

Internship Report

Submitted



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By

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Internship Report

Internship Organisation: CYNO Pharmaceuticals

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Roll No: 0385

Mentor: Dr. Ashok Peepliwal

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About CYNO Pharmaceuticals

CYNO Pharmaceuticals is a leading pharmaceutical company committed to improving healthcare through innovative products and cutting-edge research. The company focuses on the development, manufacturing, and marketing of high-quality medications across various therapeutic areas. CYNO Pharmaceuticals is dedicated to enhancing the health and well-being of patients globally, with a strong presence in the Indian market. The company leverages advanced technology and a skilled workforce to drive growth and achieve its mission of providing accessible and affordable healthcare solutions.

Vision

To become a global leader in the pharmaceutical industry by delivering innovative and high-quality healthcare solutions.

Mission

CYNO Pharmaceuticals aims to improve patient health outcomes through the development and distribution of effective and affordable medications, supported by a commitment to research, innovation, and customer satisfaction.

Acknowledgements

I would like to sincerely thank my mentor, Dr. Ashok Peepliwal, for his invaluable guidance and support throughout my internship at CYNO Pharmaceuticals. I am also grateful to the faculty and staff of CYNO Pharmaceuticals for providing a conducive learning environment and all necessary resources.

Introduction

This report details my internship experience at CYNO Pharmaceuticals, where I undertook a research project on the 'Impact of Digital Marketing Strategy on Pharmaceutical Sales Growth in the Indian Market.' The primary objective was to explore and analyze the influence of digital marketing strategies on sales performance within the Indian pharmaceutical industry.

Objectives

- To understand the current digital marketing strategies employed in the Indian pharmaceutical sector.
- To evaluate the impact of these strategies on pharmaceutical sales growth.
- To analyze the effectiveness of different digital marketing tools and platforms.
- To provide recommendations based on the findings.

Methodology

- Literature Review: Conducted an extensive review of existing literature on digital marketing strategies in the pharmaceutical industry.
- Primary Research: Carried out interviews and surveys with industry professionals and stakeholders.
- Data Analysis: Utilized statistical tools and software for analyzing the collected data.

Literature Review

The literature review focused on the evolution of digital marketing in the pharmaceutical industry, identifying key strategies such as social media marketing, search engine optimization (SEO), email marketing, and online advertising. It also explored the challenges and opportunities presented by digital marketing in reaching healthcare professionals and consumers.

Primary Research

Conducted structured interviews with marketing professionals from various pharmaceutical companies. Designed and distributed surveys to gather quantitative data on the adoption and impact of different digital marketing strategies.

Data Analysis

Utilized tools like SPSS and Excel for data analysis. The analysis included descriptive statistics, correlation analysis, and regression analysis to understand the relationships between different digital marketing strategies and their outcomes.

Findings and Discussion

- **Digital Marketing Adoption:** There is a growing trend of adopting digital marketing strategies among pharmaceutical companies, with social media marketing and SEO being the most popular.
- **Sales Growth:** Digital marketing strategies have a positive impact on pharmaceutical sales growth, with companies reporting increased engagement and higher conversion rates.
- **Cost-Effectiveness:** Digital marketing is more cost-effective compared to traditional marketing methods, offering a higher return on investment.
- **Challenges:** Despite the benefits, challenges such as regulatory compliance, data privacy concerns, and the need for continuous content creation persist.

Recommendations

- **Integrated Marketing Strategy:** Pharmaceutical companies should integrate digital marketing with traditional marketing strategies to maximize reach and effectiveness.
- **Investment in Technology:** Invest in advanced digital marketing tools and platforms to enhance marketing efforts.
- **Training and Development:** Provide training for marketing personnel to stay updated with the latest digital marketing trends and techniques.
- **Patient Engagement:** Develop more patient-centric digital marketing initiatives to build trust and loyalty among consumers.

Conclusion

My internship at CYNO Pharmaceuticals under the guidance of Dr. Ashok Peepliwal has been an enriching experience. The research project on the 'Impact of Digital Marketing Strategy on Pharmaceutical Sales Growth in the Indian Market' has provided me with valuable insights into the dynamics of digital marketing in the pharmaceutical industry. The findings and recommendations from this study can serve as a guide for pharmaceutical companies aiming to enhance their marketing strategies.