

SUMMER INTERNSHIP PROGRAM

at

AL NOOR VETERINARY MEDICINES TRADING LLC

From 6th May,2024 to 6th July,2024

A REPORT BY

Vinayak Viswanath

Master of Business Administration

(Pharmaceutical Management)

2023-25

under the Mentorship of

Dr.Himadri Sinha

Professor (Indian Institute of Health Management & Research)



Date: 07-July-2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Vinayak Viswanath** from **IIHMR UNIVERSITY, JAIPUR** has successfully completed his internship with **AL NOOR VETERINARY MEDICINES TRADING LLC, DUBAI** from **06th May, 2024** to **6th July, 2024**.

During his internship, he was exposed to the various activities in the Sales & Marketing team which was mentored by Mr. Mahin Aboobaker.

We found him extremely inquisitive and dedicated. He was very much interested in getting into the depth of the activities he was bound to. He has worked sincerely on all the responsibilities given and his performance was par excellence.

We wish him all the best for his future endeavors with IIHMR University and his professional career.

With regards,

Mahin Aboobaker
Co-founder and Marketing head
Al Noor Veterinary Medicines Trading LLC
Dubai, UAE

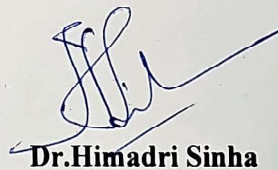


IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Vinayak Viswanath** of academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL MANAGEMENT** has prepared poster with respect to his summer internship held during May-July 2024.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date-24/07/2024

A handwritten signature in blue ink, appearing to read 'Dr. Himadri Sinha', with a long horizontal stroke extending to the right.

Dr. Himadri Sinha

Professor

IIHMR UNIVERSITY JAIPUR

Introduction , Mission and Vision

Introduction:

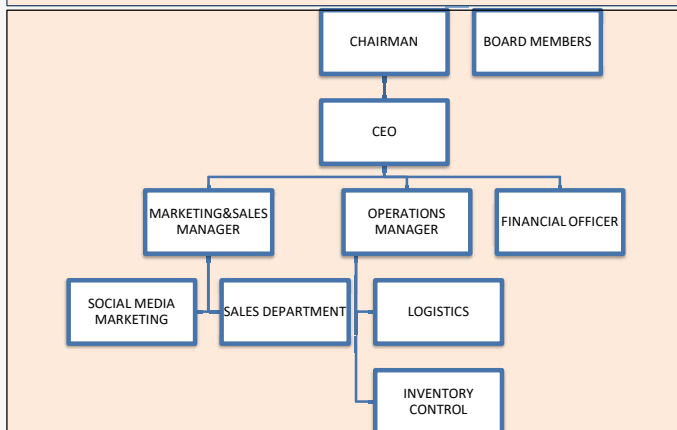
Al Noor Veterinary Medicines Trading Company is a medicine trading startup company in the UAE that specialises on veterinary medicines, feed additives and surgical equipment. Partnering and collaborating with Indian manufacturers, the company brings topmost quality products which are essential in the middle eastern countries.

Mission: Enhance animal health and well-being by providing quality veterinary medicines and equipment. Committed to delivering innovative solutions and exceptional customer service to veterinary professionals, farmers and pet owners across the UAE, ensuring the health and vitality of animals in care.

Vision: To become the leading and most trusted supplier of veterinary products in the UAE, known for our comprehensive range, exceptional quality and commitment to advancing animal healthcare through innovation and education.

ABOUT THE PROJECT

- The aim of the project was to find out about the veterinary requirements in the UAE market and supply the essential medicines, feed additives and equipment needed.
- Along with this, management of the imports and logistics was also studied and organised
- Helped with the maintain of day to day files and records for the accounts department
- Suggestions on the designing and labelling of products
- Veterinary pharmacy visit
- Animal farm visit



Strengths	Weakness
- Strategic location: Dubai's proximity to major markets and its position as a hub for trading in other countries - Strong financial position enabling investments in growth and expansion. - Experienced team: Knowledgeable staff with expertise in veterinary medicine and trade.	- Dependence on Imports: Vulnerability to global supply chain disruptions and trade restrictions. - High overheads cost of Dubai - Competition from established players in the market - Regulatory challenges
Opportunities	Threat
- Growing demand: Increased pet owners and clinics and animal health awareness - Potential to enter nearby countries - Diversification like food products - Digitalisation	- Competition from established players - Regulatory changes - Manufacturing of copy products - Supply chain disruptions: Global supply chain issues affecting availability and pricing of products.

