

INTERNSHIP REPORT

Submitted to



The IIHMR University, Jaipur

For the partial fulfillment for the award of the
Degree of Master of Business Administration (MBA)

In

Pharmaceutical Management

By

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TABLE OF CONTENTS

Sr. No.	Title	Pg. No.
1	Introduction	3
2	Objectives of the Internship	3
3	Organizational Profile	3-4
4	Services Provided by the Organization	4-5
5	Key Activities/ Projects undertaken Other than Dissertation	5
6	Key Learning from the Internship	5-6
7	References	

1. INTRODUCTION

As a part of my dissertation, I did my internship in the Sales & Marketing department, at Blue Berry Pharma Advisory, Mumbai, Maharashtra from April 1, 2024, to June 30, 2024. During this period, I worked on a project “Unveiling the market potential: Market research and brand strategy for Latanoprost, A novel glaucoma drug.”

2. OBJECTIVES OF INTERNSHIP

- Total market size in India and for exports for above product category
- Competitive landscape specifically in product category business
- Brand play book including Brand story, brand name, logo, tagline, value proposition
- Proposed markets and customer segments which you propose to focus, including potential target market size and rationale
- Packaging suggestions/different options and rationale. Look at competitors packaging in the market
- Distribution strategy - channels to reach out to markets or customer segments. Include both B2B and B2C channels. Propose volume targets to be planned for each of channels with quarterly ramp ups.
- Pricing strategy and proposed pricing for SKU's / channel of distribution and rationale
- Our USP, differentiation and positioning strategy and rationale
- Field force deployment strategy
- Propose high level organization structure / employee count needed to make the proposed target / volume happen.
- Final recommendation of Go / No-Go with above rationale and potential size and profitability of business at end of 3 years.

3. ORGANIZATIONAL PROFILE

Blue Berry Pharma Advisory was established on the April 1, 2011 in Mumbai, India.

Blue Berry Pharma Advisory advises healthcare product companies in developing strategies for the companies that can take them to next level of the horizon. Subhash Seth's focusses in advising clients in the areas of Strategic Planning, Business Development, Sales & Marketing.

Blue Berry Pharma Advisory is connected with a group of experts in different fields like a Regulatory, Legal Advice, Financial Advice & Training, Research & Development, Sales & Marketing Training. And these experts are located in India & a few different locations across the globe that enables to provide effective and timely solutions to our customers. Each of our expert has spent several years working in the pharmaceutical industry. This company's focus and depth of functional expertise allow us to satisfy customer's need.

Currently the company is advising mid-size Indian Pharma Companies & assisting US & EU companies to develop products from scratch & preparation of ANDAs, EU Dossiers & supply of Finished Dosages to clients.

Vision of Blue Berry Pharma Advisory

Consistently improve our deliverables to our clients and add value.

Mission of Blue Berry Pharma Advisory

The mission of BLUE BERRY PHARMA ADVISORY is to provide Partners and Stakeholders with superior consultancy and advisory services by combining highly skilled team members experience and add value to satisfy customer needs, thereby we are recognized as a reliable partner globally.

4. KEY SERVICES PROVIDED BY THE ORGANIZATION -

Strategic Services

 **Licensing**

 **Strategic Projects**

 **Portfolio Expansion**

 **Life Cycle Management**

 **Product Identification**

 **Market Research**

 **Sales & Marketing Training**

 **Behavioural Training**

 **Global Market Entry**

 **Global Partners**

 **Product Development**

 **Strategic Orientation**

Technical Services

 **Regulatory Service**

 **Plant Audits**

 **IPR Services**

5. KEY ACTIVITIES / PROJECTS UNDERTAKEN OTHER THAN DISSERTATION

Apart from dissertation, I worked on several other tasks like;

- Analyze the existing market landscape for glaucoma treatment to identify current trends and gaps.
- Assess the clinical efficacy, safety, and patient adherence of Latanoprost compared to other glaucoma medications.
- Formulate a brand positioning strategy for Latanoprost based on its distinct advantages.
- Conducted detailed research on the glaucoma treatment market, including a review of industry reports and academic literature.
- Identified key market trends, competitive landscape, and future projections.
- Analyzed clinical trial data and patient adherence rates for various glaucoma medications.
- Compared the safety and efficacy profiles of Latanoprost with other drugs.

6. KEY LEARNINGS FROM INTERNSHIP

- Gained an in-depth understanding of the glaucoma treatment market, including patient demographics, competitive landscape, and market trends.
- Learned to critically analyze clinical trial data and understand the implications of efficacy and safety profiles for drug positioning.

- Developed skills in creating effective marketing strategies based on clinical evidence and market research.
- Understood the importance of aligning marketing strategies with patient needs and preferences.
- Improved communication skills through interactions with healthcare professionals and patients.
- Learned to incorporate stakeholder feedback into marketing and product development strategies.

7. REFERENCES

Blue Berry Pharma Advisory website

<https://blueberrypharma.co.in/>