

## Expanding to rural markets



We are a leading pharmaceutical company and want to expand to rural Haryana for children's immunization product.

### DATA REQUIRED FROM THE GUIDE

- Market Potential Value MPV Rural - Volume II
- Children in the age group of 0-6 years - Volume I
- Female literacy - Volume II

### SOLUTION

Immunisation programmes for children requires data on literacy and the population of children upto 6 years of age other than MPV. We need to use Volume II as the analysis pertains to rural markets only. The Guide also gives population by age group by state. A combination of all these variables will provide high potential markets for children's immunization medicine. The illustration is provided in the table alongside.

Table 1. Prosperous districts of Haryana in order of rural MPV.

District	MPV-Rural	0 - 6 years	Literacy %	Analysis
	1	2	3	4 = 1*2*3÷1000
Gurgaon	26.97	309	74.27	619
Karnal	26.33	225	74.47	441
Bhiwani	24.99	277	67.62	468
Sonipat	24.61	230	73.07	413
Jind	24.51	227	66.85	373
Hisar	24.39	273	70.53	470
Sirsa	22.34	196	66.66	292
Faridabad	19.95	234	70.02	326

### RESULT

Gurgaon, Bhiwani, Hisar, Karnal and Sonipat are worth considering. It can be seen that Bhiwani and Hisar though lower in rank by rural MPV offer good potential.

To further prioritise markets with similar potential, the Media Exposure Index can be used. Districts with higher mass media penetration can be considered.