

Dissertation Title

**Marketing Plan for Sales Enhancement of Clear Path
Orthodontics in Gurgaon**

**A Dissertation Proposal for
Post Graduate Diploma in Health and Hospital Management**

By

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Roll No. PG/11/059



International Institute of Health Management Research

New Delhi

1/1/2013-1/3/2013

Dissertation Title

**Marketing Plan for Sales Enhancement of Clear Path
Orthodontics in Gurgaon**

**A dissertation submitted in partial fulfillment of the requirements
for the award of**

Post-Graduate Diploma in Health and Hospital Management

by

Dr. NIDHI JUNEJA



International Institute of Health Management Research

New Delhi -110075

May, 2013



Saudi Arabia | UAE | India | Jordan | Egypt | Lebanon | Syria | Kuwait | Qatar | Oman

May, 2013

Certificate of Internship Completion

Date: 28 April 2013.

TO WHOM IT MAY CONCERN

This is to certify that **Dr. Nidhi Juneja** has successfully completed her 3 months internship in our organization from January 01, 2013 to April 01, 2013. During this intern she has worked on **Marketing Plan for Sales Enhancement of Clear Path Orthodontics in Gurgaon** under the guidance of me and my team at Clear Path Orthodontics.

We wish her good luck for her future assignments.

(Signature)

A handwritten signature in blue ink, appearing to read 'Heman', is written over a horizontal line.

(Name)

Senior Sales Designation
Manager

ClearPath Orthodontics Pvt Ltd, K-8, NDSE-I, New Delhi - 110049
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Certificate of Approval

The following dissertation titled " **Marketing Plan for Sales Enhancement of Clear Path Orthodontics in Gurgaon**" is hereby approved as a certified study in management carried out and presented in a manner satisfactory to warrant its acceptance as a prerequisite for the award of **Post- Graduate Diploma in Health and Hospital Management** for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed or conclusion drawn therein but approve the dissertation only for the purpose it is submitted.

Dissertation Examination Committee for evaluation of dissertation

Name

DR. BRIJENDER SINGH DHILLON

Signature

28/5/13

Kuski Udaya

Kuski Udaya

Dr. Rwan Taneja

Dr. A.K. KHOKHAR

STUDENT NAME
NIDHI JUNEJA

Certificate from Dissertation Advisory Committee

This is to certify that **Dr. Nidhi Juneja**, a graduate student of the **Post- Graduate Diploma in Health and Hospital Management**, has worked under our guidance and supervision. He is submitting this dissertation titled **-Marketing Plan for Sales Enhancement of Clear Path Orthodontics in Gurgaon"** in partial fulfillment of the requirements for the award of the **Post- Graduate Diploma in Health and Hospital Management**.

This dissertation has the requisite standard and to the best of our knowledge no part of it has been reproduced from any other dissertation, monograph, report or book.



Faculty Mentor

Designation

IIHMR

New Delhi

Date



Organizational Advisor

Designation

Organization

Address

Date

FEEDBACK FORM

Name of the student: Dr. Nidhi Juneja

Dissertation Organization: Clearpath Orthodontics

Area of Dissertation: Marketing

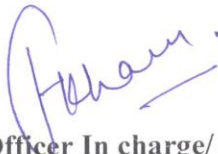
Attendance: Satisfactory

Objective Achieved: Yes

Deliverables: Marketing Plan for Sales Enhancement of Clearpath
Orthodontics, Gurgoan

Strengths: Good Communication Skills, Negotiation Skills, quick decision
maker

Suggestions for improvement: Need to work on Time Management



Signature of Officer In charge/ Organization Mentor

Date: 28 April 2013.

Place: New Delhi

ACKNOWLEDGEMENT

I hereby take this opportunity to thank, Dr. Anand Tuteja, Senior Marketing Manager, for the valuable guidance & advice. He inspired me greatly to work on this project. His willingness to motivate contributed tremendously.

I wish to express deep sense of gratitude to Mr. Faisal Khan, Senior Sales Manager for his guidance, support, interest, involvement and encouragement. He has left no stone unturned in updating me regarding the subject.

My special thanks to Mr. Ataaf Khan, Deputy Director, for giving me the opportunity of working with Clear Path Orthodontics.

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My sincere acknowledgement goes to professor Anupama for her kind assistance and support.

Thank You

Dr. Nidhi Juneja

PGDHMM

IIHMR, New Delhi

**MARKETING PLAN OF SALES
ENHANCEMENT FOR CLEARPATH
ORTHODONTICS
IN DELHI NCR**



Clear Revolution in
Orthodontics



NO WIRES
NO BRACKETS

GIVING YOU
MORE REASONS
TO *Smile*

1. INTRODUCTION

A **Marketing plan** is a document that examines and defines a company's current position in the market place, any changes it wants to make to reposition itself, objectives for the plan and strategies design to achieve those objectives.

Marketing is essential for any organization that wants to raise awareness about itself, its products or its services. As the famous saying goes, "He who has a thing to sell and goes and whispers in a well is not as apt to get the dollars as he who climbs a tree and hollers"

Marketing plan provides direction for the marketing activities. Marketing plans need not be long or cost a lot to put together. Think of it as a road map, with detailed directions on how to get to destination. Sure there may be a few bumps in the road, perhaps a diversion or two, but if the marketing plan is carefully researched, thoughtfully considered and evaluated, it will help the organization achieve its goals. The marketing plan details what you want to accomplish with your marketing strategy and helps you meet your objectives.

It is an important part of a business plan which is a formal statement of a set of business goals, the reasons they are believed attainable, and the plan for reaching those goals. It may also contain background information about the organization or team attempting to reach those goals.

2. RATIONALE OF MARKETING PLAN

As it is rightly said that “plan your work and then work your plan”. Marketing plan helps in doing the same.

- Marketing plan allows the organization to look internally in order to fully understand the impact and results of past marketing decisions.
- It also allows the organization to look externally in order to fully understand the market in which it chooses to compete.
- It provides structure to the thinking and helps to make sure that all of the important areas are covered.
- It Sets future goals and provides direction for future marketing efforts that everyone in the organization should understand and support.
- Marketing plan is a key component in obtaining funding to pursue new initiatives.

Finally, a Marketing plan will help in communicating the idea, not only to financiers, but also to suppliers, and customers. As a communication tool, a carefully developed plan will provide something that other people can react to. And their insights can be used to develop a more successful venture.

3. REVIEW OF LITERATURE

Profit impact of marketing strategy: The Profit Impact of Market Strategy (PIMS) database "yields solid evidence in support of both common sense and counter-intuitive principles for gaining and sustaining competitive advantage": Tom Peters and Nancy Austin. It was developed with the intention of providing empirical evidence of which business strategies lead to success, within particular industries. Data from the study is used to craft strategies in strategic management and marketing strategy. The study identified several strategic variables that typically influence profitability. Some of the most important strategic variables studied were market share, product quality, investment intensity, and service quality.

According to Kotler (2005), marketing is a social and managerial process undertaken by individuals or groups in acquiring their needs and desires, by creating and exchanging products and value with others. The definition of marketing is based on core concepts involving needs; desires and demands; product; utility; value and satisfaction; exchanges; transactions and relationships; market; and marketing. From this description, it could be suggested that marketing is the creation of a standard of living that includes several activities such as investigating and finding out what consumers want, planning and developing products to meet consumers' desires, paving the best way to determine price, promotion and distribution, as well as achieving consumers' satisfaction.

