

About:- Cyno is an upcoming specialty pharmaceutical company with a balanced portfolio of branded products, We pursue a multi-layered growth strategy combining internal product development, strategic alliances and collaborations and synergistic acquisitions of products and businesses. Our focus is to make good drugs better, by finding ways to deliver them with greater safety, stability and/or effectiveness. As proud as we are of our accomplishments over the years in pharma industry, we define our success at Cyno in human terms. Any strategy we employ must reflect our commitment to integrity in the face of one of the most vital human agendas – health. Together, we come to work each day driven by individual accountability and inspired by the knowledge that the products we make help people live better, healthier lives.

Mission:- Contributing to better healthcare through innovation. Maximizing value for our stakeholders and customers.

Vision:- It is our vision to become a leading and admired global pharma company by reaching and touching lives globally as a leading provider of effective medicines.

Difference between practical exposure and theoretical understanding

The basic difference between theoretical knowledge and practical knowledge is that theory teaches us through the experience of others, on the other hand in practice typically pick up knowledge through our own involvement in the work in hand.

There are some reasons why Practical Wisdom is better-

-  **Interactive Education creates a Deeper Impact**
-  **Involvement => Easy learning**
-  **Develops a better understanding**
-  **Strengthen basic understanding and technical skills**
-  **Last but not least- It is more interesting**

About Project

Project Name: Market Research on Impact of substitution of medicine at Retail Pharmacy.

Market and Competitor Research: My internship involved in researching the market landscape and analyzing the competition. Understanding competitors' strategies and offerings will help my organization position and its products or services effectively. I got to know that **Dawa dost** and **Medlife** is widely used my retail pharmacist.

Experience

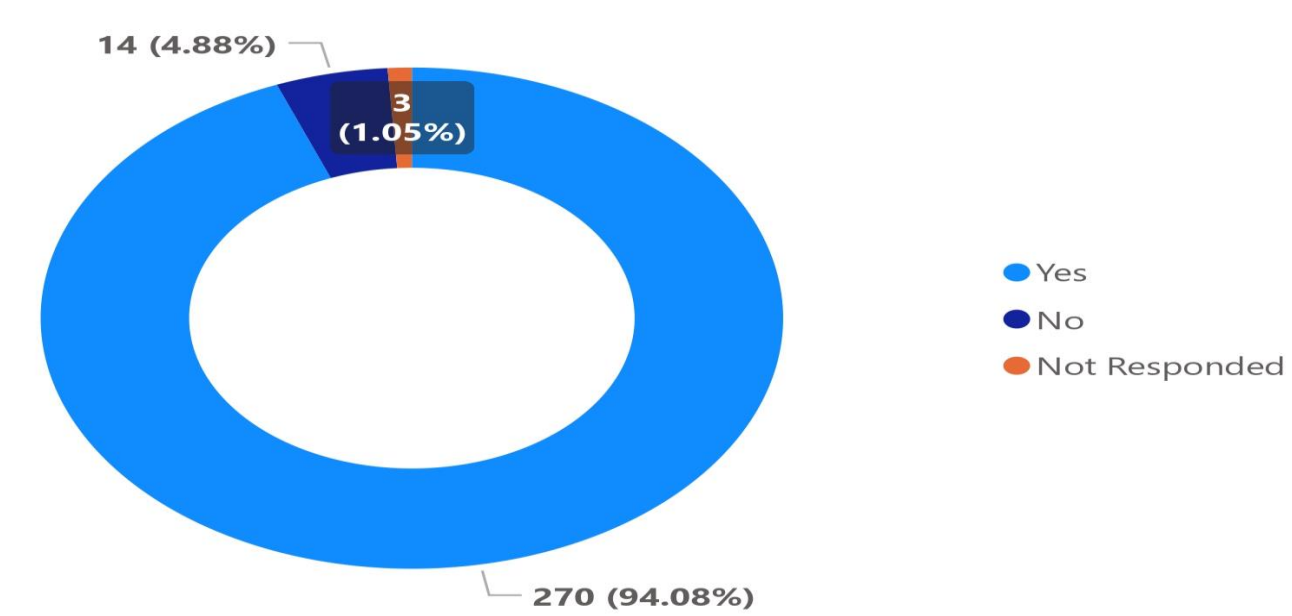
During my market research experience, I encountered both enriching and challenging moments as I had to repeatedly present the same pitch. While some retail shops welcomed me warmly, allowing me nearly half an hour to discuss their concerns, others treated me poorly, even snatching my survey phone or yelling at me, instructing me not to return. Moreover, some participants provided inaccurate information, and a few even demanded payment, quoting an exorbitant fee of 500 rupees per question.

