

Presented by: **Mili Mazumdar**, roll no. 0406.

Under the guidance of **Dr. Sudhinder Singh** Chowhan (University mentor) & **Mr. Nidhish Gaurav** (Industry Mentor)

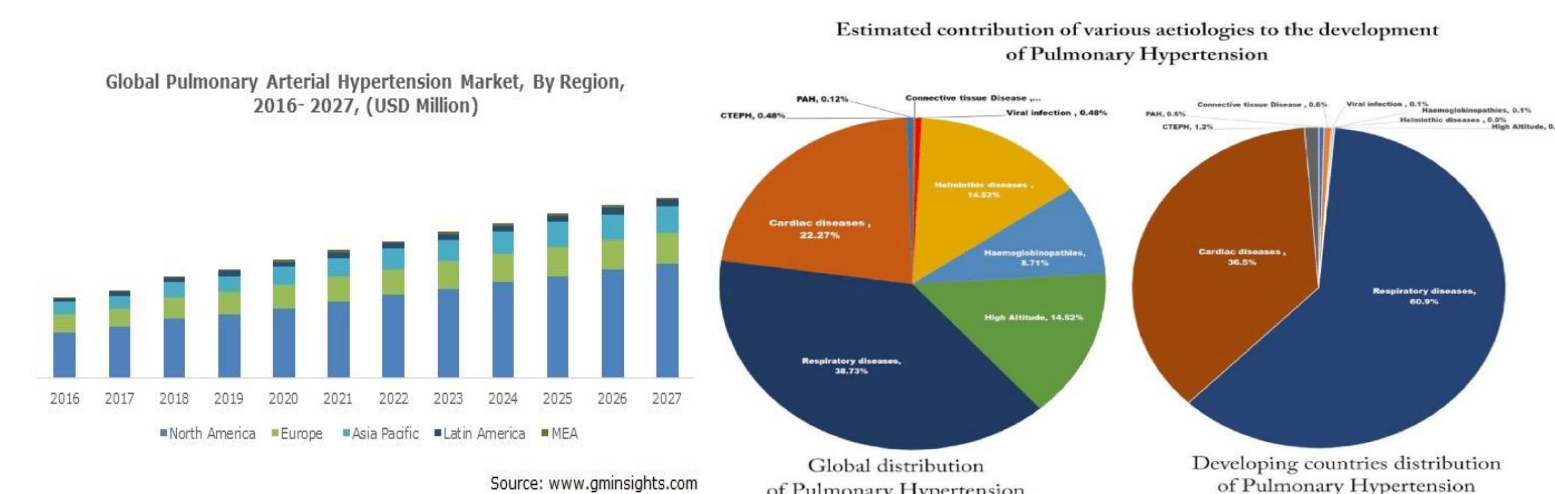
WORKING AT CIPLA

- ✧ Discussed about the ILD & PH portfolio and shared respective portfolio in the given format.
- ✧ Basic idea on competition and working in the fields.
- ✧ Understanding the Brand Plan flow session on. Developed Questionnaire.
- ✧ Understanding to make brand plan on PAH Data-Pivot table, VLOOKUP, Hlookup
- ✧ Understanding of Market Analysis/Competitor Brands/Molecules.
- ✧ Pilot Testing Questionnaire & Survey at target Doctor.
- ✧ Selected brand -Endo bloc T kit & worked on data based on doctor's prescriptions, month wise business mapping may & June.
- ✧ Visited Doctors to take the survey. Maintain the master sheet daily.
- ✧ Find unlisted leads and visited simultaneously.
- ✧ Made primary & secondary report.
- ✧ Theoretical knowledge on PAH, Mock preparation, Presentation.
- ✧ Management Patterns.

VISION & MISSION

Vision: To become a Centre of excellence in the manufacturing of quality, affordable medicines Mission: To provide affordable and efficacious medicines in a sustainable way, to improve the quality of life.

ORGANIZATION STRUCTURE



PRACTICAL VS THEORETICAL EXPOSURE

- Practical: - Data Collection- You may be involved in gathering primary and secondary data related to the pharmaceutical market, competitors, target demographics, and customer preferences.
- Market Analysis: You might assist in analyzing market trends, consumer behavior, and competitor strategies. This could involve using tools like SWOT analysis.
- Research Methodologies: You may learn about various research methodologies used in market research, such as qualitative and quantitative research.
- Theoretical: -Market Segmentation- You might learn about market segmentation approaches and their relevance in pharmaceutical marketing.
- Competitive Analysis: You may be introduced to concepts related to competitive analysis, such as identifying direct and indirect competitors.
- Marketing Mix: You could gain insights into the marketing mix elements (product, price, place, and promotion) and their role in developing effective marketing strategies.

