

Internship Report

Dissertation Submitted to



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By

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Introduction

The increasing prevalence of type 2 diabetes and obesity worldwide has driven the demand for effective therapeutic interventions. Semaglutide, a glucagon-like peptide-1 (GLP-1) receptor agonist, has shown substantial promise in managing these conditions. This market research study aims to analyze the market dynamics and brand perception of Semaglutide. Understanding these aspects is critical for pharmaceutical companies, healthcare providers, and patients to optimize the utilization and acceptance of this treatment.

Background:

Semaglutide has gained attention due to its ability to improve glycemic control and support weight loss, making it a valuable option in the treatment of type 2 diabetes and obesity. However, market success is not solely dependent on clinical efficacy. Factors such as regulatory environment, competitive landscape, marketing strategies, and stakeholder perceptions significantly impact the market dynamics of a pharmaceutical product. This report delves into these aspects to provide a comprehensive understanding of Semaglutide's market presence.

2. Research Questions

1. What are the key factors influencing the market dynamics of Semaglutide?
2. How do healthcare providers perceive the effectiveness and safety of Semaglutide compared to other GLP-1 receptor agonists?
3. What are the patients' attitudes and experiences regarding the use of Semaglutide?
4. How does the branding and marketing strategy of Semaglutide impact its market performance?

Objectives

1. To identify and analyze the factors driving the market dynamics of Semaglutide.
2. To assess healthcare providers' perceptions of Semaglutide in terms of efficacy and safety.
3. To explore patients' attitudes, experiences, and satisfaction with Semaglutide.
4. To evaluate the branding and marketing strategies employed for Semaglutide and their effectiveness.

Materials & Methods

Study Design:

This study employs a mixed-methods approach, combining quantitative surveys with qualitative interviews to provide a comprehensive analysis.

Study Population:

The study population includes healthcare providers (endocrinologists, diabetologists, general practitioners), patients using Semaglutide, and key stakeholders in the pharmaceutical industry.

Study Groups

- **Group 1:** Healthcare providers
- **Group 2:** Patients using Semaglutide
- **Group 3:** Key stakeholders (pharmaceutical marketing and sales professionals)

Intervention

There is no experimental intervention. The study focuses on gathering and analyzing data through surveys, interviews, and secondary data sources.

Data Collection

Surveys and Questionnaires:

Surveys will be distributed to healthcare providers and patients to gather quantitative data on their perceptions and experiences with Semaglutide.

In-Depth Interviews:

Qualitative interviews will be conducted with key stakeholders in the pharmaceutical industry to gain insights into branding and marketing strategies.

Secondary Data Collection:

Market reports, sales data, and peer-reviewed articles will be analysed to supplement primary data and provide a broader market context.

Outcome Measures

1. Identification of key factors influencing market dynamics.
2. Assessment of healthcare providers' perceptions of Semaglutide's effectiveness and safety.
3. Exploration of patient satisfaction and experiences.
4. Evaluation of the impact of branding and marketing strategies on market performance.

Statistical Analysis

Quantitative data will be analysed using descriptive and inferential statistics to identify trends and correlations. Qualitative data from interviews will be analysed using thematic analysis to identify common themes and insights.

Ethical Considerations

All participants will provide informed consent before participating in the study. The study will adhere to ethical guidelines for research involving human subjects, ensuring confidentiality and anonymity of participants.

Implications of the Study

The findings of this study will provide valuable insights for pharmaceutical companies to optimize their marketing strategies and enhance engagement with healthcare providers and patients. Additionally, the study will inform healthcare policy and practice regarding the use of Semaglutide, potentially improving patient outcomes.

Conclusion

This market research study aims to provide a comprehensive understanding of the market dynamics and brand perception of Semaglutide. By analysing the perspectives of healthcare providers, patients, and industry stakeholders, the study will offer actionable insights for optimizing the market presence and utilization of Semaglutide. The findings will contribute to the broader understanding of how innovative treatments can successfully navigate the competitive pharmaceutical landscape and achieve widespread acceptance.