Target Market: My targeted market was retail shop in Jaipur city I have given more attention is Malviya Nagar, Sanganer, Sheopur, Mansarovar, Vaishali nagar, Tonk road as these areas are more populated and retail pharmacy shops are in more in number.

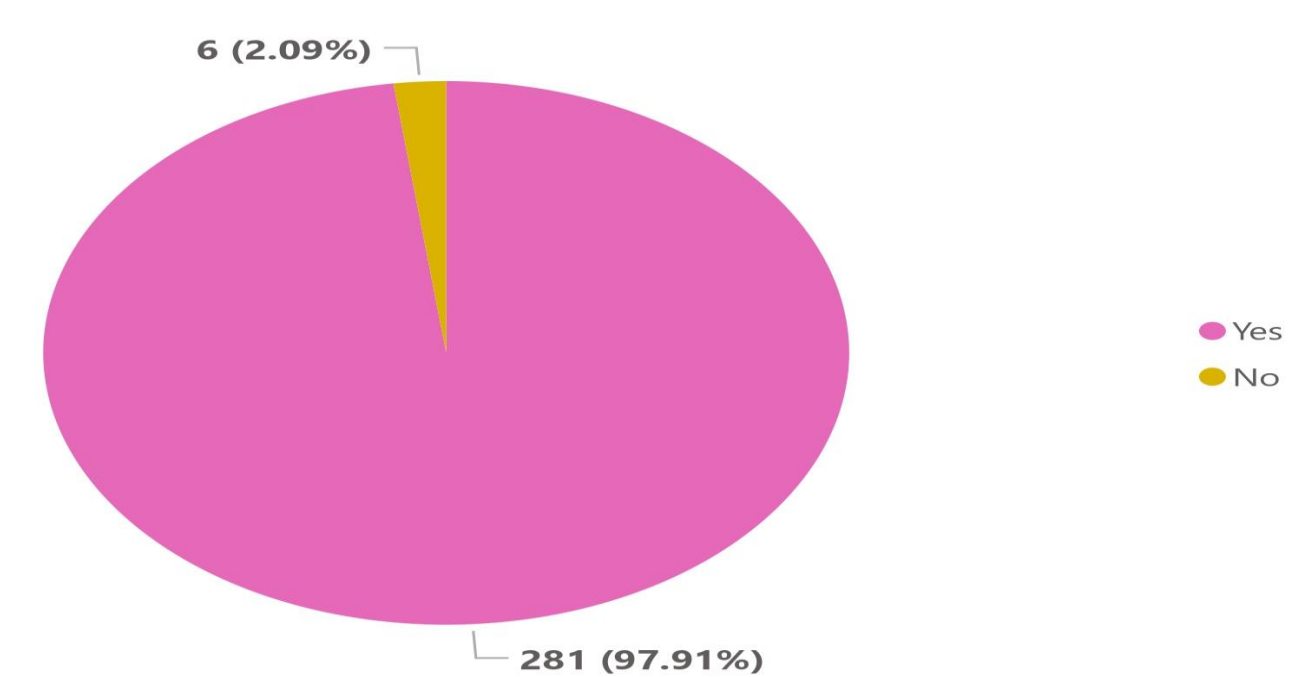
SWOT Analysis

- | Strengths (S) | Weaknesses (W) |
|--|--|
| <ul style="list-style-type: none"> Strong portfolio of products and patents Robust research and development capabilities Skilled and experienced workforce Advanced manufacturing facilities Strategic partnerships and collaboration | <ul style="list-style-type: none"> Lack of expertise in certain therapeutic areas Limited distribution network Aging or outdated infrastructure Limited market diversification |
| Opportunities (O) | Threats (T) |
| <ul style="list-style-type: none"> Expansion of product portfolio through acquisitions or partnerships Advancements in technology and research Increasing focus on personalized medicine | <ul style="list-style-type: none"> Intense competition from other pharmaceutical companies Price pressures and reimbursement challenges Potential patent expirations or generic competition |