According to Hart & Stapleton in 1977 'a statement in very general terms of how the marketing objective is to be achieved, e.g. acquiring a competitive company, by price reductions, by product improvement, or by intensive advertising. The strategy becomes the basis of the marketing plan

According to Walker, Boyd, Larreché in 1992 "The primary purpose of a marketing strategy is to effectively allocate and coordinate marketing resources and activities to accomplish the firm's objectives within a specific product market. Therefore decisions about the scope of a marketing strategy involve specifying the target-market segment(s) to be pursued and the product line to be offered. Then, firms seek a competitive advantage and synergy, planning a well integrated program of marketing mix elements."

Sudharsan 1995 "Marketing strategy creates pathways to a desirable future. The output from such marketing strategy analysis and choice (or strategic marketing decision) is a marketing strategy statement".

Jain 2000 "Strategic marketing means looking at the whole of a company's portfolio of products and markets, and managing the portfolio to achieve the company's overall goals

Munuera and Rodriguez 1998 "A methodology of analysis which pretends the knowledge of customers needs and the forecast of potential options (ours and competitors) in order to gain competitive advantage in a long term (sustainable) and defendable".

4. COMPANY PROFILE

CLEARPATH

Journey to a beautiful smile.....

..... Without train-track braces!



4.1 CLEARPATH REVOLUTION IN ORTHODONTICS

Clearpath is an America Based Company which is registered in Delaware. It was incorporated in 2008 after 5 years of research and development. Most of the staff members have over 8 years of experience in the field of clear orthodontics.

The company intends to provide new improved quality aligners through its unique proprietary process which provides a hygienic, convenient and a clear solution for the correction of malocclusion without having to wear brackets and wires. ClearPath Aligners are removable medical grade plastic appliances which patient wears instead of brackets and wires to correct malocclusion.

Company's Business Operations are In: India, Saudi Arabia ,UAE ,Netherlands ,Germany ,Belgium ,Luxembourg ,Russia ,Albania ,Macedonia, Jordan, Lebanon ,Egypt, Syria ,Kenya ,South Africa ,Uganda ,R.O. Africa ,Malaysia ,Indonesia ,Singapore.

The production facility set up is in Jeddah ,Saudi Arabia while the collection center is in Dubai.

4.2 HOW DOES CLEARPATH WORKS

The ClearPath process is an amalgamation of

- Conventional dental laboratory procedures
- Highly precise mechanical & software systems and
- Digital technology

And taking the best of three world.

The doctor needs to make a PVS impression which is sent along with digital images & X-Rays to the production.

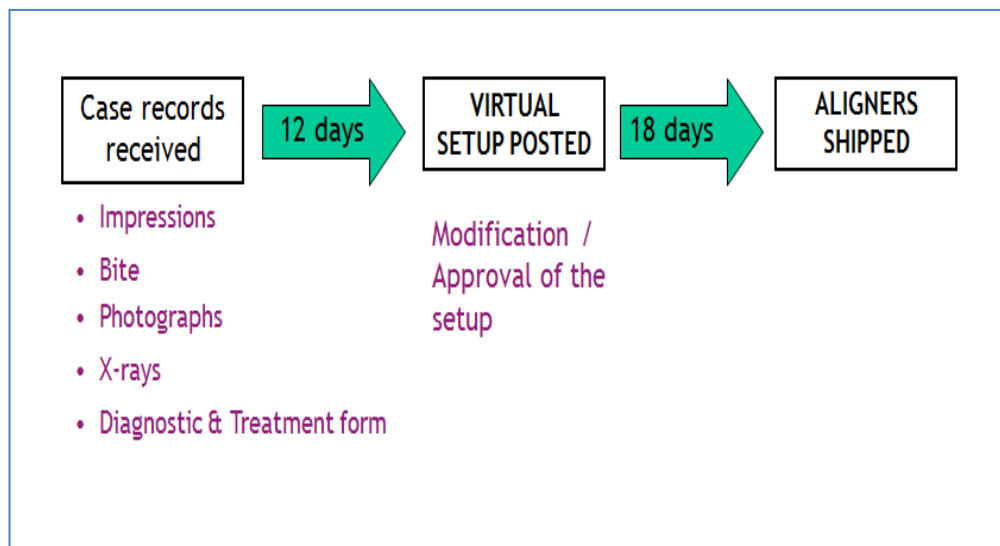
The production according to the specific instructions received from the doctor runs the 3 D software and achieves a final virtual set up

The doctor checks the virtual set up and if everything is as per treatment goals ,he/she accepts it.

After final approval, the treatment sequence is divided into a series of algorithmic stages which has maximum tooth movement of 0.25mm per stage

Models of each stage of treatment are made by having the computer direct their fabrication (stereolithography)

Aligners are fabricated from the thermoplastic poly urethane material which is invariably supplied by Rain Tree Essex division of Densply.



4.3 MISSION

To deliver high quality, affordable, clear orthodontic aligner solutions to the global market.

Promote research and development in advanced orthodontic treatments.

4.4 VISION

To be global leader in quality transparent removable orthodontic aligners

4.5 SWOT ANALYSIS OF CLEARPATH ORTHODONTICS

4.5.1 STRENGTH

- Launching an innovative product.
- We are in a monopolistic market.
- Many patients in our selected places tend to be more 'prestige' conscious than price conscious.
- Can build a high-quality image for our product by (Orthodontists) charging high .
- Charging initial high prices allows us the luxury of reducing them when the threat of competition arrives. By contrast if we lower the initial price it will be difficult to increase without risking the loss of sales volume.
- **"Work less and earn more"** means for (dentists), since our product provides huge profit margin for them, Instead of doing enormous no of cases to make more money.
- Less chair side time for orthodontists & patients.
- Most convenient orthodontic treatment for dentist and patients.

4.5.2 WEAKNESS

- **Fear of the unknown**
Customers (Orthodontists) may be reluctant to take a new product.
- **Fear of failure & Reluctance to experiment.**
May feel as an unproven product to them because most of the orthodontists in our targeted places have not used this before and have not experienced the result.
- **Lack of information & Misinformation about the product among dentists.**
- **Less or no BRAND AWARENESS**
Among customers (Orthodontists) and also consumers (Patients)

4.5.3 OPPORTUNITIES

- **SOCIAL CHANGES:** Per capita income has increased so people of middle class in addition to executive class have started spending money on esthetically evident treatment modality.
- People have started considering the social benefits of a beautiful smile, they understand that beautiful smile lights up the face and gives more confidence in job interviews, public speaking and personal relationships.

- People have started understanding that teeth play a major role in the ability to speak hence they take malocclusion seriously and consider treatment important
- Orthodontic patients (consumers) are not fully satisfied with the traditional brackets and wires due to oral hygiene problems and a lot of inconvenience. So (consumers) they expect (need) a change.
- Many 'prestige' conscious patients looking for advanced treatments
- Orthodontists doing large no of patients facing problems (time management) due to the time consumption of the traditional orthodontic treatments.
- Patients (Mostly young aged 14-30) dissatisfied with the awkward appearance of straight wire.

4.5.4 THREATS

- Ceramic braces: advancement in a conventional braces treatment is biggest threat to the aligners as ceramic braces are tooth colored braces which are esthetically evident as well as cost effective also
- Lingual braces: Braces which are places in the lingual hence they are not visible as well as they are less expensive than the aligners.
- Myths and misconception: there is a misconception that aligners can treat only mild to moderate cases hence doctor himself don't suggest aligners to the patient
- Doubts over affectivity of aligners: aligners are a relatively new technology to Indian market so still people don't have trust over its affectivity.
- Our profit may attract other dental companies and they may come into the market with a similar product with a cheaper price.
- If treatment failure occurs due to unskilled dentists, rumors may spread very fast.

