

SUMMER INTERNSHIP PROGRAM

at

Galcare Pharmaceuticals Pvt. Ltd

From 2nd May 2024 to 30th June 2024.

A REPORT BY

Sumit Patel

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of

Dr. Saurabh Kumar

Associate Professor





CERTIFICATE

OF RECOGNITION

This is to certify that

Mr. Sumit Patel

of 2023-2025 (batch) of IIHMR University has effectively learnt, performed and completed his Summer Training Project with Galcare Pharmaceutical Pvt Ltd from May 2024 to June 2024

We appreciate his active participation, conduct, mannerism and timely deliverables.

This certificate is being issued to meet the requirement of the University.

Irfan Ahmad

Senior Marketing Head

Date:- 03-07-2024

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Sumit Patel** of academic year 2023-25 of **School of Pharmaceutical Management** has prepared a poster with respect to his summer internship held during May-June 2024.

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

Date:

20/7/2024

(Signature of Faculty Mentor)

Dr. Saurabh Kumar
Associate Professor
IIHMR UNIVERSITY JAIPUR

BRAND PLAN OF "ClindoxyBenz"

ABOUT COMAPANY

Galcare Pharmaceuticals Pvt. Ltd. is a Non-govt company, incorporated on 12 Sep 2008. It's a private unlisted company and is classified as 'company limited by shares'. Company's authorized capital stands at Rs 10.0 lakhs and has 12.0% paid-up capital which is Rs 1.2 lakhs.

VISION

"Our vision is to be celebrated as a premier and beloved leader in the Dermatology sector in India, igniting positive transformation and groundbreaking innovation for a brighter tomorrow

MISSION

Galcare strives to enhance people's health by offering quality therapeutic solutions. They achieve this through continuous innovation and excellence in their product

STRENGTHS

- Dual-action formula combining two proven ingredient
- High efficacy with reduced antibiotic resistance risk

WEAKNESSES:

- Requires prescription limiting over the counter availability

SWOT

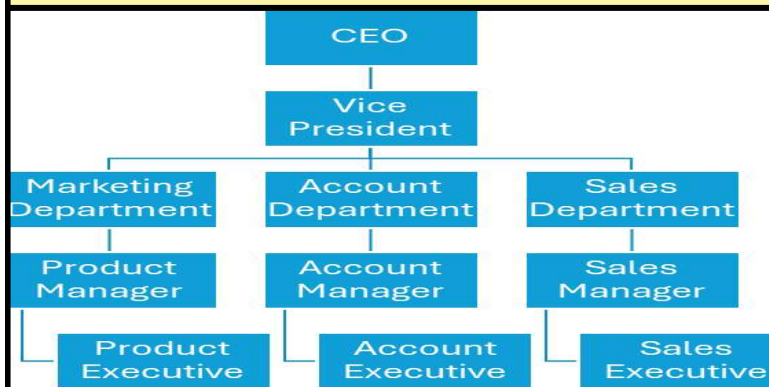
OPPORTUNITIES:

- Growing market for acne treatment
- Increasing awareness of acnes physiological impact

THREATS:

- Strong competition from established brands

ORGANIZATIONAL STRUCTURE



DIFFERENCE BETWEEN THEORETICAL AND PRACTICAL EXPOSURE

PRACTICAL EXPOSURE

Practical knowledge is gained doing fieldwork

THEORETICAL EXPOSURE

It is helpful to understand the fundamental concept.

USEFULNESS OF INTERNSHIP

Market insight: Acquired knowledge on brand positioning and sales trends by visiting chemists and conducting RCPA .

Design and marketing skills: Acquired proficiency in creating LBLs and understanding brand planning and execution.

SUGGESTION

Obtain feedback from prescribers and customers regarding the product.

Say Goodbye To Breakouts, Hello Glow.

ClindoxyBenz Gel
Clindamycin & Benzoyl Peroxide

Clindamycin: Antibiotic, reduces acne-causing bacteria, anti-inflammatory.

Benzoyl Peroxide: Unclogs pores, reduces oil, has antibacterial properties.

Combination Use: Treats multiple acne causes, typically in gel or lotion form.



Say Goodbye To Breakouts, Hello Glow.

ClindoxyBenz Gel
Clindamycin & Benzoyl Peroxide

REFERENCES

1. Ingram JR, Grindlay DJ, Williams HC. Management of acne vulgaris: an evidence-based update. Clin Exp Dermatol. 2010;35(4):351-354. [PubMed] [Google Scholar]
2. Del Rosso JQ. Combination topical therapy in the treatment of acne. Cutis. 2006;78(2 Suppl 1):5-12. [PubMed] [Google Scholar]
3. Webster GF, Jeyden JJ, McGinley KJ, McArthur WP. Suppression of polymorphonuclear leucocyte chemotactic factor production in Propionibacterium acnes by subminimal inhibitory concentrations of tetracycline, ampicillin, minocycline, and erythromycin.



