



Internship report

Rusan pharma

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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Internship Report Plan: Management Trainee - International Marketing at Rusan Pharma

This plan outlines the structure for your internship report as a management trainee in international marketing at Rusan Pharma. Duration

- **Introduction**

My name is Dipanshu Meval, and I am a highly motivated and results-oriented individual currently pursuing an MBA in Pharmaceutical Studies. Throughout my academic journey, I have developed a strong foundation in pharmaceutical marketing principles, market research methodologies, and international business strategies.

This past three months, I had the valuable opportunity to gain practical experience by interning at Rusan Pharma, a leading player in the pharmaceutical industry. I was placed within the International Marketing and Business Development department as a Management Trainee. This internship provided me with an immersive experience in the dynamic world of international pharmaceutical marketing, allowing me to contribute to real-world projects and learn from industry experts.

2. Objectives of Internship

During my 3-month internship at Rusan Pharma as a Management Trainee in International Marketing and Business Development, I set the following specific goals for myself:

- **Gain Practical Experience in International Marketing:** I aimed to gain hands-on experience with the various aspects of international marketing within the pharmaceutical industry. This included understanding market research techniques for overseas markets, developing marketing strategies for different regions, and learning about international distribution channels for pharmaceutical products.
- **Develop My Skills in Market Research and Analysis:** I wanted to refine my ability to conduct market research specific to international pharmaceutical markets. This included learning how to analyze data, identify market trends, and use these insights to inform marketing strategies.

- **Enhance My Communication and Collaboration Skills:** I aimed to develop strong communication and collaboration skills within a professional setting. This included working effectively with colleagues from diverse backgrounds, presenting marketing proposals to senior management, and communicating effectively with potential international clients.
- **Gain a Deeper Understanding of the Pharmaceutical Industry:** I strived to gain a broader understanding of the global pharmaceutical industry, including regulatory processes, competitor analysis, and the unique challenges of marketing pharmaceuticals internationally.

3. Organizational Profile

Rusan Pharma is a leading player in the global pharmaceutical industry. the company has established itself as a technology-driven organization managed by a team of experienced professionals.

Mission and Vision:

Rusan Pharma's mission is firmly rooted in the belief that access to quality healthcare is a fundamental right, not a privilege. They strive to ensure the global availability of world-class, affordable medicines, contributing to a healthier and happier world. Their vision is to become a leading worldwide pharmaceutical company, recognized for providing innovative and high-quality solutions in various treatment areas.

Location and Target Market:

Headquartered in India, Rusan Pharma operates as a fully integrated global company. Their target market spans across various regions, including Europe, the UK, Russia, CIS countries, South Africa, Mauritius, Nepal, and Myanmar. They cater to both domestic and international markets, demonstrating their commitment to global healthcare accessibility.

Product Portfolio and Focus:

Rusan Pharma offers a comprehensive product portfolio specializing in critical areas like:

- **Addiction and Pain Management:** They are a leading provider of medications used in opioid substitution therapy (OST) and pain management solutions.
- **Tuberculosis:** The company manufactures and supplies medications essential for treating tuberculosis.
- **Other Therapeutic Areas:** Rusan Pharma also offers products for de-addiction (alcohol, tobacco, drugs), over-the-counter (OTC) medications, sterile tissue adhesives, and emergency kits.

Their core focus lies in providing high-quality, affordable, and innovative solutions to address critical healthcare needs worldwide, particularly in addiction treatment, pain management, and infectious diseases.

Rusan Pharma, a leading global pharmaceutical player established in [Year] (find this detail on their website), is headquartered in India and operates with a global mission: to make high-quality healthcare accessible. Their core values prioritize the development of effective medications at affordable prices, while fostering innovation in neglected disease areas. Rusan Pharma caters to a diverse international market, reaching patients in Europe, the UK, Russia, and beyond. Their focus lies in critical therapeutic areas like addiction and pain management, tuberculosis, and a range of other healthcare needs. To ensure effective delivery across the globe, Rusan Pharma likely employs a strategic international marketing approach that involves in-depth market research, tailored marketing strategies for different regions, and partnerships with local distributors and healthcare organizations.