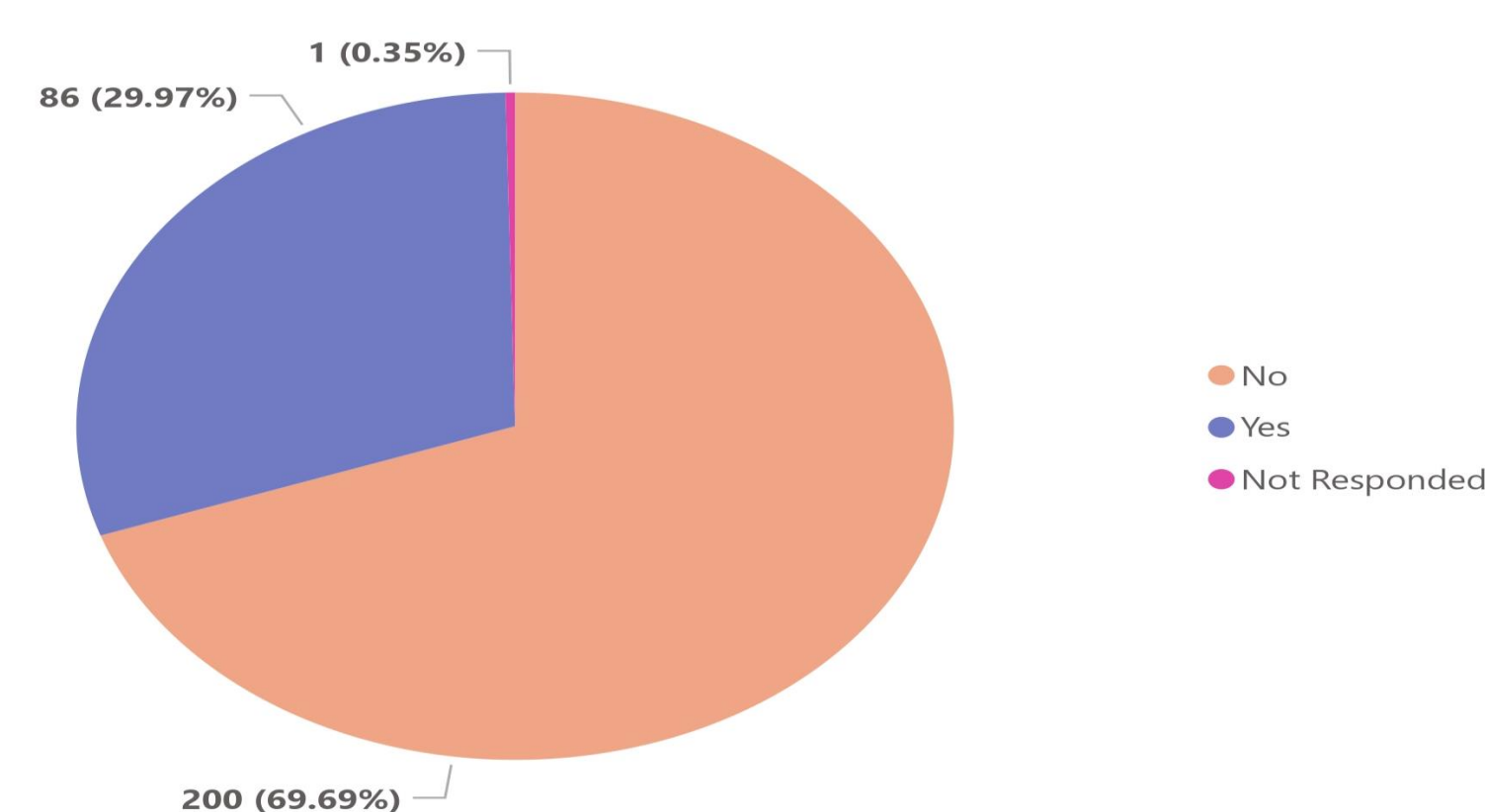
Do they use Facebook or WhatsApp?



