

Internship report

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Internship Report: Business Development Executive at Anika International Pvt. Ltd.

1. Introduction

This internship report details my experience as a Business Development Executive at Anika International Pvt. Ltd. from April to June. During this period, I actively participated in various projects and honed my skills in market research, lead generation, and client relationship management within the import-export industry. This report will delve into the specific objectives I aimed to achieve during the internship, provide an in-depth look at Anika International's operations, and detail the key activities and projects I undertook. Furthermore, I will share the valuable learnings and insights I gained from this enriching experience.

2. Objective of Internship

My primary goals for the internship at Anika International were:

- To gain practical experience in the core functions of business development, including market research methodologies, lead generation strategies, and effective client relationship management techniques.
- To acquire a thorough understanding of the import-export process, encompassing the intricacies of customs clearance, documentation requirements, and logistical considerations.
- To develop strong communication and negotiation skills to foster productive relationships with potential clients and international partners.
- To gain valuable industry knowledge about Anika International's specific market segment and contribute meaningfully to their business growth strategies.
- 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. Organization Profile

Anika International Pvt. Ltd. is a leading Indian indenting house. With over 40 years of experience, they have carved a niche as a trusted intermediary between international manufacturers, also known as principals, and the dynamic Indian market. Anika leverages its deep market knowledge, established network of industry experts, and proven technical expertise to bridge the gap between international companies seeking to enter the Indian market and potential Indian clients. Their comprehensive suite of services empowers global leaders to successfully introduce their products and services to the vast Indian market.

Value Proposition:

- Anika's value proposition in the pharmaceutical segment could be:
 - **Market Access:** Providing international pharmaceutical companies with a reliable partner to enter the vast and complex Indian market.
 - **Regulatory Expertise:** Guiding principals through the intricacies of Indian pharmaceutical regulations and registration processes.
 - **Distribution Network:** Offering access to a well-established network of distributors and pharmacies across India.
 - **Market Knowledge:** Leveraging their experience and understanding of the Indian healthcare landscape to tailor marketing and sales strategies.

Limitations:

- Due to the lack of specific information, the details mentioned above are based on assumptions about Anika's role in the pharma segment.
- It's possible that Anika focuses on specific pharmaceutical sub-segments (e.g., oncology drugs, medical devices) or caters to a particular region within India.

Focus:

- Based on their website and industry trends, Anika International likely focuses on **importing** pharmaceutical products from international companies (principals) and making them available in the Indian market.
- They might specialize in specific **therapeutic areas** or **product categories**, such as oncology drugs, cardiovascular medications, or medical devices. This is an area where further research is needed.

Tailored Marketing & Communication: Anika understands the importance of cultural nuances and regulatory variations across different markets. They likely develop customized marketing strategies for each principal, considering factors like:

- **Local language requirements:** All marketing materials and packaging would be translated and adapted to comply with local language regulations.
- **Regulatory compliance:** Marketing messages must adhere to the specific regulations governing pharmaceutical advertising in each target market.
- **Culturally sensitive messaging:** Anika would ensure their marketing materials resonate with the target audience's cultural values and healthcare beliefs.
- **Targeted healthcare professional engagement:** They might organize workshops or seminars for doctors and pharmacists to educate them about the benefits of their principals' pharmaceutical products. This could involve partnering with local medical associations or industry publications.

4. Services Provided by the Company

Anika International offers a well-rounded portfolio of services designed to support their international partner companies throughout the import-export journey. These services include:

- **Market Research & Analysis:** Anika conducts in-depth market research to identify potential markets and opportunities for their principals' products in India. This involves analysing industry trends, competitor landscape, customer needs, and regulatory frameworks.
- **Distribution & Channel Management:** They establish and meticulously manage a network of reliable distributors and dealers across India to ensure efficient product distribution and reach. Anika carefully selects partners who align with their principals' brand values and possess the necessary expertise to effectively promote the products.
- **Import & Export Management:** Anika's experienced team handles all aspects of import and export, ensuring a smooth and efficient process. This includes customs clearance, preparation of essential documentation, logistics coordination, and ensuring adherence to all regulatory requirements.
- **Technical Support:** Anika provides comprehensive technical support to clients. This may involve product installation, after-sales service, and training for clients and their staff. They ensure a seamless experience for both the client and the principal.
- **Sales & Marketing:** Anika develops and executes data-driven marketing strategies to promote their principals' products and services in the Indian market. This may involve participation in industry events, trade shows, and digital marketing campaigns to generate brand awareness and qualified leads.

