

HISTORY AND DESCRIPTION ABOUT THE ORGANISATION •Ahmedabad ,Gujrat based Corona Remedies Pvt. Ltd is a pharmaceutical company founded in 2004 , by Dr K.L Mehta with a commitment to creating a better quality of health by being at 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. BRIEF DESCRIPTION ABOUT THE PROJECT • Perception mapping from key stake holders- Medical fraternity (for pharma company branding and equity building) • Expectations of clinicians from pharma/ healthcare companies. • Developing strategy and disruptive thinking and ways to increase the brand equity in corporate segments. • Customer perception on top 5 companies of IPM Vs. Corona remedies in Corona specific therapies.	Ways & Tools to Increase Brand Equity “CORONA Remedies” & Any Pharmaceutical Company PRESENTED BY- SIDDHANT SINGH- 0445 Industry Mentor – Richa Shah (Manager –Market Research, corporate strategy team) University Mentor :Dr. Sudhinder Singh Chowhan IIHMR University , Jaipur MISSION & VISION OF THE ORGANISATION 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 VISSION To achieve good health for every individual, society and the nation by becoming one of the top pharmaceutical companies in the world. THEORETICAL & PRACTICAL UNDERSTANDINGS Theoretical understandings: • Understandings about how to prepare questionaries. • How the budgeting is done, which are the major focuses to increase more audience. Practical understandings: • Got an opportunity to talk to doctors and MR’s , got an exposure of conducting surveys, how to put questions positively and to tackle situations. • Got the real insights about what the consumers are wishing from the pharmaceutical companies. LEARNING DURING INTERNSHIPS • Gained in-depth knowledge of pharmaceutical companies marketing dynamics. • Kind of questions to be added into the questionnaire. • Strategic development for increasing the brand equity. • Expectations of the clinicians from pharmaceutical companies. • Process of acquiring the new customers. ORGANISATION STRUCTURE <pre> graph TD VP[VICE PRESIDENT] --> M[MARKETING] VP --> PE[PRODUCTION & ENGINEERING] VP --> L[LEGAL] VP --> F[FINANCE] VP --> HR[HR] VP --> O[OPERATION] VP --> S[SALES] VP --> IT[IT] M --> S1[SENIOR] S1 --> IC1[INDIVIDUAL CONTRIBUTOR] F --> HI[HEAD INVESTMENT] HI --> D[DIRECTOR] D --> IC2[INDIVIDUAL CONTRIBUTOR] IC2 --> M1[MANAGER] M1 --> S2[SENIOR] S --> VP1[VP] VP1 --> M2[MANAGER] M2 --> IC3[INDIVIDUAL CONTRIBUTOR] IC3 --> S3[SENIOR] </pre> SWOT ANALYSIS OF THE PROJECT <table> <tr> <th>STRENGTH</th><th>WEAKNESS</th></tr> <tr> <td> • Develops new and advanced strategies to stay ahead in the market. • Insides about what the consumer needs from the organisation. • What different organisations are doing to retain their employees. </td><td> • Resistances to changes- resistances to new strategies, approaches or innovations. • Poor communications with the team leads to delays, misunderstands of work, and inefficiencies. </td></tr> <tr> <th>OPPORTUNITIES</th><th>THREATS</th></tr> <tr> <td> • Taking help from the marketing consultancies. • Acquisitions and collaborations. • Strategic partnerships. </td><td> • Competitors can adopt the same strategic tactics. • Budgeting can be an immense threat. • Pricing and regulatory policies. </td></tr> </table> USEFULNESS OF THE INTERNSHIPS. • Gave me an exposure how the strategic development team works. • Understanding the dynamics of the consumer views. • hands-on experience in the field of strategic development. • Boost in confidence and enhancement of skill sets. CHALLENGES FACED DURING INTERNSHIPS • Difficulty to understand the project at first as more of induction was required from the organization. • MRs having concerns about privacy and the confidentiality of their responses.. • Lack of support other than our mentor from the organization. • Only a particular time slot was given to communicate with the mentor making it difficult to communicate everything in one go. SUGGESTIONS • Work from office should be corporated for the interns instead of work from home to understand the work culture thoroughly . • For Primary Market Research , a training session must be conducted by the organization with the leads to complete the task more efficiently.	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