

Annexure F

SUMMER INTERNSHIP PROGRAM

at

**Impeerical Consulting Pvt Ltd
(Cognitrex Consultants Pvt Ltd)**

From 15st May 2024 to 15th July 2024

A REPORT BY

Sukhda Thakur

Master of Business Administration

(Pharmaceutical Management)

2023-25

under the Mentorship of



Dr. Sanjay Gupta, Professor

Impeerical Consulting Private Limited

CIN No: U62099HR2023PTC116760



Date: July 15, 2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Sukhda Thakur student of M.B.A. Pharmaceutical Management from IIHMR UNIVERSITY, Jaipur has successfully completed her internship program in our organization from May 15, 2024 to July 15, 2024 with our entire satisfaction.

During her internship period she has completed all the assignments with complete dedication and best of her knowledge.

Wishing him great success in her future endeavors.

For Impeerical Consulting (P) Ltd.,

Ms. Ha Rout

Authorized Signatory

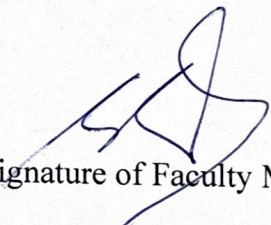


IIHMR University Faculty Mentor Approval

This is to certify that **Ms. SUKHDA THAKUR** of the academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL MANAGEMENT** has prepared a poster with respect to her summer internship held during May-July 2024.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date: 23rd July 2024

A handwritten signature in blue ink, appearing to be 'Dr. Sanjay Gupta'.

Dr. Sanjay Gupta
(Professor)

IIHMR University Jaipur

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



Manas Ranjan Rout
(Director – Project Management, Business Development and Operation)

Abiansh Sahoo
(Vice President)

Senior Project Managers/ Deputy Project Managers (3)

Senior Project Managers/ Deputy Project Managers (3)

Research Associate/Business Analysts/Senior Business Analysts (10)

Business Development Manager (2)

Nitish Kumar
(Associate Vice President)

Senior Project Managers/ Deputy Project Managers (2)

Assistant Project Managers (4)

Research Associate/Business Analysts/Senior Business Analysts (8)

Ila Rout
(Director – Human Resource, Finance & Legal)

Human Resource Manager (2)

Finance & Accounting (3)

Legal Adviser (1)

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

- Opportunity to Work in live projects.
- Got Opportunity to work with Professionals
- Real time problem solving

Theoretical Exposure

- 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

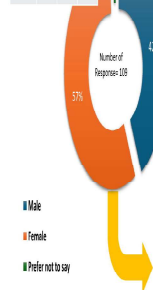
Do you know your BMI	Male %	Female %	Prefer not to say %
Yes	22.02 %	23.85 %	
No	20.1 %	33.0 %	0.52 %
	8% %	3% %	

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%	0.52%
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%	29.12%	-
45-54	21.74%	20.03%	-
55-64	19.57%	12.95%	100%
65+	4.35%	-	-
Total	100%	100%	100%



Source: Impeerial Consulting Primary Market Intelligence

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

Reporting Format (Weekly)

Name of the Organization: Impeerical Consulting Pvt. Ltd. (Cognitrex Consulting Pvt. Ltd.)

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Sukhda Thakur

Roll no: 0582

Stream: MBA-PM (Batch 15)

Week no: 1

From: 15st May to 18th May

Activity Done	• Introduced to the basic concepts of Marketing and sales. • Received in-depth understanding of supply chain Management from Manas sir. • Learned excel formulas relevant to Summer projects. • Assigned with a project in which firstly, I have developed a Comprehensive approach that begins with a thorough understanding of the questionnaire, Identify key topics and objectives. • Following this, I Identify and reach out of the relevant doctors, via call provided context about the interviews. • Sending reminders to confirm attendance and interviewed them accordingly.
Linking theory (Classroom learning) with practice at your organization	• Integrated theoretical knowledge from MBA classes, such as Excel and PowerPoint skills, into practical tasks. • Applied concepts of Primary and Secondary Research into practical task.
Gaps identified on the working area.	• None as of now.
Suggestions for improvement	• None as of now.
Plan for the next week	• Moving forward to arrange more interviews with doctor and interviewing them. • I'll keep up my active learning of new ideas and approaches that are pertinent to my position.