CHALLENGES FACED DURING INTERNSHIP

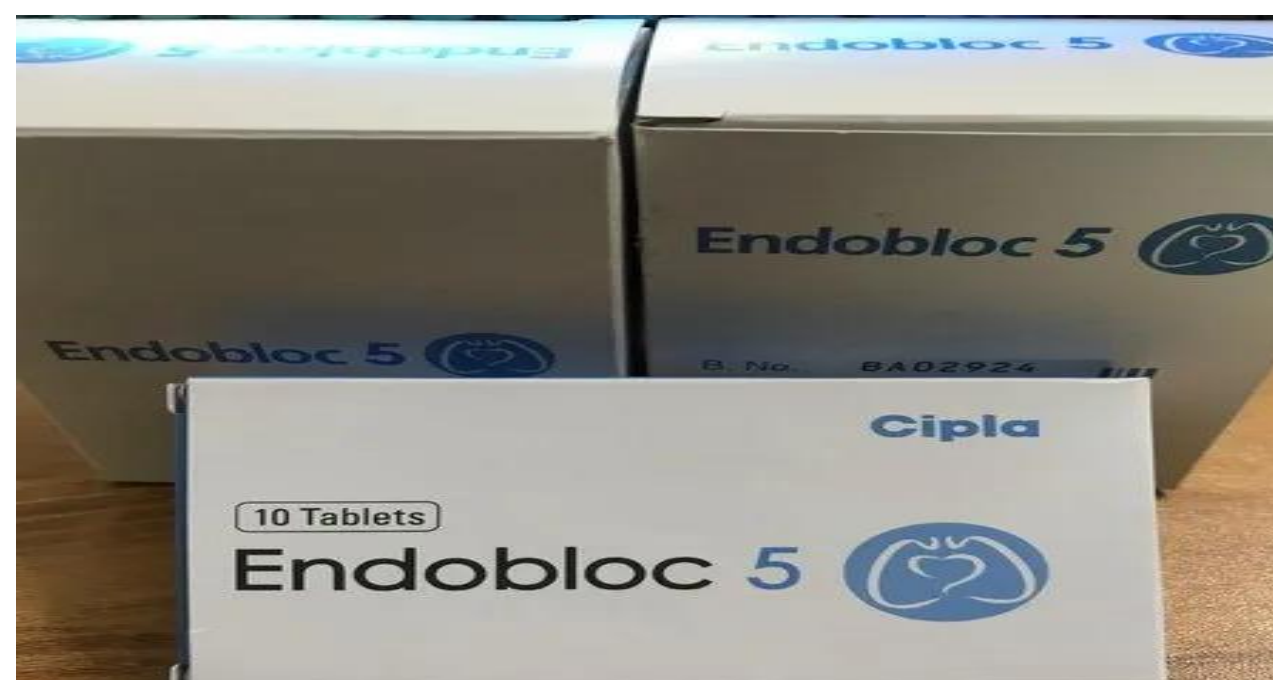
- ✧ Present customer testimonial to show credibility.
- ✧ Try giving a solution to their issue rather than just selling your product/service.
- ✧ Respond to their queries in real-time.
- ✧ Recognize the challenges of intergenerational leadership transitions and sustaining long-term growth by reinventing the organization as it traverses through the life cycle.

LEARNINGS & USEFULNESS OF INTERNSHIP

- ✧ Understanding of the market, PH portfolio therapy, Life patient lead, diagnosis, treatment.
- ✧ Digital marketing, Resource allocation, forecast.
- ✧ HRCT & DLD data list, IMS DATA, Cipla priority brands, Cipla vs Competitor -Cluster, division, subdivision level.
- ✧ Understand ten questions and took survey from the Doctor.
- ✧ Market analysis& market share, competitor brands, molecules
- ✧ Product MOA, Pharma revenue planning, Business scenario, Customer investment.

SUGGESTION

- ✧ Need to use digital media to take the brand directly to the end-user.
- ✧ Focusing on the diseases served by its brand.
- ✧ Using the targeting power of digital media to create small patient communities.
- ✧ Analyst prediction, stock forecast, price targets.



SWOT Analysis (of organization)

STRENGTH

- Developed good positive image by providing support to cancer patients by issuing drugs at low cost.

-3rd position in India Market

-A foremost player in anti-infective and anti-asthmatic formulations.

- High profitability and revenue.

WEAKNESS

- High dependence on few key products.

- The workload is high and employee turnover is also high.

SWOT ANALYSIS

OPPORTUNITY

- It can venture into many diseases' medication
- New therapy approaches
- They can use vitamin generic to achieve higher growth

THREATS

- Excessive cost of discovery new products.
- Prices of new medicines rises.
- High competitions