LEARNING DURING INTERNSHIP

1. Making LBL (Label): Learning how to create labels, possibly for pharmaceutical products.
2. Brand Communication: Understanding how to effectively communicate the brand's message to stakeholders. .
3. Communication with Doctors and Pharmacists: Developing skills in communicating with healthcare professionals.
4. Making Brand Plans: Gaining experience in strategizing and planning for brand promotion.

CHALLENGES DURING INTERNSHIP

1. Data Sharing Issues: Difficulty in accessing or obtaining data from sources.
2. Data Collection Problems: Issues encountered while collecting data.
3. Time Constraints: Difficulty in getting time from pharmacists due to busy schedules.

1st Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd

Department of Summer Internship Program: Marketing Department

Name of the Student: Sumit Patel

Roll no: 0583

Stream: MBA Pharmaceutical Management

Week no: 1

From: 02/05/2024 to 08/05/2024

Activity Done	During my first week at Galcare Pharmaceuticals Pvt. Ltd, I focused on learning essential skills in graph analysis and report interpretation of IQVIA and Pharmarack report. Our product executive, Mr. Shubham Saini sir, and our marketing head, Mr. Irfan Ahmad sir, introduced me to the industry and fieldwork. I learned how to study different types of graphs in IQVIA and Pharmarack reports, such as line graphs, bar graphs, pie charts, and scatter plots. This gave me valuable insights into the top therapies, brands, and companies in the pharmaceutical industry, helping me understand market trends and consumer behaviour better. I also learnt how to use this knowledge to develop effective marketing strategies. Overall, it was an incredibly insightful week, and I'm eager to apply these skills in upcoming weeks of my internship.
Linking theory (Classroom learning) with practice at your organisation	I can read and understand all the meanings of the abbreviations used in the IQVIA report. Which helps to understand the Indian pharmaceutical market. Most of the abbreviations are explained in the classroom, so it helps me.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week.	4 days of field work, in which I am doing market research on molecules that are given to me and after those 2 days, I will analyze all the data that collected form market

Signature of the Student

Approved by the IIHMR University's Mentor

2nd Week Report**Name of the Organisation:** Galcare Pharmaceuticals Pvt. Ltd**Department of Summer Internship Program:** Marketing Department**Name of the Student:** Sumit Patel**Roll no:** 0583**Stream:** MBA Pharmaceutical Management**Week no:** 2**From:** 08/05/2024 **to** 15/05/2024

Activity Done	In this week, I cover Marketing vs sales, Porter five forces, Pestle analysis, BCG matrix, Ansoff matrix, Product, Brand, Marketing mix, Product mix, Product classification, Marketing campaign, LBL, Visual Ad, Brand communications, STP, Marketing plan composition and understand these terms.
Linking theory (Classroom learning) with practice at your organisation	Most of the above terms are already covered in the classroom. So, I did not face more difficulties in these terms to understand.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week.	4 days of field work, in which I am doing market research on molecules that are given to me i.e., RCPA, and after those 2 days, I will analyse all the data that I will collect from the market.

Signature of the Student**Approved by the IIHMR University's Mentor**

3rd Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd

Department of Summer Internship Program: Marketing Department

Name of the Student: Sumit Patel

Roll no: 0583

Stream: MBA Pharmaceutical Management

Week no: 3

From: 16/05/2024 **to** 22/05/2024

Activity Done	This week, I got a molecule-form organisation for RCPA, i.e., FUSIDIC ACID, and covered what RCPA is and the process of collecting RCPA from doctors and chemists during my field work. After that RCPA task, I make an observation report, and analysis report of the RCPA. Further, I make LBLs for FUSIDIC ACID and brand communication about my molecule and how to decide and calculate the price of the brand and presented Infront my organization mentor.
Linking theory (Classroom learning) with practice at your organisation	Most of the above terms are already covered in the classroom. So, I did not face more difficulties in these terms to understand.
Gaps identified on the working area.	Lack of proper interaction with Chemist and Doctors.
Suggestions for improvement	None as of now.
Plan for the next week.	1 day of field work, in which I am doing market research on molecules that are given to me i.e., RCPA, and after those 5 days, I will analyze all the data that I will collect from the market.

