

SUMMER INTERNSHIP PROGRAM

at

MICROLABS Ltd

From 2nd May 2024 to 30th June 2024.

A REPORT BY

Sakshi Arun Zod

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of

Dr. Kajal Sitlani

Assistant professor



Certificate of Recognition



This is to certify that

Ms. SAKSHI ARUN ZOD

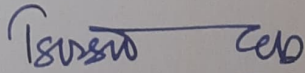
of 2023 - 2025 (batch) of IIHMR University

*has effectively learnt, performed and completed
her Summer Training Project with Micro Labs
Ltd. from May 2024 to June 2024*

*We appreciate her active participation, conduct,
mannerism and timely deliverables.*

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

Date : 12-7-2024


Tavinder Jit Singh Vasudeva
President & CBO

IIHMR University Faculty Mentor Approval

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

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

Date-22 July 2024

A handwritten signature in black ink, appearing to read 'Kajal', with a horizontal line drawn through it.

Dr. Kajal Sitlani

Assistant Professor

IIHMR University, Jaipur

Name: Sakshi Zodi

Roll No: 0562

Course & Batch: MBA PM 15

Faculty Mentor: Kajal Sitlani

Industry Mentor: Mr. Tavinder Jit Singh

Brief history and description of the organization

- Micro Labs Limited was incorporated on 7th September 1973.
- The company is well known for its brand "DOLO" while the portfolio includes some of the topmost brands in various specialties like Cardiology, Diabetology, Anti-infective, Ophthalmology, Pain, etc.
- The company's domestic market share is around 2% while it is among the top 5 Players in liver – therapy and in the Oral Antidiabetic segment. The company is placed 11 in the Cardiovascular product division.
- It is ranked 14 among prescriptions by SMSRC and 19 in sales as per AWACS Mat.

VISION

Micro Labs aspires to not only be the finest, but also a pioneer in the creation, production, and distribution of high-end pharmaceutical goods. Micro Labs want to produce medicine of the greatest caliber and sell it for a reasonable price everywhere.

MISSION

Micro Labs hopes to provide value through high-quality pharmaceutical goods and to create strong brands in all therapeutic categories.

ORGANIZATION STRUCTURE



Drug Profile

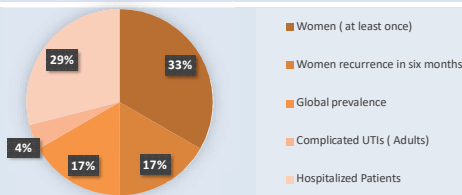
Cefepime is a broad-spectrum, fourth-generation cephalosporin antibiotic used to treat a variety of bacterial infections.

It is effective against both Gram-positive and Gram-negative bacteria, making it a valuable option in the treatment of severe and resistant infections.

Cefepime and Enmetazobactam combination is indicated for the treatment of complicated urinary tract infections (cUTI), including pyelonephritis, complicated intra-abdominal infections (cIAI), and hospital-acquired bacterial pneumonia (HABP), including ventilator-associated bacterial pneumonia (VABP).



Disease prevalence



STP

POSITIONING

Cefemeta is positioned in the market of UTIs

TARGETING

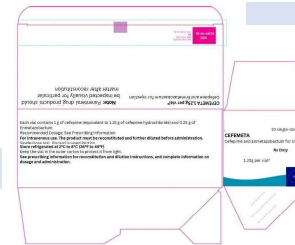
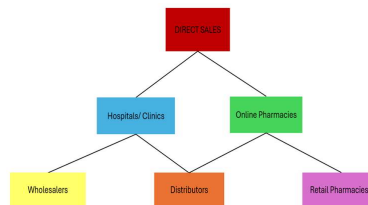
It is a prescription drug that targets the Urological market

SEGMENTATION

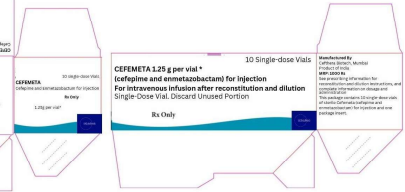
Patients requiring broad-spectrum antibiotics
Women aged 18 years and older



Distribution Channels



Pack Design



Direct Competitors

Product	Company Name
Exbifep	Alicra Therapeutics
Tazact	Glenmark Pharmaceuticals
Meronom (Meropenem)	AstraZeneca
Zosyn	Pfizer

In Direct Competitors

Product	Company Name
Levagin	Johnson & Johnson
Avelox	Bayar
Invarez	Merck & Co.
Claflam	Sanofi

Difference between practical exposure and theoretical understanding

S.No.	Parameters	Practical	Theoretical
1.	Knowledge type	Application of concepts through virtual tasks and projects	Conceptual knowledge of pharmaceutical marketing and business strategies
2.	Skill Development	Developed skills through hands-on projects, such as creating marketing materials and analyzing market data.	Acquiring skills through simulations, case studies, and academic exercises.
3.	Industry Insights	Understood industry dynamics through market analysis and competitor research.	Gaining industry knowledge through academic articles, lectures, and theoretical case studies.
4.	Networking and Relationships	Building professional relationships with mentors, colleagues, and industry professionals through virtual meetings and networking events.	Limited networking opportunities, primarily with peers and professors.

