

SUMMER INTERNSHIP PROGRAM

at

CORONA REMEDIES

May 02, 2024, to June 30, 2024

A REPORT BY

Shreya Gattani

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of

Dr. Ratna Verma

Associate Professor



**CORONA Remedies Private Limited**

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website : www.coronaremedies.com
CIN : U24231GJ2004PTC044656

Date: 30th June 2024

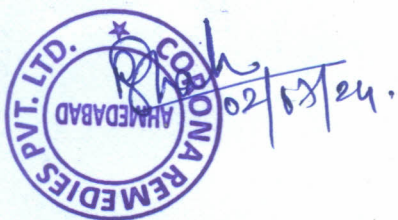
To Whom So Ever It May Concern

This is to certify that **Ms. Shreya Gattani** the student of IIHMR, Jaipur has successfully completed her internship at CORONA Remedies Pvt. Ltd. during **May 1st – June 30th 2024.**

Her internship project was a part of Market Research assignment on "**Rationalizing the pharmacologic treatment for the PCOD**".

The scope of her work included understanding the current gaps in the pharmacologic treatment of PCOD through primary research with the help of a well-designed questionnaire, conducting on-field surveys to understand the various patient profiles in PCOD, rationalizing the treatment options based on the survey & understanding, brand perception mapping for the Brand 'X' & top competitors.

We wish her every success in her life & career.



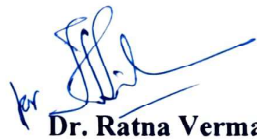
Corporate Strategy Department
CORONA Remedies Pvt. Ltd.
Ahmedabad.

IIHMR University Faculty Mentor Approval

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

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

Date: 22/07/24

A handwritten signature in blue ink, appearing to read 'Dr. Ratna Verma', with a stylized flourish at the end.

Associate Professor

IIHMR University Jaipur

Presented by- **SHREYA GATTANI**
Master of Business Administration
Pharmaceutical Management-15
ROLL NO- 0576

Industrial Mentor
Richa Shah [Manager Market Research (Corporate Strategy Team)]
CORONA REMEDIES

University Mentor
Dr. Ratna Verma [Associate professor]
IIHMR UNIVERSITY



ABOUT

CORONA Remedies Pvt. Ltd. Our journey started in 2004, with a commitment to creating a better quality of health for all by being at the forefront of research, manufacturing and marketing of high quality products.

Corona is leaders in Women Healthcare, and have a strong presence in various therapies such as Anti-hypertensive, Diabetes, Neuropathy, Hormones, Pain management, Dermatology, Bone Health, Anti-ulcerant & Nutritional supplements.

VISSION

To achieve good health for every individual, society and the nation as a whole by becoming one of the top pharmaceutical companies in the world.

MISSION

To be an ethical, transparent, spirited, and vibrant organization with a progressive outlook, is to make available a range of innovative, value-added and evidence-based products.

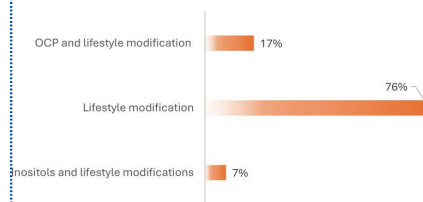
PRACTICAL EXPOSURE & THEORITICAL UNDERSTANDING

- In practical exposure done questionnaire designing for the primary research and conducted on field surveys.
- I am able to connect in person with respondents and got the field exposure on how to connect & interact through which able to interpret current market scenario.
- As a theoritical understanding I gained knowledge about research methodology and how to interpret the literature reviews.

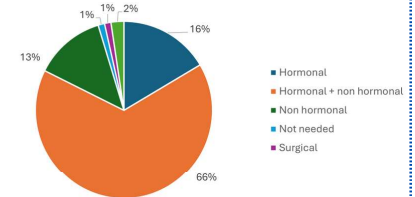
ORGANISATION STRUCTURE



FIRST LINE THERAPY



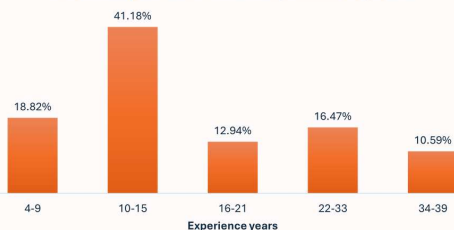
SECOND LINE THERAPY



BRIEF DESCRIPTION OF PROJECT

- **Research Type:** Exploratory Research is done to gain insights and understanding of PCOD & Descriptive Research to describe the patient profiles and treatment preferences based on survey data.
- **Sampling Technique:** Purposive (judgemental) technique to select respondents.
- **Sample size:** 85 respondents
- **Characterized:** Participants are from hospitals, private clinic and specialized centers.