Signature of the Student

Approved by the IIHMR University's Mentor

4th Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd

Department of Summer Internship Program: Marketing Department

Name of the Student: Sumit Patel

Roll no: 0583

Stream: MBA Pharmaceutical Management

Week no: 4

From: 23/05/2024 **to** 29/05/2024

Activity Done	During the Fourth week of my summer internship, Firstly, I had successfully prepared business communication of Valacyclovir molecule with the help of data from second week of internship. Then I told to prepare a brand plan for VALCICARE-500 product, I was given basic knowledge of how to make a brand communication by being my industrial mentor Shubham Saini Sir. After that, with the help of Google, I saw many procedures on how we can create an effective brand Communication.
Linking theory (Classroom learning) with practice at your organisation	This week, I used my previous leaning and used that data to make efficient strategies for my brand: A.Preparation of LBL: I successfully prepared the Leave Behind Literature for VALCICARE-500, which will serve as a key resource for doctors when considering prescriptions as it is easy to remember by doctor. a) Preparation of Brand communication: I successfully prepared the Brand communication for VALCICARE-500, which help MR to pitch our product in the cabin of doctors.
Gaps identified on the working area.	None as of now
Suggestions for improvement	None as of now.
Plan for the next week.	Final project: Sir gave me the final project to create an effective brand plan for Valacyclovir by the 20th of June 2024. • Preparation of Market campaign for VACICARE (Valacyclovir 500 mg)

Signature of the Student

Approved by the IIHMR University's Mentor

5th Week Report**Name of the Organisation:** Galcare Pharmaceuticals Pvt. Ltd**Department of Summer Internship Program:** Marketing Department**Name of the Student:** Sumit Patel**Roll no:** 0583**Stream:** MBA Pharmaceutical Management**Week no:** 5**From:** 30/05/2024 **to** 05/06/2024

Activity Done	This week, I got a molecule-form organization for RCPA and made a Brand plan on Clindamycin and Benzoyl peroxide. Further, I make LBLs for Clindamycin and Benzoyl peroxide and brand communication about my molecule and decide and calculate the price of the brand.
Linking theory (Classroom learning) with practice at your organisation	Most of the above terms are already covered in the classroom. So, I did not face more difficulty in these terms to understand. But I have some difficulty with the brand plan because most of the subtopics were not covered in the classroom.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week.	1 day of field work, in which I am doing market research on molecules that are given to me i.e., RCPA, and make a brand plan.

Signature of the Student**Approved by the IIHMR University's Mentor**

6th Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd

Department of Summer Internship Program: Marketing Department

Name of the Student: Sumit Patel

Roll no: 0583

Stream: MBA Pharmaceutical Management

Week no: 6

From: 06/06/2024 **to** 12/06/2024

Activity Done	This week, I got a molecule-form organization for RCPA, i.e., Bilastine+ Montelukast, covered chemist and doctors for RCPA during my field In this week, make a Brand plan on my molecule which is ClindoxylBenz.
Linking theory (Classroom learning) with practice at your organisation.	Most of the above terms are already covered in the classroom. So, I did not face more difficulty in these terms to understand. But I have some difficulty with the brand plan because most of the subtopics were not covered in classroom.
Gaps identified on the working area.	All is good for now.
Suggestions for improvement.	None of the above
Plan for the next week.	Make brand plan on given molecule clindamycin benzoyl peroxide.

Signature of the Student

Approved by the IIHMR University's Mentor

7th Week Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd

Department of Summer Internship Program: Marketing Department

Name of the Student: Sumit Patel

Roll no: 0583

Stream: MBA Pharmaceutical Management

Week no: 7

From: 13/06/2024 to 19/06/2024

Activity Done	During the seventh week of my summer internship, I completed my brand plan on ClindoxyBenz. During the completion of this brand plan, I successfully prepared brand budgeting and revenue generation in detail to calculate estimated profit of my product in first year after launching in Rajasthan. I also checked Govt. policies and regulations require to launch a brand in a new region which helps us to identify Pestle analysis to think and prepare for identification of market strategies.
Linking theory (Classroom learning) with practice at your organisation	• Brand Plan Preparation: I learned how to prepare a budget for a product while preparing its brand plan, it also help me to learn how to suggest an estimated return and how to monitor and control a brand plan in future. • Data Analysis: Conducting and analyzing google data provided insights into key market competitors and helped develop strategies to prepare a successful brand plan for my product.
Gaps identified on the working area.	• Brand Plan Development: Defining budget segments and amount of price setting in particular segment is a major task in brand planning.
Suggestions for improvement	• Collection of data: For preparation of budget segments, it is difficult to identify segments of budget and I faced problem in suggesting how much amount of money in which segment I should spend more and which segment is important for prescription drug.
Plan for the next week	• Preparation of Poster: In next week I have to prepare a Poster on my work in Galcare Pharmaceuticals Pvt. Ltd. • Presentation of poster: After preparation of poster, I also have to present that poster in front of senior staff in my organization.

