

BUSINESS PLAN and MARKET MAPPING PHARMACEUTICAL INDUSTRY

INGREDIENTS DEPARTMENT, DKSH, INDIA

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Brief History of DKSH India Pvt Ltd. :

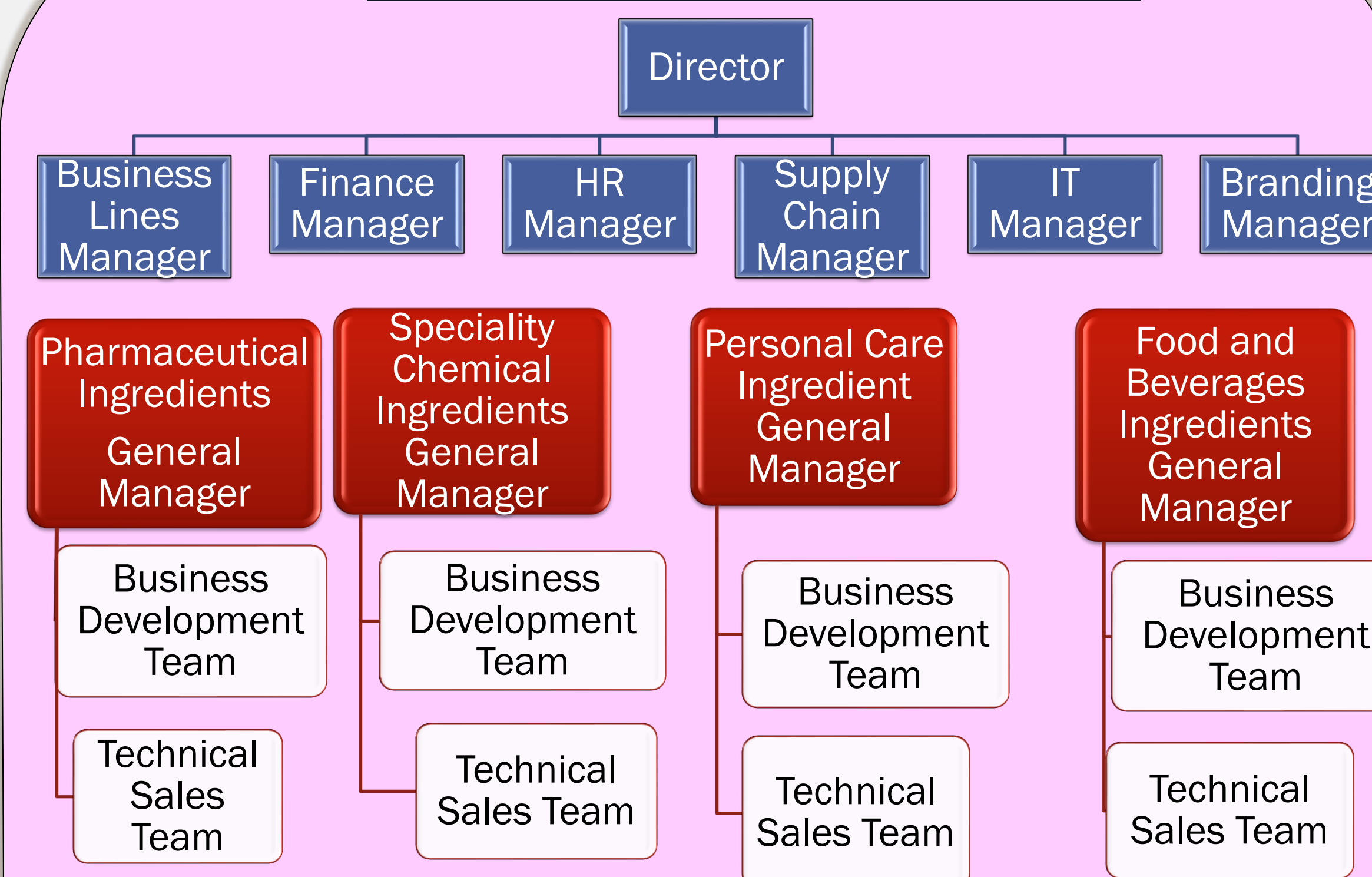


Vision and Mission:

Our vision is to be trusted partner for companies belonging to grow their Business in Asia and beyond

-Stefan P. Butz CEO

Organization Structure



Pharmaceutical Ingredients Industry

- The pharmaceutical excipients market is projected to reach USD 10.6 billion by 2026, at a CAGR of 5.8%.
- The Indian excipient market is growing at 10 to 12 per cent against the global growth rate of 5 to 7%.
- Excipients improve API stability including protection from degradation.
- The major players in Global Pharmaceutical Excipients Market are

SWOT of Pharma Packaging Industry

STRENGTHS	WEAKNESS	OPPORTUNITIES	THREATS
Increasing adoption of self-care devices	During the supply, the glass vials and ampoules can be easily damaged	- Increasing demand with respect to drug safety - Packaging of vaccines and other sterile products	- Biodegradable packaging - Product Replacement

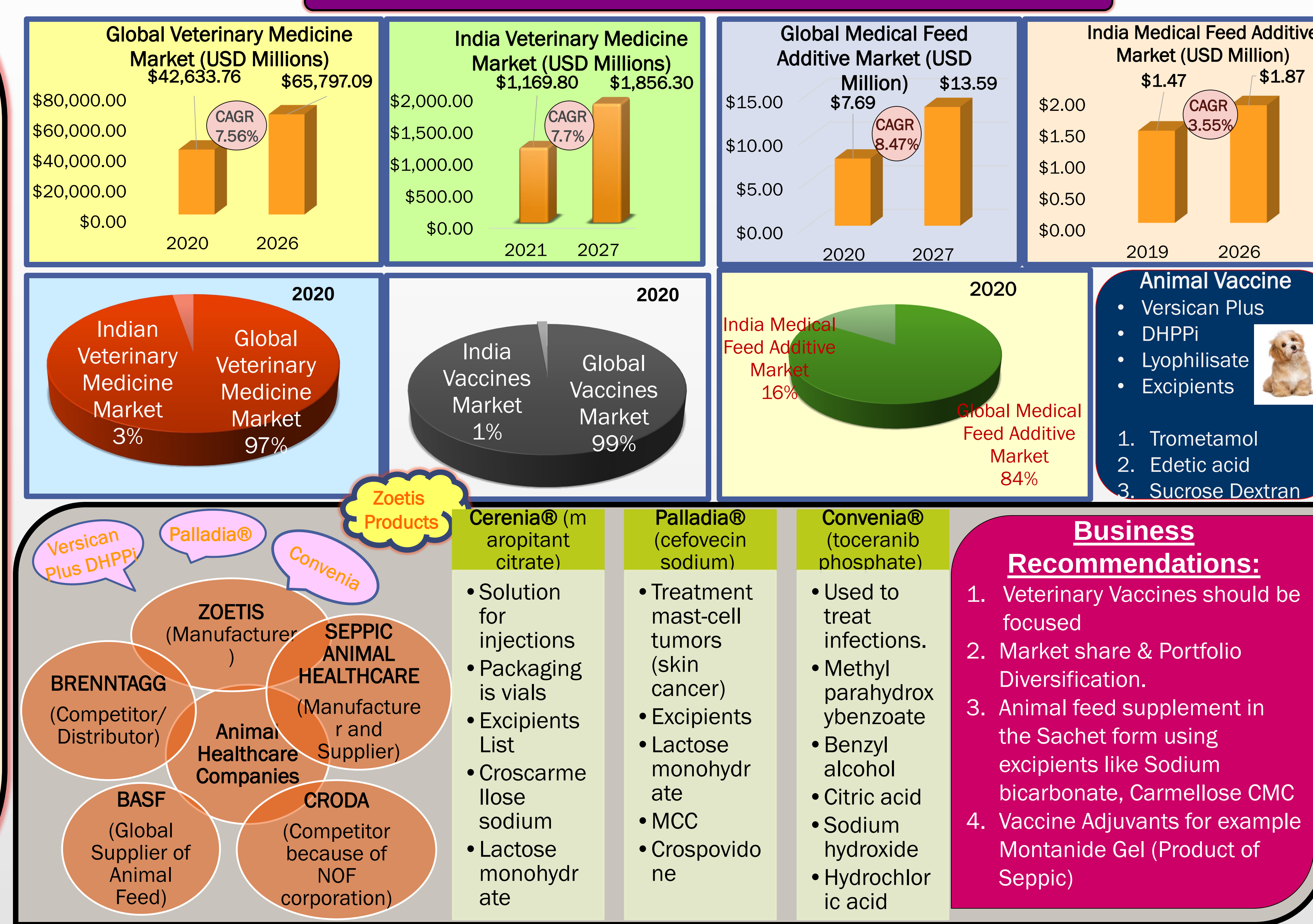
SWOT of Animal Healthcare Industry

STRENGTHS	WEAKNESS	OPPORTUNITIES	THREATS
- Growing popularity of toxoid vaccines - Growing Innovation of Veterinary Medical Devices	- Lack of Animal Vaccination Awareness among Smallholder Farmers - High cost of veterinary services	