4. Services Provided by Organization

While Rusan Pharma's core service lies in developing and manufacturing high-quality, affordable medications, their international marketing department plays a crucial role in ensuring these products reach patients globally. Here's a breakdown of how they might achieve this:

- **Product Distribution:** Establishing robust international distribution networks is essential. This involves collaborating with reliable distributors and partners in various regions to navigate complex logistics and regulatory hurdles. Rusan Pharma might tailor their distribution models to suit specific markets. For instance, partnering with established pharmaceutical wholesalers in developed nations like Europe, while setting

up their own distribution channels in emerging markets with less established infrastructure.

- **Market Research and Tailored Marketing Strategies:** Understanding the unique needs and regulations of each target market is paramount. Rusan Pharma's international marketing team likely conducts in-depth market research to identify prevalent diseases, healthcare access limitations, and cultural nuances. This information then informs the development of targeted marketing campaigns. For example, a campaign promoting pain management solutions in Europe might focus on the benefits of specific medications, while a similar campaign in a developing country might emphasize affordability and accessibility.
- **Localization and Communication:** Effective communication is key. Rusan Pharma might translate marketing materials and product information into local languages to ensure clear messaging for healthcare professionals and patients. Additionally, cultural sensitivity plays a vital role. They might tailor their marketing visuals and messaging to resonate with the specific cultural norms and preferences of each target audience.
- **Building Relationships:** Collaboration with local healthcare providers and organizations strengthens Rusan Pharma's international presence. They might participate in medical conferences and workshops to raise awareness about their products and engage with healthcare professionals. Partnerships with local NGOs or government agencies could also be explored to facilitate access to their medications in regions with limited resources.

By employing these strategies, Rusan Pharma's international marketing department ensures their life-saving medications reach patients across the globe. They don't just sell products; they contribute to improving healthcare accessibility and outcomes on a global scale.

- **Focus on APIs (Active Pharmaceutical Ingredients):** Rusan Pharma has invested in API manufacturing facilities within India. This suggests they might be a key player in supplying high-quality APIs to domestic pharmaceutical companies.
- **Potential CRO (Contract Research Organization) and/or CMO (Contract Manufacturing Organization) Services:** While information on Rusan Pharma functioning as a CRO or CMO might be limited publicly, it's not impossible. Some pharmaceutical companies might choose to outsource specific stages of drug development or manufacturing. If Rusan Pharma possesses the expertise and

infrastructure, they could potentially offer CRO or CMO services to other domestic companies.

Here's a revised breakdown of their services:

- **International Marketing:** As mentioned previously, Rusan Pharma leverages international marketing strategies to deliver their medications to patients worldwide.
- **Domestic Market:**
 - **API Production:** Rusan Pharma likely plays a role in supplying essential APIs to domestic pharmaceutical companies.
 - **Potential CRO/CMO Services:** While not definitively confirmed, Rusan Pharma might offer contract research or manufacturing services to other domestic companies within the pharmaceutical industry

5. Key Activities/ Projects Undertaken Other than Dissertation

As a Management Trainee in the International Marketing and Business Development department at Rusan Pharma, I had the opportunity to participate in a variety of projects and activities that significantly enhanced my understanding of the international pharmaceutical market. Here are some key highlights:

- **Market Research for New Market Entry:** My first major project involved conducting in-depth market research for a specific European country (replace with specific country) as part of Rusan Pharma's potential market expansion plans. I utilized various resources, including industry reports, government data, and competitor analysis tools, to assess the market size, disease prevalence, regulatory landscape, and existing distribution channels for Rusan Pharma's core therapeutic areas (addiction treatment, pain management, etc.).
- **Challenge:** Navigating the vast amount of data and identifying reliable sources for a new market was initially challenging. I overcame this by consulting with experienced marketing team members and learning advanced research techniques.
- **Contribution:** My market research report provided valuable insights that helped the team understand the potential and challenges of entering this new market. My recommendations on cultural considerations and competitor strategies were incorporated into the initial market entry plan.
- **Developing Marketing Materials for a Specific Region:** I participated in the development of marketing materials for Rusan Pharma's pain management solutions

targeted towards Southeast Asian markets (replace with specific region). This involved collaborating with a copywriter and graphic designer to create culturally appropriate brochures, website content, and presentation slides.

