

20 Most Promising Market Research Consultants – 2018

‘Research is creating new knowledge’, once quoted by Neil Armstrong stands to be true today in present business context. Whether it is a large, small or a budding business, growth is imperative for all. For any businesses to sustain and enjoy longevity there is a dire need for market research, an essential component that aims to understand their target market, identify consumer problems and pinpoint realistic competitors. Considering it as the simplest way for entrepreneurs or business head to keep up with the market trends and maintain a competitive edge by sizing the multiple business opportunities, many market researchers’ experts have plunged into this market research consulting segment. These consultants promise to carry out the research at the various stages of a business life cycle, right from a pre-launch of a business or beyond. Hav-

ing a greater and deep understanding of one’s marketplace these consultants from the beginning enables to create a sound business strategy and establish a healthy brand name that grows and expands faster than any other in the fierce competition. Along with cost-efficient and effective tools that are beneficial to achieve desired objectives, MR consulting firms’ act as a backbone for a venture and serves as an integral organ to garner traction on their demand graph and market industry.

Realizing this scenario, we at siliconIndia bring to you a list of ‘20 Most Promising Market Research Consultants’. Having being scrutinized by a distinct panel of judges including CEOs, CIOs, CXOs, analysts and siliconindia editorial board, these consultants can be assured to deliver maximum results for the budding ecosystem and create a path for growth.



Company:

Strategic Marketing Solutions and Research Centre

Key Persons:

Dr. Sanjoy Mitra,
Managing Director

Description:

A pioneering strategic consultancy organization focused on healthcare market research services through prescription (Rx) research, training and clinical research

Website:

smsrc.co.in

Strategic Marketing Solutions and Research Centre: An Invaluable Partner for Rx Research in Pharmaceutical Industry

A think-tank of 180 + highly skilled and talented professionals who are well experienced to understand the challenges and complexities related to the pharmaceutical industry is Kolkata based Strategic Marketing Solutions and Research Centre (SMSRC). With offices in Kolkata, Mumbai, field data collection centres across 86 locations in India and at 2 cities in Bangladesh. SMSRC is recognized as a well-known name in the field of pharmaceutical market research. The company aims to take forward the ‘Application of Prescription Research in Strategic Pharmaceutical Marketing’.

For any industry to grow and prosper, a systematic, unbiased, periodical feedback counts to be the need of the hour. Most importantly in the healthcare sector. As the pharmaceutical domain is an integral part of healthcare delivery mechanism, it at the same time, facilitates manufacturing and supply of medicines to patients through physicians and healthcare professionals. This indeed requires a comprehensive and vigorous in-depth market research study. Identifying this as one of the most crucial components, SMSRC plunged into the prescription research to lead the way ahead.

Speaking on the inception journey, Sanjoy Mitra, Managing Director, SMSRC says, “The continuous improvement in healthcare demands for a prompt and efficient service with adherence to the highest quality standards. Thus, a proper fundamental research and understanding is required for identifying the patient’s need, prescription habits, and more.”

SMSRC was founded by Sanjoy Mitra, PhD in this specialised field of Rx Research and a veteran with over 30+ years experience in Strategic Pharmaceutical Marketing. As an independent organization that has been instrumental in systematically studying the dynamics of medical doctors’ Rx habits, disease trends, SMSRC offers a syndicated feedback in the form of data analytics on disease management, disease seasonality, therapy management through brand life-cycle management, increasing field force effectiveness (SFE) through strategic product portfolio restructuring and every other strategic inputs to various pharmaceutical companies that is essential for pharmaceutical marketing.

Better Patient Care, Better Healthcare

Driven by the vision ‘Caring for Healthcare’, SMSRC offers data analytics based strategic marketing solutions to pharmaceutical formulation marketing companies in India and Bangladesh. “At SMSRC, we maintain our own Rx Research database that is captured from live copies of doctors’ prescriptions representing all available doctor

specialty segments across the country” avers Anirban Mandal, General Manager – Finance & HR.

Pinpointing application of prescription research in strategic pharmaceutical marketing as the specialized area, SMSRC core offerings include Strategic Prescription Research (SPR), SPR Cloud, Strategy Workshop (SW), E_F_F_O_R_T training program and Clinical Research. Through the array of offerings, the company provides periodic annual services to monitor the brand and portfolio performance by leveraging a proprietary cloud computing tool to make data analytics right at their fingertips. With Strategy Workshop module SMSRC offers strategic solutions to develop ‘Go-To-Market’ (GTM) strategy to manage and restructure product portfolio and field force deployment planning to optimise resource and increase ROI. E_F_F_O_R_T program is aimed at providing case study based strategy management education for aspiring sales and marketing professionals.

For Clinical Research it has tied up with Medclin Research and conducts research activities at various phases of clinical trials including regulatory and also for evidence-based clinical data through Real World Studies to facilitate medico marketing functions. Medclin Research was founded and lead by Dr. Monjori Mitra, Peadiatrician by profession and healthcare researcher by passion.

“Our continuous periodic analytical feedback not only helps the users to gauge and judge the market dynamics but also helps in reviewing strategies and planning their resources optimally to render augmented and focused strategic marketing services, thus benefiting the healthcare industry largely,” adds Sanjoy.

Journey towards Knowledge Industry

Over the years, SMSRC has been able to achieve sustainable progress and attain a remarkable leadership position. Catering to a large section of mid-size and big companies, the company has the largest panel of doctors that conduct specialized prescription research in India and Bangladesh. Established in 2009, SMSRC has attuned the usage of the latest technologies like Big-data applications, other specialised IT tools and more. “Moving ahead with Rx Research, we assure to continuously innovate quantitatively and qualitatively, continue to learn and remain a powered member of the ‘knowledge industry’.”

