



CORONA Remedies Pvt. Ltd. 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.

Reach all over India, faster acceptance among the medical fraternity and our path breaking efforts proudly positioned us as one of the India's youngest company to be into top 40 pharmaceutical companies.

This prodigious success is a result of our continuous commitment to innovative product development and manufacturing capabilities at world class PIC compliant capability that adhere to global quality standards.

CORONA Remedies Pvt. Ltd. among the leaders in Women Healthcare, and have a strong presence in various therapies such as Anti-hypertensive, Diabetes, Neuropathy, Hormones, Pain management, Dermatology, Bone Health, Anti-ulcerant & Nutritional supplements.

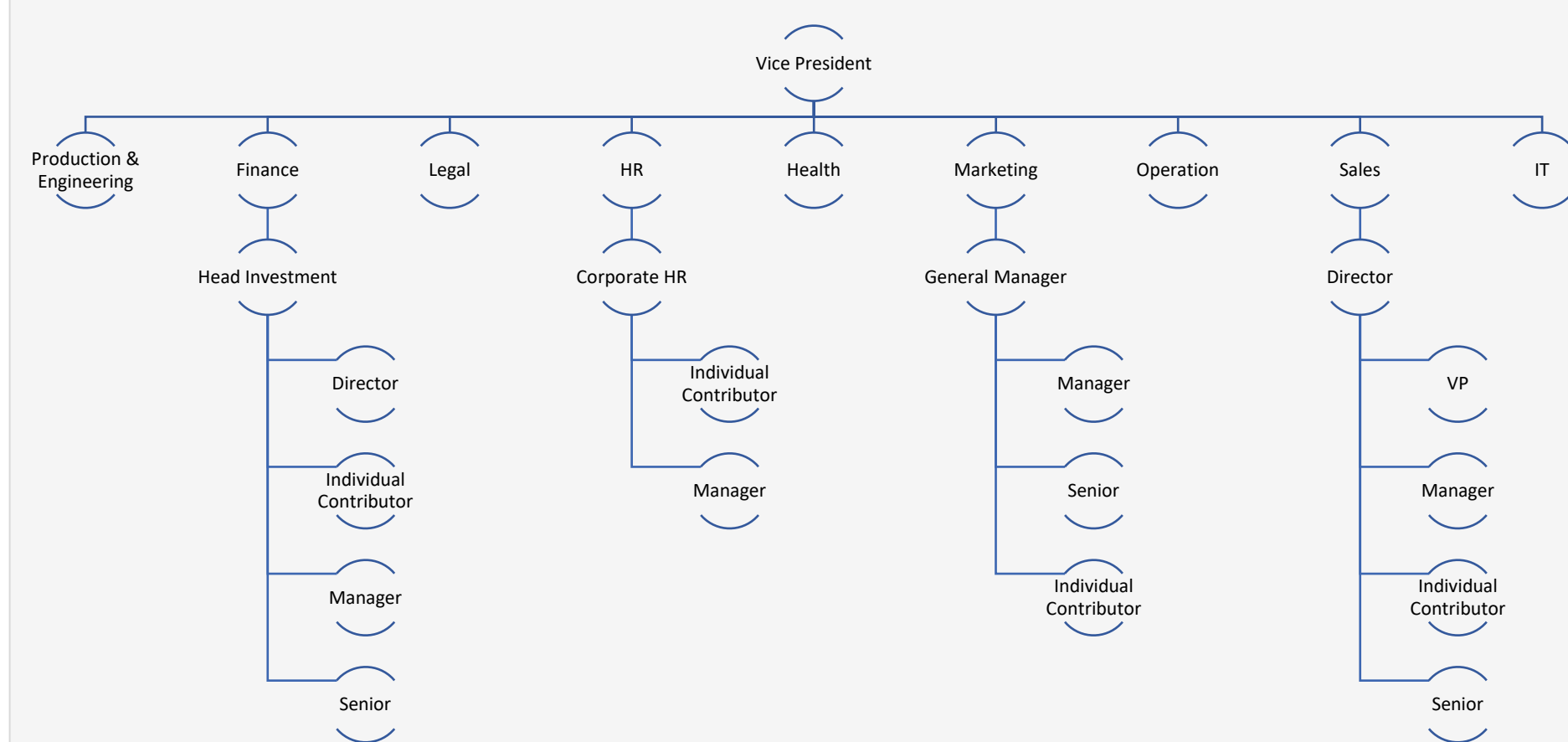


To achieve good health for every individual, society and the nation as a whole by becoming one of the top pharmaceutical companies in the world.



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 product.

ORGANISATION STRUCTURE



PRACTICAL EXPOSURE

In practical we know about some important incentive categories used in pharma marketing.

In practical we know about behavioral aspect of MR or ABM to toward incentive.

In practical Incentive make impact on company image.

Incentive improve the critical thinking and problem solving skills.

Incentive motivate and encourage people.

How to design effective incentive plan.

Get some experience in primary market research about incentive.

How to improve sales by incentive.

Most differential incentive in pharma.

THEORETICAL UNDERSTANDING

In theory we collect knowledge about only few incentive categories. Not specialized pharma.

In theory we don't learn about behavioral aspect of MR or ABM to toward incentive.

Thinking of MR and ABM about incentive.

Impact of Incentive on MR and ABM life.

Don't get experience in primary market research about incentive.

SWOT ANALYSIS

STRENGTH

- **Motivation:** Incentives can effectively motivate individuals or groups to achieve specific goals.
- **Behavior modification:** Incentives can be used to modify and shape behaviors in a desired direction.
- **Attractivity:** Well-designed incentives may be very appealing to people, especially if they coincide with their own values, needs, or wants. This may stimulate interest in and involvement with different activities or programmes.

OPPORTUNITIES

- **Innovation and creativity:** By encouraging people to think creatively, take calculated risks, and develop fresh solutions to issues, incentives may foster innovation and creativity. This could inspire innovations and fresh ideas.
- **Collaboration and teamwork** can be encouraged through incentives, especially when rewards are linked to collective achievement. This may encourage people to cooperate and support one another as they strive to accomplish common goals.
- **Flexibility:** Because incentives may be flexible and adaptable, businesses can modify their plans in response to shifting conditions or new objectives. This makes it possible to react quickly to fresh possibilities or difficulties.

WEAKNESSES

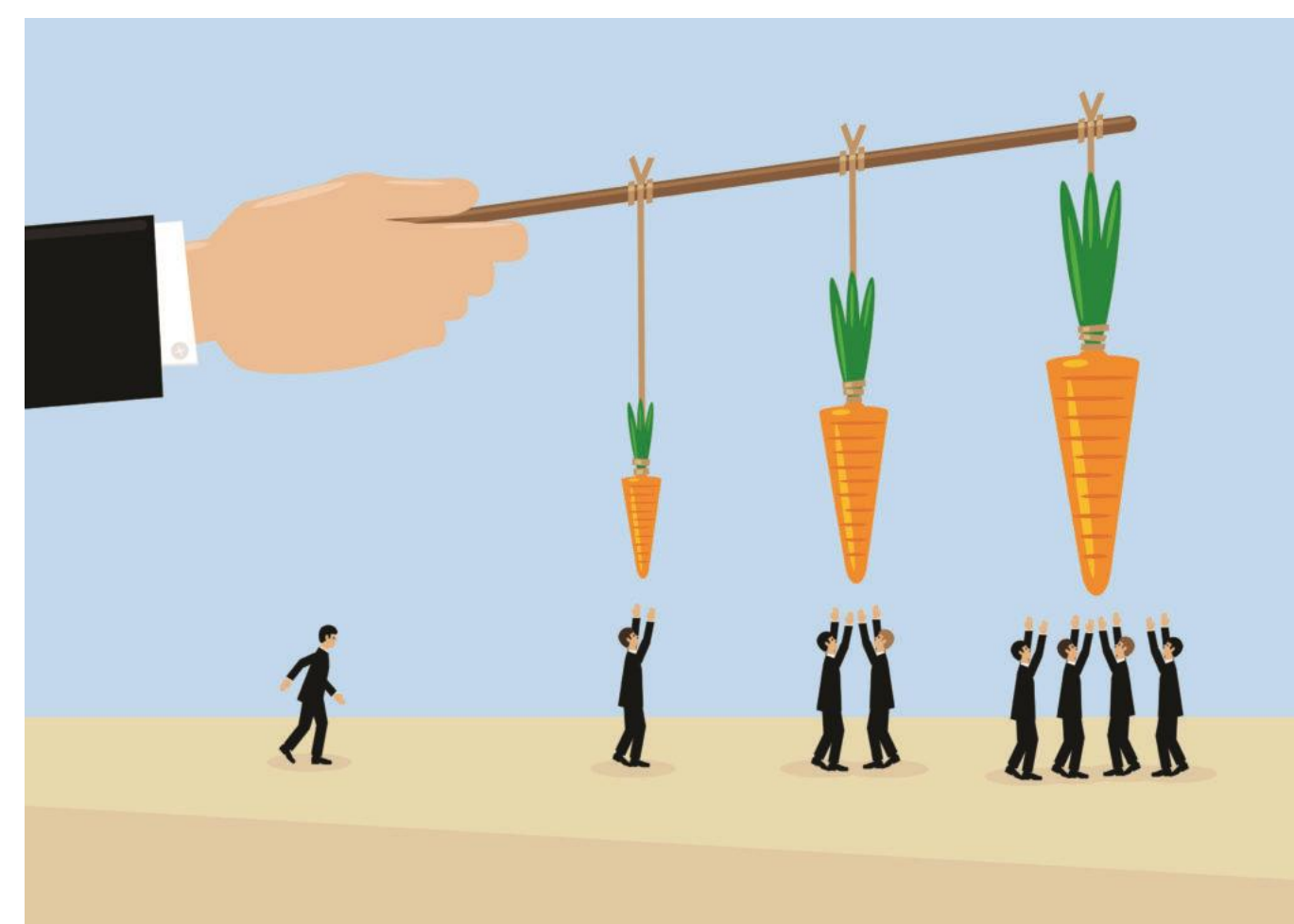
- **Short-term focus:** Incentives often drive short-term behavior change, as individuals may primarily focus on receiving the reward rather than considering long-term implications or sustainability.
- **Dependency:** Relying too heavily on rewards can lead to a feeling of entitlement or dependency, when people lose their inherent motivation and only behave when rewards are presented.
- **Cost:** Setting up and managing incentive programmes may be costly, particularly if the prizes or advantages are substantial. It is important to carefully analyse cost-effectiveness to make sure the advantages exceed the costs.

THREATS

- **Unintended consequences:** Incentives may cause actions or behaviours that go against the intended results. People could, for instance, favour quantity above quality in order to maximise benefits.
- **Equity and fairness:** To prevent discrepancies or the appearance of favoritism, incentives should be applied in a fair and equitable manner. Conflicts may arise if particular people or groups believe they have been treated unfairly.
- **aith in the organisation.**

Learnings during internship

- Project helps me to understand that how to motivate and encourage people.
- Project helps to understand that how a person change behaviour by earning incentive.
- Project can help us learn how to design effective incentive plan.
- Project helps me to expand my knowledge about incentive.
- Project help me to get some experience in primary market research.
- Project help me to upskill my communication skill & strategical skill.
- Project help me improve my presentation skill.



Companies



Challenges faced during internship

- My most challenging task was completing market research since respondents didn't want to share their data, their prices and didn't have the time to get the data out. This, was for me my most important learning; how one needs to approach.
- Work with few guidelines so it create some challenges during field work.
- Travelling time: A large amount was spent on travelling to reach the MR and ABM.
- Communication gaps, had a single point of contact with only mentor due to work from home setting, couldn't interact with the other team members leading to a difference in opinions.

Usefulness

- **Gaining Industry perspective:** Understanding Maternity and Child healthcare market, how hospital pharmacies work, factors to be considered before launching private label products, etc.
- **Interaction with Experienced professionals :** Understanding the dynamics of the profession.
- **Boost in confidence** along with enhancement of skill sets.
- **Helped in handling situations** and problem solving and coordinating with people.
- **Built network**
- **Project help me improve my presentation skill.**

Suggestions

- Kindly organization provide the a responsible mentor how guide intern about project.
- According to me organization invite intern at company HQ for presentation.
- Kindly, company provide some leads for completing project.
- Company should provide a training to do a survey and data analysis.