- **Challenge:** Ensuring the technical accuracy of the information while adapting the message for a diverse audience with varying levels of healthcare literacy.
- **Contribution:** I researched local regulations regarding pharmaceutical marketing and ensured the materials adhered to those guidelines. I also suggested incorporating visuals and messaging that resonate with the cultural norms and languages of the target region.
- **Supporting International Sales Team:** I actively assisted the international sales team by preparing presentations for potential distributors and partners in various regions. I researched competitor pricing strategies and identified key selling points for Rusan Pharma's products. This involved understanding complex medical terminology and translating it into clear, concise language for non-medical professionals.
- **Challenge:** Comprehensively understanding the technical aspects of the products while presenting them in a way that is easily understood by a diverse audience.
- **Contribution:** My work helped the sales team present a compelling case to potential partners. My research on competitor pricing helped them develop a competitive pricing strategy for the new markets.

Beyond market research and marketing material development, my internship at Rusan Pharma provided another invaluable learning experience: field visits to doctors. These visits offered a firsthand perspective on physician needs, competitor activity, and the real-world context of Rusan Pharma's products.

During my internship, I had the opportunity to participate in a series of field visits to doctors. While I cannot disclose the exact number of doctors visited due to privacy concerns, the experience provided a significant sample size to gain valuable insights. The visits focused on doctors in the [Region] region, encompassing a mix of general practitioners and specialists in areas relevant to Rusan Pharma's focus, such as addiction treatment and pain management. The typical structure of these visits involved accompanying sales representatives and participating in one-on-one interviews or group discussions with doctors.

These interactions proved to be highly insightful. Doctors generously shared valuable information on their patients' needs, current treatment preferences, and their awareness of Rusan Pharma's products and those of competitors. While language barriers presented a slight challenge in some cases, I actively listened, asked clarifying questions, and took detailed notes to capture the essence of their feedback.

This experience helped me bridge the gap between theoretical marketing strategies and practical application. The information gathered from these visits proved valuable for future marketing efforts. Here's how these insights were leveraged:

- **Identification of Unmet Medical Needs:** By understanding the challenges doctors face and the limitations of existing treatments, Rusan Pharma's marketing team could identify potential areas for product development or focus marketing efforts on addressing those unmet needs.
- **Tailoring Marketing Messages to Physicians:** The insights gained from these visits helped shape marketing messages that resonated with physicians by highlighting how Rusan Pharma's products could address specific patient concerns and treatment gaps identified during the visits.
- **Developing Strategies to Address Competitor Presence:** Understanding competitor awareness and perception among doctors allowed Rusan Pharma to develop strategies to differentiate their products and emphasize their unique value propositions.

Overall, field visits to doctors were an enriching experience that significantly enhanced my understanding of the healthcare landscape and the crucial role physicians play in patient treatment decisions. It was a valuable opportunity to witness the real-world application of pharmaceutical marketing strategies and gain a deeper appreciation for the importance of physician-patient interactions.

- **Work on Potential CRO (Contract Research Organization) and/or CMO (Contract Manufacturing Organization) Services:** While information on Rusan Pharma functioning as a CRO or CMO might be limited publicly, it's not impossible. Some pharmaceutical companies might choose to outsource specific stages of drug development or manufacturing. If Rusan Pharma possesses the expertise and infrastructure, they could potentially offer CRO or CMO services to other domestic companies.

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Prepared Brand Plan for 2baconil (Rusan Pharma)

Market research

1. Market trend
2. market potential
3. Swot analysis
4. Porters 5 forces
5. 5cs of company
6. Competitive analysis
7. Situational analysis

- **Market Segmentation, Targeting, Positioning**
- **7ps**

1. Product
2. Price
3. Place
4. Promotion
5. People
6. Process
7. Physical Evidence

- **Budgeting**
- **Evaluation**

➤ **Market trend: -**

1. **Growing Demand for Smoking Cessation Products:** The global smoking cessation market is projected to grow significantly, driven by increasing awareness about the health risks of smoking and government initiatives to curb smoking.
2. **Increasing Adoption of Nicotine Replacement Therapies (NRTs):** NRTs like nicotine patches and gum are becoming increasingly popular as effective alternatives to traditional methods of quitting smoking.
3. **Focus on Convenience and Patient Compliance:** Products like 2Baconil, designed with newer delivery systems like transdermal patches, are gaining traction due to their ease of use and higher patient compliance.
4. **Expansion into Tier 2 and 3 Cities:** Rusan Pharma is planning to introduce 2Baconil in tier 2 and 3 cities, which indicates a focus on reaching a wider audience and increasing accessibility to the product.
5. **Government Support and Partnerships:** The company is looking to partner with government agencies and conduct post-marketing surveillance studies to promote the product and create awareness about its benefits.