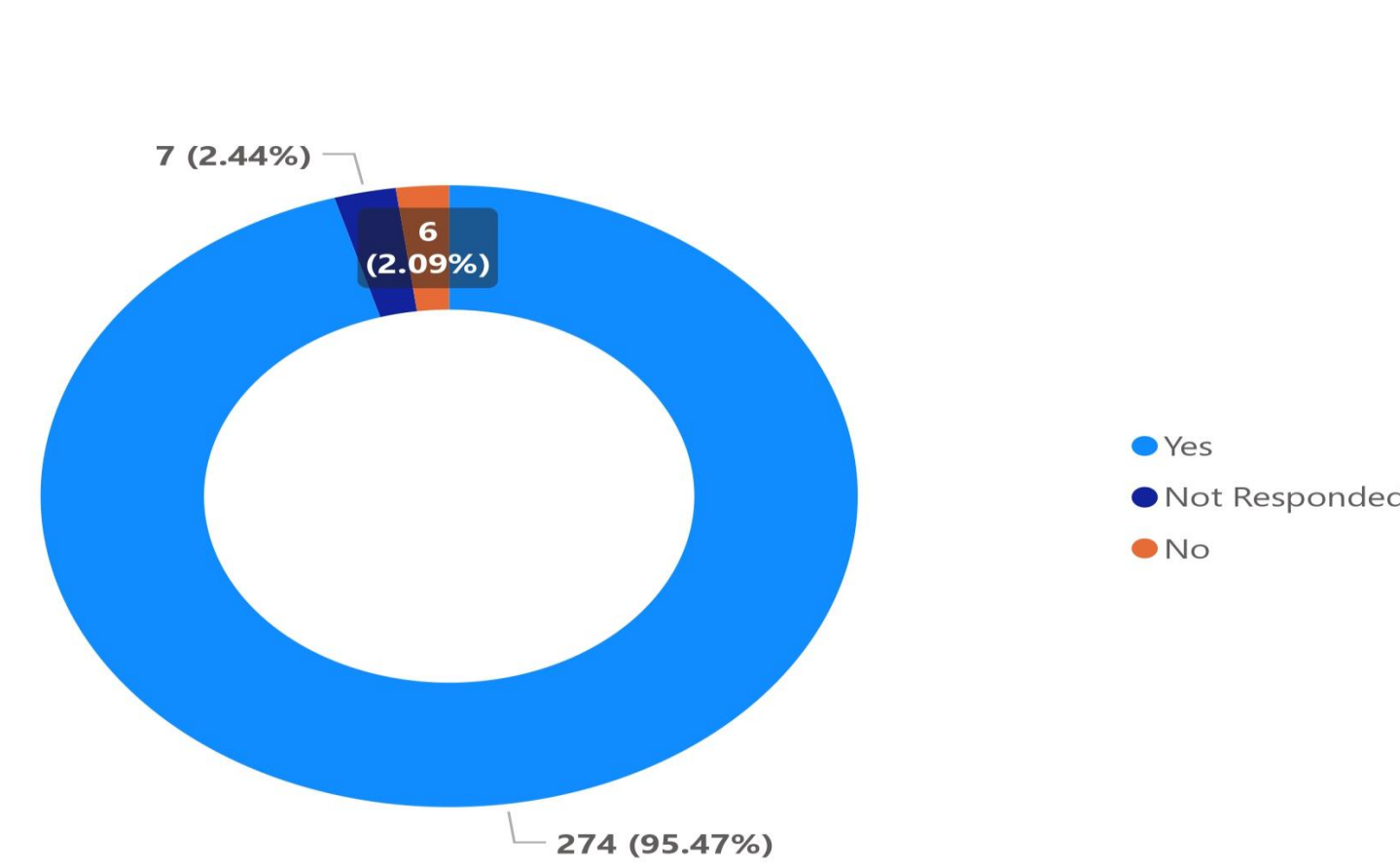
If they don't have medicine of particular name , would they like to provide another one



