

INTERNSHIP REPORT

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By

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1. INTRODUCTION

During my internship, I had the privilege of working in the marketing department of Anax Lifescience Pvt. Ltd. where I contributed to several key projects that significantly enhanced my professional skills. My primary responsibilities included designing and implementing strategic marketing initiatives, managing product launch processes, and conducting in-depth competitive analyses.

In the realm of strategy design and implementation, I developed comprehensive marketing plans tailored to our target audience, ensuring alignment with the company's overall objectives. This involved a deep dive into market research, identifying trends, and crafting actionable strategies that would drive brand growth and customer engagement.

As part of the product launch team, I gained hands-on experience in coordinating pre-launch and post-launch activities. I collaborated closely with cross-functional teams to ensure a seamless product introduction to the market. This included creating promotional materials, organizing launch events, and monitoring the product's performance post-launch to refine our approach based on real-time feedback.

Moreover, I conducted competitive analyses to understand our market position and identify opportunities for differentiation. By examining competitors' strategies, strengths, and weaknesses, I provided valuable insights that informed our strategic decisions and helped us stay ahead in the competitive landscape.

These experiences have equipped me with a robust understanding of marketing strategies, product management, and competitive dynamics, all of which are essential for driving business success in today's fast-paced environment.

2. OBJECTIVE OF INTERNSHIP :

The primary objective of my internship was to gain a comprehensive understanding of product management within the pharmaceutical industry. This entailed analyzing the operations of the product management department to understand its processes and functions. Through primary research and field visits, I gained valuable insights into effective communication and interaction with Key Opinion Leaders (KOLs) and physicians, enhancing my ability to engage with these critical stakeholders.

Additionally, I managed and interacted with the field force, learning the intricacies of field operations and the importance of seamless coordination between field team. Collaborating with my team, I conducted thorough analyses of the pharmaceutical market, identifying trends, challenges, and opportunities to inform strategic decisions.

3. ORGANIZATION PROFILE :

- Anax Lifescience, founded in 2007, is a pharmaceutical venture dedicated to supplying high-quality and advanced products to patients with chronic diseases. Renowned for its professional and sophisticated approach, Anax Lifescience focuses on delivering the highest quality healthcare products to doctors and patients while maintaining strict ethical standards in all operations.
- The company manufactures its products in highly specialized facilities that are recognized and approved by both the USFDA and WHO-GMP, ensuring the delivery of top-tier products. Anax Lifescience's product portfolio spans several major therapeutic areas, including Neurology, Cardiology, Diabetes, Gynecology, and Orthopedics.
- Positioning itself as a problem-solving entity, Anax Lifescience is committed to innovative solutions for healthcare challenges. As an entrepreneurial company, it has the capability to create new divisions and products to address evolving healthcare needs.
- Anax Lifescience has a strong presence in the ethical markets of India, with established operations in Gujarat, Rajasthan, and Maharashtra. The company is poised for significant growth, with plans to expand into Uttar Pradesh, Madhya Pradesh, and Tamil Nadu in the near future.

VISION OF THE COMPANY:

To lead the path towards a healthier world, we will strive to become the most admired company by doctors, patients, employees, and all channel partners.

MISSION OF THE COMPANY:

To become a world-class pharmaceutical company integrated in all therapy segments with dominant Indian leadership.

VALUES OF THE COMPANY:

Our core commitment is to improving health care and creating value for all our stakeholders, including patients, doctors, regulators, employees, and business partners.

We will be committed to patients and doctors as users of our products; we will strive to do our best at every step of the chain by providing the best products and services. We will continuously innovate with our products to bring our customers the best clinical practices in the healthcare industry.

We will conduct ourselves with high integrity to ensure respect for our colleagues, and we will strive to provide the best compensation and career opportunities to our colleagues.

4. SERVICES PROVIDED BY THE ORGANIZATION:

Anax Lifescience offers a wide array of products and services, meticulously categorized by medical specialties such as Gynecology, Neurology, Diabetes, Orthopedics, and Pediatrics.