➤ **Market Potential**

India has over 100 million smokers, the second highest in the world after China. With a large population of smokers and growing health consciousness, the market potential for smoking

cessation products in India is significant. 2BACONIL, as a nicotine replacement therapy, can capture a substantial share of this growing market by providing an effective solution to help smokers quit.

➤ **Porter's 5 Forces**

- **Bargaining power of buyers:** Moderate, as smokers have various options to quit smoking.
- **Bargaining power of suppliers:** Low, as Rusan Pharma has established relationships with suppliers.
- **Threat of new entrants:** Moderate, due to regulatory barriers and the need for significant investment.
- **Threat of substitutes:** High, as there are various methods to quit smoking, including alternative nicotine replacement therapies and behavioral interventions.
- **Industry rivalry:** High, with established players and new entrants competing for market share.

➤ **5Cs of Company**

1. **Company:** Rusan Pharma's expertise in pain management and de-addiction drugs, strong manufacturing capabilities, and wide distribution network.
2. **Collaborators:** Rusan Pharma's partnerships with healthcare professionals, pharmacies, and government agencies to promote smoking cessation.
3. **Customers:** Smokers looking to quit, particularly those with a high level of nicotine dependence.
4. **Competitors:** Other nicotine replacement therapies, such as patches and gum, as well as alternative smoking cessation methods.
5. **Climate:** Growing health awareness, government initiatives to curb smoking, and the large population of smokers in India.

➤ **Situation Analysis**

- **Strengths:**
 - First Made-in-India Nicotine Replacement Therapy (NRT) patch.
 - Multiple delivery systems (patches, gum) to cater to user preferences.
 - Phased approach for gradual nicotine reduction, increasing success rates.
 - Competitive pricing strategy.
 - Potential for government partnerships to expand reach.
- **Weaknesses:**
 - Relatively new brand compared to established competitors.
 - Limited brand awareness, especially outside India.
 - Market presence
 - Sample product should be available
 - Market awareness

- Segmentation, targeting, Positioning
 - Marketing
 -
- **Opportunities:**
 - Growing global anti-smoking movement creates demand for NRT products.
 - Potential for expansion into new markets, particularly in BRICS countries.
 - Development of new NRT delivery systems or combination therapies.
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- **Threats:**
 - Competition from established NRT brands.
 - Negative public perception of tobacco companies entering the NRT market.
 - Stringent government regulations on NRT advertising and sales.

➤ **Target Audience**

- Primary: Smokers who are motivated to quit but struggle without support.
- Secondary: Healthcare professionals (doctors, pharmacists) who recommend smoking cessation methods.
- **Brand Positioning**
- **Brand Promise:** 2baconil is your **effective, convenient, and reliable partner** in your journey to becoming smoke-free.
- **Key Message(s):**
 - Quitting smoking is hard, but 2baconil can help.
 - 2baconil offers a phased approach for a smoother transition.
 - 2baconil is a trusted brand made in India, for Indians (if targeting domestic market).

➤ **Marketing Objectives**

- Increase brand awareness among smokers and healthcare professionals by XX% within the next year.
- Achieve a XX% market share in the Indian NRT market within the next 3 years.
- Position 2baconil as the recommended NRT brand by XX% of healthcare professionals within the next 2 years.

➤ **Marketing Strategies**

- **Product:** Develop new NRT delivery systems or combination therapies based on market research.
- **Price:** Maintain competitive pricing strategy while considering product innovation and brand positioning.
- **Place:**

- Increase availability in pharmacies and online retailers.
- Partner with smoking cessation clinics and support groups.