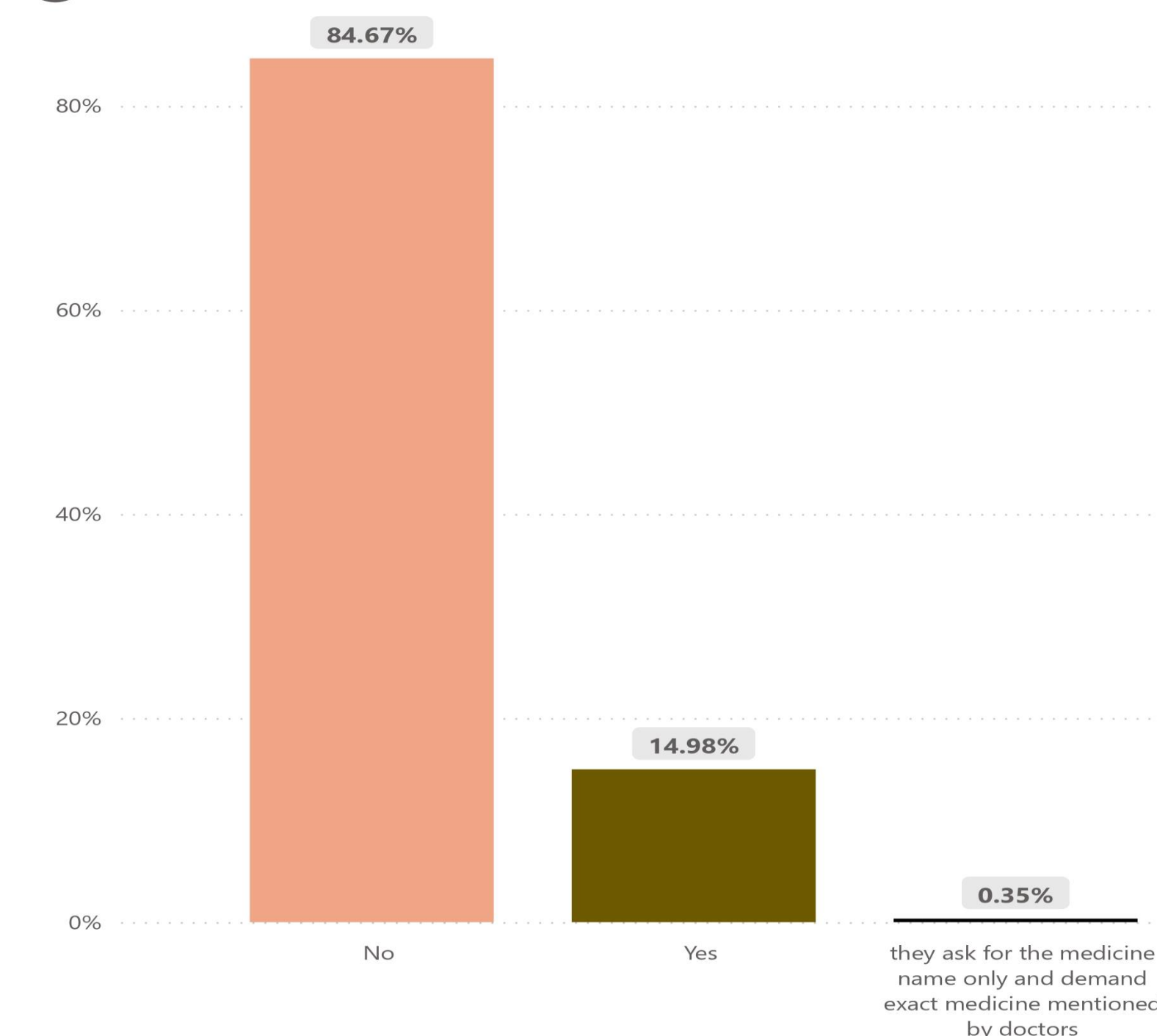
Do they purchase or order online?



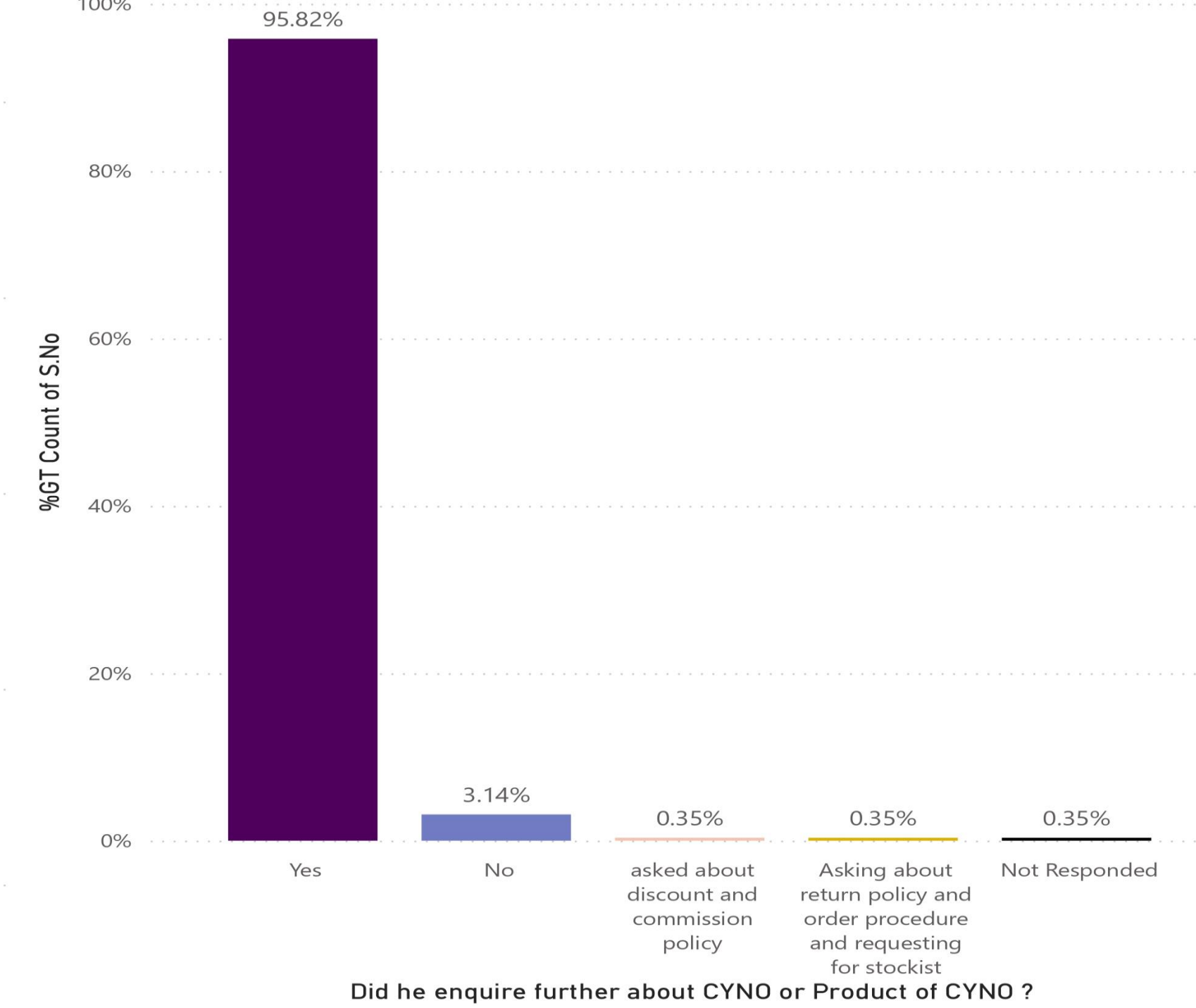
Do they want to purchase from the manufacturer directly?