% of Respondant with experience years



- 1 in every 10 women has PCOS, its new gynecological epidemic.
- Everyday 10 new patients of PCOS/PCOD are seen in gynac clinics. A women with regular periods could still be having PCOD/PCOS.
- A women with regular ultrasound could still be having PCOD/PCOS.
- A women who is not obese could also have PCOD.
- 70% of affected women remain undiagnosed and 45% of the female taking treatment for PCOS are not PCOS.
- In India especially in rural and undeserved areas, there is limited access to effective healthcare.
- Poor mental health management in India which exacerbates PCOD symptoms.

PREFERRED BRANDS



STRENGTHS

- Conducted extensive primary and secondary research on PCOD gaining a deep understanding of the market landscape and consumer behavior.
- Identify wide range of treatment based on patient profile.

WEAKNESS

- one-size fit all approach is not available for treatment.
- Every patient is different from other.
- limited lean PCOD patient treatment is available.

SWOT ANALYSIS

OPPORTUNITY

- Personalized treatment plan for all.
- Focus on lean pcos patient segment.
- Must plan collaborated care options for the patient to ensure long term consistency.

THREATS

- Achieving market acceptance for new, personalized treatments can be challenging.
- Budget constraints within diverge patient profile can limit the adoption of new treatments.

LEARNING GAINED

- Thorough secondary research on the subject PCOD for a holistic understanding of the disorder & various treatment options.
- Questionnaire designing for the primary research and along with it conducted on-field surveys to understand the various patient profiles for PCOD.
- Rationalizing the treatment options based on the survey & understanding where data analysis & interpretation.
- Project help me upskills my communication and strategic skills.
- Thought interpretations and able to generate customer connect.

CHALLENGES

- Reluctance to Respond by respondents due to their busy schedule and lined-up cases.
- Challenges in integrating data from multiple sources due to format inconsistencies.
- Limited proficiency in advanced Excel functions and data visualization tools.
- Even faced difficulty in making interpretation of the standardized data sets.

SUGGESTIONS

- Limited treatment options available for lean PCOD patients due to higher resistance to current medications.
 - Emerging doctors are now trusting more composition like chromium and berberine for the PCOS treatment, is showing good result on both lean and obese patient profile.
- Regulate menstrual irregularities are also challenging for young PCOD patients, as impact is seen till OCP are given to them.

USEFULLNESS

- Built people communications
- Help in build customer connect
- Built networks
- Gained industry perspective and how brand positioning done by Mr's.

Annexure-E

Reporting Format (Weekly)

Name of the Organisation: **Corona Remedies**

Area/ Department/ Project of Summer Internship Program: **Market research intern**

Name of the Student: **Shreya gattani**

Roll no: 0576

Stream: **Pharmaceutical management**

Week no: 1st

From: 2nd May to 7th May

Activity Done	Done secondary research on PCOS/PCOD to get holistic understanding.
Linking theory (Classroom learning) with practice at your organisation	I was able to understand how from available data understanding much be done. Research methods classroom understanding has helped me.
Gaps identified on the working area.	Difficulty faced to interpret the data insights.
Suggestions for improvement	Need to work more on my analytical skills
Plan for the next week	Complete my secondary research on the topic till the scheduled meeting with Richa mam and then will further do primary research on the same.

Signature of the Student Shreya Gattani

Approved by the IIHMR University's Mentor

On the last day of every week report in the above format should be submitted to the faculty mentor.

Submission of total 8 reports in 8 weeks is compulsory. Each report should not be more than 2 pages.

