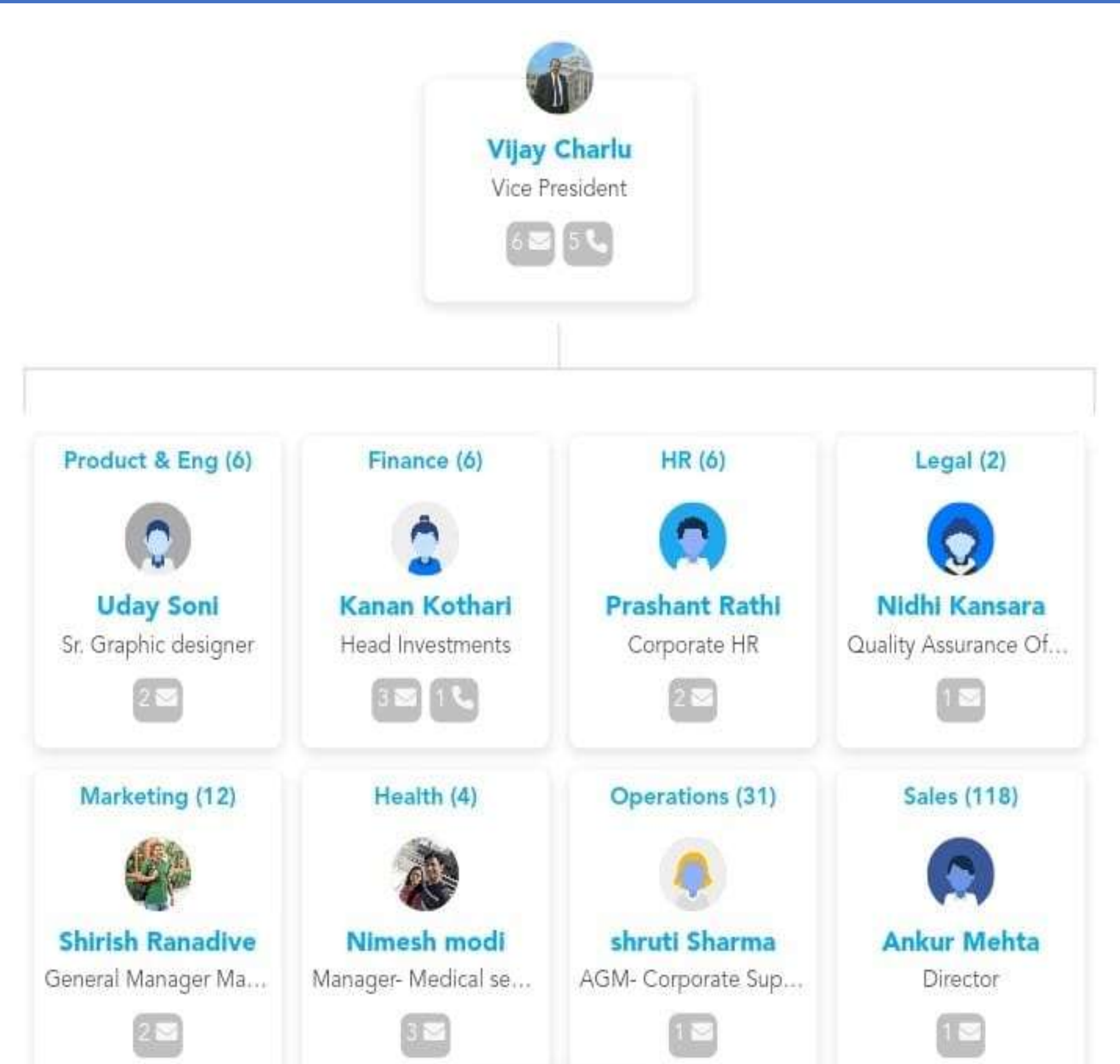




PROFILE OF THE ORGANIZATION HISTORY

We are CORONA Remedies Pvt. Ltd. Our journey started in 2004, with a commitment to creating a better quality of health for all by being at the forefront of research, manufacturing and marketing of high quality products. It is India’s youngest company to be into top 40 pharmaceutical companies. Also, among the leaders in Women Healthcare and have a strong presence in therapies like anti diabetic , anti-hypertensive , neuropathy , pain management.

ORGANIZATION STRUCTURE



SUGGESTIONS-

Share strategic decisions behind the ingenious of a product during the launch of a new brand and how to come up with new schemes
How to do storage of supreme data in an orderly crisp format
More insights on Importance of secondary research in marketing and how it is effective in future run.
Company should implement an offline internship in order for interns to experience organization work culture

AIM Identifying the vis - à -vis market brands with different technologies through publications. (dosage form/strength/mechanism of action if different based on dosage form etc.) carrying secondary research.		OBJECTIVE -Understanding the pharmacodynamics/kinetic reasons for the technology used to formulate the drug. Understanding the patient benefits in each available formulation technology.	
MISSION -To be an ethical, transparent, spirited, and vibrant organization with a progressive outlook, is to make available a range of innovative, value-added and evidence-based products		PRACTICAL VS THEORETICAL Theoretical exposure to the new innovation technologies used by top marketing brands. Differentiation between the top brands based on different formulations etc	
VISION - To achieve good health for every individual, society and the nation as a whole by becoming one of the top pharmaceutical companies in the world			
LEARNINGS- Strategy adopted by top brands in order to stay in the market till decline phase How competitors are competing in the market Patented Technology adopted by different brands Reason behind the adopted technology		SWOT ANALYSIS OF SECONDARY RESEARCH	
		Excess data Time effective Interpreting information Understanding keywords	Missing variables Not easily available
USEFULNESS- Understanding of how organizations sweeps in with different innovations in the market in order to promote their brand. Formulations available for different target audience-Targeted Marketing Insights on how to conduct secondary research in a more effective and precise manner Read publications and patents on various molecules . How to store data in an excel sheet in a methodical manner		Benchmarking data Cross-Validation of Findings Longitudinal Analysis Accessibility of Diverse Perspectives	Data Bias and Inconsistency Overreliance on Existing Data Limitations in tailoring the research



CHALLENGES

Interpreting and applying this data correctly to address the research questions was challenging.
Limited to the data that is already available, which might didn’t cover all aspects of a research topic.
Finding data that precisely matches the research objectives was challenging.

Technology Funnel