5. PRODUCT PROFILE



ClearPath Aligners are removable medical grade plastic appliances which patient wears instead to correct malocclusion. They are made up of clear material so from far distance no one can appreciate that something has been worn by the patient or the patient is undergoing any treatment.

Aligner basically works on resilient property of the plastic material by which it is made. Definition: Resilient property is the property of any material to come back to its original shape if compressed.

Aligners apply precise, light, uninterrupted & continuous forces on the teeth so they are not painful but a slight discomfort may be experienced at the beginning of treatment, which goes away within 24 hours.

Aligners can straighten a dental patient's teeth without the wires and brackets of traditional braces. The aligners consist of a sequence of clear, removable trays that fit over the teeth to straighten them. Each tray must be worn by the patient for a specified amount of time—usually around 20 hours a day for two weeks—before the patient can progress to the next tray. In most situations, the aligners can straighten teeth in anywhere from six to 18 months.

It is just a myth or misconception that aligners can treat only mild to moderate crowding or spacing issues. Aligners can treat more than 70-75% malocclusions. It gives highly acceptable results in severe crowding, spacing, over jet, overbite, deep bite, open bite, cross bite and misplaced midline.

Aligners are esthetically very evident as they are virtually invisible so hardly anyone will even know that something has been worn by the patient.

Aligners are hygienic way to correct malocclusion as it does not hinder in the normal oral healthcare procedures and doesn't let food particles get around the appliance Unlike traditional braces, the trays can be removed for brushing, flossing, and eating.

Aligners are customized trays as the doctor takes precise impression of the teeth and according to that impression aligners are fabricated that is why it fits snugly on the teeth and hence provide tooth movement.

5.1 TYPE OF ALIGNER SYSTEMS

- **MANUAL SETUP ALIGNERS:** Entire processing & fabrication done by manual process in the laboratory by a technician.

Disadvantages:

- Non Predictable
- Multiple impressions required
- More chair side time
- Imprecise & inaccurate procedure
- Cannot treat complex & extraction cases

Examples:

- Conventional Laboratory Vacuum Forming Technique (e.g. using Biostar machine)
- MaxDent Ortho's Removable aligner systems
- MTM Aligners
- ClearAligner International

- **CAD CAM ALIGNERS:** Entire processing & fabrication is done by an automated process which is an amalgamation of Conventional dental laboratory procedures, Highly precise mechanical & software systems and Digital technology.

Advantages:

- Predictable and can accurately show the results of treatment and exact no. of aligners at the beginning of the treatment !
- Only 1 impressions required in the beginning
- Only 10 minutes of chair side time required per 6 weeks per patient
- Highly precise, automated & sophisticated procedure
- Can treat all varieties of cases, including extraction cases, crossbites, rotations, edge to

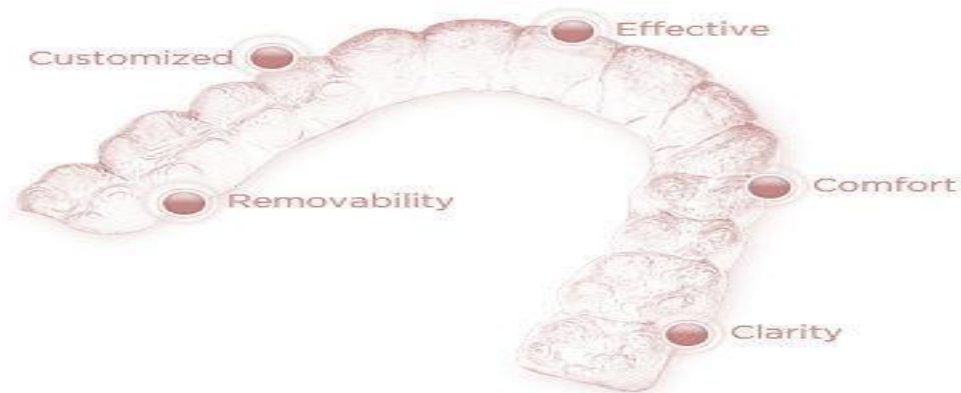
- edge, bi-maxillary protrusion etc. Please refer some sample clinical cases presented in
- section 3.

Examples:

- ClearPath

5.2 STRENGTHS

- **CLEAR:** ClearPath is virtually invisible. Hardly anyone gets to know you're straightening your teeth.
- **REMOVABLE:** You can remove ClearPath Aligner to eat, drink, brush, floss or for special occasions.
- **COMFORTABLE:** With ClearPath, the edges are smooth so they won't irritate gums or cheeks.
- **PREDICTABLE & EFFECTIVE:** With ClearPath, the treatment outcome can be seen even before starting it and start enjoying a better smile even before completing the treatment.
- **CUSTOMIZED:** doctor will take precise impressions and customize aligners for your teeth.



FOR THE DOCTORS

- **EVIDENCE BASED & SCIENTIFIC (PRECISION OF MOVEMENT):** The entire process is designed to deliver customized aligner that moves each tooth directly along the most efficient way to achieve the desired goal. By optimizing each aligners output, the number of aligners and intermediate changes required are minimized leading to shorter treatment times for patients, and increased capacity for practice.
- **ACCURACY** of regeneration of patient occlusion without any digital data manipulation, eliminating any potential inaccuracy of appliance fit.

- **MORE CONTROL OVER TREATMENT** with batch aligner shipment products where treatment can be modified in between batches during the course of treatment.
- **SUPERIOR CLARITY OF ALIGNERS** compared to other aligners available in the market which makes it more transparent and a hygienic choice.
- **FASTER TURNAROUND TIME** from the time a case is received to the time aligners are shipped back to the doctor.
- **UNLIMITED MODIFICATIONS** to the diagnostic setup are allowed.
- **QUALITY** ensured at each step of the process monitored by trained and experienced dental staff members.
- **ACCURATE AND PRECISE IPR** using original patient dentition without any digital error introduced to it.
- **Original Patient Data** used during the whole manufacturing process from casting to treatments and aligner fabrication which adds to the accuracy of the end product and ensures **BETTER TREATMENT OUTCOME**.
- **EXPANDED PATIENT BASE:** ClearPath has the potential to exponentially grow the practice of orthodontics. We believe that ClearPath will allow dental professionals to attract patients who would not otherwise seek orthodontic treatment.
- **DECREASED CHAIR SIDE TIME:** reduces both the frequency and length of patient visits. Aligners eliminates the need for time-intensive processes such as bonding appliances to the patient's teeth, adjusting arch wires during the course of treatment and removing the appliances at the conclusion of treatment. As such, use of ClearPath reduces dental professional and staff chair time and can increase practice throughput.
- **NO ATTACHMENTS REQUIRED WITH ALIGNERS.**

5.2 LIMITATIONS OF ALIGNERS

Aligners just like any other appliance have some limitations:

- Cannot be placed on partially erupted teeth.
- Cannot be used in mixed dentition.
 - Skeletal or Orthognathic Surgery patients can't be treated
 - aligners do not perform well in cases:
- Generalized Molar Crossbites
- Anterior openbite (>4mm)
- Highly placed canines
- Severe rotations (>60 degree) of canines & premolars
 - Patient compliance is must.
 - Patients may experience a temporary period of adjustment to wearing aligners that may mildly affect speech.
 - Doctor has to incorporate manufacturing cycle time into overall treatment duration as there is turn- around time of 3-4 weeks before actual delivery of aligners so eventually the treatment starts after a month of first visit of patient with the doctor.
 - Aligners cost more than the conventional treatment.
- Dental professionals also pay more than they generally pay for the supplies used in conventional treatment.