Annexure-E

Reporting Format (Weekly)

Name of the Organisation: **Corona Remedies**

Area/ Department/ Project of Summer Internship Program: **Market research intern**

Name of the Student: **Shreya Gattani**

Roll no: 0576

Stream: **Pharmaceutical management.**

Week no: 2nd

From: 8th to 14th May

Activity Done	Done more comprehensive understanding on the nutraceutical background for PCOD/PCOS. Even worked on the questionnaire for primary research and analysis.
Linking theory (Classroom learning) with practice at your organisation	Research methods classroom understanding has helped me. As during the sessions was able to understand how to work on qualitative analysis part.
Gaps identified on the working area.	Has faced difficulty on framing apprehensive questionnaire.
Suggestions for improvement	Need to work more on my analytical skills.
Plan for the next week	Completing the understanding on nutraceuticals profile and comprehensive questionnaire till the scheduled meeting with Richa mam on coming Thursday and then will further do primary research on the same when directed.

Signature of the Student Shreya Gattani

Approved by the IIHMR University's Mentor

*On the last day of every week report in the above format should be submitted to the faculty mentor.
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Annexure-E

Reporting Format

(Weekly)

Name of the Organisation: **Corona Remedies**

Area/ Department/ Project of Summer Internship Program: **Market research intern**

Name of the Student: **Shreya Gattani**

Roll no: 0576

Stream: **Pharmaceutical management.**

Week no: **3Rd**

From: **15th May to 21st May**

Activity Done	• Conducting primary research by collecting data directly from gynec for PCOD/PCOS. • Understanding the current market landscape for PCOD/PCOS. • Ensuring that response are collecting in collaborative manner. • To gather qualitative data and deeper insights into clinical practices and patient profile, generating discussion with gynacs. • Collecting detailed feedback of gynac on current available products for PCOD/PCOS.
Linking theory (Classroom learning) with practice at your organisation	• Market research and consumer behaviour, idea generation and facilitating conversations. • Using ethical approach while connecting with gynacs.
Gaps identified on the working area.	• Insufficient communication and engagement with gynecologists as low response rate is seen. • lack of understanding from respondents as question framing is not active.
Suggestions for improvement	• Need to make sure that interview is concise and well-structured. • to ensure optimal allocation of time, will not visit during OPD time.
Plan for the next week	• Till now interacted with 6 gynac and have to interact with more and get more comprehensive database.

Signature of the Student Shreya Gattani

Approved by the IIHMR University's Mentor

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Annexure-E

Reporting Format

(Weekly)

Name of the Organisation: **Corona Remedies**

Area/ Department/ Project of Summer Internship Program: **Market research intern**

Name of the Student: **Shreya Gattani**

Roll no: 0576

Stream: **Pharmaceutical management.**

Week no: **4th**

From: **22nd May to 28th May**

Activity Done	• Interacted with around 16 gynec for understanding PCOD/PCOS from their view. • Understanding the current market landscape for PCOD/PCOS. • Clarify the goals of the perception mapping study with gynac and pharmacy. • Shifted to Indore from katni to gather more comprehensive sample size for the study. • Quantitative data analysis was done for the collected data as meeting was scheduled for Today only. • Made a presentation to represent the collected information and took the feedback to plan out the upcoming weeks.
Linking theory (Classroom learning) with practice at your organisation	• Market research and consumer behaviour, idea generation and facilitating conversations. • Understanding consumer theory how to relate and gather better insights.
Gaps identified on the working area.	• Arranging meetings, transportation, and accommodations in an unfamiliar area. • Building trust with Gynac for the information gathering from them.
Suggestions for improvement	• Advance logistics planning needs to be done to help arrange and confirm appointments. • Need to make sure that interview is concise and well-structured.
Plan for the next week	• Need to increase my sample size while ensuring availability and convenience for gynacs so that a better outcome can be accomplished. Target is to collect data set from 20 by this week.

Signature of the Student **Shreya Gattani**

Approved by the IIHMR University's Mentor

On the last day of every week report in the above format should be submitted to the faculty mentor.

Submission of total 8 reports in 8 weeks is compulsory. Each report should not be more than 2 pages.