SWOT Analysis

STRENGTHS

1. Broad-spectrum activity against Gram-positive and Gram-negative bacteria.
2. Fourth-generation cephalosporin with enhanced activity.
3. Widely used for empirical therapy in severe infections.
4. Flexible administration options (IV and IM).
5. Generally well-tolerated with a favorable safety profile.

OPPORTUNITIES

1. Rising antibiotic resistance increases demand.
2. Potential for new clinical indications.
3. Development of combination therapies.
4. Expansion into emerging markets.
5. Continuous R&D for improved formulations and enhanced patient compliance.

WEAKNESSES

1. Requires intravenous or intramuscular administration.
2. Higher cost compared to older antibiotics.
3. Potential for resistance development with misuse or overuse.
4. Side effects such as gastrointestinal disturbances and allergic reactions.

THREATS

1. Development of bacterial resistance to cefepime.
2. Stringent regulatory requirements for new indications or formulations.
3. Competition from newer generation cephalosporins and other broad-spectrum antibiotics.
4. Healthcare cost pressures favoring cheaper alternatives.

Challenges faced during the internship

- ✓ Here are some of the challenges faced during the internship:
- Communicating effectively in a remote work environment was challenging, especially when relying on digital tools and platforms.
- Encountering technical difficulties, such as unreliable internet connections or software malfunctions.
- The inability to engage in on-site activities and direct interactions with colleagues and supervisors.
- Forming strong professional relationships and networking was more challenging in a virtual setting.
- Maintaining high levels of motivation and engagement while working remotely, often in isolation.
- Balancing multiple tasks and deadlines without the structure of a traditional office environment.

Learnings of internship

- Here are some key learnings of the internship:
- Pharmaceutical Industry Knowledge
- Marketing Strategies and Campaigns
- Compliance and Regulatory Considerations
- Product Launches and Lifecycle Management
- Collaboration Work
- Digital Marketing and Data Analysis
- Ethical Considerations

Usefulness of internship

- ✓ Internships are incredibly valuable for several reasons:
- Practical Experience
- Skill Development
- Networking Opportunities
- Resume Enhancement
- Self-Discovery and Career Exploration
- Confidence Building

Suggestions

- **Enhance Remote Communication Tools**
- Invest in robust, user-friendly communication tools to facilitate better interaction and collaboration among remote teams.
- Providing training on these tools can also improve their effective use.

- **Enhance Motivation and Engagement**
- Implement strategies to keep interns motivated and engaged, such as recognizing achievements, providing constructive feedback, and offering opportunities for career development.

- **Solicit Regular Feedback**
- Collect regular feedback from interns about their experience and use this information to improve the internship program.
- Understanding their challenges and suggestions can lead to better program design.

**Summer Internship Programme (SIP)
Weekly Report - 01**

Annexure B

Name of the organization: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market Research & Brand **Planning**.

Name of the Student: Sakshi Zod

Roll no: 0562

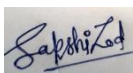
Stream: Pharmaceutical Management

Week no: 01

From: 29/05/2024 to 05/05/2024

Activity Done	29/04 - Pre interactive session During the session, we covered important information about the internship structure, expectations and key initiatives planned for the coming weeks. 30/04 - Assignment on our Major Strengths and Two Basic values of life 03/05 - Interactive session Where we discussed, Power of etiquettes in: Office, Meeting table, in Field, during Travelling and in Business society. Also, we discussed the importance of the working character of an individual to develop the good side of a person. Importance of knowing the customer and how to address someone professionally with respect.
Linking theory (Classroom learning) with practice at your organization	The interactive sessions and assignments provided theoretical insights into professionalism, ethics, and interpersonal skills. I understood the importance of identifying strengths & Values in life. such as adaptability. I applied these principles by using my strengths on projects & ley Upholding honesty in my interactions with colleagues.
Gaps identified on the working area.	The primary gaps identified were, Recognizing individual strengths and teams, Strengths & Values! Integrating strengths into proper Planning and execution.
Suggestions for improvement	1)Conducting regular assessment to identifying & updating individual and team strengths. 2)Providing training sessions on improving communication. 3)Implementing feedback mechanism to evaluate responding to challenges.
Plan for the next week	Elaborating strengths and key values in life Do's and Don'ts in business Power of etiquettes.

Signature of the Student:



Approved by the IIHMR University's Mentor

Summer Internship Programme (SIP) Weekly Report - 02

Name of the organization: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market Research & Brand planning.