6 OBJECTIVE

To enhance the sales by 100 units in the market of Gurgaon region for the financial year 2013-2014

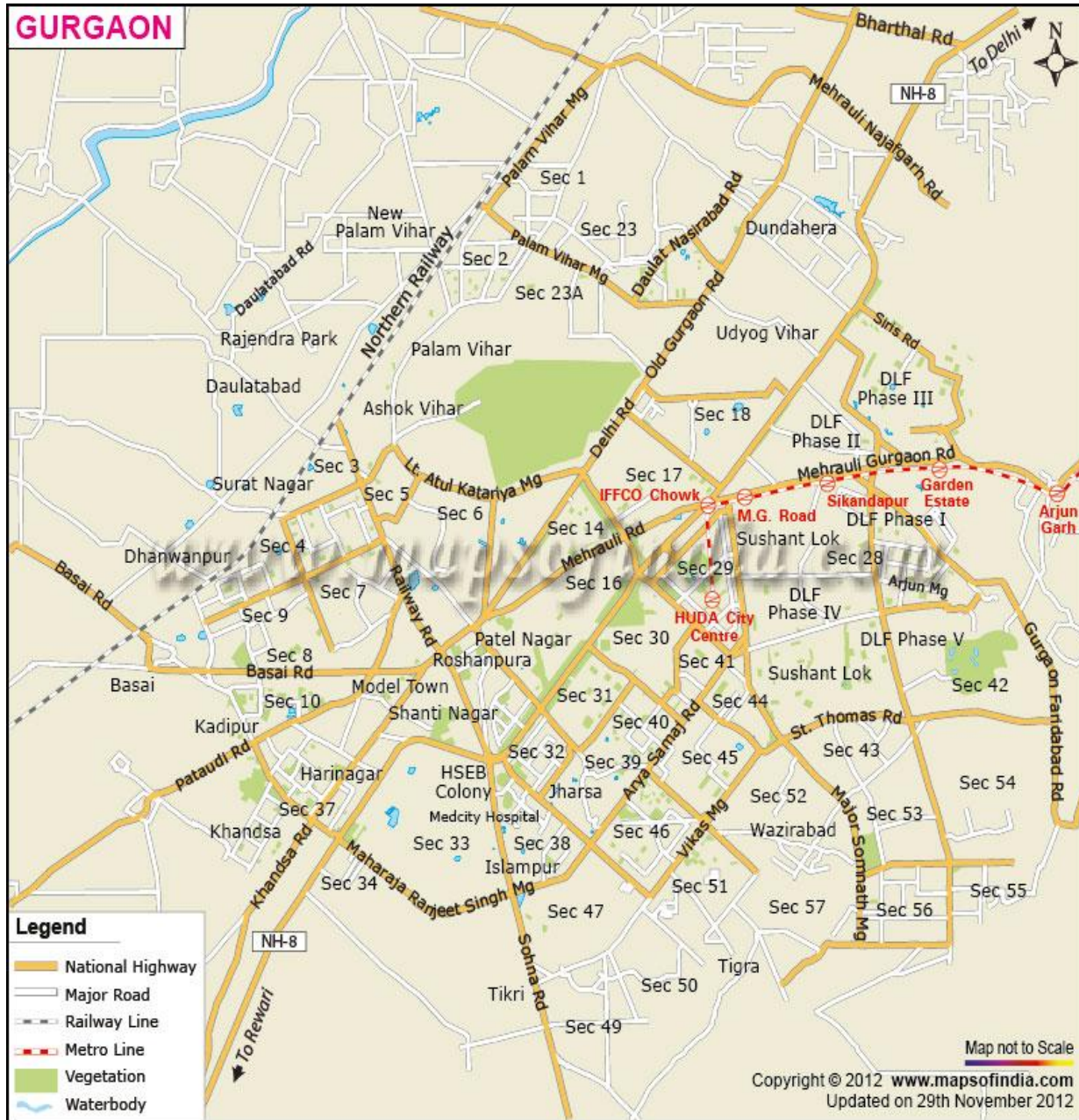
Specific objectives

- 1) Aim to increase the referral sales by 50%
- 2) Aim to increase the sales through orthodontist by 30%
- 3) Aim to increase the number of new customers by 5 per month
- 4) Aim to increase the sales through online and social media by 10%
- 5) To be recognized as a brand leader in orthodontic treatment modality aligners.

7 METHODOLOGY

- Reviewed company profile
- Reviewed product profile
- Interacted with senior officers of the company
- Reviewed patient profile

TARGET AREA – GURGAON (MILLENIUM CITY and LARGEST METROPOLITAN AREA)



Gurgaon is the main city of the National Capital Region of Delhi because it is the home to major IT companies and provides the best infrastructure in terms of schools, roads, housing societies and

medical facilities

Location

Northern part of Haryana

Town Area	15.33 sq. kms
Latitude	28° 47' N
Longitude	70°03' E
Population	2,193,276 (2001 Census)
Languages spoken	Hindi, English, Urdu

Gurgaon is famous for its outsourcing and off shoring services that contribute the most towards the **economy of Gurgaon**. Among the **major industries in Gurgaon**, IT, ITES, auto manufacturing and pharmaceuticals have the maximum existence. However, other industries and MNCs are coming to Gurgaon considering the infrastructure facilities and skilled labor that comprises of people from all across India.

Gurgaon is two cities living within a bigger ecosystem - Old Gurgaon and New Gurgaon. While old Gurgaon has poor infrastructure and is very congested, new Gurgaon is a complete contrast with skyscrapers and well planned development.

Gurgaon urban agglomeration has a population of 17 lacs out of which males are 9lacs and females are 8lacs. The literacy rate is 86.21 per cent.

Gurgaon has the third highest per capita income in India after Chandigarh and Mumbai.

Per capita income -1,22,212 INR

No. of dentist in Gurgaon -464

No. of clinics -1000

Population falling in the age of 14-65 -65%

Working ratio – 58%

9 TARGET AREAS

Most potential zones in Gurgaon:

- DLF phase 1
- DLF phase 3
- Galleria market
- Supermart 1 and 2
- Sector 56 and 14

Dental chains

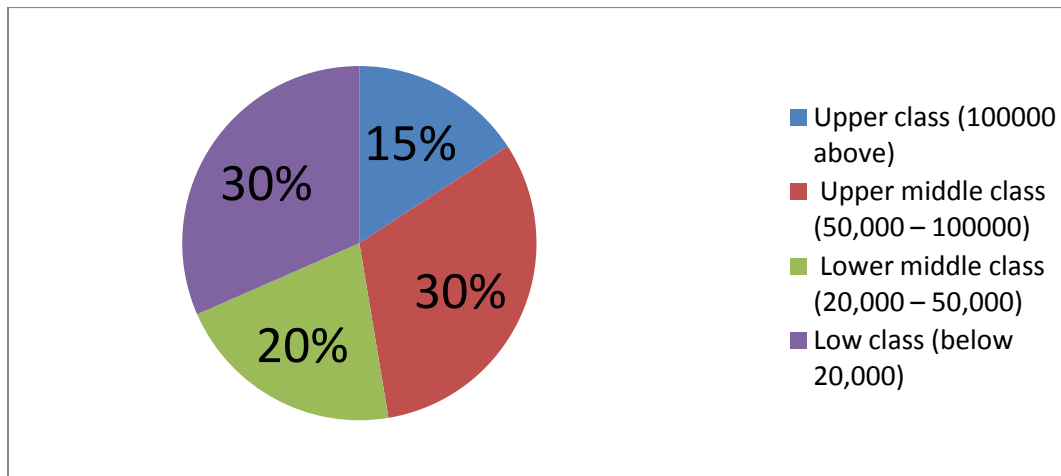
- Clove dental clinic
- Dentzz
- Muskaan clinic