USEFULLNESS OF INTERNSHIP	LEARNING AND VALUE ADDITION
- Exposure to the veterinary market of UAE - Exposure to the industries of a different country - Self growth and development - Skill development - Motivation	- Market research and analysis - Understanding Customer Behaviour - Learning the different market strategies - Team work - Communication skills
CHALLENGES FACED IN INTERNSHIP	DIFFERNECE BETWEEN PRACTICAL AND THEORY
- Time management - Facing rejections - Supply chain management - Negotiations	- Understanding market behaviour - Understanding customer needs - Problem solving - Strategic planning

Reporting Format

(Week 1)

Name of the Organisation: AL NOOR VETERINARY MEDICINES TRADING LLC

Area/Department/Project of Summer Internship Program: Sales and Marketing

Name of the Student: Vinayak Viswanath

Roll no: 0592

Stream: Pharmaceutical Management.

Week no: 1

From: 06/05/2024

To: 10/05/2024

Activity Done	• Read about veterinary medicines • Went to veterinary market with mentor • Attended a meeting with CEO and partners
Linking Theory (Classroom learning) with practice at your Organisation	• Levels of management • Communication
Gaps identified in the working area	• Few Salesman • Lack of storage area
Suggestions for improvement	• Increase storage by buying palettes • Proper accounting
Plan for the next week	• Stock Management • Animal farm visit

Signature of the Student:

Approved by the IHHMR University's Mentor:

Reporting Format

(Week 2)

Name of the Organisation: AL NOOR VETERINARY MEDICINES TRADING LLC

Area/Department/Project of Summer Internship Program: Sales and Marketing

Name of the Student: Vinayak Viswanath

Roll no: 0592

Stream: Pharmaceutical Management.

Week no: 2

From: 13/05/2024

To: 17/05/2024

Activity Done	• To know the medicinal requirement of animals • To understand the veterinary market in UAE • To know the import of stocks
Linking Theory (Classroom learning) with practice at your Organisation	• Disease and medicine • SWOT Analysis • Pharmaceutical Marketing Methods • Exports and Imports of medicines
Gaps identified in the working area	• Improper accounts and daybook • Need of Cypermethrin in the market
Suggestions for improvement	• Proper accounts • Communication to the manufacturer about the needs in the market
Plan for the next week	• Co-ordinate with the accounts department • Maintaining records and files

Signature of the Student:

Approved by the IHMR University's Mentor:

Reporting Format

(Week 3)

Name of the Organisation: AL NOOR VETERINARY MEDICINES TRADING LLC

Area/Department/Project of Summer Internship Program: Sales and Marketing

Name of the Student: Vinayak Viswanath

Roll no: 0592

Stream: Pharmaceutical Management.

Week no: 3

From: 20/05/2024

To: 24/05/2024

Activity Done	• Tally installation for accounting • Coordinated the new desktop setting • Coordinated with the printing of indent, voucher, delivery note, seal
Linking Theory (Classroom learning) with practice at your Organisation	• Accounts • Financial accounting • Credit system(receivables, payables)
Gaps identified in the working area	• Longer credit period than India • Tax system in the UAE
Suggestions for improvement	• Proper accounts • Planned and proper logistics
Plan for the next week	• Buy palettes for more storage area • Calculate overheads and expenses of the company

Signature of the Student:

Approved by the IIHMR University's Mentor:

Reporting Format

(Week 4)

Name of the Organisation: AL NOOR VETERINARY MEDICINES TRADING LLC

Area/Department/Project of Summer Internship Program: Sales and Marketing

Name of the Student: Vinayak Viswanath

Roll no: 0592

Stream: Pharmaceutical Management.