Name of the Student: Sakshi Zod

Roll no: 0562

Stream: Pharmaceutical Management

Week no: 2

From: 06/05/2024 to 12/05/2024

Activity Done	08/05 – Assignment Where we elaborate our first assignment on Strengths and Key values in life by citing examples, Do's and Don'ts in Business Communication & Power of etiquettes in: Office, Meeting table, Field, During Travelling, Business society. Also sent a voice recording of 3-4 minutes highlighting our learnings on above topics. 11/05 - Interactive session During the session we discussed, Power of words like: Please, Thank you, Ask and Apologies / Sorry in our day to day life as well as in our upcoming professional life. Talk about to keep the experiences ready where these words helped us in daily life. Also, we discussed the importance of flow of: Information - Translation - Action - Persuasion in customer's mind. 12/05 – We shared a video of ourselves of 30 seconds in morning showing the workout in the form of running, skipping, exercising etc to energize ourself.
Linking theory (Classroom learning) with practice at your organisation	1) understanding the significance of identifying strengths and key Value. 2) Applying this knowledge at organization and leveraging individual team strengths to enhance project outcomes.
Gaps identified on the working area.	As such no gaps were identified, there was proper coordination among people working in the organization. But there was a lack of practical application of discussed etiquettes
Suggestions for improvement	providing ongoing training on Etiquettes in different settings. creating Reference Material for Employees. Establishing mentor programs to promote Etiquettes ,all events & adherence.
Plan for the next week	Focus on Continuous Practice and Learning to become a Professional Executive. Understanding of Corporate Etiquettes, Netiquettes and dining table manners in corporate. Differentiation of Branding & Marketing.

Signature of the Student



Approved by the IIHMR University's Mentor

Summer Internship Programme (SIP) Weekly Report - 03

Name of the organization: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market Research & Brand planning.

Name of the Student: Sakshi Zod

Roll no: 0562

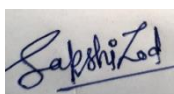
Stream: Pharmaceutical Management

Week no: 3

From: 13/05/2024 to 19/05/2024

Activity Done	13/05 – Assignment Where we submitted our second assignment in Handwritten. Also shared our hobbies in the above assignment, made a video of ourselves after memorizing the above assignment and shared it. 15/05 - Interactive session During the session, we learn to focus on Continuous Practice and Learning to become a Professional Executive, also, Do's and Don'ts in Corporate Culture and the importance of Body Language. 17/05 - Assignment About what are Corporate Etiquettes, Netiquettes and dining table manners in corporate and shared a video of our learnings also. Shared the understanding of the difference between Branding and Marketing with Examples.
Linking theory (Classroom learning) with practice at your organisation	The assignments and sessions underscored the importance of continuous learning, professional etiquette, and effective communication. Through handwritten assignments and video recordings, I was able to gain confidence and learn how to behave on meeting table, dining area.
Gaps identified on the working area.	As Unaware of some Etiquettes could have behaved wrongly but now after practising the Etiquettes It helped to learn how to behave in business environment.
Suggestions for improvement	Implement regular practice sessions and workshops on corporate etiquette and body language. Clarify the differences between branding and marketing through case studies and real-world examples, ensuring a comprehensive grasp of these concepts.
Plan for the next week	Study about how to build ourself as a brand, Interactive session on Brand and Corporate Building, Study about how the Marketing Campaigns are created and implemented in the market.

Signature of the Student:



Approved by the IIHMR University's Mentor

Summer Internship Programme (SIP) Weekly Report - 04

Annexure B

Name of the organization: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market Research & Brand planning.

Name of the Student: Sakshi Zed

Roll no: 0562

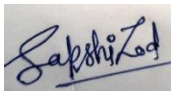
Stream: Pharmaceutical Management

Week no: 4

From: 20/05/2024 to 26/05/2024

Activity Done	20/05 - Interactive session we covered the important information about branding & marketing also the importance of building ourselves as a brand. 21/05 – Assignment Where we created groups/clusters among ourselves and prepared a video assignment combining the below given topics: 1. Dining table etiquettes on global level (where we have to choose a country and study their etiquettes) 2. How to build ourself as a brand. 3. How to be a good listener and its importance. 24/05 - Interactive session In the session we focused on Brand & Corporate building in the following ways: 1. How to build ourself as a brand and reinvent ourselves 2. How the Marketing Campaigns are created and implemented in the market. 3. How to make our mind Creative and Innovative. 4. How to set SMART targets. i.e. Specific, Measurable, Achievable, Relevant & Realistic and Time bound. Also, we were advised to study the success story of Kurkure in the market for our own understanding and learning.
Linking theory (Classroom learning) with practice at your organization	As the activity was in group, I learnt bout teamwork. Through group video assignments, we explored global dining etiquettes, personal branding, and active listening, Also understood how to build ourselves as a brand.
Gaps identified on the working area.	As such no gaps were identified but they would have emphasized on personal branding Additionally, they would have told the techniques to adhere to SMART targets.
Suggestions for improvement	Implement workshops on personal branding and creativity to foster innovative thinking. Encouraging regular practice of active listening through team activities and feedback sessions.
Plan for the next week	Preparation of “molecule / brand wise presentation” Session on “Ongoing preparation & jobs accomplishments”

Signature of the Student:



Approved by the IIHMR University's Mentor

Summer Internship Programme (SIP) Weekly Report - 05

Annexure B

Name of the organization: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market Research & Brand planning.