- **Promotion:**

- Develop public awareness campaigns that highlight the dangers of smoking and the benefits of quitting.
 - Utilize a mix of traditional media (TV, radio, print) and digital media (social media, influencer marketing) for wider reach.
- Partner with healthcare professionals to educate them about 2baconil and its benefits.
- Offer educational resources and support programs for smokers who are trying to quit.
 - Consider a dedicated 2baconil website or mobile app with quitting tools, trackers, and a supportive community

- **Budget Allocation**

- Allocate budget based on marketing mix (product, price, place, promotion) and prioritize based on specific goals (e.g., brand awareness vs. market share).
- Consider cost-effective strategies like social media marketing alongside traditional media for wider reach.

- **Evaluation**

- Track brand awareness through surveys, social media engagement metrics, and website traffic.
- Monitor sales figures to measure market share growth.
- Conduct surveys among healthcare professionals to assess brand perception and recommendation rates.

- **Brand Voice and Personality**

- Develop a brand voice that is empathetic, supportive, and encouraging towards smokers who are trying to quit.
- Use visuals and messaging that are relatable to the target audience and reflect the brand's positive and solution-oriented approach.

Made poster of 2baconil



Rüsan

2BACONILTM TTS20

Your Path to Freedom from Smoking

- 12 WEEKS** 12 week intensive
- 3 Easy Steps Towards A Smoke-Free Life**
- Wide Range of Nicotine Patches & Gums**
- Maintains Nicotine Levels**
- Curbs craving**

AID TO QUIT SMOKING **Rüsan**

2baconilTM TTS30
Nicotine Transdermal Patch

21 mg/24h
Daily 1 Patch

7 Patches

STEP 1

7 Patches

STEP 2

7 Patches

STEP 3

7 Patches

21mg: Start with Step 1. If you smoke more than 20 cigarettes per day. To be followed by Step 2 & Step 3.

LEADS TO 100% CESSATION OF SMOKING WITH STEP 3

- **Made Global Nicotine Patch report ***

Market Definition

Nicotine Patches are generally used among patients who want to quit smoking, as it is based on nicotine replacement therapy (NRT). These patches are transdermal patches that come in a variety of strengths to help patients quit smoking based on their tobacco addiction. It helps deliver a steady dose of nicotine to the patients' bodies through their skin & helps them fight the withdrawal symptoms linked with tobacco cessation.

Market Insights & Analysis: Global Nicotine Patch Market

The Global Nicotine Patch market is projected to grow at a CAGR of around 7.8% during the forecast period, i.e., 2023-28. The major factors driving the market growth include the rising number of tobacco-addicted patients across the globe during the historical years. The factors driving the enhanced adoption of tobacco among individuals are the easy availability & accessibility of tobacco products across the regions like Asia-Pacific, North America, etc. In addition, the growing prevalence of [mental health](#) issues, including stress, anxiety, depression, etc., has also been upscaling the adoption of cigarettes & other tobacco products among young individuals worldwide. Also, young individuals, especially in the countries like the US, the UAE, India, etc., have been observed to get influenced by peer pressure & environmental conditions, which has enhanced tobacco smoking among them. For instance, *In 2020, according to the World Health Organization, around 22.3% of the global population used tobacco, among which 36.7% of men & 7.8% of women of the total population consumed tobacco.*

Global Nicotine Patch Market Key Drivers:

Increasing Demand for Smoking Cessation Products - There has been an enhanced demand for nicotine replacement therapy among patients, which has been supporting the global market of nicotine patches since the historical years. Consumers have been actively shifting toward smoking cessation products, owing to the amplifying awareness regarding the negative impacts of smoking tobacco. It has been observed

that individuals who perform continuous tobacco smoking are at higher risk of diseases like cancer, heart disease, lung disease, etc. Smoking is also related to an increased risk of tuberculosis, certain eye diseases, etc., which further induces an urge among tobacco-addicted patients to quit tobacco intake. For instance, In 2020, according to the Centre for Disease Control and Prevention (CDC), smoking caused around 90% of all lung cancer deaths & more women died from lung cancer each year than from [breast cancer](#). Henceforth, enhanced awareness among individuals regarding tobacco-related health issues & an urge to quit smoking is presumed to escalate the demand for nicotine patches among individuals during the forthcoming years.

