major to arrive at factors contributing to poor take-off and suggest quick corrective strategies for HAIROOTZ and Nise-D-Spray in Bangalore.

How crucial are 'availability', 'visibility' and 'placement' of products on the retail shelves of a chemist shop for the success of OTC pharma products? What are the advantages of Mystery Audits in Business Research?

Feel free to know by writing to team@bsbsgroup.in.....