Name of the Student: Sakshi Zod

Roll no: 0562

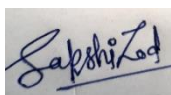
Stream: Pharmaceutical Management

Week no: 5

From: 27/05/2024 to 02/06/2024

Activity Done	29/05 – Assignment In this assignment we prepared a molecule / brand wise presentation on the topics allotted. The molecule allotted to me was cefepime molecule. We also prepared a video on already discussed topics and this time we prepared about how we can adopt these etiquettes, netiquettes and body language in our day-to-day life. 01/06 – Interactive session During the session, we discussed about ongoing preparations & jobs accomplishments.
Linking theory (Classroom learning) with practice at your organisation	Preparing a presentation on "Cefepime" allowed me to apply our branding knowledge to a specific product, while videos on etiquette and body language reinforced practical implementation in everyday life.
Gaps identified on the working area.	Gaps identified include inconsistent application of discussed etiquettes and body language, a lack of in-depth product knowledge for effective branding, and varied levels of preparation for job-related tasks.
Suggestions for improvement	Provide ongoing training and workshops focused on daily implementation of etiquettes and body language. Encouraging deeper product research and knowledge-sharing sessions to enhance branding efforts
Plan for the next week	- Gaining the insights about: - Time management strategy - Qualities to become a Good leader - Leadership skills - Interactive session with business leaders of Microlabs

Signature of the Student:



Approved by the IIHMR University's Mentor

Summer Internship Programme (SIP) Weekly Report - 06

Annexure B

Name of the organization: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market Research & Brand planning.

Name of the Student: Sakshi Zed

Roll no: 0562

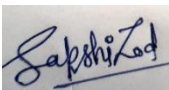
Stream: Pharmaceutical Management

Week no: 6

From: 03/06/2024 to 09/06/2024

Activity Done	05/06 – Assignment Where we done some of the updation in our brand . 04/06 - Assignment On the topic “Time management strategy” 05/06 - Assignment On the topic “Qualities to become a Good leader” 06/06 - Assignment Where we made Fitness/Exercise video showing our workout activities, also made the video of practicing the leadership skills in clusters. 08/06/2024 - Interactive session This session was with the business leaders of Microlabs with the name “Talk with our business leaders” In the session we learnt about: 1. Evolution of Marketing. 2. Importance of Digital marketing 3. Various domains of Digital marketing 4. Need of Digital Marketing in Pharma 5. What are pharma campaigns and their objectives 6. Various steps in designing pharma campaigns. 7. How to conduct Effective Doctor calls 8. Importance of Field Work in Pharma etc.
Linking theory (Classroom learning) with practice at your organisation	Learnt about the time Management strategies, which are going help in the corporate. Also learnt the techniques on how to become a leader. Engaging with business leaders provided insights into the practical aspects of pharma marketing and fieldwork.
Gaps identified on the working area.	Identified gaps include a lack of strategic time management, insufficient understanding of competitor analysis, and varying levels of leadership skill application.
Suggestions for improvement	Implement training sessions on advanced time management techniques and competitor analysis. Focus on enhancing skills for effective doctor calls and fieldwork through role-playing, feedback sessions, and real-world practice to improve engagement and in the pharma industry results.
Plan for the next week	Yet to know, will be decided on Monday.

Signature of the Student:



Approved by the IIHMR University's Mentor

Summer Internship Programme (SIP) Weekly Report - 07

Annexure B

Name of the organization: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market Research and Brand planning.

Name of the Student: Sakshi Zed

Roll no: 0562

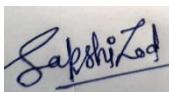
Stream: Pharmaceutical Management

Week no: 7

From: 10/06/2022 to 16/06/2024

Activity Done	11/06 – Interactive session Where we presented our Brand Plan presentation and discussed our learnings from the previous sessions. 13/06 - Interactive session Where we had an expert talk on “Perception Mapping: A Way Towards Strategic Decision Making” by Meenal Mam who has a vast experience in sales, business development and consultancy. 13/06 - Interactive session On the topic “Business Finances Management”
Linking theory (Classroom learning) with practice at your organisation	Presenting the brand plan showcased our understanding of strategic branding, competitive analysis, and market positioning. The expert talk on perception mapping and the session on business finance management provided deeper insights into strategic decision-making and financial acumen necessary for business success.
Gaps identified on the working area.	Gaps identified include varying levels of expertise in strategic decision-making, insufficient financial management skills, and a need for more robust perception mapping techniques.
Suggestions for improvement	To address these gaps, conducting regular workshops and training sessions on strategic decision-making and financial management. Incorporate practical exercises and case studies to enhance understanding and application of perception mapping techniques
Plan for the next week	To learn about 1. Trademarks - Intellectual Property Rights (IPR) 2. Code of Ethics of Business 3. PESTEL analysis 4. Campaign designing, etc.

Signature of the Student:



Approved by the IIHMR University's Mentor

Summer Internship Programme (SIP) Weekly Report - 08

Annexure B

Name of the organization: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market Research & Brand planning.

