

INTRODUCTION

Novo Nordisk India Pvt Ltd [NNIPL] is a Danish multinational pharmaceutical company founded in 1923 by August Krogh and Marie Krogh. Originally focused on producing insulin, the company expanded globally and merged with Nordisk Gentofte in 1989 to become Novo Nordisk A/S. Today, NNIPL specializes in diabetes care but has also diversified into areas such as hemophilia, growth disorders, and obesity.

VISION

NNIPL vision is to lead in diabetes care, driving understanding, prevention and cure, while expanding capabilities in other chronic diseases, through innovative solutions that improve lives.

MISSION

Transforming lives through innovative healthcare solutions.

Strengths

Patent product with exclusivity, strong market presence, newly launched product, adaptability to different user needs, potential for frequent reorders due to product's usage and benefits

Weaknesses

High price point, lack of awareness about the product.

Opportunities

Leveraging innovative technology (SNAC), addressing dual treatment needs for diabetes and obesity, larger customer base, good number of potential hospitals to be explored.

Threats

Lack of understanding regarding product's consumption pattern, product awareness acceptance challenges.

Theoretical understanding in sales

Knowledge of sales principles and strategies, providing a conceptual foundation for informed decision-making and the design of effective sales approaches.

Practical exposure in sales

Hands-on experience gained through real-life interactions, enabling individuals to develop skills and adapt to diverse sales scenarios.

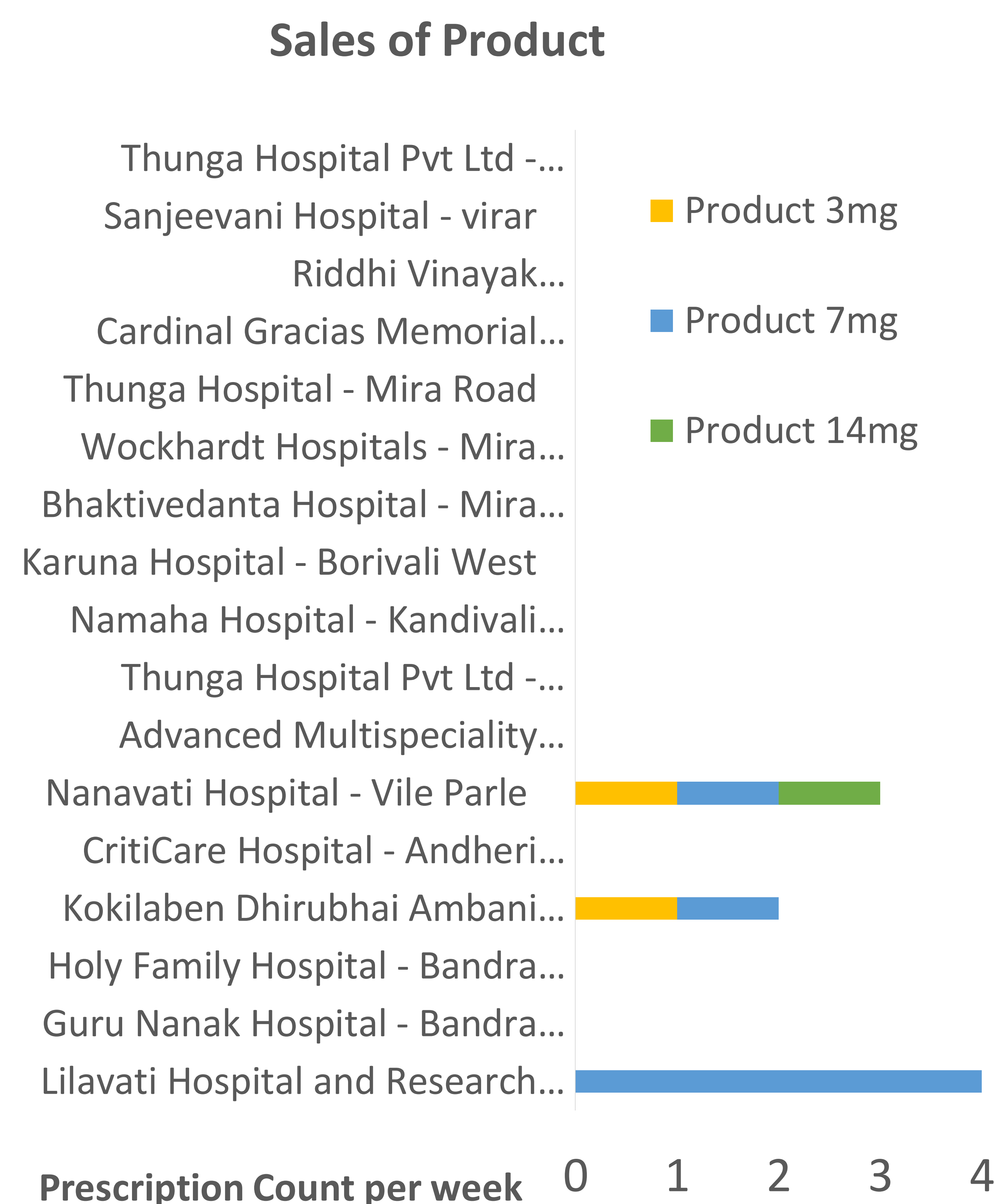
Challenges faced during internship

Restricted access for outsiders and medical representatives in certain hospitals, limited data sharing by hospital staff, lack of cooperation from nurses and counter staff during surveys, and extensive travel distances.

Learning during internship

Lead collection, effective communication with staff and higher authorities, survey planning, approaching staff for authentic responses, regular reporting, and developing skills to work in challenging environments.

Hospitals



Survey in Hospital Pharmacy



Survey in Corporate Hospital



Continuing Medical Education

SUGGESTION

Obtain feedback from prescribers and customers regarding the product. Monitor product availability and sales frequency consistently. Increase focus on potential corporate hospitals, ensuring regular follow-ups. Expand the sales network and establish a dedicated team specifically for corporate hospitals.

Presented by

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