

“A Comparative Study of
Consumer Buying Behavior
Towards Medicine: Online v/s Offline”

By

Ankit Jangid

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Woodrock Healthcare Private Limited



The IIHMR University, Jaipur

1, Prabhu Dayal Marg, Sanganer, Airport
Jaipur 302029, Rajasthan
Ph: 0141 3924700, Fax: 3924738
Website: www.iihmr.edu.in

INTERNSHIP REPORT

Introduction: Woodrock Health Care Pvt. Ltd is established in the year 1999, to serve the ailing mankind. From the days of inception social obligations and the services to be rendered to the ailing mankind governed the philosophy of the company. Woodrock has GMP compliant manufacturing unit where all products are manufactured marketing office in Kolkata. It has an intensive and modern multilevel distribution network.

Goals of Internship: To acquire knowledge and experience of Market Research department as an Intern.

Organisational Profile:

Woodrock Healthcare Pvt. Ltd. started their journey in Pharmaceutical manufacturing world in the year 1999 under able stewardship of Mr. Anup Agarwal. The basic motto of establishing was, a truly standard, ethical Pharmaceutical business in the growing Pharmaceutical market in India. The no compromise with the Quality and standard of all the formulations of Woodrock is the prime objective of the organisation. Right from the manufacturing of the formulations till it reaches to the customer, the performance standard is always kept to the highest standards as per the need of the Pharmaceutical manufacturing process and business.

Woodrock Healthcare Pvt. Ltd. is spread throughout our country with their presence, in every state of India by combining strategic ethics and manufacturing Quality and Ethics. Woodrock today has come to a very respectable platform due to their constant endeavor. Company appoints multiple franchisees in every parts of India, so meticulously that all the franchisees get adequate opportunity to market the products and thereby the profits. The company is providing all types of promotional inputs and marketing supports to all the franchisees.

Woodrock Healthcare Pvt. Ltd. constantly laying emphasis on full customer satisfaction and confidence through Quality Control, Quality Assurance with the help of competent and dedicated team of professionals, manufacturers for its aggressive growth.

Our Mission - It is our mission to become the leading company in our field of activity, service, excellence and expansion through Quality measures and self-reliance. We intend to manufacture affordable medicines so that all sections of our country men are benefited when there is need.

Our Objective - The prime objective of Woodrock is to be present in their business segment with all reliability and dependability to their customer.

Quality Assurance - Putting the seal of "Quality Assurance" on each and every brand Woodrock has assigned a very special responsibility for itself.

Expansion Division - Driven by the concern and commitment towards the nation, children are the future of a nation, and a healthier nation's biggest asset can only be its healthier children. Driven by the concern, we at Woodrock Healthcare dedicate ourselves into an exclusive segment of Paediatric health care.

Manufacturing Units - All the manufacturing units are CGMP certified and are well equipped with European GMP standards. Starting with Pharmaceutical formulations in 1999, today we successfully

ventured into injectables, nutraceuticals with the objective of expansion in different sections of other Pharmaceutical products.

Quality & Reliability - Quality is of paramount importance and even more so, in the health sector where the company deals directly with precious human life. Woodrock's total commitment to Quality is well explained in the Quality policy laid down by the Managing Director. The Quality policy lays emphasis on continuous improvement meeting customer's expectations and all time with regulatory compliance. The upgrading of Quality system guidelines from time to time which becomes the basis for formulating standard operating procedures.

Values & Commitments - While business has grown multi-fold since its inception over last 14 years, Woodrock has never lost sight of its core values. These values have formed the foundations on which Woodrock has been built.

Over the years we have been successful in bringing a number of formulations worth of market potential with a constant endeavor and support from all our customers. We have been innovative in our endeavors. Therefore we have always voiced for Excellence, Ethics, Quality Control and Quality Assurance

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The product range of Woodrock is distributed over several divisions – Woodrock Healthcare, Woodrock Pediatric and Woodrock Tropicals & Tulip Division.

Departments Visited: Market Research, Sales and Marketing, Product Management