1) To be called a cold rub and inhaler brand as success, brand should make a prescription support of (percentage) of prescriptions.

2) The Key Success Factors for cold rub and inhaler brands are

<table>
<thead>
<tr>
<th>Serial Number</th>
<th>Key Success Factors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Clear Product Benefit</td>
</tr>
<tr>
<td>2</td>
<td>Brand Name</td>
</tr>
<tr>
<td>3</td>
<td>Aggressive promotion (advertising)</td>
</tr>
<tr>
<td>4</td>
<td>Distribution (availability)</td>
</tr>
<tr>
<td>5</td>
<td>Brand promise &amp; Delivery</td>
</tr>
<tr>
<td>6</td>
<td>Brand uniqueness</td>
</tr>
<tr>
<td>7</td>
<td>Organization Commitment</td>
</tr>
<tr>
<td>8</td>
<td>Experience of the Product (or the observed experience in the market place)</td>
</tr>
</tbody>
</table>
3) IODEX is a successful brand because
   o Positioning (different from Amrutanjan)
   o Aggressive promotion
   o Staying power in the market place
   o MNC advantage

4) VICKS VAPORUB is a successful brand because
   o Perceived as more soothing than its competitor
   o Efficacy of the brand
   o Promotion at all levels
   o Adjunct therapy in cold especially for kids

5) ZANDU BALM is a successful brand because
   o Advertising (jingle)
   o Perceived as different from Amrutanjan (appearance color)
   o Effective
   o Sustained marketing activity

6) AMRUTANJAN is a successful brand because
   o Age old brand
   o Pioneer advantage
   o Sustained in the market place in spite of competition
   o Its color
7) VICKS INHALER is a successful brand because
   - Pioneer advantage
   - Convenience
   - Aggressive promotion in all seasons
   - MNC advantage

8) AMRUTANJAN DRAGON LIQUID is a failure because
   - Unable to sustain the marketing activity
   - Lack of muscle power in the market place
   - Advertisements/promotional activities unable to create recall value
   - Organization commitment to the brand

9) AMRUTANJAN INHALER is a failure because
   - Unable to create awareness
   - Non-effective campaigns
   - Non availability of the brand
   - Promotional offers are not attractive

10) TIGER BALM is successful brand because
    - Brand name
    - Different color, feel, packaging (brand features)
    - Known as a imported product
    - Availability of the brand
11) EMAMI METHO PLUS is a failure because
   o Unable to compete with giants in the market place
   o Awareness levels are very low
   o Lengthy name
   o Unrelated diversification