5. Key Activities and Projects

During my internship at Anika International, I was actively involved in various projects that contributed significantly to their business development endeavors. Here are some key highlights:

- **Market Research Project:** I was assigned a project to research the Indian market for a specific product category represented by Anika. This involved analyzing market size, growth potential, key market players, and customer segmentation. The research findings were then used to identify potential new markets for existing principals.
- **Lead Generation:** I participated in industry events, trade shows, and utilized online platforms like LinkedIn to generate leads for new clients and partners. This involved researching potential companies, attending conferences, and networking with industry professionals.
- **Client Relationship Management:** I assisted the business development team in building and nurturing relationships with existing and potential clients. This involved communication through various channels such as emails, phone calls, and client meetings. I also played a role in preparing presentations and proposals tailored to specific client needs.
- **Project: Market Entry Strategy for [Principal Name]:** I had the opportunity to work on a project to develop a comprehensive market entry strategy for [Principal Name], a new principal entering the Indian market. This project involved in-depth market research, competitor analysis, identifying potential distribution channels, and developing a detailed go-to-market plan.

***Prepared Brand Plan for nicotine patch**

- **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: Anika international pvt ltd 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 Anika international pvt ltd 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.

***Prepared market expansion report for the nicotine patch**

1.How Nicotine Patches Work

Nicotine patches work by delivering a steady dose of nicotine into the bloodstream over a period, typically 16 or 24 hours. This helps to reduce cravings and withdrawal symptoms that people experience when they quit smoking. Nicotine patches are available in different strengths, so the amount of nicotine released can be tailored to the individual's needs.

2. Benefits of Using Nicotine Patches?

There are several benefits to using nicotine patches to help quit smoking:

- They can help to reduce cravings and withdrawal symptoms.
- They are a relatively safe and effective way to quit smoking.
- They can be used alongside other smoking cessation methods, such as counselling or medication.
- They are available over the counter without a prescription.

*How to Use Nicotine Patches?

Nicotine patches are typically applied to a clean, dry area of skin on the upper arm, chest, hip, or back. The patch should be worn for the prescribed amount of time, which is usually 16 or 24 hours. It is important to follow the directions on the package carefully.

Side Effects of Nicotine Patches?

Nicotine patches can cause some side effects, such as skin irritation, headache, nausea, and insomnia. These side effects are usually mild and go away after a few days of use.

Who Should Not Use Nicotine Patches?

Nicotine patches are not for everyone. People who are pregnant or breastfeeding, or who have certain medical conditions, such as heart disease or high blood pressure, should not use nicotine patches. It is important to talk to a doctor before using nicotine patches to quit smoking.

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.

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.

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.

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.

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 research 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.

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.

Marketing planning:-

- 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: Anika international pvt ltd 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. Learnings from Internship

- **Business Development Expertise (continued):** I gained a comprehensive understanding of the entire business development process, from initial market research and lead generation to client relationship management and deal closure. This internship provided me with practical experience in implementing various business development strategies and tactics.
- **Industry Knowledge:** I acquired valuable knowledge about the import-export industry, specifically the dynamics of the market segment Anika caters to. Understanding the regulatory environment, trade agreements, and logistical challenges associated with import and export will be an asset in my future career.

- **Communication & Negotiation Skills:** The internship significantly honed my communication and negotiation skills. Through interactions with clients and partners, I learned to articulate complex information effectively, both verbally and in writing. Additionally, I developed the ability to negotiate win-win solutions that benefit both Anika and its clients.
- **Cross-cultural Understanding:** Working with international partners provided me with the opportunity to develop an appreciation for cross-cultural communication styles and business practices. This experience will be invaluable in today's globalized business environment.
- **Teamwork & Collaboration:** The internship fostered my ability to work effectively within a team environment. Collaborating with experienced professionals at Anika allowed me to learn from their expertise and contribute meaningfully to team projects.
- **Adaptability & Problem-solving:** The dynamic nature of the business development field requires adaptability and problem-solving skills. During the internship, I encountered various challenges, and by working with my supervisor and colleagues, I learned to approach them strategically and develop effective solutions.
- **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 Anika international pvt ltd 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.

***Challenges I Faced as a Management Trainee at Rusan Pharma:**

6. 1. Data Dive:

7. 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 Anika international pvt ltd was super helpful in pointing me in the right direction.

2. Communication Crossroads:

8. 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:

9. 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 Anika international pvt ltd offered.

4. Time Management Tango:

10. 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.
11. **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:

12. 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:

13. As Anika international pvt ltd 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:

14. 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!

15. 8. Building My Network:

16. 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.
17. 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 equipped me with the skills and confidence to pursue a career in this exciting field!

7. Conclusion

My internship at Anika International Pvt. Ltd. was a truly enriching experience that equipped me with the necessary skills and knowledge to pursue a career in business development. The exposure to various aspects of the import-export industry, combined with the opportunity to work on real-world projects, provided me with a strong foundation for success. I am grateful for the guidance and support I received from the Anika International team, and I look forward to leveraging the learnings from this internship in my future endeavours.
