

**INTERSHIP TRAINING
AT
RAY ADCOMM PRIVATE LIMITED**

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INTRODUCTION

Ray Adcomm Pvt. Ltd. is a creative affiliation of Insignia Communications; it was launched 3 years back to address the creative needs of Indian Healthcare Industry. The entire infrastructure is designed and set by a team of experienced healthcare professionals.

This rich cumulative experience has helped acquire clientele across the Indian Healthcare Industry as a result they have boast of working with 15-20 leading companies in India.

Vision

To create an eco-system of need based unbiased and relevant medical programs, disseminated in a unique differential manner.

Mission

Create accurate best clinical practice through evidence based medical programs using current clinical practices and disseminate knowledge through our unique programs via online, live and print medium for extended reach.

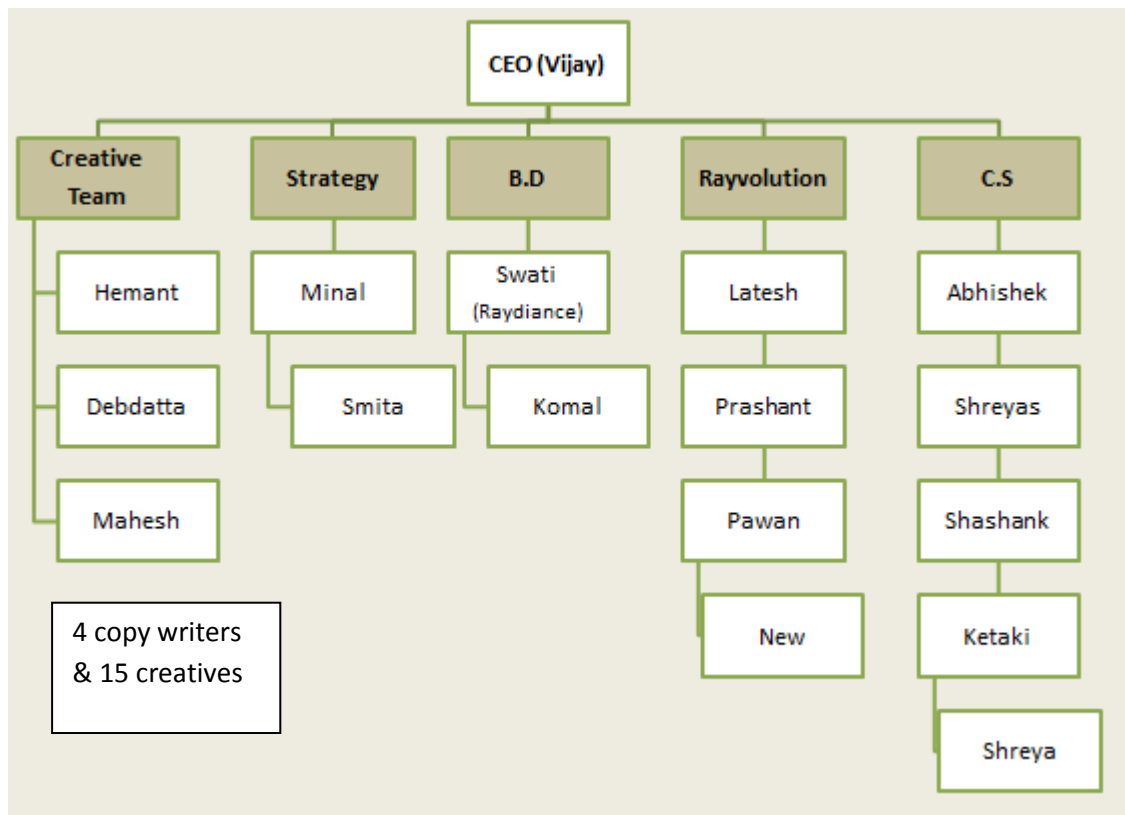
Expertise

To develop insightful & creative market campaigns using following techniques & frame works:

- Key opinion leader network
- Insight mining
- Strategic brand planning frameworks
- Product launch and lifecycle planning
- Creative conceptualization
- Meeting, congress & workshop management
- Multimedia solutions
- Healthcare advertising
- Professional training

ORGANIZATIONAL PROFILE

Organogram:



Major Clientele of the Organization:



Other Divisions:

Raydiance(Digital Events): Raydiance specializes in creating the interactive environment for a brand, wherein consumer engagement is on a dynamic and interactive level.

Through Events, Digital and Ambient vehicles it ensures an active brand-consumer bonding and a distinct brand visibility over competition.

Offerings:

- Exhibition & stalls
- Product Launch
- Visual Merchandising
- Conferences
- Field force Motivation
- CME's
- Webinars

Rayvolution (Evolution of Digitalization): Empowers brands online, by understanding the emerging needs of pharma & healthcare industry. It partners with the clients to take the brands on different heights with the help of Digital Marketing.

Offerings:

- Launch Audio Visual
- Motivational AV
- Medical animation
- Websites, Microsites
- Interactive E-mailers
- E-mailers
- Digital Brand Integration (wallpaper, screen saver etc.)

Creative Department: It is an operations team that works to bring out the inputs & materials in accordance to the need of the brand to help it reach new horizons.

Offerings:

- Creative conceptualization
- Visual Aids
- Leave Behind Literatures
- Sample Dispensers
- Packing

Business Development: It works to bring in new clienteles, maintain relationships with the existing client portal and increase the revenue of the Organization

Strategy Development & Planning: Offers strategic consultancy to help differentiate the brand over competition, it works for reviewing existing communication, providing strategic frame works for campaigns, communication etc.

Client Servicing: Works as a link between the Creatives & the clients, maintains good relationship with clients and provides them with all the creative needs for a brand

SERVICES PROVIDED

1. Key opinion leader network
2. Strategic brand planning frameworks
3. Product launch and lifecycle planning
4. Creative conceptualization
5. Meeting, congress & workshop management
6. Multimedia solutions
7. Healthcare advertising

DEPARTMENT WORKED

- Strategy & Planning

PROBLEMS AND ISSUES IN EACH DEPARTMENT

- Roles & responsibilities not clearly defined
- Less employee motivation activities

LEARNING

1. To review any communication or develop a strategy along with the understanding of the needs of the consumers it is essential to understand the ground reality by interacting with other stake holders working on field.
2. A strategy need not be exceptional but, it needs to be executed exceptionally well.
3. Simple details can help solve complexities

ANY PROJECTS UNDERTAKEN OTHER THAN DISSERTATION

1. Worked on Cycle 2 communication planning for 17 brands
 - Field work for these brands to understand the acceptance of the existing communication and plan the changes in the communications accordingly
2. Working on an Ortho Brand to help it gain its market potential
 - Field work at Pune & Mumbai to understand the expectations of the doctors from the brand and to understand the patient profile & indications for the same
 - Interviews of Area Managers of all 4 zones to understand the problems faced by Field force
3. Competitor analysis to develop an organization strategy to be No.1 in the year 2015-16

EXTRAORDINARY GOOD EVENT

- Won a ‘‘Bright Future’’ award for the year 2014-15