Week no: 4

From: 27/05/2024

To: 31/05/2024

Activity Done	• Bought palette for product storage • Helped with loading of products • Read about debts, assets, cashflow, taxes, sales and purchase • Calculated the monthly expense and prepared a cashflow table • Studied about product packaging
Linking Theory (Classroom learning) with practice at your Organisation	• Asset calculation • Overheads and monthly expense calculation • Strategic Management
Gaps identified in the working area	• Product packaging can be modified according to the local preference and likings
Suggestions for improvement	• Product packaging can be modified according to the local requirements
Plan for the next week	• To visit a Chinese manufacturers exhibition for product packaging

Signature of the Student:

Approved by the IIHMR University's Mentor:

Reporting Format

(Week 5)

Name of the Organisation: AL NOOR VETERINARY MEDICINES TRADING LLC

Area/Department/Project of Summer Internship Program: Sales and Marketing

Name of the Student: Vinayak Viswanath

Roll no: 0592

Stream: Pharmaceutical Management.

Week no: 5

From: 03/06/2024

To: 07/06/2024

Activity Done	• Went to a Chinese packaging exhibition • Discussed about the pricing and packaging of products • Visited Bawadi market for sales • Attended meeting with CEO and partners
Linking Theory (Classroom learning) with practice at your Organisation	• Designing of product • 4 P's of marketing • Sales and marketing • Group communication • Motivation
Gaps identified in the working area	• Possibility of importing or sales of veterinary surgical items • Logistics management
Suggestions for improvement	• Product packaging can be modified according to the local requirements • Veterinary surgical items can be introduced as there is a huge opportunity for that in the UAE market
Plan for the next week	• Visit more markets (large animals and pets) • Product label designing suggestions

Signature of the Student:

Approved by the IIHMR University's Mentor:

Reporting Format

(Week 6)

Name of the Organisation: AL NOOR VETERINARY MEDICINES TRADING LLC

Area/Department/Project of Summer Internship Program: Sales and Marketing

Name of the Student: Vinayak Viswanath

Roll no: 0592

Stream: Pharmaceutical Management.

Week no: 6

From: 10/06/2024

To: 14/06/2024

Activity Done	• Suggestions in the designing and labelling of products • Market visit for sales • Tally all the expenses • Discussed various marketing techniques
Linking Theory (Classroom learning) with practice at your Organisation	• 4 P's of marketing • Sales and marketing • Group communication • Expense Management • Sales strategies
Gaps identified in the working area	• Miscommunication between accounts and sales team • Inventory mismanagement
Suggestions for improvement	• Proper daily communications between departments • Bring in products that is needed in the UAE market in the next consignment
Plan for the next week	• Visit more markets (large animals and pets) • Visit a government veterinary research centre

Signature of the Student:

Approved by the IIHMR University's Mentor:

Reporting Format

(Week 7)

Name of the Organisation: AL NOOR VETERINARY MEDICINES TRADING LLC

Area/Department/Project of Summer Internship Program: Sales and Marketing

Name of the Student: Vinayak Viswanath

Roll no: 0592

Stream: Pharmaceutical Management.

Week no: 7

From: 24/06/2024

To: 28/06/2024

Activity Done	• Visited Abu Dhabi animal markets farms for sales of products with mentor • Attended a meeting with Advanced Scientific Group (a government organisation of UAE)
Linking Theory (Classroom learning) with practice at your Organisation	• 4 P's of marketing • Sales and marketing • Sales strategies • Effective Meeting
Gaps identified in the working area	• Short of salesman • Lack of inventory management
Suggestions for improvement	• Visit more government organisations like these for more effective marketing of the products • Concentrate marketing and sales on retail pharmacies
Plan for the next week	• Visit to farms, horse racing tracks and camel racing tracks and some veterinary clinics and pet markets

Signature of the Student:

Approved by the IIHMR University's Mentor:

Reporting Format

(Week 8)

Name of the Organisation: AL NOOR VETERINARY MEDICINES TRADING LLC

Area/Department/Project of Summer Internship Program: Sales and Marketing

Name of the Student: Vinayak Viswanath

Roll no: 0592

Stream: Pharmaceutical Management.

