

Name: Sukhda Thakur MBA Pharmaceutical Management Roll No:0582, Batch No: PM-15
Faculty Mentor: Dr.Sanjay Gupta Organization Name: Impeerial Consulting Pvt. Ltd. Industry
Mentor: Manas Ranjan Rout

Introduction to Organization

Established in 2023, Impeerial Consulting is a market research, market intelligence, competitive intelligence and consulting company with substantial presence in healthcare domain which includes pharmaceuticals, medical devices, medical equipment, consumables etc. It studies markets in more than 10 countries to help healthcare and pharmaceutical clients to access the market dynamics, analyze competitive activity and develop business strategies. 100 projects over 20+ clients.

Vision

To be the leading provider of innovative and comprehensive market research, market intelligence and competitive intelligence solutions, empowering life science companies such as pharmaceutical, medical device, medical equipment, hospitals etc. to make informed decisions, drive growth, and improve patient outcomes in India and worldwide.

Mission

Our mission is to deliver high-quality, actionable insights and strategic guidance to life science companies, enabling them to make informed decisions, optimize market strategies, and enhance patient care. We are committed to excellence, integrity, and innovation in all our research endeavors, ensuring that our clients can navigate the complexities of the pharmaceutical landscape with confidence.

Organization Structure



Learning during Internship

- Integrated theoretical knowledge from MBA classes, such as Excel and PowerPoint skills, into practical tasks.
- Conducted informative interviews with Doctors, patients, and healthcare professionals.
- Competitive analysis.
- Consumer behaviour insights.
- Experience with Primary and secondary Research.

Challenge Faced During Internship

- Maintaining a healthy work-life balance despite numerous responsibilities and strict deadlines.
- Occasionally required to work beyond regular hours to meet project deadlines.
- Encountered difficulties interviewing key opinion Leaders (KOLs) because the organization had a limited online presence.

Usefulness of Internship

- Industry Insights
- Networking Opportunities
- Analytical skills
- Interview Skills
- Hands-on-Experience in conducting both primary and secondary research.
- Access to Real time data.

Suggestions

- Strengthen Online Presence.
- Expand Research Capabilities.
- Foster Collaboration
- Invest in Training
- Enhanced data collection Methods.

Difference between practical exposure and theoretical understanding

Practical Exposure Theoretical Exposure

- Opportunity to Work in live projects.
- Got Opportunity to work with Professionals
- Real time problem solving
- Theoretical exposure provided me with essential Conceptual understanding
- Pharmaceuticals Concept.

SWOT Analysis

Strength

- Client Relationship
- Skilled Top Management
- Broad Range of Research services
- Strong hand in Primary Research
- Strong presence in conducting cancer related research projects

Weakness

- Limited Market Exposure.
- Less experienced employees
- Less presence on Social Media
- Less expertise in medical device

Opportunity

- Strategic Partnership
- Market Expansion
- Should create report on Government Category
- Should launch Tech Analytics and Dashboard for Industry

Threats

- Mainly Focus on Primary Research
- Intense Competition in the Market
- Compliance issues with MNCs as Market intelligence and competitive intelligence is still in a nasty stage

Project Assigned

Breakdown of Patients by Gender: Type of Obesity & Age Group

Split of the patients who know their BMI

Do you know your BMI	Male, %	Female, %	Prefer not to say, %
Yes	22.02 %	23.85 %	-
No	20.18 %	33.03 %	0.92 %

Split of the patients by type of Obesity & Gender Type

Type of Obesity based on BMI	Male, %	Female, %	Prefer not to say, %
Class 1 (BMI: 25-30)	17.43%	31.19%	0.92%
Class 2 (BMI: 31-40)	19.27%	22.02%	-
Class 3 (BMI: 40+)	5.50%	3.67%	-

Split of the patients by Age Group & Gender Type

Age Group(Years)	Male, %	Female, %	Prefer not to say, %
<18	4.35%	1.61%	-
18-24	8.70%	4.84%	-
25-34	13.04%	22.58%	-
35-44	28.26%	29.03%	-
45-54	21.74%	29.03%	-
55-64	19.57%	12.90%	100%
65+	4.35%	-	-
Total	100%	100%	100%

Source: Impeerial Consulting Primary Market Intelligence

N= 04

2

The Primary research was performed on different speciality doctors from different cities.
The client for this project was EY.