Name of the Student: Sakshi Zod

Roll no: 0562

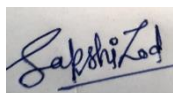
Stream: Pharmaceutical Management

Week no: 8

From: 17/06/2024 to 23/06/2024

Activity Done	17/06 - Assignment Where we prepared the presentation on, 1. Importance of content writing in terms of Font size and Font style. 2. Trademarks - Intellectual Property Rights (IPR) 3. Code of Ethics of Business 4. PESTEL analysis of your Brand 5. Campaign designing 6. Distribution and Distribution channels 18/06 – Assignment In this assignment we prepared the word document on, 1. Therapeutic relationship in branding 2. Customer Value Proposition (CVP) 3. Health and Business Wealth (Summer training) 4. Passion and Professional life balance 19/06 - Interactive session Where we presented our presentation that we recently prepared in continuation to brand plan ppt & also we talk about our learnings to the above topics.
Linking theory (Classroom learning) with practice at your organisation	The recent assignments and interactive sessions helped me to learn practical applications in branding, content writing, intellectual property, business ethics, PESTEL analysis, campaign designing, and distribution channels.
Gaps identified on the working area.	Identified gaps include inconsistent application of proper content writing standards, limited understanding of intellectual property rights and business ethics, and a need for deeper knowledge of distribution channels and PESTEL analysis.
Suggestions for improvement	To address these gaps, provide detailed workshops on content writing best practices, intellectual property rights, and business ethics. Encourage hands-on projects and market visits to deepen understanding of distribution channels. Facilitate practical exercises and real-world projects for campaign designing and PESTEL analysis.
Plan for the next week	To learn about Neuro Marketing Employment laws Advertising and Brand promotion, etc.

Signature of the Student:



Approved by the IIHMR University's Mentor

Summer Internship Programme (SIP) Weekly Report - 09

Annexure B

Name of the organization: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market Research & Brand planning.

Name of the Student: Sakshi Zod

Roll no: 0562

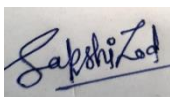
Week no: 9

Stream: Pharmaceutical Management

From: 24/06/2024 to 30/06/2024

Activity Done	We prepared a presentation on: 1. Neuromarketing 2. Demographics and its importance 3. Expense planning and return on investment (ROI) 4. Employment laws 5. People planning strategy 6. Business negotiations 7. Advertising and Brand Promotion 8. Adaptability and change management. We also had a session on connecting dots & 7Cs of Marketing.
Linking Theory (Classroom Learning) with practice at an organization	The final assignments and interactive sessions gave us a deep understanding of advanced marketing, business strategies, and their practical uses. Through presentations on topics like neuromarketing, demographics, ROI, employment laws, and more, we turned these theories into practical strategies. The summer internship report and discussions helped us fully understand and reflect on what we learned.
Gaps Identified in the Working Area	Identified gaps include inconsistent understanding and use of advanced marketing, strategic business planning, and adaptability. Practical experience in business negotiations and people planning also needs improvement.
Suggestions for Improvement	To address gaps, advanced training on neuromarketing, ROI calculation, and business negotiations shall be offered. Workshops on adaptability and change management must be arranged. Continuous learning and real-world practice will improve daily operations and overall efficiency.

Signature of the Student:



Approved by the IIHMR University's Mentor

Compiled Report

Name of the organization: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market Research & Brand Planning.

Name of the Student: Sakshi Zod

Roll no: 0562

Stream: Pharmaceutical Management

Activity Done	• Pre-interactive session • During the session, we covered important information about the internship structure, expectations, and key initiatives planned for the coming weeks. • Assignment on our Major Strengths and Two Basic values of life • We discussed the Power of etiquette in the office, at the Meeting table, in the Field, during Travelling, and in Business society. • Also, we discussed the importance of an individual's working character to develop a person's good side. • Importance of knowing the customer and how to address someone professionally with respect. • Where we elaborate our first assignment on Strengths and Key values in life by citing examples, Do's and Don'ts in Business Communication & Power of etiquette in the office, Meeting table, Field, During Travelling, and Business society. • Also sent a voice recording of 3-4 minutes highlighting our learnings on the above topics. • During the session we discussed the power of words like Please, thank you, Ask, and Apologies / Sorry in our day-to-day life as well as in our upcoming professional life. Talk about keeping the experiences ready where these words helped us in daily life. • Also, we discussed the importance of the flow of Information - Translation - Action - Persuasion in the customer's mind. • We shared a video of ourselves of 30 seconds in the morning showing the workout in the form of running, skipping, exercising, etc. to energize ourselves. • Where we submitted our second assignment in Handwritten. Also shared our hobbies in the above assignment, made a video of ourselves after memorizing the above assignment, and shared it. • During the session, we learned to focus on Continuous Practice and Learning to become a Professional Executive, as well as do's and Don'ts in Corporate Culture and the importance of Body Language. • About Corporate Etiquettes, Netiquettes, and dining table manners in corporate and shared a video of our learnings also. Shared the understanding of the difference between Branding and Marketing with Examples. • We covered the important information about branding & marketing and the importance of building ourselves as a brand. • Where we created groups/clusters among ourselves and prepared a video assignment combining the below-given topics: • Dining table etiquette on a global level (where we must choose a
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country and study its etiquette)