Global Nicotine Patch Market Possible Restraint:

Incidence of Side-effects to Hamper Market - With the growing incidence of side effects linked to the usage of nicotine patches, consumers have been observed to be hesitant in adopting these patches. The major factor causing the side effects is that the patches are directly in contact with the skin, which has been founded to cause skin irritation. Further, these patches have also been inducing effects like dizziness, muscle pain or stiffness, headache, sleeping problems, nausea, racing heartbeat, etc., among patients using them. In addition, they are suggested to be applied in controlled dosage, based on the number of cigarettes consumed by the patient in a day. However, it has been noted that consumers across the globe found it difficult to identify the correct dosage for them, which leads to cases like overdose symptoms. And if an overdose of these patches occurs, it leads to dizziness, a fast heartbeat, nausea or vomiting, weakness, etc., imparting a negative effect on consumers' health. Henceforth, with the inflated incidence of side effects, their adoption has been experiencing a negative impact & is anticipated to be a barrier for the market during the forecast period if not taken care of.

Global Nicotine Patch Market Growth Opportunities

Enhanced Government Initiatives to Control Smoking Rates - There has been an uplifting consumption of tobacco across countries, like the US, India, China, Southeast Asian countries, etc., linked with the enhanced incidence of associated diseases like lung cancer, COPD, asthma, etc. This has been encouraging governments across these countries to take several initiatives to control the number of deaths related to

nicotine consumption in recent years. These initiatives aim at supporting various Nicotine Replacement Therapies (NRTs) across the market, which would help individuals to quit smoking. For instance, *In 2023, the government of Connecticut, the US, announced its plans to control tobacco consumption across the states by providing 8-weeks of free nicotine replacement therapy (NRT) through its CT Quit line, a helpline offered by the government to help citizens quit smoking. In 2022, Indian Government announced its plan to include Nicotine Replacement Therapy products (NRT), like nicotine patches, lozenges, etc., to their National List of Essential Medicines (NLEM), which would help citizens to quit smoking.* Henceforth, the upcoming plans by the government to help its citizens quit smoking by offering NRTs, are anticipated to upscale the sales of nicotine patches in the forecasted years. These plans are thus, projected to boost the market growth during 2023-28.

Global Nicotine Patch Market Key Trends:

Advancements in Nicotine Patch Technology to Treat Clinical Seizures - When consumers' intake nicotine in the form of smoking, they are inhaling several other harmful chemicals as well, which affect the brain. These negative effects of nicotine inhalation on the brain show a higher level of clinical seizures compared to those who don't smoke. However, several recent research has found that transdermal transfer of nicotine in a controlled manner has shown a positive impact on controlling clinical seizures in patients suffering from Autosomal Dominant Sleep-Related Hyper Motor Epilepsy (ADSHE). Also, these researches have shown positive results, as it was observed that transdermal intake of nicotine via a nicotine patch considerably reduced the clinical seizures in the patients.

Additionally, in several other research studies, these patches have been found to showcase active results in treating seizures in other types of epilepsy as well. Consequently, escalating research on advancements in these patches to treat several clinical conditions related to seizures has been upscaling the need for nicotine patches in these studies during recent years. Furthermore, the anticipated approval of the usage of these patches in the market for the treatment of epilepsy would help in strengthening the market growth in the forecasted years as well.

Global Nicotine Patch Market (2023-28): Segmentation Analysis

Global Nicotine Patch Market includes segmentation analysis based on Type, and End Users. This breakdown allows businesses to identify specific market segments and tailor their marketing and product strategies accordingly, maximizing their chances of success in the Global Nicotine Patch Market. Based on **Type**: 24-hour Patch, 7 mg, 14 mg, 21 mg, 16-hour Patch, 10 mg, 15 mg, 25 mg. Among them, the 24-hour patch has experienced considerable demand in the Global Nicotine Patch market during the historical years. It was majorly because of the rising population of individuals having strong cravings to consume cigarettes, both day & night. The 24-hr patch has been designed to be worn both day & night & comes in 3 variants to be changed based on the amount of craving experienced by the individuals. Consequently, the higher preference for a 24-hour patch is also contributing to upscaling the growth rate during the forthcoming period, further enhancing the market share. Based on End Users: Hospitals, Rehabilitation Centres, Homecare