Signature of the Student



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: Impeerical Consulting Pvt. Ltd. (Cognitrex Consulting Pvt. Ltd.)

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Sukhda Thakur

Roll no: 0582

Stream: MBA-PM (Batch 15)

Week no: 2

From: 20th May to 25th May

Activity Done	• In 1st day to 5th day of the week I Continued my work of taking interviews and reported their feedback to the Mentor. • I have Completed data Analysis sheet and analyzed data from a referral doctor survey and conducted an interview with doctors to gain even deeper insights. The Project aims to understand doctor preferences and referral patterns. • I put the all doctors details that I interviewed into excel sheet and sent it to the team lead. • Again I introduced to the new project that involves identifying the availability of Various brands across different molecules in different Hospitals.
Linking theory (Classroom learning) with practice at your organization	• Integrated theoretical knowledge from MBA classes, such as Excel and PowerPoint skills, into practical tasks. • Got opportunity to convince and take doctor interview. • Applied concepts of Primary and Secondary Research into practical task.
Gaps identified on the working area.	• None as of now.
Suggestions for improvement	• None as of now.
Plan for the next week	• I'll be sure to finish my assignments on time. • I'll keep trying to actively acquire new ideas and techniques that are pertinent to my work.

Signature of the Student



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Reporting Format (Weekly)

Name of the Organization: Impeerical Consulting Pvt. Ltd. (Cognitrex Consulting Pvt. Ltd.)

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Sukhda Thakur

Roll no: 0582

Stream: MBA-PM (Batch 15)

Week no: 3

From: 27th May to 2 June

Activity Done	- Assigned with a benchmarking project that Compared 15 Pharmaceutical Companies based on two key metrics: (Sales force effectiveness) and CB (Customer Behaviour). To gain deeper understanding of doctor preferences beyond these metrics, Conducted primary research by surveying 30 gynaecologists - in each of 4 major metropolitan cities. - Had a opportunity to interview doctors directly about bladder cancer treatment. This multifaceted approach provides valuable insights into both Pharmaceutical company performance and doctor decision-making, Particularly regarding bladder cancer treatment.
Linking theory (Classroom learning) with practice at your organization	- Integrated theoretical knowledge from MBA classes, such as Excel and PowerPoint skills, into practical tasks. - Got opportunity to convince and take doctor. - Get to Know more about therapies used in cancer treatment - Get to more about therapies used in cancer treatment - Get to know about availability of cancer medicine in IP Pharmacy & used Realtime data of this process to drive meaningful conclusion out of it. - Got opportunity to convince and take doctors interview.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week	I will continue to actively engage in learning new concepts and methodologies relevant to my role.

Signature of the Student



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Name of the Student: Sukhda Thakur

Roll no: 0582

Stream: MBA-PM (Batch 15)

Week no: 4

From: 3 June to 8 June

Activity Done	• I participated in a project evaluating Teriparatide's performance within a specific market segment. This involved rating and ranking the drug for doctors practicing Arthroplasty and Arthroscopy across eight different cities. This showcases my ability to analyse market trends and target specific physician demographics. • Worked on a Teriparatide project where I dumped the data into slides • Get Opportunity to convince doctors and take interview regarding Obesity cancer Treatment. This could have involved convincing doctors of a particular treatment approach or gathering their insights for further research.
Linking theory (Classroom learning) with practice at your organization	• Integrated theoretical knowledge from MBA classes, such as Excel and PowerPoint skills, into practical tasks. • Got opportunity to convince and take doctor. • Get to Know more about therapies used in cancer treatment • Get to more about therapies used in cancer treatment • Get to know about availability of cancer medicine in IP Pharmacy & used Realtime data of this process to drive meaningful conclusion out of it. • Got opportunity to convince and take doctors interview.
Gaps identified on the working area.	• None as of now.
Suggestions for improvement	• None as of now.
Plan for the next week	• I will continue to actively engage in learning new concepts and methodologies relevant to my role.