- How to build ourselves as a brand.
- How to be a good listener and its importance.
- In the session we focused on Brand & Corporate building in the following ways:
 - How to build ourselves as a brand and reinvent us
 - How Marketing Campaigns are created and implemented in the market.
 - How to make our mind Creative and Innovative.
 - How to set SMART targets. i.e. Specific, Measurable, Achievable, Relevant & Realistic and Time-bound.
- Also, we were advised to study the success story of Kurkure in the market for our understanding and learning.
- In this assignment, we prepared a molecule / brand-wise presentation on the topics allotted. The molecule allotted to me was the Cefepime molecule.
- We also prepared a video on already discussed topics and this time we prepared about how we can adopt these etiquettes, netiquettes, and body language in our day-to-day life.
- During the session, we discussed ongoing preparations & job accomplishments.
- Assignments on:
 - Where we did some of the updations in our brand.
 - On the topic “Time management strategy”
 - On the topic “Qualities to Become a Good Leader”
- Where we made a Fitness/Exercise video showing our workout activities and made a video of practicing leadership skills in clusters.
- Interactive session
 - This session was with the business leaders of Microlabs with the name “Talk with our business leaders”
 - In the session we learned about:
 - Evolution of Marketing.
 - Importance of Digital Marketing
 - Various domains of Digital Marketing
 - Need for Digital Marketing in Pharma
 - What are pharma campaigns and their objectives
 - Various steps in designing pharma campaigns.
 - How to conduct Effective Doctor calls
 - Importance of Field Work in Pharma etc.
 - We presented our Brand Plan presentation and discussed our learnings from the previous sessions.
- Interactive session
 - Where we had an expert talk on “Perception Mapping: A Way Towards Strategic Decision Making” by Meenal Mam who has vast experience in sales, business development, and consultancy.
 - On the topic “Business Finances Management”
- Assignment
 - Where we prepared the presentation on,
 - Importance of content writing in terms of Font size and Font style.

- Trademarks - Intellectual Property Rights (IPR)
- Code of Ethics of Business
- PESTEL analysis of our Brand
- Campaign designing
- Distribution and Distribution channels
- Assignment
- In this assignment we prepared the Word document on,
- Therapeutic relationship in branding
- Customer Value Proposition (CVP)
- Health and Business Wealth (Summer training)
- Passion and Professional life balance
- Interactive session
- Where we presented the presentation that we recently prepared in continuation to the brand plan PPT, and we also talked about our learnings on the above topics.
- We prepared a presentation on:
 - 1. Neuromarketing
 - 2. Demographics and its importance
 - 3. Expense planning and return on investment (ROI)
 - 4. Employment laws
 - 5. People planning strategy
 - 6. Business negotiations
 - 7. Advertising and Brand Promotion
 - 8. Adaptability and change management.
- We also had a session on connecting dots & 7Cs of Marketing.
- **Neuro Marketing**
- Neuromarketing applies neuroscience principles to understand consumer behavior by studying the brain's responses to marketing stimuli.
- **Importance for Cefemeta:**
- **Consumer Insight:** Deep insights into how healthcare professionals and patients perceive Cefemeta.
- **Effective Messaging:** Crafting compelling marketing messages and campaigns that resonate emotionally.
- **Product Development:** Informing product packaging and presentation to enhance appeal.
- **Brand Loyalty:** Fostering stronger emotional connections and brand loyalty by understanding psychological triggers.
- **Applications:**
- **Eye-Tracking Studies:** Determining which parts of advertisements or packaging draw the most attention.
- **EEG and fMRI Scans:** Measuring brain activity in response to marketing campaigns.
- **Emotional Response Analysis:** Assessing how emotional appeals in marketing materials influence decision-making.
- **Demographics and Its Importance**
- **Definition:** Demographics refer to statistical data about the population and particular groups, such as age, gender, income level, education, and occupation.
- **Importance for Cefemeta:**

- **Target Market Identification:** Identifying primary users of Cefemeta (specific age groups, genders, or healthcare professionals).
- **Customized Marketing Strategies:** Developing tailored marketing strategies to appeal to different demographic groups.
- **Market Segmentation:** Segmenting the market effectively to address the needs and preferences of different groups.
- **Sales Forecasting:** Using demographic data to forecast demand and adjust production and inventory levels accordingly.
- **Applications:**
- **Patient Demographics:** Analyzing patient demographics to tailor promotional materials and educational resources.
- **Geographic Segmentation:** Understanding regional demographic differences to optimize distribution and sales strategies.
- **Expense Planning and Return on Investment (ROI)**
- **Expense Planning:**
- **Budget Allocation:** Allocating budgets across different departments (R&D, marketing, sales, production).
- **Cost Management:** Monitoring and controlling costs to ensure financial efficiency.
- **Forecasting:** Projecting future expenses and preparing for potential financial challenges.
- **Return on Investment (ROI):**
- ROI measures the profitability of an investment relative to its cost.
- **Importance:** Assessing the effectiveness of marketing campaigns, R&D investments, and other business expenditures.
- **Calculation:** $ROI = (\text{Net Profit} / \text{Investment Cost}) \times 100$
- **Applications:**
- **Marketing ROI:** Evaluating the impact of marketing campaigns on sales and brand awareness.
- **R&D ROI:** Measuring the success of R&D investments in developing new formulations or improving existing ones.
- **Operational ROI:** Assessing the efficiency of production processes and supply chain management.