Annexure-Es

Reporting Format

(Weekly)

Name of the Organisation: **Corona Remedies**

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

Name of the Student: **Shreya Gattani**

Roll no: 0576

Stream: Pharmaceutical management.

Week no: 5th

From: 29th may to 4th June

Activity Done	• Interacted with around 20 gynec for understanding PCOD/PCOS from their view. • Understanding the current market landscape for PCOD/PCOS. • Clarify the goals of the perception mapping study with gynac and pharmacy. • Covering new areas nearby to Indore to get more active data sights for the project. • Improved my presentation skills so that more active insights from the gynacs can be received on my project.
Linking theory (Classroom learning) with practice at your organisation	• Market research and consumer behaviour, idea generation and facilitating conversations. • Understanding consumer theory how to relate and gather better insights.
Gaps identified on the working area.	• Making every gynac assistant to understand the project aim and their full-on willingness to participate on it.
Suggestions for improvement	• Advance logistics planning need to be done to help arrange and confirm appointments. • Need to make sure that interview is concise and well-structured.
Plan for the next week	• For the next week the remaining areas are need to covered or may collaborate with Corona executives to get better insights depending upon the Richa mam review.

Signature of the Student **Shreya Gattani**

Approved by the IIHMR University's Mentor

On the last day of every week report in the above format should be submitted to the faculty mentor.

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Annexure-Es

Reporting Format

(Weekly)

Name of the Organisation: **Corona Remedies**

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

Name of the Student: **Shreya Gattani**

Roll no: 0576

Stream: Pharmaceutical management.

Week no: **6th**

From **5th June to 10 June**

Activity Done	• Interacted with around 18 gynec for understanding PCOD/PCOS from their view. • Clarify the goals of the perception mapping study with gynac and pharmacy. • Covering new areas nearby to Indore to get more active data sights for the project. • Improved my presentation skills so that more active insights from the gynacs can be received on my project. • Collaborated with Corona executives in Indore, to understand the market and gynac perception in more effective.
Linking theory (Classroom learning) with practice at your organisation	• Market research and consumer behaviour, idea generation and facilitating conversations. • Understanding consumer theory how to relate and gather better insights.
Gaps identified on the working area.	• Making every gynac assistant to understand the project aim and their full-on willingness to participate on it.
Suggestions for improvement	• Advance logistics planning need to be done to help arrange and confirm appointments. • Need to make sure that interview is concise and well-structured.
Plan for the next week	• Just 3 days left for covering my Primary research project, then will start working on interpretation area for the market research done.

Signature of the Student **Shreya Gattani**

Approved by the IIHMR University's Mentor

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Annexure-Es

Reporting Format

(Weekly)

Name of the Organisation: **Corona Remedies**

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

Name of the Student: **Shreya Gattani**

Roll no: 0576

Stream: **Pharmaceutical management.**

Week no: **7th**

From **11 June to 18 June**

Activity Done	• Till Friday have completed my market research, now my sample size is 85. • Initiated the process of data mapping since Saturday to align market research findings with relevant data points. • Organized raw data into a structured format for excel analysis. • Developed Excel sheets to compile and analyse the data. • Created various tabs and sections to categorize data for easy interpretation.
Linking theory (Classroom learning) with practice at your organisation	• Leveraged Excel skills and data visualization techniques taught in classroom sessions to present data in a meaningful way. • Market Segmentation Theory and Consumer Behavior Theory.
Gaps identified on the working area.	• Challenges in integrating data from multiple sources due to format inconsistencies. • Limited proficiency in advanced Excel functions and data visualization tools.
Suggestions for improvement	• Implement standardized data collection templates to ensure consistency. • Incorporate better analytical skills to ensure that active algorithm for data sets is provided.
Plan for the next week	• Implement a review process to ensure data completeness and consistency. • Make better interpretation of report.

Signature of the Student **Shreya Gattani**

Approved by the IIMMR University's Mentor

On the last day of every week report in the above format should be submitted to the faculty mentor.

Submission of total 8 reports in 8 weeks is compulsory. Each report should not be more than 2 pages.