Do customers demand for cheaper alternatives?



Did they enquire further about CYNQ or Product of CYNQ ?



Learnings During Internship

I started my internship as a Market research intern, where I learnt:

- Work and responsibilities of PMT.
- Different types of project.
- Dossier filing process in US, EU and India. And to understand the actual workflow, I was allowed to explore various departments, where I understood the steps of development, challenges, and how PM communicate with these departments and come-up with product lifecycle solution as per timelines.

Challenges faced during internship:

- Defining research objectives:** It is essential to clearly outline the research objectives before starting the process. Ambiguous or overly broad objectives can lead to data collection that doesn't provide actionable insights.
- Data collection:** Gathering accurate and relevant data can be challenging. It may involve reaching out to various sources, conducting surveys, analyzing secondary data, or using focus groups. Ensuring the data's quality and reliability is crucial to draw meaningful conclusions.
- Privacy and ethics:** Ensuring the privacy of participants and adhering to ethical guidelines while conducting research can be challenging, particularly with the increasing focus on data protection and informed consent.
- Access to information:** Some industries or markets may have limited publicly available data. Accessing proprietary or sensitive information from competitors can be challenging, making it harder to get a comprehensive view of the market.
- Data analysis:** Analyzing the collected data and drawing meaningful insights can be complex, especially if the data is vast and unstructured. Researchers must have the necessary skills to process and interpret the information accurately.

Usefulness of Internship

- Real life experience in market research
- Explored career path as Market researcher
- Learning under guidance of Industrial experts
- Gain a deeper understanding of the retail market
- Gained practical Knowledge that cannot be taught in a classroom setting

Outcome of my Internship

- Out of 287 which was my total survey strength from I observe that 270 was using WhatsApp and Facebook and 14 were those who doesn't use and 3 of them didn't respond.
- 274 are those retail pharmacist which prefers to purchase directly from manufacturer.
- 243 are those retail pharmacist from whom customers don't demand for cheaper alternative and 43 are those pharmacist which get request of cheaper alternative of prescribed medicine and only 1 didn't responded to this question.
- 275 retail pharmacist are those pharmacist which have asked questions about **Cyno** or the product of **Cyno** pharmaceutical. And 6 of them didn't respond to this question.
- 200 are those pharmacist which do not opt for online order and 86 are those which likely to order online and 1 of them didn't respond.

Suggestions

- First suggestions will be to open the supply facility in particular state.
- And second would be to increase the printed price of drugs.
- Priority should be given to ease to access/use platform.
- Return policy or Refund should be transparent and fast.