Signature of the Student

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Reporting Format (Weekly)

Name of the Organization: Impeerical Consulting Pvt. Ltd. (Cognitrex Consulting Pvt. Ltd.)

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Sukhda Thakur

Roll no: 0582

Stream: MBA-PM (Batch 15)

Week no: 5

From: 10th June -15th June

Activity Done	• I have worked on the Obesity project and scheduled a meeting and interview • The data related to the rating and ranking of arthroplasty and orthoscopy has been compiled and presented in Power Point Presentation • Worked in Oncology Project where I was assigned with the hospital to gather necessary information and compiling the responses and integrating them into the broader dataset for analysis. • Worked in a project where I have assigned with three companies and I have to manage to arrange some data related to the cancer product portfolio.
Linking theory (Classroom learning) with practice at your organization	• Integrated theoretical knowledge from MBA classes, such as Excel and PowerPoint skills, into practical tasks. • Got opportunity to convince and take doctor. • Get to Know more about therapies used in cancer treatment • Get to more about therapies used in cancer treatment • Get to know about availability of cancer medicine in IP Pharmacy & used Realtime data of this process to drive meaningful conclusion out of it. • Got opportunity to convince and take doctors interview.
Gaps identified on the working area.	• None as of now.
Suggestions for improvement	• None as of now.
Plan for the next week	• I will continue to actively engage in learning new concepts and methodologies relevant to my role.

Signature of the Student



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Reporting Format (Weekly)

Name of the Organization: Impeerical Consulting Pvt. Ltd. (Cognitrex Consulting Pvt. Ltd.)

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Name of the Student: Sukhda Thakur

Roll no: 0582

Stream: MBA-PM (Batch 15)

Week no: 6

From: 17th June to 22nd June

Activity Done	• I Worked on OI Availability gathered data from 4 hospitals (regarding the particular brands that are assigned to me in onco sector) • The data related to the rating and ranking of gynaecologist has been collected and fills the doctors information in sheet . • Worked in Oncology Project where I was assigned with the hospital to gather necessary information and compiling the responses and integrating them into the broader dataset for analysis.
Linking theory (Classroom learning) with practice at your organization	• Integrated theoretical knowledge from MBA classes, such as Excel and PowerPoint skills, into practical tasks. • Got opportunity to convince and take doctor. • Get to Know more about therapies used in cancer treatment • Get to more about therapies used in cancer treatment • Get to know about availability of cancer medicine in IP Pharmacy & used Realtime data of this process to drive meaningful conclusion out of it. • Got opportunity to convince and take doctors interview.
Gaps identified on the working area.	• None as of now.
Suggestions for improvement	• None as of now.
Plan for the next week	• I will continue to actively engage in learning new concepts and methodologies relevant to my role. • I will practice more analytical tools such as excel.

Signature of the Student



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Reporting Format (Weekly)

Name of the Organization: Impeerical Consulting Pvt. Ltd. (Cognitrex Consulting Pvt. Ltd.)

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Sukhda Thakur

Roll no: 0582

Stream: MBA-PM (Batch 15)

Week no: 7

From: 24 June to 30 June

Activity Done	- Assigned with a project that involved gathering data from 20 consumers, aiming to understand the factors influencing their choice of a diagnostic lab. These factors likely included convenience of location, lab reputation, cost of testing, and the range of tests offered. Complementing this, I also conducted surveys with 20 doctors to understand their decision-making process when recommending diagnostic labs to patients. This survey likely explored criteria such as the accuracy and turnaround time of test results, the availability of specific tests, and the overall patient experience offered by the lab. By analysing this survey data, I contributed to identifying key trends in consumer and physician preferences within the diagnostic lab market. - Worked in Oncology Project where I was assigned with the hospital to gather necessary information and compiling the responses and integrating them into the broader dataset for analysis.
Linking theory (Classroom learning) with practice at your organization	- Integrated theoretical knowledge from MBA classes, such as Excel and PowerPoint skills, into practical tasks. - Got opportunity to convince and take doctor. - Get to Know more about therapies used in cancer treatment - Get to more about therapies used in cancer treatment - Got opportunity to convince and take doctors interview.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week	Will try to complete all project assigned to me till now.