People Planning Strategy

People planning strategy involves identifying and addressing the human resource needs of an organization to ensure it has the right people in the right roles at the right time.

Components:

- **Workforce Planning:** Anticipating future staffing needs based on business goals.
- **Talent Acquisition:** Recruiting skilled professionals who align with the company's culture and objectives.
- **Training and Development:** Providing continuous learning opportunities to enhance employee skills and knowledge.
- **Succession Planning:** Preparing for future leadership needs by identifying and developing potential leaders within the organization.
- **Employee Retention:** Implementing strategies to retain top talent and reduce turnover.

Importance for CefThera Biotech:

- **Sustained Growth:** Ensuring the company has a skilled workforce to support growth and innovation.
- **Operational Efficiency:** Maintaining optimal staffing levels to ensure smooth operations.

Employee Satisfaction: Fostering a positive work environment to enhance job satisfaction and productivity.

- **Employment Laws**
- Employment laws are regulations that govern the relationship between employers and employees, ensuring fair treatment and protecting workers' rights.
- **Key Employment Laws in India:**
- **The Employment Exchange (Compulsory Notification of Vacancies) Act, 1959:** Requires employers to notify vacancies to the employment exchange.
- **The Industrial Employment (Standing Orders) Act, 1946:** Requires employers to define and publish terms of employment.
- **The Minimum Wages Act, 1948:** Ensures payment of minimum wages to workers.
- **The Employees' Provident Funds and Miscellaneous Provisions Act, 1952:** Provides retirement benefits to employees.
- **Importance for CefThera Biotech:**
- **Compliance:** Ensuring compliance with local and national employment laws to avoid legal issues.
- **Employee Rights:** Protecting the rights of employees and creating a fair working environment.
- **Reputation:** Enhancing the company's reputation as a fair and responsible employer.
- **Business Negotiations**
- Business negotiations involve discussions between parties aimed at reaching a mutually beneficial agreement.
- **Importance for CefThera Biotech:**
- **Supplier Agreements:** Negotiating favorable terms with suppliers for raw materials and production equipment.
- **Distribution Contracts:** Securing advantageous contracts with distributors to ensure efficient product delivery.
- **Partnerships:** Forming strategic alliances with other companies or research institutions.
- **Key Skills:**
- **Preparation:** Understanding the needs and goals of both parties.
- **Communication:** Clearly articulate the company's position and listen to the other party's perspective.
- **Problem-solving:** Identifying solutions that address the interests of both parties.
- **Flexibility:** Being willing to compromise and adapt to changing circumstances.
- **Applications:**

- **Supplier Negotiations:** Securing cost-effective and reliable sources of raw materials.
- **Distribution Agreements:** Ensuring efficient and widespread distribution of Cefemeta.
- **Collaborative Research:** Partnering with research institutions for joint R&D initiatives.
- **Advertising and Brand Promotion**
- Advertising and brand promotion involve creating awareness and generating interest in a product through various marketing channels.
- **Strategies for Cefemeta:**
- **Digital Marketing:** Utilizing social media, email marketing, and online advertising to reach a broad audience.
- **Print Media:** Advertising in medical journals, magazines, and newspapers.
- **Conferences and Events:** Participating in healthcare conferences and events to showcase Cefemeta.
- **Educational Materials:** Providing informative brochures, videos, and webinars for healthcare professionals.
- **Importance:**
- **Brand Awareness:** Increasing awareness of Cefemeta among healthcare professionals and patients.
- **Market Penetration:** Reaching new customers and expanding market share.
- **Reputation Building:** Establishing Cefemeta as a trusted and effective treatment option.
- **Applications:**
- **Launch Campaigns:** Developing and executing launch campaigns to introduce Cefemeta to the market.
- **Promotional Materials:** Creating high-quality promotional materials that highlight the benefits and efficacy of Cefemeta.
- **Public Relations:** Engaging in PR activities to build a positive image for Cefemeta and CefThera Biotech.
- **Adaptability and Change Management**
- Adaptability and change management involve the ability to respond effectively to changes in the business environment and implement new strategies and processes.

PESTEL Analysis of Cefemeta

Political:

- **Regulations:** Complying with government regulations and pharmaceutical manufacturing and distribution policies.
- **Healthcare Policies:** Monitoring changes in healthcare policies that could impact antibiotic demand.

Economic:

- **Market Demand:** Assessing economic conditions that influence healthcare spending and affordability of antibiotics.
- **Pricing Strategies:** Developing competitive pricing strategies to balance profitability and accessibility.

Social:

- **Awareness:** Increasing awareness about antibiotic resistance and the importance of combination therapies like Cefemeta.

