

Internship
at
West Coast Pharma Pvt. Ltd., Ahmedabad

By
Nikhil Chhangani

Dissertation submitted in partial fulfillment of the requirements of the degree
MBA Pharmaceutical Management

Academic year, 2017-2019



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**“Market research and promotional strategies on dermal product
(glutathione) in Gujarat”**

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Company Profile

The legacy of West coast pharma pvt. Ltd. (APL) dates back to over 54 years. Established in 1965 with an objective to develop and revolutionize the Pharmaceutical and Drug industry in the Indian subcontinent, West Coast pharma pvt. Ltd. today is one of the leading pharmaceutical companies in India.



The publicly listed entity that manufactures and markets generic pharmaceutical products across the globe has grown by leaps and bounds over the last century.

WEST-COAST
Pharmaceutical Works Ltd.

With an emphasis on innovation and technology, the company has established technical strength including manufacturing section and quality section

In manufacturing section-

- Tablet and capsules
- Oral powder/liquids
- External preparation

In Quality section-

- Well-equipped control department.
- Technically sound personal quality assurance

Quality strength

- West coast strength is the quality of product.
- The company has ultra-modern, fully integrated, WHO-GMP certified QC in house laboratory with qualified personnel. almost all the testing has been performed in the lab.

We are manufacturer of pharmaceutical products for various categories of products

- Anti-cancer tablet / capsule
- Hormones tablet / capsule
- B -lactam tablets (coated / uncoated)
- General tablet and capsule
- Disinfectant products
- Oral liquid section
- General tablet and capsule
- Medicated soap
- Liquid repacking
- Dietary supplements

We are also manufacturing following category of products

- Cosmeceutical products
- Sustained release drug
- OTC drug
- Veterinary products

We are holding:

- Valid WHO – GMP CERTIFIED (GENERAL, TABLET, CAPSULE, SERUM)
- NAFDAC approval for various products
- National drug authority (UGANDA APPROVAL)
- PPB – Kenya approval
- Registered products with MOH – ZAMBIA, NIGERIA, ALGERIA, ANGOLA.

We are also offer:

- Contract manufacturing.
- Private labelling your brands.

Our valuable clients for contract manufacturing

our valuable clients,



Our organisation approved by-

WEST-COAST approved by,



WHO GMP CERTIFIED



PPB-KENYA



NAFDAC-MOH NIGERIA



MOH-ZAMBIA

West coast has expertise in –

- Morphine sulphate tablet and supplying it to WHO
- R – col mix (activated charcoal)
- We are the only manufacturer in India. (to detoxify to any poison)

- Comphora (Pentosan polysulphide sodium capsules) 2nd in the word.

Our vision:

- To be a leading organisation by providing high quality products with the best service in the industry

Our mission

- To discover, develop and market products with total customer satisfaction through state-of-the-art technology

Values

- Quality
- Innovation
- Commitment
- Passion
- Agility

Marketing division: -

- Multi-speciality division
 1. B-FOLCIN
 2. M-FOLCIN
- Speciality division: -
 1. DERMA
 2. CARDIAL
 3. GYNEC
 4. ANTI – CANCER
 5. HOSPITAL PRODUCTS

“As a growth strategy, the company has aggressively started investing in the international generics market with successful ANDA and Europe, Nigeria, Shrilanka & Kenya. The company caters to the rest of the world markets through branded formulation sales.

The company aims to explore opportunities in the therapeutic areas such as Dermatology, Oncology, and tablet Formulations. APL also has also co-promoted a company focused on discovery and development of innovative, small molecule drugs that target signal transduction networks and ion channels for the treatment of cancer, inflammation, autoimmune diseases and metabolic disorders.

Major Therapeutic Sections

- Cardio-Diabetic
- Gynaecology
- Acute
- Gastroenterology
- Ophthalmology
- Dermatology
- Urology
- Orthopaedic
- Hospital care
- Animal health

Manufacturing

Manufacturing proficiency has been west coast forte ever since its inception. State of the art facilities with latest advanced manufacturing techniques help the organization cater to global demand with high quality and affordable medicines. West coast has manufacturing facilities in various locations in the country dedicated for both Formulation as well as Active Pharmaceutical Ingredients (API).

West coast houses currently manufacture general oral solids in and is in the process of putting up Oncology oral solids and Oncology injectable facilities at the same location.

It will manufacture general injectable and nutritional products. The manufacturing facility at produces oral solid dosage as well as liquid oral dosage forms. market. Our plants have approval to market products in various markets by respective regulatory authorities.

Having initiated expansion of manufacturing facilities into newer areas where west coast was not present hitherto, we are also in the process of initiating expansion of oral solid manufacturing at Gujarat. This will help in catering to the growing demand and also in handling several new formulation facilities.

Our dedicated manufacturing team of more than 2000 people ensures highest standards of operation with strong oversight from the Quality team. Management assesses quality during regular review meetings and corrective actions are implemented without delay.