- **Gynecology:** The gynecology division provides over twenty-seven specialized products aimed at addressing a range of women's health issues, including Polycystic Ovary Syndrome (PCOS), infertility, maternal health, and essential vitamins. These products are developed to support women's health and wellness at various life stages, ensuring comprehensive care.
- **Neurology and Diabetes:** The neurology and diabetes divisions are highly active, offering a robust portfolio of over 30 products. These products are designed to manage and treat neurological disorders and diabetes, with a high

level of endorsement from physicians and positive feedback from patients. The extensive range includes medications and supplements that cater to the specific needs of these patient populations.

- **Orthopedics and Pediatrics:** In addition to gynecology, neurology, and diabetes, Anax Lifescience provides specialized products for orthopedics and pediatrics. These products are crafted to address the unique requirements of patients with musculoskeletal conditions and children's health issues, respectively.

To support its diverse product lines, Anax Lifescience has established well-functioning departments in marketing, purchasing, finance, and IT. These departments are integral to the company's operations, facilitating the efficient delivery of high-quality products and services

5. Key Activities/Projects Undertaken other than Dissertation:

To enhance my knowledge of PCOS products and other gynecological division offerings, as well as to develop strategies for increasing the user base, I engaged in several key activities and projects:

- **Handling Field Visit Staff:** I participated in field visits, gaining hands-on experience with the company's gynecological products. This involved understanding the products' features and benefits and learning effective techniques to persuade doctors to incorporate these products into their practice.
- **Developing Visual Aids and Reminders for Gynecological Products:** I designed visual aids and reminder materials for various gynecological products, ensuring that the designs were impactful and informative. These materials aimed to enhance product visibility and recall among healthcare professionals.
- **Analyzing the Market and Competitor Brands:** I conducted a thorough analysis of the market and evaluated the competitive landscape. This involved studying the positioning of competitor brands and identifying opportunities for differentiating our products. The insights gained were used to inform strategic marketing decisions and to strengthen our market presence.

6. Key Learning And Value

The internship provided me with invaluable practical experience that complemented the theoretical knowledge gained from lectures and seminars. It offered me first-hand exposure to the market, allowing me to develop essential skills in working under pressure and effectively managing field staff. My experience in the PMT department helped me to engage in various key activities and projects:

- **Handling Field Visit Staff:** I actively participated in field visits, where I learned about the gynecological products, particularly those related to PCOS. This role required me to understand the intricate details of these products and develop persuasive strategies to encourage doctors to adopt and prescribe them. Managing field staff during these visits taught me the importance of coordination and effective communication.
- **Developing Visual Aids and Reminders for Gynecological Products:** I was involved in designing visual aids and reminder materials for various gynecological products. These materials were meticulously crafted to be both visually appealing and informative, aiming to enhance product visibility and recall among healthcare professionals. This project honed my skills in marketing communication and graphic design, ensuring that the products stood out in a competitive market in a creative way.
- **Analyzing the Market and Competitor Brands:** Conducting a comprehensive market analysis was a critical part of my internship. I evaluated the competitive landscape to understand the positioning of rival brands and identified opportunities for differentiation. This analysis provided valuable insights that informed our strategic marketing decisions and helped to strengthen our market presence.
- **Marketing and Introducing New Products:** My role in the marketing department involved learning how to effectively market our products and the necessary steps for introducing new products into the market. This included developing marketing strategies, planning product launches, and managing post-launch activities to ensure sustained product performance. I also explored methods for managing new products in a highly competitive (red ocean) market, discovering innovative solutions to differentiate our offerings and capture market share.

Overall, my internship at Anax Lifescience provided a holistic learning experience, blending theoretical knowledge with practical application. It equipped me with a deeper understanding of product management, marketing strategies, and competitive analysis, all while developing my ability to work under pressure and manage field operations effectively. These experiences have significantly contributed to my professional growth and preparedness for a career in the pharmaceutical industry.

7. **Reference:** <https://anaxlifescience.com/>