Potential zones

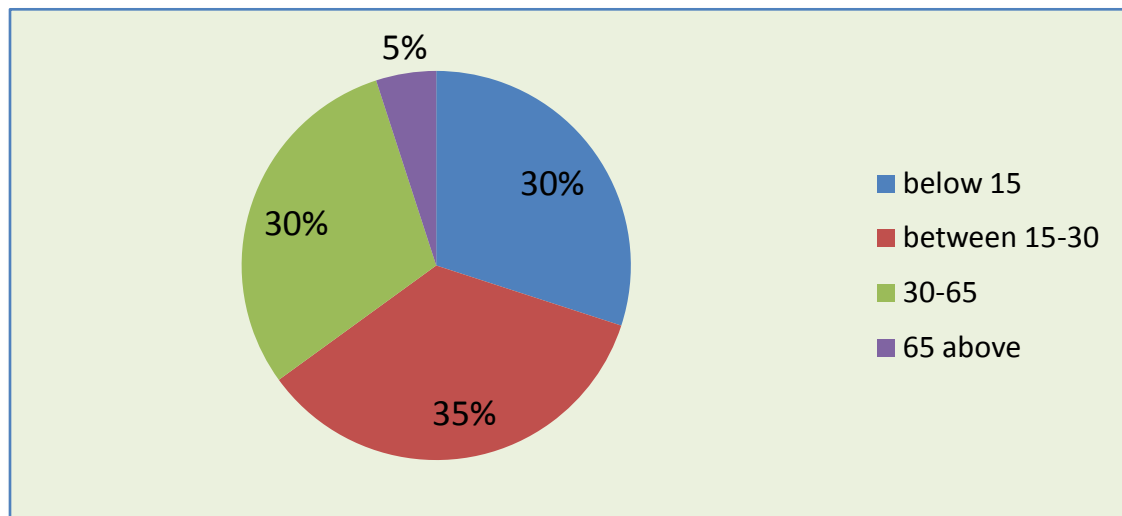
- 1) DLF phase 2
- 2) Golf course road
- 3) Sector 49

10 MARKET SEGMENTATION

10.1 According to the income



10.2 According to age

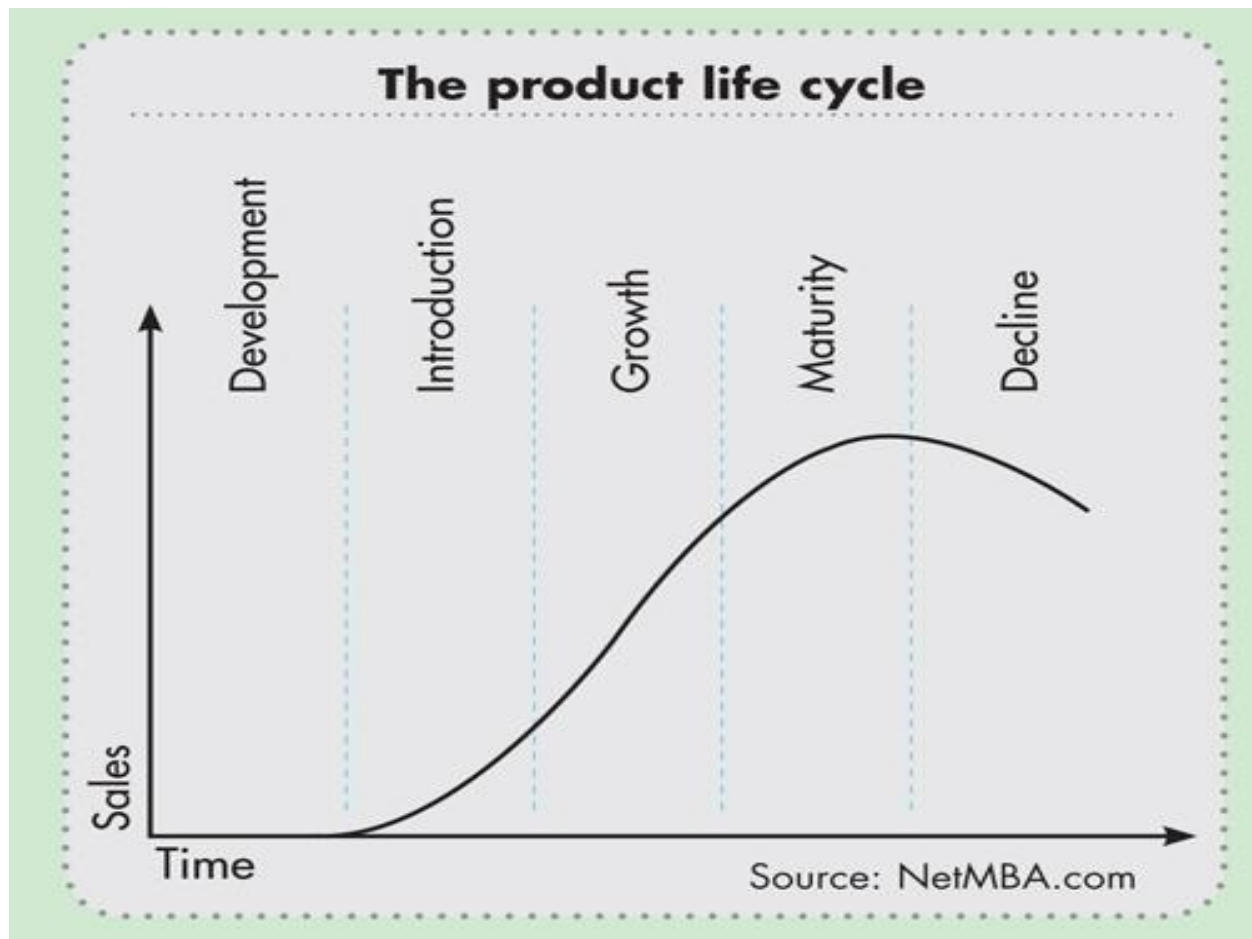


Inference :-

Target audience is 65% which is in the range of 15 – 65 age group and Upper Class and Upper mid-class which is 45%

11 ANALYZING OUR CURRENT SITUATION

We are in the introduction stage



11.1 VARIOUS STAGES OF PRODUCT LIFE CYCLE

- **Research & development.**
- **Introduction** – launching the product.
- **Growth** – when sales are increasing at their fastest rate
- **Maturity** – sales are near their highest, but the rate of growth is slowing down. E.g.; new competitors in market or saturation
- **Decline** – final stage of the cycle, when sales begin to fall

We are launching a new product. So the problems we may face at this stage are

- Customers (Orthodontists) may be reluctant to treat patients with our new product.
- Sometimes they may feel as an unproven product to them because they have not used this before and have not experienced the result.
- Less (or) NO BRAND IMAGE.