- New Mergers - Increasing technology and investment in Research and Development	- Stringent Regulatory Approval Process for Drugs - Vaccine trials (prototype validation) are slow processes

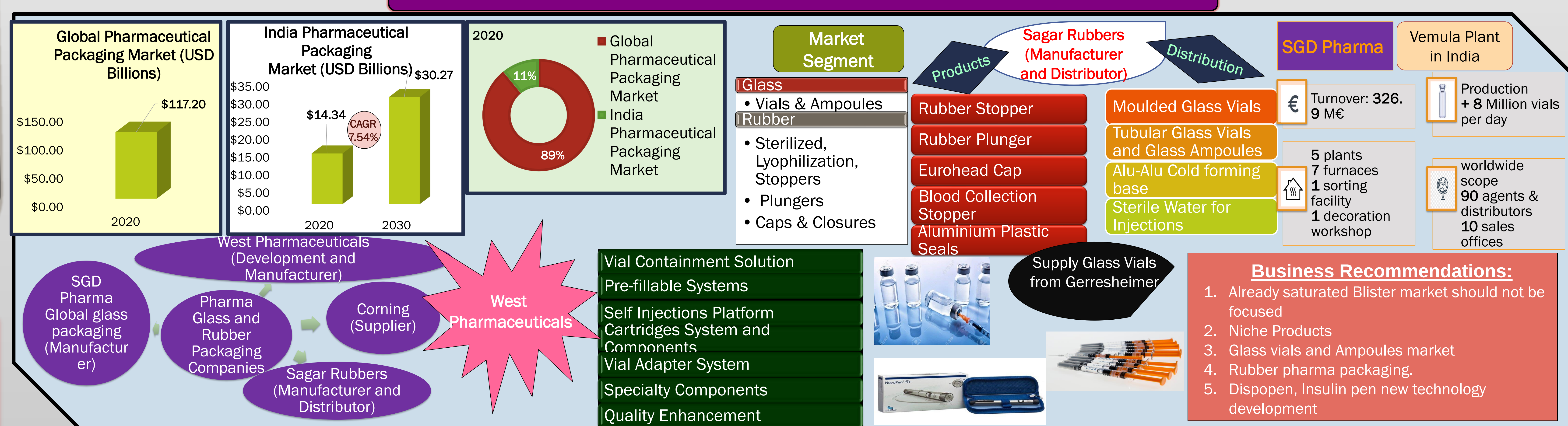
Projects



ANIMAL HEALTHCARE BUSINESS PLAN



PHARMACEUTICAL PACKAGING BUSINESS PLAN



Challenges Faced:

- To find out the market trends with respect to veterinary medicine ingredients
- Animal Healthcare ingredients market size couldn't be found
- Packaging is a vast industry
- Registration of one API requires 10-15 thousand US dollars

Learnings:

- An opportunity to test all my skills that I had developed during my educational years
- Knowledge and skills into practice
- Importance of enthusiasm and open to learning new skills
- Benefits of taking on feedbacks
- Communicate and build relationships
- Communication is a key to success in professional environment
- Improved communication skills and my managerial skills

Best Days at DKSH:

- All days were best
- The introduction to the Pharma Team
- Mid Presentation day
- Clients meet Introduction with the client
- Introduced to Global Vice President Final Presentation day
- Customer visit.