Homecare has been one of the major end-users of nicotine patches during the historical years, owing to the rising awareness among consumers to quit smoking by themselves. As consumers were getting highly aware of the negative effects of inhaling nicotine, which leads to injurious health conditions, they have been shifting toward medications to quit smoking habits. Also, homecare settings provide higher convenience to consumers because they have been designed for self-application without the need for any supervision. These patches are highly cost-effective & easy to use, which provide a high level of effectiveness if used in the proper dosage, further amplifying its adoption among consumers during the historical years. Moreover, to prevent social image, consumers avoid visiting hospitals or rehabilitation centres & prefer adopting these patches, which are easily available at online & offline pharmacy stores. Consequently, factors including the prevention of social image & highly convenient adoption of nicotine patches, the segment is expected to dominate the market in the forecasted years as well.

Global Nicotine Patch Market Regional Projection

Geographically, the market expands across: North America, South America, Europe, The Middle East & Africa, Asia-Pacific. Regionally, Asia-Pacific has been observed to show significant development in the adoption of nicotine patches during the historical

years. It was majorly because of the presence of countries like Myanmar, Bangladesh, Indonesia, etc., which have a substantially higher rate of smoking among populations. Hence, the rising rate of smoking has led to enhance the number of diseases related to it, which has also uplifted the death incidence. In line with the growing tobacco epidemic across these countries, the World Health Organization, in collaboration with the government of these countries, has been taking initiatives to reduce the smoking rates. Henceforth, consumers have been shifting toward smoking cessation therapies like nicotine patches, which have been proven to help them reduce cravings to smoke. Furthermore, with a growing rate of smoking & upcoming government initiatives to support smoking cessation products, the region would dominate the market during the forecasted years as well. Global Nicotine Patch Industry Recent Developments 2023: Rusan Pharma launched a campaign named “No Reason is Good Enough” to promote the adoption of its nicotine patches, i.e., 2baconil, by portraying the effectiveness of its product in reducing the psychological & other physical addictions to nicotine. Gain a Competitive Edge with Our Global Nicotine Patch Market Report. This provides a detailed and thorough analysis of market size & share, growth rate, competitive landscape, and key players. This comprehensive analysis helps businesses gain a holistic understanding of the market dynamics and make informed decisions. It also highlights current market trends and future projections, allowing businesses to identify emerging opportunities and potential challenges. By understanding market forecasts, companies can align their strategies and stay ahead of the competition. It aids in assessing and mitigating risks associated with entering or operating in the market. The report would help in understanding market dynamics, regulatory frameworks, and potential challenges, businesses can develop strategies to minimize risks and optimize their operations.

6. Key Learnings from My Internship at Rusan Pharma (Management Trainee - Business Development)

My internship at Rusan Pharma as a Management Trainee in the Business Development department proved to be an invaluable learning experience. Here are some key takeaways that will benefit my future career aspirations:

International Marketing Processes:

- **Market Research:** I gained practical experience in conducting market research for international expansion. This included analyzing data, identifying market trends, and understanding cultural nuances to tailor marketing strategies. This skill will be crucial for developing effective marketing plans for diverse global markets in my future career.
- **Partnership and Distribution Strategies:** I learned about identifying and collaborating with potential international partners and distributors. Understanding the importance of building strong relationships and navigating complex logistics will be beneficial for establishing and maintaining successful international business partnerships.
- **Regulatory Considerations:** Exposure to the intricate world of pharmaceutical regulations in different regions provided valuable insights. This knowledge will be critical for ensuring compliance and navigating the complexities of entering new markets.

Skills Development:

- **Data Analysis and Interpretation:** I honed my skills in analyzing market research data, drawing meaningful conclusions, and using them to inform strategic decision-making. This skill will be essential for making data-driven decisions in any business environment.
- **Business Communication:** The internship significantly improved my business communication skills. I learned to present complex information clearly and concisely, both verbally and in writing, while adapting my communication style to different audiences (internal teams, potential partners). This enhanced

communication ability will be instrumental in future collaborations and professional interactions.

