

Product	Tata 1 MG	Netmeds
Brand Link	<a href="https://www.1mg.com/">https://www.1mg.com/</a>	<a href="https://www.netmeds.com/">https://www.netmeds.com/</a>
Product Names	Medicines,Health Servises	Ayurvedic and Herbal Products, Personal Care ProductsPrescription Medicines
Business Model	E-Commerce Platform	E-Commerce Platform
Features	E-Pharmacy,Helth Produets,Doctor Consultation	Healthcare Products, Doctor Consultation
USP	Inovative Technologys,Customer-Centric Servise	Cost Savings, Customer Support
Price	Affordeble Price	competitive pricing
Reason to Trust	Brand Legacy,Quality Assurence	Netmeds reputation as a reliable online pharmacy and healthcare platform
How to Find?	Any Search Engine,App Store,Google Play Store	Any Search Engine,App Store,Google Play Store
<b>Target Segment</b>		
Age	16-40	16-40
Gender	All	All
Location	Tair-1,Tair-2,	Tair-1, Tair-2
<b>Ideal Customer Persona</b>		
Background	Educated Person, Senior Citizens	Educated Person, Senior Citizens
Demographics	Adult & Perents	Adult & Perents
Interests	Quality Assurance, Healthcare Convenience	Quality Assurance, Healthcare Convenience
Other relevant traits	Health Information	
Favorite social networks	Instgram,Facebook,Teligram,	Instgram,Facebook,Teligram,
Least favorite social networks		

Buying behavior	Convenience-Oriented Buying, Health-Conscious Purchases	Convenience-Oriented Buying, Health-Conscious Purchases
Spending power		
Decision maker(s)	Perents,Adult	Perents,Adult
Challenges / Pain points	Customer Service Issues	Delivery Issues
Goals / Motivations		
How we (business, product, or service) can help?	Collaborate with Healthcare Providers	Collaborate with Healthcare Providers
Purchasing barrier?		
Preferred content type		