

University Mentor: Dr. Saurabh Kumar

Organization Mentor: Mr. Vivek Jain

Brief History of Organization

Precise Life Science was started in the year 2019 by Mr. Vivek Jain at Bangalore, Karnataka. Precise Life science is a marketing company which Manufactures tablets from 3rd party manufacturers.



- ❑ Company has established a good hold on few products in the market which are being sold at good pace. Few of the Brands are Listed Below:
 - Vildapar M 500 (Vildagliptin 50mg + Metformin) SR
 - Metagil GM1 / GV2 (Metformin 500mg + Glimepiride 1mg /2mg + Voglibose 0.2mg) SR
 - Ten-X 20 & Ten-X M500 (Teneligliptin 20 mg + Metformin)
 - Panto Plus DSR (Pantoprazole + Domperidone)



Brief description about organization

- ❑ Precise Life Science is manufacturing most of the products from W.H.O. and G.M.P. certified units. They have a strong marketing approach that helps to establish a renowned name in the domestic Pharma market especially in Karnataka State.
- ❑ Along With this Company also acts as super stockiest (C&F Business) for CIPLA OTC Products and also for FMCG Companies of FR Products and Happilo International Pvt Ltd.
- ❑ Company Markets a wide range of Cardiac and Diabetic Medicines (Tablet Formulation) and a few Gastro and Anti-histamine Medicines.



Learning's and Value Addition

- ❑ Managing Existing Products
- ❑ Appearance of the Product
- ❑ Building and Maintaining Customer Relationship with effective communication
- ❑ Social Media Marketing
- ❑ Human Resource

Difference between practical exposure and theoretical work

There was not much difference seen between the practical exposure and theoretical work. Knowledge and skills gained Theoretically was easily seen in the practice during Internship/ practical exposure.

SWOT Analysis

Strengths:

- Focused on Cardiac and diabetic Specification only and expansion in the same segment.
- Location and Good Services.

Weaknesses:

- Not Covering all the formulations in the cardiac and diabetic Segment like insulin.
- Currently focused on PMBJK Pharmacies.
- Partnership Firm.

Opportunities:

- Breaking the Market with the Best Rates.
- Large Infrastructure and Financial Support Opening doors for various Business Opportunities.

Threat:

- Competitive Marketplace Full of Organizations with similar Service Offerings.
- Brand Perception of Customers.

Challenges faced during internship

No Fixed Working hours.

No prior Notifications for any meetings.

Communication Gap

Reimbursement for travelling

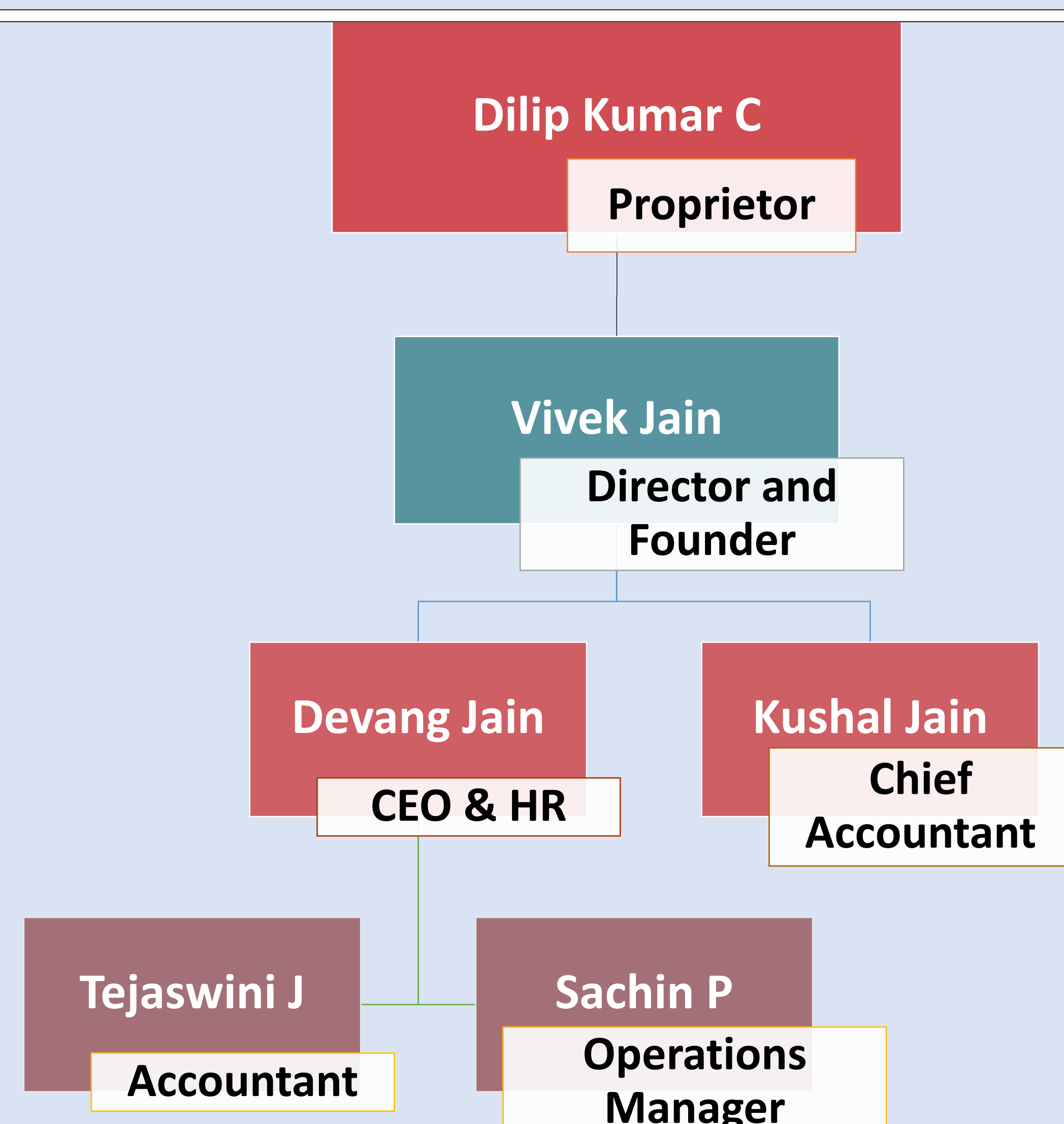
Usefulness of this Internship

- ❑ Gained Knowledge on how a Marketing Company is Started and issues it faces during initial Times.
- ❑ How to effectively manage a product.
- ❑ Learned the process on how to apply for trademarks and other legal works.
- ❑ Learned how to fix the prices of products for retailers and distributors.
- ❑ Peaceful Location.
- ❑ Got an opportunity to experience New Product Launch process.
- ❑ Got an Opportunity to do my dissertation in the future.
- ❑ Improved my Speaking Skills in English as well as regional Languages.
- ❑ Gained a valuable work experience.
- ❑ Built a good network for marketing.

The suggestions for Organization

- ❑ Organization should Fix the timings of working hours for all the employees.
- ❑ Improve on communication between employees.
- ❑ Organization should provide some benefits/perks of working to the employees other than that of holidays.
- ❑ Be Open to feedback

Organization Structure



Acknowledgement:

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