

Market research, Market intelligence, Competitive intelligence and Consulting Services Provider

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History & Description

Established in 2023, Impeerical 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. We study markets in more than 10 countries to help healthcare and pharmaceutical clients to access the market dynamics, analyze competitive activity and develop business strategies. With over last one year, we have completed around 100+ projects for 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



SWOT Analysis

STRENGTH

- Experienced Top Management
- Strong focus on primary research, Market and Competitive Intelligence
- Collaborative environment to handle diverse projects efficiently.
- Effective Use of Technology
- Market Analysis Expertise
- Data accuracy in all research activities

OPPORTUNITY

- Expand its operations in Secondary Research
- Expand its operations in Southern part of the country
- Should enter in MedTech Category
- Should create report on Government

WEAKNESS

- Poor information flow and coordination
- Less experienced employees affecting efficiency
- Limited market exposure
- Employee retention and satisfaction
- Less presence on social media like LinkedIn
- High dependency on leadership

THREAT

- Market Competition from other emerging Companies
- Regulatory Changes
- Limited Secondary Research
- Heavy reliance on primary research methods

Learning during Internship

- Enhanced Excel and PowerPoint skills.
- Learned and Applied market research concepts from primary and secondary research methods in different surveys conducted during live projects.
- Conducted insightful interviews with physicians, patients, and healthcare professionals.
- Analyzed real-time data from hospitals to support strategic decision-making.
- Conducted research survey on Gastroenterologists prescribing behaviors and treatments of Obesity.
- Developed actionable strategic recommendations for pharmaceutical market research and healthcare services.
- Significantly improved market research, presentation and communication skills.

Project Assigned

Product Overview: Jackfruit365 Green Jackfruit Flour

2021, Rs Crs	2022, Rs Crs	Growth in Sales 2021 vs 2022, %	2023, Rs Crs	Growth in Sales 2022 vs 2023, %	Contribution to Jackfruit Business
-	-	-	-	-	-

Brand Endorsement Expert: Hanisi Savla

Item	Descriptions
Product Positioning	For Diabetic Patients
Manufactured by	- Eastern Condiments Private Limited - Diet Fibre 365 Food Products Private Limited
Marketed by	Diet Fibre 365 Food Products Private Limited
Packaging	200 gm
MRP, Rs/Pack	140
Recommended Dosage	- Helps Control Blood sugar Levels in 90 days - Rich in Dietary Fibre helps in digestion - Source of soluble fibre & protein 1 tablespoon per person per meal - Store in an airtight container after opening

- Jackfruit365 is the dietary fibre supplement products for which competitive intelligence was to be done.
- The client for this project was Dr. Reddy's Laboratories

Objective

- To Understand Market Research, Market & competitive Intelligence,
- To complete live projects on health products such as Jackfruit365 and Actifibre present findings to the clients,
- To Conduct interviews with patients & healthcare professionals

Difference between practical exposure and theoretical understanding

Practical Exposure

- Direct industry projects.
- Conducting patient interviews.
- Real-time problem-solving.
- Collaborating with professionals.
- Utilizing practical tools

Theoretical Understanding

- Classroom-based education.
- Fundamental theories.
- Market dynamics.
- Data analysis.
- Pharmaceutical concepts.

Challenges faced during internship

- Allocating sufficient time for each task while balancing personal and professional commitments
- Ensuring a healthy work-life balance despite the pressures of multiple responsibilities and tight deadlines
- Faced problems in Interviewing KOLs due to low online Presence of the organization.

Usefulness of Internship

- Exposure to Private and Public Industry
- Market Research and Analysis
- Access to Real time Data
- Networking
- Mentorship
- Client Interaction
- Skill development
- Exposure to Innovation

Suggestion

- Enhance communication and collaboration
- Boost market performance
- Implement initiatives to improve
- Increase employee retention rates and employee engagement