Annexure-Es

Reporting Format

(Weekly)

Name of the Organisation: **Corona Remedies**

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

Name of the Student: **Shreya Gattani**

Roll no: **0576**

Stream: **Pharmaceutical management.**

Week no: **8th**

From **19 June to 25th June**

Activity Done	- Enhanced existing Excel sheets by refining data structures, improving accuracy, and ensuring consistency in data entries. - Developed pivot tables to enable dynamic data analysis and interpretation, allowing for more granular insights. - Utilized advanced Excel functions such as VLOOKUP, INDEX-MATCH, and conditional formatting to create comprehensive dashboards for data visualization. - Conducted a thorough review of all data points to ensure completeness and accuracy. - Preparing the final draft of the report, incorporating all findings as final meeting is by 29th.
Linking theory (Classroom learning) with practice at your organisation	- Applied advanced data analytics and business intelligence concepts from MBA coursework to improve the robustness of data analysis. - Utilized Decision-Making Frameworks and Strategic Management theories to develop actionable insights and recommendations based on the data.
Gaps identified on the working area.	highlighting the need for standardized data interpretation processes.
Suggestions for improvement	Establish a continuous improvement process for data handling and reporting to ensure high-quality, accurate and actionable insights are consistently delivered.
Plan for the next week	Develop a presentation summarizing key findings and recommendations to support the final report submission by 29th.

Signature of the Student **Shreya Gattani**

Approved by the IIHMR University's Mentor

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Annexure-Es

Reporting Format

(Weekly)

Name of the Organisation: **Corona Remedies**

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

Name of the Student: **Shreya Gattani**

Roll no: **0576**

Stream: **Pharmaceutical management.**

Week no: **9th**

From **25th** to **29th June**

Activity Done	- Working on my final presentation which is scheduled on 29th. - Collating insights and interpretation in active manner to provide effective PCOD perception mapping.
Linking theory (Classroom learning) with practice at your organisation	Leveraging different communication models to ensure the presentation in clear and impactful.
Gaps identified on the working area.	Limited use of advance excel.
Suggestions for improvement	- Use of advance excel or data analytics to make my final presentation more appealing. - Work actively on presentation designing and overall impact.
Plan for the next week	Finalise the presentation content and ensuring it's clear & comprehensive.

Signature of the Student **Shreya Gattani**

Approved by the IIHMR University's Mentor

On the last day of every week report in the above format should be submitted to the faculty mentor.

