

SUMMER INTERNSHIP PROGRAM

at

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



From 1st May 2024 to 30th June 2024

A REPORT BY

Sachdeo Singh

Master of Business Administration

(Pharmaceutical Management)

2023-25

under the Mentorship of

Dr. Goutam Sadhu, Professor and Proctor



Impeerical Consulting Private Limited

CIN No: U62099HR2023PTC116760



Date: July 01, 2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Sachdeo Singh student of MBA-Pharmaceutical Management, IIMR University, Jaipur has successfully completed his internship program in our organization from May 01, 2024 to June 30, 2024 with our entire satisfaction.

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

Wishing him the best of luck in his future endeavors.

For Impeerical Consulting (P) Ltd.,

A handwritten signature in blue ink, appearing to read "Ha Rout", written over a horizontal line.

Ms. Ha Rout

Authorized Signatory

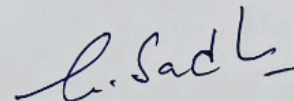


IIHMR University Faculty Mentor Approval

This is to certify that Mr. Sachdeo Singh of academic year 2023-25 of School of Pharmaceuticals Management has prepared a poster with respect to his summer internship held during May-June 2024.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 19/07/2024

A handwritten signature in black ink, appearing to read 'G. Sadhu', written over a horizontal line.

(Signature of Faculty Mentor)

Name: **Dr. Goutam Sadhu**

Designation: **Professor & Proctor, IIHMR University**

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

Name: Sachdeo Singh MBA Pharmaceutical Management Roll No: 0558, Batch No: PM-15

Faculty Mentor: Dr. Goutam Sadhu Organization Name: Impeerial Consulting Pvt. Ltd. Industry Mentor: Manas Ranjan Rout



History & Description

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. 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.

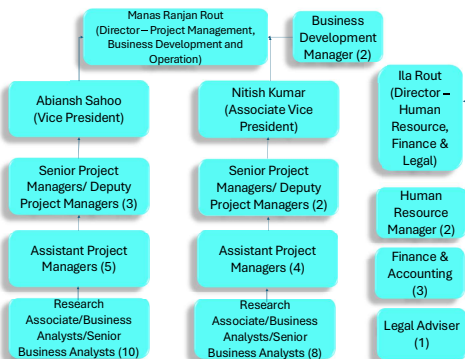
Vision

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.

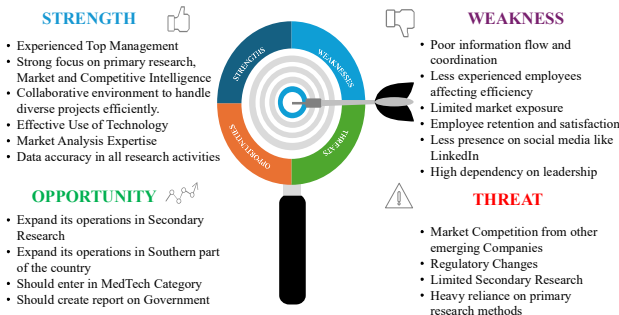
Mission

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



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



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

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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: Sachdeo Singh

Roll no: 0558

Stream: MBA-PM (Batch 15)

Activity Done

During my 8-week internship, I had a transformative journey that allowed me to learn deeply into the field of consulting and the healthcare sector. Each week presented distinct opportunities for growth and learning, encompassing a wide range of activities from conducting patient & healthcare provider interviews to engaging in market analysis. This experience not only equipped me with practical skills but also broadened my understanding of the complexities involved in healthcare and pharmaceutical operations.

In the first week, I was introduced to the company's operations and the essential role that life sciences play in the healthcare landscape. This foundational knowledge underscored the importance of maintaining integrity, asking pertinent questions, and ensuring data accuracy throughout my research.

I learned to identify key personnel within the organization, fostering a collaborative atmosphere where I could seek guidance and clarification as needed. Receiving my Impeerical ID marked my formal entry into the team, enabling me to participate more fully in ongoing projects.

Additionally, I was introduced to various aspects of market and competitive analysis, which included creating brand executive summaries and conducting sales assessments. Engaging in daily presentations helped reinforce my learning and provided a platform for reflecting on key takeaways.

One of the highlights of this week was the in-depth session on supply chain management led by Manas sir, where I gained insights into sales team dynamics, implementation strategies, and collaboration with area and regional managers. Learning relevant Excel formulas was crucial, as these tools enabled me to effectively analyse data for my summer projects.

By the end of the week, I had begun collecting data for my assigned projects, incorporating feedback from mentors to refine my work before submitting it for review.

Product Overview: Jackfruit365 (Cont'd)



Item	Descriptions
Key Product Positioning and communication message for consumers	- The journey towards a healthy life starts from your plate. Add a tablespoon of Jackfruit365 to enjoy a healthier and more balanced life that's full of Indian flavour - Jackfruit365, green jackfruit flour. Helps control Blood Sugar. Just add 1 Tbsp to regular flour or <u>batter</u>, and cook as usual.. - Clinical studies done on Jackfruit365, Green Jackfruit flour show significant reduction in HbA1c levels - Jackfruit is the Superfood Helps Control Sugar, Gut Friendly With Fibre, Can Be Used In Various <u>Cusines</u>, Easily Digestible - