

THE ANALYSIS AND MARKET RESEARCH FOR THE COMPOSITION OF A NEW PRODUCT THAT IS TO BE LAUNCHED BY THE COMPANY



MOLECULES- PREGABALIN, NORTRIPTYLINE, METHYLCOBALAMIN



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ABOUT THE COMPANY- CACHET PHARMACEUTICALS

- Established in 1978, Cachet is one of the India's leading pharmaceutical company. They are engaged in manufacturing and marketing of a wide range of pharmaceutical formulations and nutraceuticals to meet the demands of domestic and international market.
- They provide a wide range of products – Antibiotics, NSAIDs, Gastrointestinal, Nutritional, Anti-osteoporosis, Gynae and other segments. Our leading brands include Traxol, Traxol-S, Traxol-T, Lysoflam, NE, I-UP, Cavit-PM, PNZ, PNZ-D, Vitoc-D, Cadbe, Vitzin, Pamagin, P40, Moxate, Capritaz, Merotiva, Cachpar etc.
- Cachet is among the well known exporters for QUALITY and COMPETITIVE pricing. Within a short span of its foray into the export market, Cachet has earned itself a formidable presence across almost 15 countries in Asia, CIS countries, Africa. A number of Brands of Cachet have emerged as Brand Leaders in India.

MISSION & VISION

Increasing access to quality medicines, at affordable prices to people worldwide, to reduce the burden of disease and improve the quality of life.

SUGGESTIONS

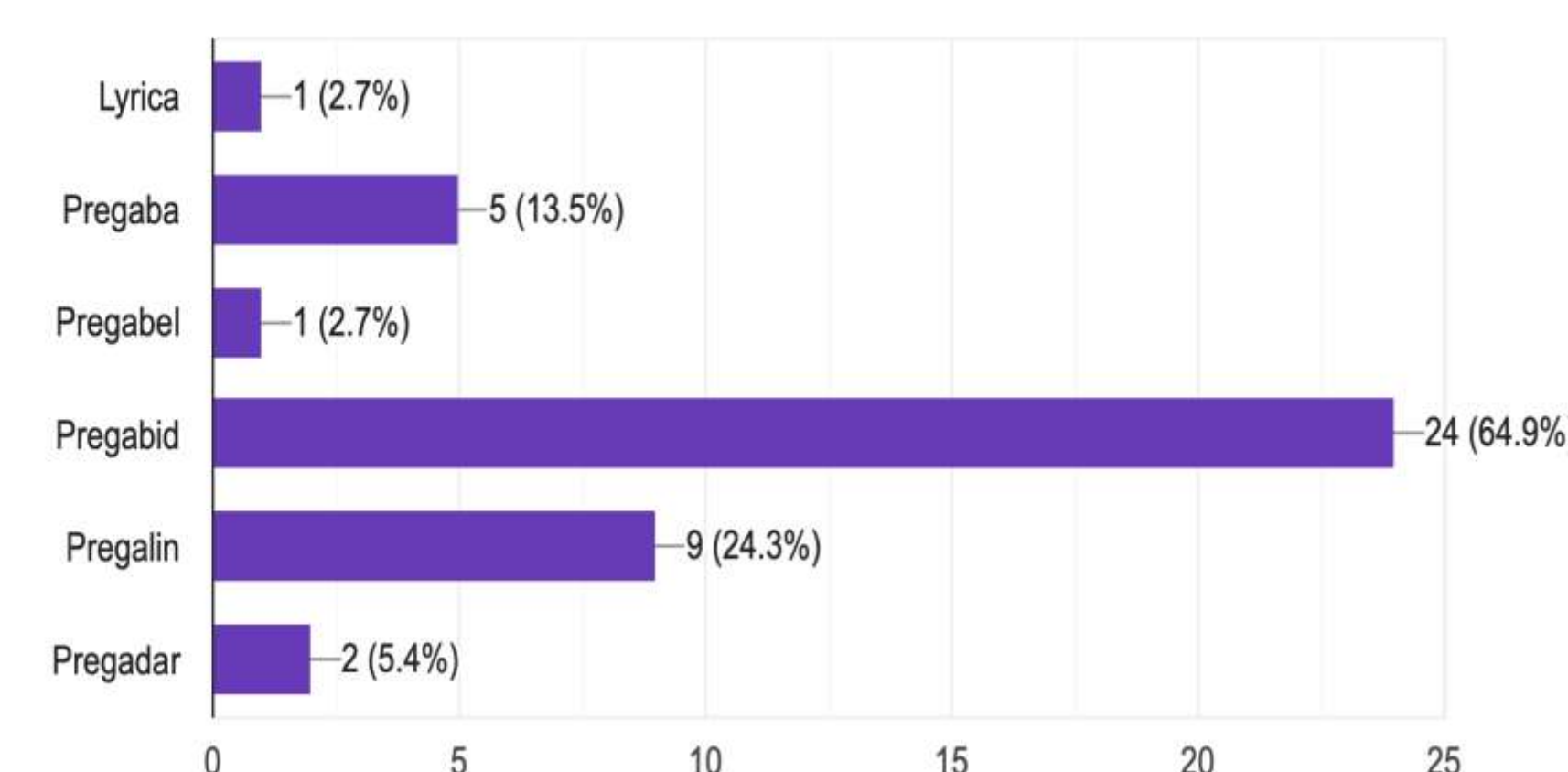
I would like to suggest company that they should focus more market reach particularly in Delhi to gain maximum market share.

ORGANISATION STRUCTURE

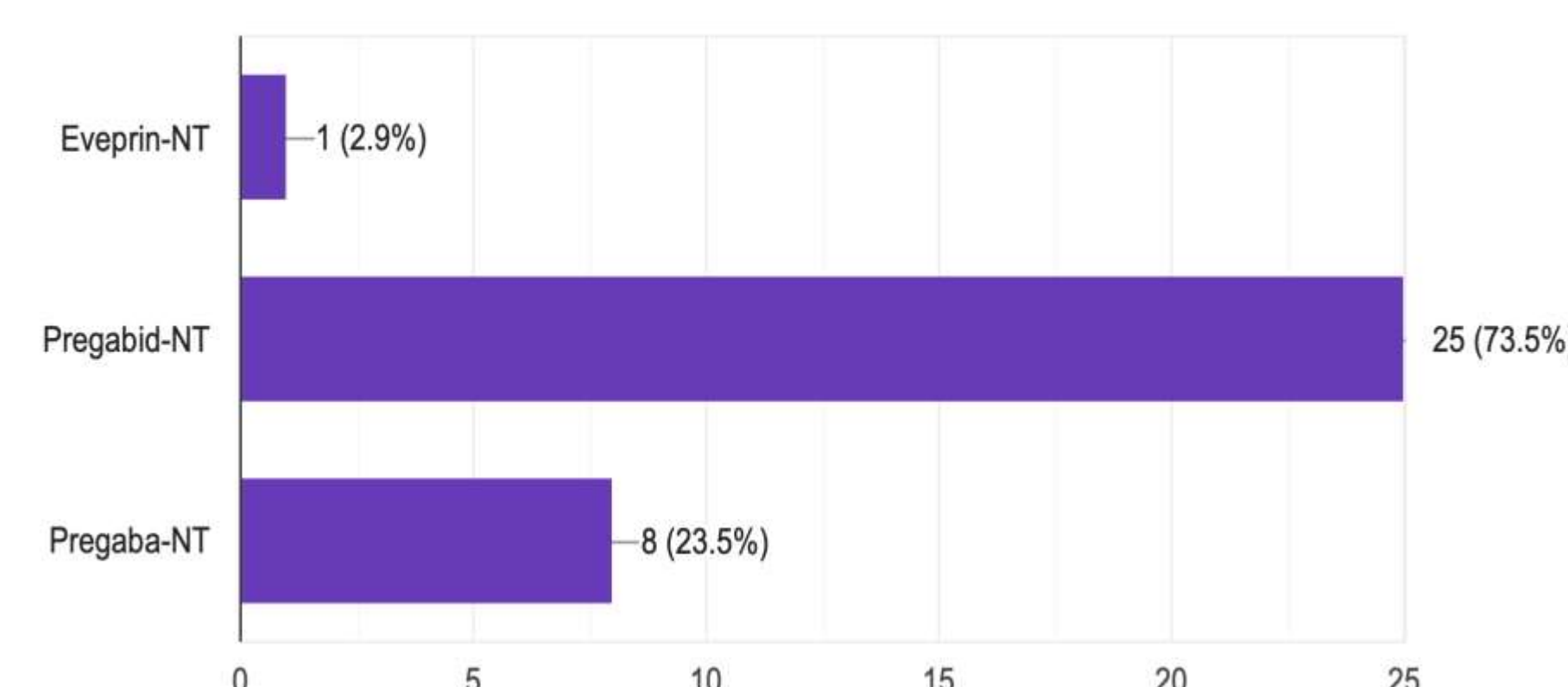
DIRECTOR
EXECUTIVE DIRECTOR
SALES AND MARKETING
HR
SUPPLY CHAIN
FINANCE
PURCHASE
DISTRIBUTION
DIGITAL MARKETING
TAXATION
LOGISTICS
RESEARCH & DEVELOPMENT
IT
REGULATORY AFFAIRS
BUSINESS DEVELOPMENT
IPR
COQ
EXPORT

ANALYSIS AND FINDINGS

BRANDS FOR PREGABALIN
37 responses



BRANDS FOR PREGABALIN + NORTRIPTYLINE
34 responses



SWOT ANALYSIS OF CACHET PHARMA



STRENGTH- High- quality products.

WEAKNESS- Need to focus on the market reach.

OPPORTUNITY- Can acquire market share by focusing more on market reach.

THREAT- Other companies have a good presence in the market and producing similar products which could lead to tough competition for the company.

LEARNING AND VALUE ADDITION DURING INTERNSHIP

There were several value addition made during my tenure of the internship.

- Learnt the way how market research is done.
- I got to know about the different products of similar composition.

CHALLENGES FACED DURING THE INTERNSHIP

There was only one challenge which was faced by me during the internship.

- Lack of cooperation by the doctors and chemists.

ABOUT THE INDIAN PHARMA SECTOR

- The pharma sector is one of the fastest-growing sectors in the world.
- Indian pharmaceutical sector supplies over 50% of global demand in the US and 25% of all the medicine in the U.K
- According to the Indian economic survey 2021, the domestic pharmaceutical market is expected to reach US\$ 65 billion by 2024.

USEFULNESS OF THE INTERNSHIP

During my 8 weeks of internship I have Learnt so many things like.

- How to work systematically In a corporate company.
- Learnt how the company (market and launch) its product.
- After the internship, I became more confident.

DIFFERENCE BETWEEN PRACTICAL EXPOSURE AND THEORETICAL WORK

Theoretical learning is what knowledge is all about and practical application is the way knowledge learned needs to be applied in certain real-life situations. The method of practical application and theory gives everyone a clear explanation of the facts.