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Compiled Reporting Format

Name of the Organisation: CORONA REMEDIES

Area/ Department/ Project of Summer Internship Program: MARKET RESEARCH INTERN

Name of the Student: Shreya Gattani

Roll no: 0576

Stream: Pharmaceutical management

Activity done	• Done secondary research on Pcod/Pcos to get holistic understanding. • Done more comprehensive understanding on the nutraceutical background for PCOD/PCOS. Even worked on the questionnaire for primary research and analysis. • Conducting primary research by collecting data directly from gynec for PCOD/PCOS. • Understanding the current market landscape for PCOD/PCOS. • Ensuring that responses are collecting in collaborative manner. • To gather qualitative data and deeper insights into clinical practices and patient profile, generating discussion with gynacs. • Collecting detailed feedback of gynac on current available products for PCOD/PCOS. • Interacted with around 16 gynec for understanding PCOD/PCOS from their view. • Understanding the current market landscape for PCOD/PCOS. • Clarify the goals of the perception mapping study with gynae and pharmacy. • Shifted to Indore from katni to gather more comprehensive sample size for the study. • Quantitative data analysis done for the collected data as meeting was scheduled for Today only. • Maked a presentation to represent the collected information and took the feedback to plan out the upcoming weeks. • Interacted with around 20 gynec for understanding PCOD/PCOS from their view.
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	• Understanding the current market landscape for PCOD/PCOS. • Clarify the goals of the perception mapping study with gynae and pharmacy. • Covering new areas nearby to Indore to get more active data sights for the project. • Improved my presentation skills so that more active insights from the gynos can be received on my project. • Interacted with around 18 gynec for understanding PCOD/PCOS from their view. • Clarify the goals of the perception mapping study with gynac and pharmacy. • Covering new areas nearby to Indore to get more active data sights for the project. • Improved my presentation skills so that more active insights from the gynacs can be received on my project. • Collaborated with Corona executives in Indore, to understand the market and gynac perception in more effective. • Till Friday have completed my market research, now my sample size is 85. • Initiated the process of data mapping since Saturday to align market research findings with relevant data points. • Organized raw data into a structured format for excel analysis. • Developed Excel sheets to compile and analyse the data. • Created various tabs and sections to categorize data for easy interpretation. • Enhanced existing Excel sheets by refining data structures, improving accuracy, and ensuring consistency in data entries. • Developed pivot tables to enable dynamic data analysis and interpretation, allowing for more granular insights. • Utilized advanced Excel functions such as VLOOKUP, INDEX-MATCH, and conditional formatting to create comprehensive dashboards for data visualization. • Conducted a thorough review of all data points to ensure completeness and accuracy. • Preparing the final draft of the report, incorporating all findings as final meeting is by 29th. • Working on my final presentation which is scheduled on 29th.
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	• Collating insights and interpretation in active manner to provide effective PCOD perception mapping.
Linking theory	• I was able to understand how from available data understanding much be done. Research methods classroom understanding has helped me. • Research methods classroom understanding has helped me. During the sessions was able to understand how to work on the qualitative analysis part. • Market research and consumer behavior, idea generation and facilitating conversations. • Using an ethical approach while connecting with gynos. • Market research and consumer behavior, idea generation and facilitating conversations. • Understanding consumer theory how to relate and gather better insights. • Market research and consumer behavior, idea generation and facilitating conversations. • Understanding consumer theory how to relate and gather better insights. • Leveraged Excel skills and data visualization techniques taught in classroom sessions to present data in a meaningful way. • Market Segmentation Theory and Consumer Behavior Theory. • Applied advanced data analytics and business intelligence concepts from MBA coursework to improve the robustness of data analysis. • Utilized Decision-Making Frameworks and Strategic Management theories to develop actionable insights and recommendations based on the data. • Leveraging different communication models to ensure the presentation in clear and impactful.
GAPS identified	• Difficulty faced to interpret the data insights. • Has faced difficulty on framing apprehensive questionnaire. • Insufficient communication and engagement with gynecologists as low response rate is seen. • lack of understanding from respondents as question framing is not active. • Arranging meetings, transportation, and accommodations in an unfamiliar area. • Building trust with Gynac for the information gathering from them.

	• Making every gynac assistant understand the project's aim and their full-on willingness to participate on it. • Challenges in integrating data from multiple sources due to format inconsistencies. • Limited proficiency in advanced Excel functions and data visualization tools. • Highlighting the need for standardized data interpretation processes. • Limited use of advanced excel.
Suggestion for improvement	• Need to work more on my analytical skills • Need to make sure that interview is concise and well-structured. • to ensure optimal allocation of time, will not visit during OPD time. • Advance logistics planning need to be done to help arrange and confirm appointments. • Implement standardized data collection templates to ensure consistency. • Incorporate better analytical skills to ensure that active algorithm for data sets is provided. • Establish a continuous improvement process for data handling and reporting to ensure high-quality, accurate and actionable insights are consistently delivered. • Use of advanced excel or data analytics to make my final presentation more appealing. • Work actively on presentation designing and overall impact.
Plan for the next week	• Complete my secondary research on the topic till the scheduled meeting with Richa mam and then will further do primary research on the same. • Completing the understanding on nutraceuticals profile and comprehensive questionnaire till the scheduled meeting with Richa mam on coming Thursday and then will further do primary research on the same when directed. • Till now interacted with 6 gynac and have to interact with more and get more comprehensive database. • Need to increase my sample size while ensuring availability and convenience for gynacs so that a better outcome can be accomplished. Target is to collect data set from 20 by this week • For the next week the remaining areas are need to cover or may collaborate with Corona executives to get better insights depending upon the Richa

	mam review. • Just 3 days left for covering my Primary research project, then will start working on interpretation area for the market research done. • Implement a review process to ensure data completeness and consistency. • Make better interpretation of report. • Develop a presentation summarizing key findings and recommendations to support the final report submission by 29th. • Finalize the presentation content and ensure it's clear & comprehensive.
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Signature of the Student

Approved by the IIHMR University's Mentor