	• Healthcare Trends: Staying updated on trends in healthcare practices and patient preferences. Technological: • Innovation: Investing in research and development to improve formulations and delivery methods. • Digital Marketing: Utilizing digital platforms for marketing and education. Environmental: • Sustainability: Implementing eco-friendly manufacturing processes and sustainable packaging. • Regulations: Adhering to environmental regulations to minimize the ecological footprint. Legal: • Compliance: Ensuring compliance with pharmaceutical laws and regulations in all operating regions. • Intellectual Property: Protecting intellectual property through patents and trademarks.
Linking theory (Classroom learning) with practice at your organization	• The interactive sessions and assignments provided theoretical insights into professionalism, ethics, and interpersonal skills. • I understood the importance of identifying strengths & Values in life. such as adaptability. I applied these principles by using my strengths on projects & ley Upholding honesty in my interactions with colleagues. • understanding the significance of identifying strengths and key Values. • Applying this knowledge to the organization and leveraging individual team strengths to enhance project outcomes • The assignments and sessions underscored the importance of continuous learning, professional etiquette, and effective communication. • Through handwritten assignments and video recordings, I was able to gain confidence and learn how to behave on the meeting table, and dining area.

	• As the activity was in the group, I learned about teamwork. Through group video assignments, we explored global dining etiquette, personal branding, and active listening, and understood how to build ourselves as a brand. • Preparing a presentation on "Cefepime" allowed me to apply our branding knowledge to a specific product, while videos on etiquette and body language reinforced practical implementation in everyday life. • Learnt about the time Management strategies, which are going help in the corporate. • Also learned the techniques on how to become a leader. • Engaging with business leaders provided insights into the practical aspects of pharma marketing and fieldwork. • Presenting the brand plan showcased our understanding of strategic branding, competitive analysis, and market positioning. The expert talk on perception mapping and the session on business finance management provided deeper insights into strategic decision-making and the financial acumen necessary for business success. • The recent assignments and interactive sessions helped me to learn practical applications in branding, content writing, intellectual property, business ethics, PESTEL analysis, campaign designing, and distribution channels. • The final assignments and interactive sessions gave us a deep understanding of advanced marketing, business strategies, and their practical uses. Through presentations on topics like neuromarketing, demographics, ROI, employment laws, and more, we turned these theories into practical strategies. The summer internship report and discussions helped us fully understand and reflect on what we learned.
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Gaps identified on the working area.	• The primary gaps identified were, • Recognizing individual strengths and teams, Strengths & Values! • Integrating strengths into proper Planning and execution. • As such no gaps were identified, and there was proper coordination among people working in the organization. However, there was a lack of practical application of the discussed etiquette. • As Unaware that some Etiquettes could have behaved wrongly but now after practicing the Etiquettes It helped to learn how to behave in a business environment. • As such no gaps were identified but they would have emphasized personal branding Additionally, they would have told the techniques to adhere to SMART targets. • Gaps identified include inconsistent application of discussed etiquettes and body language, a lack of in-depth product knowledge for effective branding, and varied levels of preparation for job-related tasks. • Identified gaps include a lack of strategic time management, insufficient understanding of competitor analysis, and varying levels of leadership skill application. • Gaps identified include varying levels of expertise in strategic decision-making, insufficient financial management skills, and a need for more robust perception mapping techniques. • Identified gaps include inconsistent application of proper content writing standards, limited understanding of intellectual property rights and business ethics, and a need for deeper knowledge of distribution channels and PESTEL analysis. • Identified gaps include inconsistent understanding and use of advanced marketing, strategic business planning, and adaptability. Practical experience in business negotiations and people planning also needs improvement.
Suggestions for improvement	• Conducting regular assessments to identify & update individual and team strengths. • Providing training sessions on improving communication. • Implementing feedback mechanisms to evaluate responding to challenges. • Provide ongoing training on Etiquette in different settings. • creating Reference Material for Employees. • Establishing mentor programs to promote Etiquette, all events & adherence. • Implement regular practice sessions and workshops on corporate etiquette and body language. • Clarify the differences between branding and marketing through case studies and real-world examples, ensuring a comprehensive grasp of these concepts. • Implement workshops on personal branding and creativity to foster innovative thinking. Encouraging regular practice of active listening through team activities and feedback sessions. • Provide ongoing training and workshops focused on the daily implementation of etiquette and body language.

- Encouraging deeper product research and knowledge-sharing sessions to enhance branding efforts.
- Implement training sessions on advanced time management techniques and competitor analysis. Focus on enhancing skills for effective doctor calls and fieldwork through role-playing, feedback sessions, and real-world practice to improve engagement in the pharma industry results.
- To address these gaps, conducting regular workshops and training sessions on strategic decision-making and financial management. Incorporate practical exercises and case studies to enhance understanding and application of perception mapping techniques.
- To address these gaps, provide detailed workshops on content writing best practices, intellectual property rights, and business ethics. Encourage hands-on projects and market visits to deepen understanding of distribution channels. Facilitate practical exercises and real-world projects for campaign designing and PESTEL analysis.
- To address gaps, advanced training in neuromarketing, ROI calculation, and business negotiations shall be offered. Workshops on adaptability and change management must be arranged. Continuous learning and real-world practice will improve daily operations and overall efficiency.

Signature of the Student

Sabbirul

Approved by the IIHMR University's Mentor

Kajal