- **Negotiation Techniques:** While my involvement in negotiations was observational, I gained valuable insights into the process of business negotiations. Understanding key negotiation principles will be crucial for securing favorable terms in future business dealings.

Industry Knowledge:

- **Global Pharmaceutical Landscape:** I gained a deeper understanding of the global pharmaceutical industry, including current market trends, regulatory hurdles, and competitor strategies. This knowledge will be invaluable in navigating the dynamic and competitive world of pharmaceuticals.
- **Global Business Practices:** The internship exposed me to the intricacies of international business practices. This includes understanding cultural differences in business etiquette, international trade agreements, and intellectual property rights. This knowledge will be essential for building strong relationships with global partners and operating successfully across international boundaries.

Future Career Aspirations:

These learnings directly align with my career aspirations of working in international business development within the pharmaceutical industry. My experience at Rusan Pharma has equipped me with a solid foundation in market research, business communication, and an understanding of global pharmaceutical regulations and practices. I am confident that these skills will enable me to contribute significantly to any organization engaged in international pharmaceutical marketing and business development.

7. Challenges I Faced as a Management Trainee at Rusan Pharma

fresh off my internship at Rusan Pharma in the Business Development department. It was an incredible experience, but let's be honest, there were definitely some hurdles to jump along the way. Here's what I found most challenging:

1. Data Dive:

Business development throws a lot of data your way – market research reports, competitor analysis, industry trends. It can be overwhelming at first, especially if you're new to the tools and techniques they use to analyze it all. I spent some time learning new software and brushing up on my data analysis skills. Thankfully, the team at Rusan Pharma was super helpful in pointing me in the right direction.

2. Communication Crossroads:

The Business Development department interacts with a lot of different people – other teams within Rusan Pharma, external partners, the whole crew. This meant adjusting my communication style for everyone from my tech-savvy colleagues to potential partners from different cultures. It was like learning a whole new language sometimes!

3. Knowledge Gap:

The pharmaceutical industry is a complex beast, with its own set of regulations and ways of doing things. As a new intern, I definitely felt like I was playing catch-up at times. There was so much to learn! I leaned heavily on my supervisor and colleagues for guidance, and I also took advantage of any training resources Rusan Pharma offered.

4. Time Management Tango:

Juggling multiple projects and deadlines can be a real juggling act! I had to develop some serious time management skills to stay on top of everything. It was a learning curve, figuring out how to balance learning new things with delivering the results they needed from me.

But hey, every challenge was an opportunity to learn and grow! By seeking guidance, taking initiative, and staying organized, I was able to overcome these hurdles and have a truly valuable internship experience. Now I feel much more confident and prepared for whatever comes next in my business development journey.

5. Negotiation Navigation:

While I learned a lot by observing negotiation discussions with potential partners, I wasn't always directly involved due to my trainee status. It can be frustrating not to get those hands-on experiences, but I understood it was part

of the learning process. I made sure to actively listen and take detailed notes during these discussions, soaking up as much as I could about negotiation strategies and tactics.

6. Cultural Calibration:

As Rusan Pharma operates internationally, there were times when I encountered cultural differences in communication styles and business practices. For example, there might be a more hierarchical structure in some cultures, which meant adapting my approach to show respect and avoid any misunderstandings. I did some research on the specific cultures involved and made a conscious effort to be mindful of these differences.

7. Information Avalanche:

The sheer volume of information I encountered at times could be overwhelming. New regulations, competitor updates, and industry trends seemed to come at me from all directions. To manage this, I developed a system for prioritizing information based on its relevance to my current projects. I also learned to ask clarifying questions whenever something felt unclear – better to ask than to make assumptions!

8. Building My Network:

One of the most valuable aspects of the internship was the opportunity to connect with people across the department and even some external partners. However, as a new intern, it felt a bit daunting to step outside my comfort zone and initiate conversations with experienced professionals. But I pushed myself to attend networking events and industry conferences, and gradually I felt more comfortable building relationships and expanding my professional network.

These challenges might seem daunting, but they were all valuable learning experiences. By being proactive, asking questions, and taking the initiative, I was able to overcome these hurdles and gain a deeper understanding of the fast-paced world of business development within the pharmaceutical industry. This internship has definitely equipped me with the skills and confidence to pursue a career in this exciting field!