11.2 IN THE INTRODUCTION STAGE

- Low level of sales. Usually negative cash flow
- Customers & consumers won't easily trust the product
- Low capacity utilization. High unit costs - teething problems occur

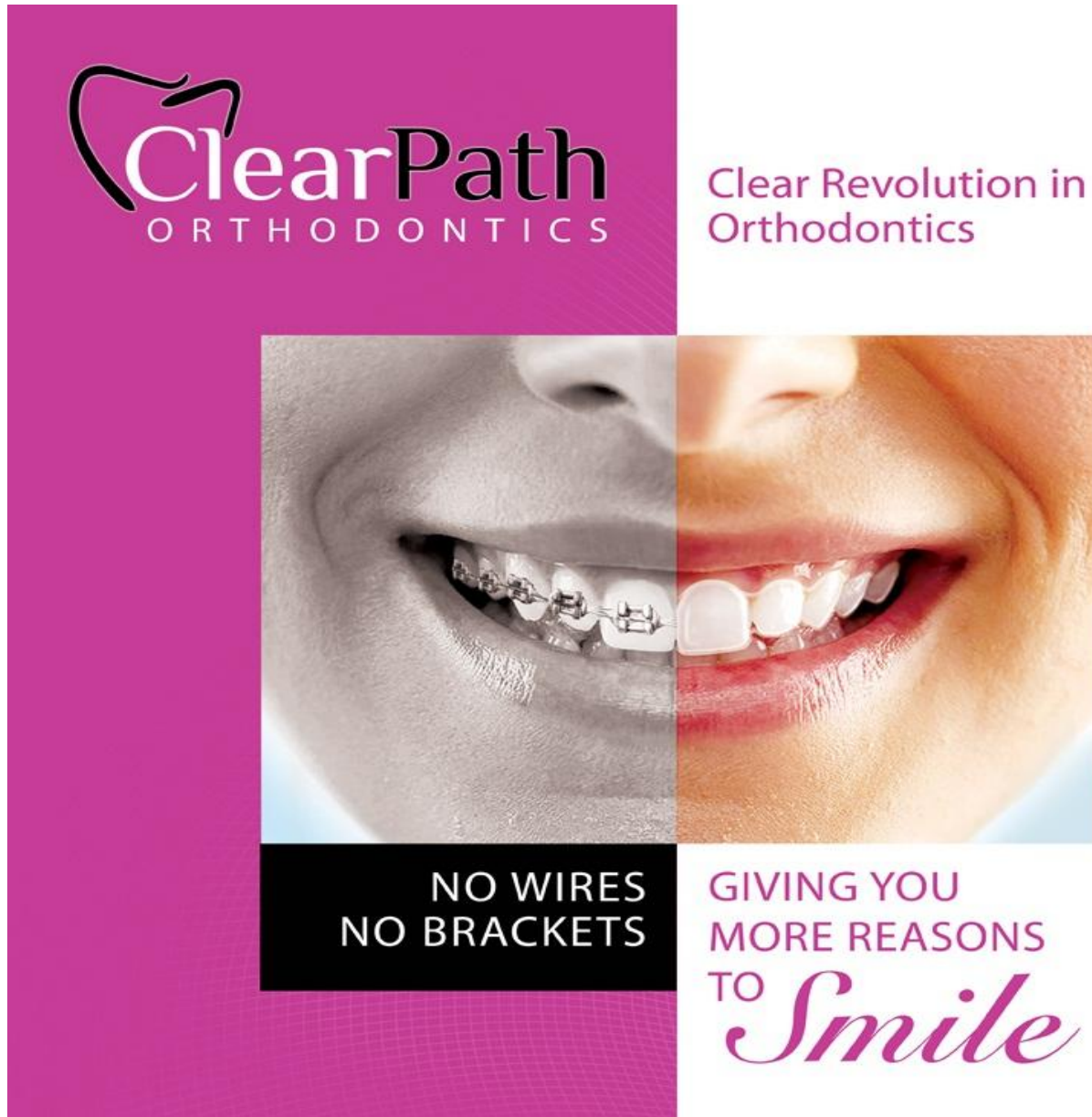
11.3 WHAT SHOULD BE DONE

Heavy promotion is needed to make customers(Orthodontists) and consumers (patients) aware of the product.

12 MARKETING ACTIVITIES

- Visibility strategy
 - Posters on the clinic
 - Leaflets
- Distribution of CD'S having complete literature about company and product.
- Website
- Event sponsorship
 - One national level event per year
 - Two state or district level per year
- Zero aligners
- Courses
 - Private sessions
 - Colleges
- Testimonials
- Attractive schemes
- Demonstration at your clinic by Area Business Manager
- Seminars and workshops

12.1 VISIBILITY STRATEGIES

The poster features a magenta background. In the top left, the ClearPath Orthodontics logo is displayed, consisting of a stylized tooth icon and the text 'ClearPath' in a large serif font, with 'ORTHODONTICS' in a smaller sans-serif font below it. To the right of the logo, the text 'Clear Revolution in Orthodontics' is written in a magenta serif font. The center of the poster is occupied by a split-image of a person's mouth. The left half is a grayscale image showing traditional metal braces. The right half is a color image showing clear aligners. Below the grayscale image, the text 'NO WIRES' and 'NO BRACKETS' is written in white sans-serif font on a black rectangular background. To the right of this, the text 'GIVING YOU MORE REASONS TO' is in a magenta sans-serif font, followed by the word 'Smile' in a large, elegant magenta script font.

- By placing posters in the clinics we will be able to create awareness in the public and can make them feel our presence.

12.2 DISTRIBUTION OF CD'S having complete literature about the company and product will educate the doctor, it will also contain some clinical cases which are done with clearpath aligners which will make them understand that broad spectrum of cases are possible to treat with clearpath aligners and by illustrating those pre and post treatment pictures to the patient they can convince the patient better.

12.3 REACHING TARGET AUDIENCE THROUGH INTERNET

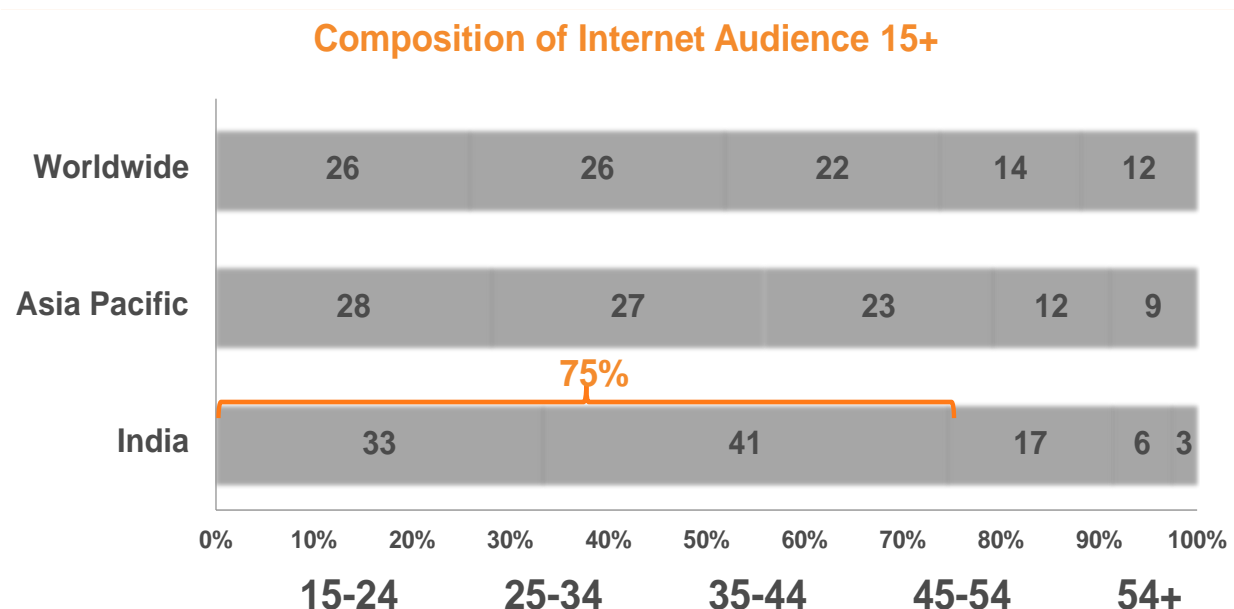
It has been proved that India is the 3rd largest user of the internet