Signature of the Student



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: Impeerical Consulting Pvt. Ltd. (Cognitrex Consulting Pvt. Ltd.)

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Name of the Student: Sukhda Thakur

Roll no: 0582

Stream: MBA-PM (Batch 15)

Week no: 8

From: 1 July - 7 July

Activity Done	• I Worked on a project where I have to extract the data on various brands used within hospitals. This data likely involved information on Given Molecules . Extracting this data could be helpful for market research purposes, such as understanding brand usage trends within hospitals. • Worked on Chemist Survey and analyse the chemist data. • Worked on Scheduling Gynaecologist Interview and done it. Regarding the obesity Management.
Linking theory (Classroom learning) with practice at your organization	• Integrated theoretical knowledge from MBA classes into practical tasks. • Communication Skills.
Gaps identified on the working area.	• None as of now.
Suggestions for improvement	• None as of now.
Plan for the next week	• None as of now.

Signature of the Student



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: Impeerical Consulting Pvt. Ltd. (Cognitrex Consulting Pvt. Ltd.)

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Sukhda Thakur

Roll no: 0582

Stream: MBA-PM (Batch 15)

Week no: 9

From: 8 July - 15 July

Activity Done	• Worked On extracting the hospital data regarding the brands. • Worked on Scheduling Bariatric Surgeon and done the interview. • Compile all the work and submitted to the Mentor.
Linking theory (Classroom learning) with practice at your organization	• Integrated theoretical knowledge from MBA classes into practical tasks. • Communication Skills.
Gaps identified on the working area.	• None as of now.
Suggestions for improvement	• None as of now.
Plan for the next week	• None as of now.

Signature of the Student



Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organization: Impeerical Consulting Pvt. Ltd. (Cognitrex Consulting Pvt. Ltd.)

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Sukhda Thakur

Roll no: 0582

Stream: MBA-PM (Batch 15)

Activity Done	• I have worked on a variety of difficult projects centred on health and pharmaceutical research for the last eight weeks. My focus was on fundamental instruction in social sciences and corporate operations, with a focus on key principles like integrity, hard work, and correct facts. This resulted in a thorough market investigation that was supervised by consultants and included gathering brand data, selling pricing, and product offering dynamics. • I conducted in-depth primary and secondary research, speaking with physicians and in Tier 1 cities and metro areas. This involved investigating cancer treatment facilities, creating therapies, managing cancer cases, and looking into medication accessibility. • I conducted research and interviews with doctors of different speciality in various cities. I have completed live projects on Tereperatide. In addition, I have collaborated with pharmaceutical companies to collect data and conduct research on oncology drugs to understand the market trends in cities like Hyderabad, Kolkata, Bangalore, Jaipur and Tier 1 cities. • Over this period, I have improved research techniques to guarantee thorough study that offers useful insights and tactical suggestions for pharmaceutical market research and development health.
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Linking theory (Classroom learning) with practice at your organization	Over the past eight weeks, I have put theoretical skills from MBA courses, such as Excel and PowerPoint skills, into practical applications. To understand the competitive dynamics in the pharmaceutical industry, I applied market research concepts and conducted a research study on obesity and cancer care. Through interviews with physicians. I also analysed hospitals and used real-time data to draw logical conclusions.. These experiences have greatly enhanced my business, research and communication skills, providing actionable insights and strategic recommendations for pharmaceutical market research and healthcare services.
Gaps identified on the working area.	• There are less secondary Research Projects as compare to Primary Research Projects. • Insufficient time and training for employees adversely affect their performance and productivity.
Suggestions for improvement	• There should be regular meetings, clear communication processes, and collaborative tools to improve information flow and decision-making processes. • Mentoring programs and training should be developed for employees to bridge their experience gaps and encourage continuous learning, • The organization must increase market share and performance in all possible sectors. • Conduct initiatives to increase employee engagement, provide career development opportunities, and improve employee retention rates • There should be proper distribution of resources and time to comprehensive training programs designed to improve employee function and productivity, that will be increasing productivity and job satisfaction.

Signature of the Student



Approved by the IIHMR University's Mentor