Signature of the Student

Approved by the IIHMR University's Mentor

8th Week Report**Name of the Organisation:** Galcare Pharmaceuticals Pvt. Ltd**Department of Summer Internship Program:** Marketing Department**Name of the Student:** Sumit Patel**Roll no:** 0583**Stream:** MBA Pharmaceutical Management**Week no:** 8**From:** 20/06/2024 to 30/06/2024

Activity Done	During the Last week of my summer internship, I Prepared Poster on my brand plan on ClindoxyBenz and presented in front of MD & Product Executive of our company.
Linking theory (Classroom learning) with practice at your organisation	- Poster Presentation: I learned how to present a poster for a product in front of higher authorities of industry, it also helped me to learn how to present USP and critical points of brand plan effectively. - Built an effective public speaking skill.
Gaps identified on the working area.	No gaps identified.
Suggestions for improvement	No suggestions for improvement.
Plan for the next week.	End of summer training.

Signature of the Student**Approved by the IIHMR University's Mentor**

Compiled Report

Name of the Organisation: Galcare Pharmaceuticals Pvt. Ltd

Department of Summer Internship Program: Marketing Department

Name of the Student: Sumit Patel

Roll no: 0583

Stream: MBA Pharmaceutical Management

Activity Done	• Learned about the pharmaceutical industry and fieldwork from Mr. Shubham Saini and Mr. Irfan Ahmad. • Analysed IQVIA and Pharमारack reports to understand market trends and consumer behaviour. • Conducted Retail Chemist Prescription Audits (RCPAs) to gather data on sales of Fusirose and competitor products. • Prepared Leave Behind Literature (LBL) to provide doctors with information about Fusirose. • Prepared brand communication for Fusirose and Valacyclovir molecules. • Conducted RCPA for Valacyclovir and created a brand plan for VALCICARE product. • Developed a brand plan for ClindoxyBenz product, including SWOT analysis, marketing strategy, and marketing mix. • Conducted RCPA for clindamycin + benzoyl peroxide in Jaipur. • Created a marketing campaign for clindamycin + benzoyl peroxide molecule. • Presented your brand plan on ClindoxyBenz to the MD & Product Executive of Galcare Pharmaceuticals Pvt. Ltd.
Linking theory (Classroom learning) with practice at your organisation	• Analysed market trends and consumer behaviour through reports and graphs. • Developed a questionnaire for RCPA based on learnings. • Effectively communicated with doctors about product benefits and compared them to competitors. • Collected sales data from pharmacists to understand market presence. • Prepared Leave Behind Literature (LBL) for DermafusiX and valcicare (memorable names for doctors). • Analysed competitor data to develop strategic decision making. • Identified Unique Selling Points (USPs) for product marketing. • Analysed field and Google data to extract insights for brand strategies. • Developed basic brand plan knowledge, including marketing strategies and budgets. • Learned to interact effectively with pharmacists in chemist shops.

	Presented a product brand plan poster, showcasing effective public speaking skills.
Gaps identified on the working area.	Lack of Proper Interaction: Insufficient interaction with chemists and doctors, affecting data collection and market understanding. Brand Plan Development: Challenges in defining budget segments and setting prices for different segments. Classroom Coverage: Limited classroom coverage of brand planning subtopics, leading to difficulties in practical application. Budget Segmentation: Difficulty in identifying budget segments and determining the appropriate allocation of funds for prescription drugs. Initial Data Collection: Initial challenges in collecting comprehensive data during fieldwork.
Suggestions for improvement	Enhance Interaction: Improve interaction with chemists and doctors through training sessions focused on communication skills. Detailed Classroom Sessions: Conduct additional classroom sessions on brand planning subtopics, including budget segmentation and pricing strategies. Practical Workshops: Organize practical workshops and real-life case studies to bridge the gap between theory and practice. Resource Access: Provide access to comprehensive resources and tools for market analysis and brand planning. Hands-on Approach: Encourage a hands-on approach and mentorship from experienced professionals within the organization. Data Collection Training: Offer training on effective data collection methods during fieldwork to improve initial data gathering.

Signature of the Student

Approved by the IIHMR University's Mentor