121million Indians access the internet (5.7% of the world users)

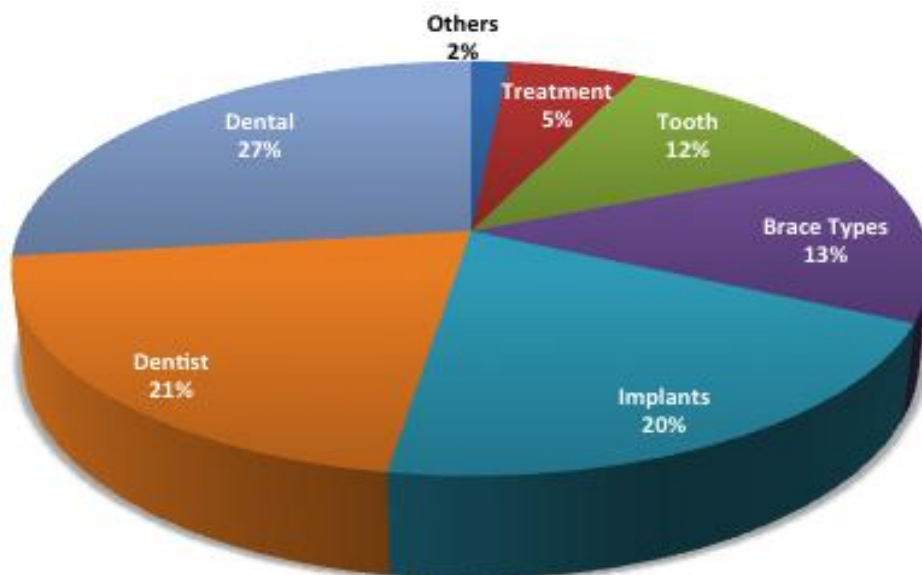
The youth is dominant on the internet

A whopping 75% are between 15-34 (compared to 52% globally) And the internet isn't just a metro phenomenon

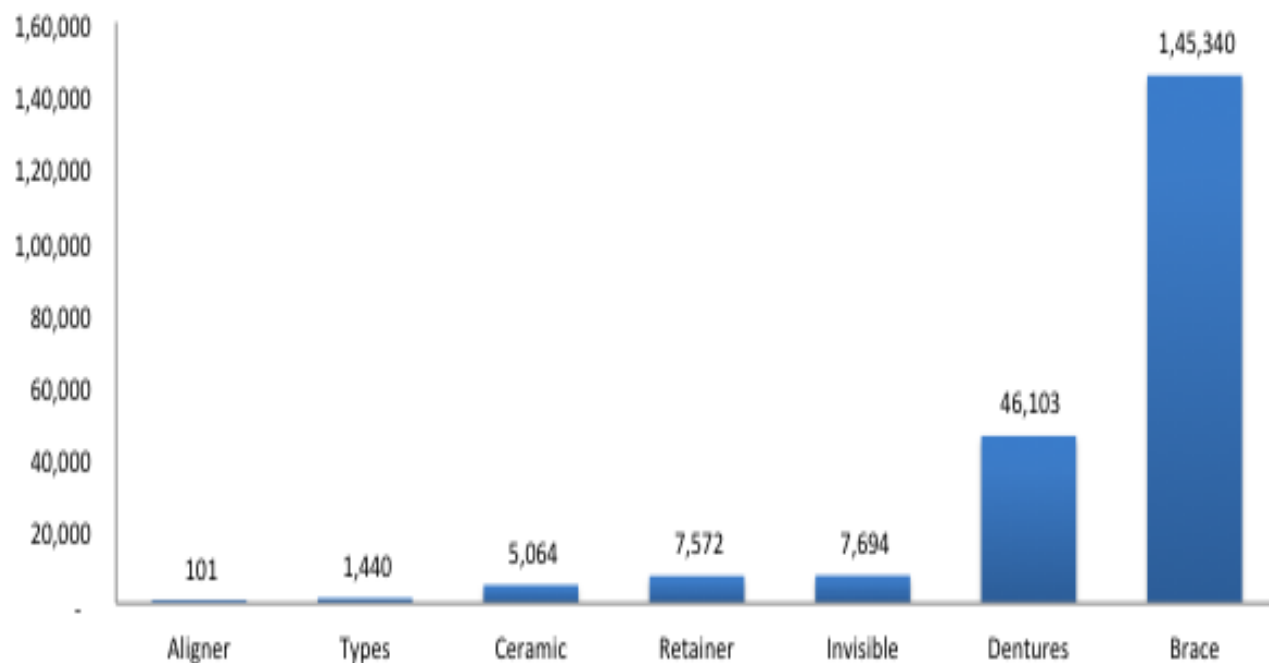
- a. **Smaller towns account for 48%** of the online audience
- b. The smaller town youth (in emulating their city cousins) are **becoming hugely actively on Fashion & eCommerce, and they have deep pockets.**



More than 1.6 Million searches happen every month on relevant category keywords in India



INVISIBLE BRACES ARE ALSO BEING SEARCHED



By placing our self on the top spots in these huge search volumes we can reach directly to the patient

Google Vivek B

Web Images Maps News More ▾ Search tools

About 5,600,000 results (0.31 seconds)

Ads related to **orthodontic braces** ⓘ

Smile Makeovers Delhi - by Cosmetic Dentists of Celebrities
www.dentzzdental.com/
2 to 7 days. View Smile Gallery !
74 people in New Delhi, Delhi +1'd this page

Smile Gallery Full Mouth Reconstruction
Dental Implants Elated Patients Speak


Full Treatment, Rs 20000 - citydental.co.in
www.citydental.co.in/Braces_Dwarka
Affordable and Reliable Braces City Dental Clinic, Dwarka

Teeth N Braces-Delhi - teethnbraces.com
www.teethnbraces.com/
Invisible Incognito ceramic fast short term Adult braces

Related searches: [types of orthodontic braces](#) [orthodontic braces for adults](#)

Dental braces - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Dental_braces
Dental braces (also known as orthodontic braces, or braces) are devices used in orthodontics that align and straighten teeth and help to position them with ...
[History](#) - [How braces work](#) - [Types of braces](#) - [Procedure](#)

Images for orthodontic braces - Report images



Ads ⓘ

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- Creating patient friendly **WEBSITE** having all the information about the product with pictures and videos which will be easy to understand by a lay man.

- Apart from that Website will contain:
- Posts from patients about their experience
- Pictures of meetings & videos
- Celebration of the day
- Doctors' feedback with posts and videos
- Workshop and seminar details
- Charity news

NOW A DAYS LINE BETWEEN OFFLINE MEDIA AND ONLINE MEDIA IS BLURRING...Offline media are taking people to an online experiences..We will doing the same by asking people to share their story of their journey with us, which can make them win some prizes



12.4 Event sponsorship will give us a platform to reach our target audience . It will also help us in branding as well as will create awareness among the masses. Company will sponsor one national level event as well as two state level events in a year.

12.5 Zero aligners: zero aligners are those aligners which do not produce any force hence will not cause any tooth movement. These aligners will be given free of cost to the doctors so

that they can experience themselves wearing of aligners. This will make them understand that wearing aligner is far more comfortable than wearing braces and aligners don't affect occlusion and interfere in speech. Hence they can better convince patients for choosing aligners as a treatment modality. Patient will also be convinced once he will see the product himself and doctor wearing an aligner will cast a positive impression in his mind as well.

12.6 Courses in the colleges and private sessions arranged will educate more and more of the doctors about the effectiveness of aligners.

12.7 Attractive Scheme

12.7.1 **3+1 scheme:** according to this scheme if a doctor gives us three cases in a month the fourth case will be done free of cost for him.

12.7.2 **5+1 scheme:** according to this if a doctor gives five cases in three months the sixth case (single arch) will be done free of cost for him.

12.8 Seminars and workshops : Thrice or four times in an year seminars or workshops will be organized in which advance technologies in regards to aligners will be discussed and apart from that queries related to aligners will be sorted out. In these seminars certificates will be given to the attending doctors who can fetch some CDE points also. Apart from that we can give the attending doctors an offer that there registration fees will be refunded when they will give us a new case.

12.9 Demonstration at your clinic : With this we can target those practitioners who are too busy to attend seminars and workshops but have that high-end clientele who can afford aligners. In this the area business manager of that area will go personally to meet the doctor and will give the presentation and will also leave a typhoon and other promotional material at his clinic which will help him in convincing the patient.

13 TARGET SPECIFIC STRATEGIES

For orthodontists and general practitioners	<ol style="list-style-type: none">1) Distribution of Cd's2) Workshops and seminars3) Courses –private and in colleges4) Zero aligners5) Demonstration at your clinic
For consumers (patients)	<ol style="list-style-type: none">1) Visibility strategy2) Event sponsorship3) Websites
For online consumers	<ol style="list-style-type: none">1) Websites2) Testimonials

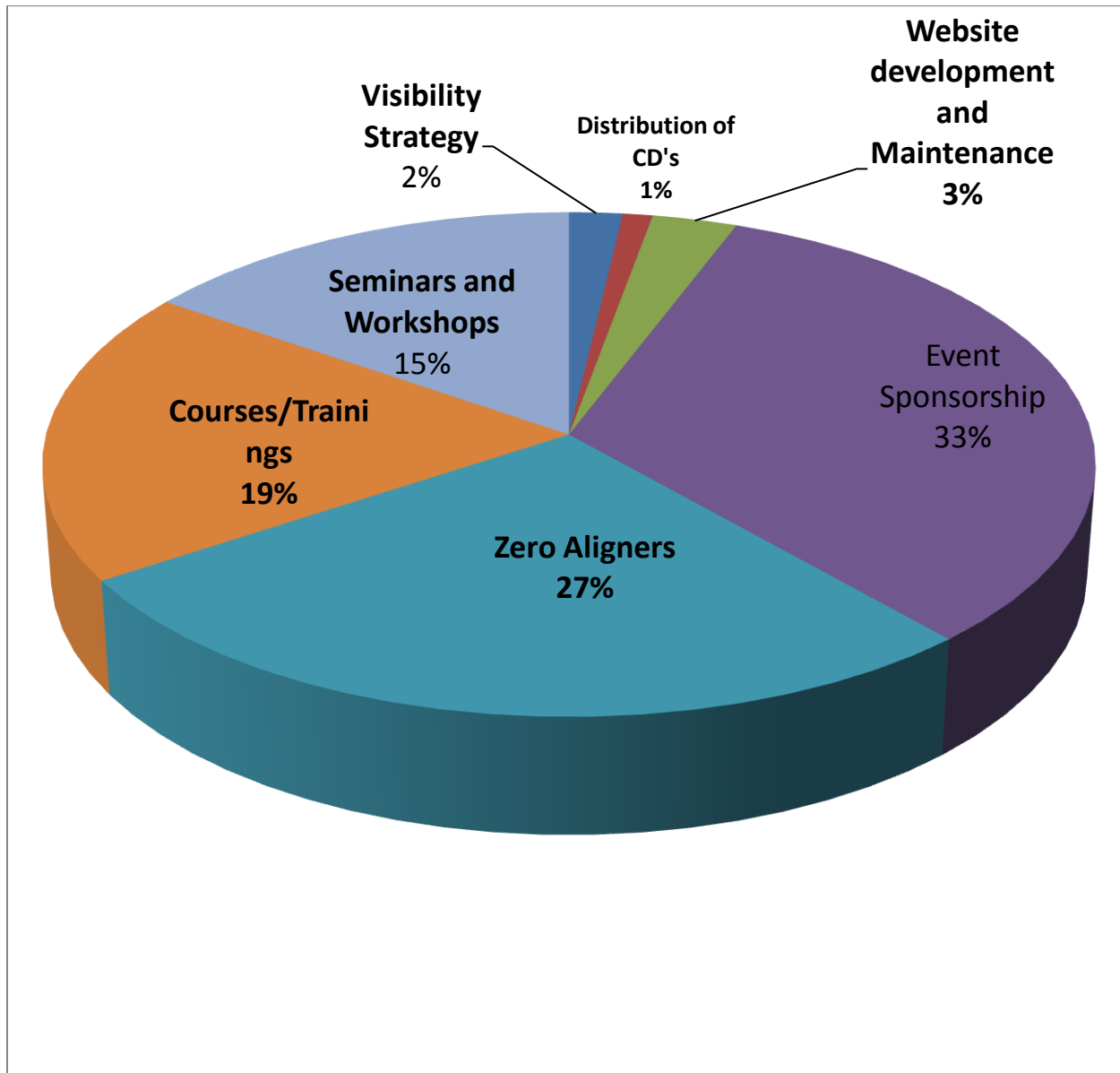
14 ACTION PLAN

STRATEGIES	TIMELINE	DESIRED OUTCOME
Visibility strategy And distribution of CD's	First quarter	Awareness among doctors about our presence in the market.
Seminars and workshops	Second quarter	Instill knowledge and skill
Zero aligners and attractive schemes	Third quarter	Motivation and marketing
Website refinement and event sponsorship	Fourth quarter	Consumer awareness and branding

Assumptions

- 1) The demand of our product with Orthodontists and our targeted patients will be inelastic to price
- 2) No negative rumors will be generated regarding aligners
- 3) Orthodontists and other practitioners will allow us to place our promotional material at their clinic.

15. BUDGET BREAKUP



15.1 Activity Based Cost

Activities	Total Cost	Percentage Breakup
Visibility Strategy	34000	1.84%
Distribution of Cd's	19000	1.03%
Website Development and Maintenance	54000	2.92%
Event Sponsorship	604000	32.70%
Zero Aligners	503250	27.24%
Courses / Training	349000	18.89%
Seminars and Workshops	284000	15.37%
TOTAL	1847250	

16. Sales Targets

OUR ANNUAL SALES TARGET = 5000000 INR

OUR PRICE PER PATIENT = 50,000 INR

**TO ACHIEVE OUR SALES TARGET
THE NO OF PRODUCTS
WE SHOULD SELL**

= 5000000/50,000

= 100 patients/ YEAR

= 9* patients/MONTH