

UNDER THE GUIDENCE OF DR. ASHOK PEEPLIWAL (UNIVERSITY MENTOR) AND MR MANISH RANJAN {VICE PRESIDENT CORPORATE(INDUSTRY MENTOR)}

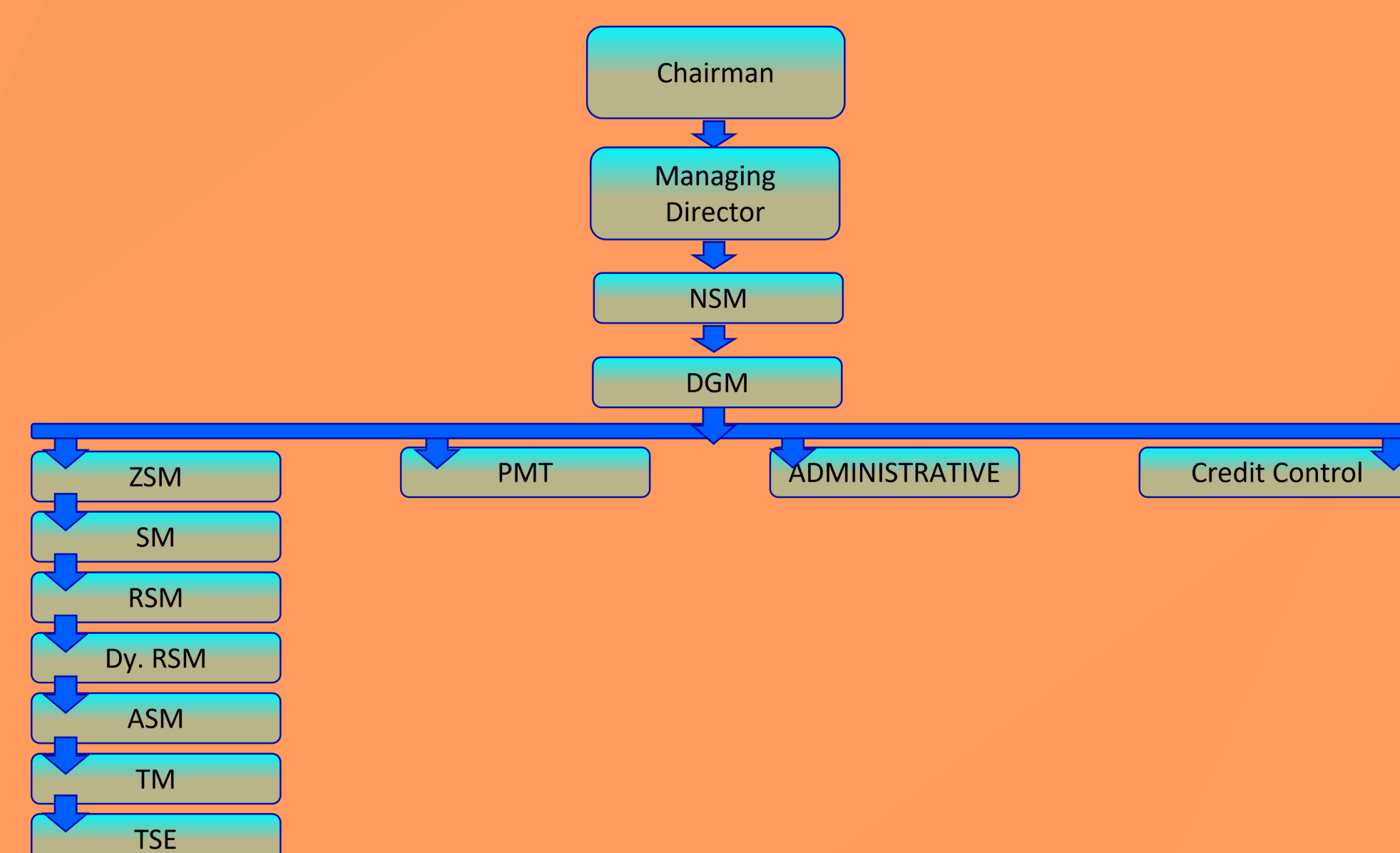
About ARBRO

Brief history

- Established in 1985 by the chairman of the group Mr. Vijay Kumar Arora with the long-term objective and high corporate values.
- ARBRO PHARMACEUTICALS PRIVATE LIMITED, a tested & trusted name in Indian pharmaceutical industry having more than 37 years of experience in manufacturing and exporting of pharmaceutical formulations, trading of raw materials and Research & Development for pharmaceutical Industry
- Dedicated to providing the best quality products in pharmaceutical, biotechnology & healthcare Industry, Arbro is at paramount & has a strong presence in exports, generic formulations, ethical range of products, institutional & government supplies as well as recognized as Government approved R & D facility by Department of Science and Technology, Government of India.
- Arbro specialize in wide gamut of therapeutic segments and nutritional supplement for Human Division, including:- Antibiotics – Anti Uclerant, Anti-Fungal, Anti Hisdaminics, Anti- Viral, Calcium Channel brokers Analgesics/ Anti-inflammatory, Haematinics

Organization vision and mission

- Our MISSION is to provide humanity as a whole with a wide choice of cost effective, quality products and services for the improvement of health and treatment of medical conditions.
- Our VISION is to product innovation and technology upgradation thereby strengthening our position to strive for leadership in pharmaceutical and allied services.



ANALYSIS OF THE MARKET



Learning and value additions done during internship:

- Scientific data Crunching
- Field work to learn brand communication
- Comparative Analysis
- Training Field Force
- Successfully Launch of training Portal
- Supply Chain of Sample & Commercial
- Visual AID and LBL making with the help of data.
- Leadership and Team Management
- Making Brand Plan for Vitamin D3
- Detailing Story of brands to communicate with doctors

About Indian Pharma

I would like to Suggest that focus more on the outcome of technology rather than the technology itself. And More focus on market reaches mainly in oncology hospitals. Company should focus on quality of product packing of certain products with proper labeling.

Difference between practical exposure and theoretical work

Practical exposure helps me acquire the specific techniques that become my tools of the trade. The skills I learn from Practical Exposure have much greater application in my everyday work. There are some things we can only learn through doing and experiencing where theory comprises the fundamentals of a topic and its basics. Practical exposure gives me the opportunity to apply my theoretical knowledge.

SWOT ANALYSIS

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|---|---|
| S <ul style="list-style-type: none"> Have competent team with an objective and mission to make it global brand. Most bioavailable Product US Patented Product Cost effective There is a Mass Awareness of Curcumin Have wide range of therapeutic action | W <ul style="list-style-type: none"> Presence of Salesforce in specific reason, lake of PAN India Presence High attrition rates Limited resource for research and development |
| O <ul style="list-style-type: none"> Rural market in India Growing export specially in low regulated & low values markets Global healthcare crisis in the developing world necessities medication increased export potential | T <ul style="list-style-type: none"> Competitors come with the Variety of combination Competitors with deep pockets Some myth about the product |

Challenges faced during internship:

- Time Constrains to considering the scope of work
- Limited resource and area for market research

Usefulness of internship:

- The peer learning and professional exposure are two major outcomes of this internship.
- I am able to apply what I have previously learned through practical exposure.
- The skills I learn here have much greater application in my everyday work.
- Gain valuable work experience
- Develop and refine skills
- Network with professionals in the field
- Gain confidence

Suggestions:

I would like to Suggest that focus more on the outcome of technology rather than the technology itself. And More focus on market reach mainly in oncology hospitals. Company should focus on quality of product packaging of certain products with proper labeling.