Week no: 8

From: 01/07/2024

To:06/06/2024

Activity Done	• Studied the monthly expenses and made tally report • Visited Ras al khaima veterinary pharmacies • Visited Sharjah animal markets for sales with mentor
Linking Theory (Classroom learning) with practice at your Organisation	• 4 P's of marketing • Sales and marketing • Sales strategies • Communication • Financial accounting
Gaps identified in the working area	• Lack of proper logistics management to reach out all UAE • Shortage of a big vehicle for sales • Frequent contact with customers
Suggestions for improvement	• Acquiring a big vehicle for supply • Make a separate team for marketing and sales of pet products as it is comparatively different from large animal products. • Acquire more manpower for easy management of the company

Signature of the Student:

Approved by the IHHMR University's Mentor:

Compiled Report

Name of the Organisation: AL NOOR VETERINARY MEDICINES TRADING LLC

Area/Department/Project of Summer Internship Program: Sales and marketing

Name of the Student: Vinayak Viswanath

Roll no: 0592

Stream: Pharmaceutical Management

From: 06/05/2024

To: 06/07/2024

Activity Done	• Visited animal farms in Dubai • Coordinated with the new stock inventory • Calculated the monthly expense and prepared a cashflow table • Designing and labelling of products • Visited veterinary markets to market and sell the products • Attended meeting with different private and government organisations • Data entry and report presentation • Accounting software installation • Printing works like Indent form, voucher, delivery note • Bought goods and maintained records for stock storage • Suggestions given about new product packaging and labelling works • Visited a Chinese manufacturer's exhibition to find out manufacturers for bottles and other veterinary equipment manufacturers • Pet market visit and got insights about the requirements in the pet industries • Visited animal markets and veterinary clinics in the UAE • Government organisation visit for product marketing • Met doctors from government
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	veterinary hospitals • Read about different veterinary medicines • Got insights about the characteristics of marketing of veterinary products in the UAE
Linking Theory (Classroom learning) with practice at your Organisation	• Inventory management • Levels of management • Pharmaceutical Marketing strategy • Marketing Mix • Financial accounting • Ledger systems • Credit system • Strategic Management • Designing of products • Expense management • Strategic Management • SWOT analysis • 4 P's and 4 C's • Supply chain management • Logistics Management • Motivation • Effective Communication • Group Communication • Effective meeting
Gaps identified in the working area	• Communication barrier • Lack of adequate storage area • Accounting not up to date and not regular • Few salesmen • Employee burnout high • Improper management of stock inventory • The need of some medicines like cypermethrin which is not yet in the company's product list • Longer credit period in the UAE • Taxes and VAT system in the UAE gives the edge to the company • Product packaging, for example liver tonic bottles, can be modified and made into the likings of the local market. • Veterinary surgical items and equipment can be introduced to the company's product list as there is a

	huge opportunity for the same in the UAE market • Miscommunication between the sales and accounts department • Lack of proper management of logistics to cover all the parts of the country • Need of a bigger vehicle for the sales supply • Frequent contact with customers was not done properly • Products may get damaged when importing through normal containers from India.
Suggestions for improvement	• Proper accounting and keeping records day to day • Increase storage area by buying palettes • Proper communication to be done daily within all the departments • Communication with the manufacturer in India about the local market requirements and medicines • Logistics should be managed properly to ensure efficient supply of products to the customers • Product packaging and labelling can be modified according to the likings of the local requirements • Veterinary surgical items and equipment, like blood bags and IV infusion set, can be introduced to the company's product list as there is a huge opportunity for the same in the UAE market • Bringing products according to the local needs in the market by the next consignment • Products can be imported on a reefer container to maintain the temperature of the products and can minimise the damage to the products occurred by heat and sunlight • Visiting more government organisations • Concentrating sales and marketing on retail pharmacies • Need of a bigger vehicle for the supply

	of products • Frequent contact with farm owners, pharmacies, doctors and other customers to get feedback on the products and to maintain a good relation with them
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Signature of the Student:



Approved by the IIHMR University's Mentor:

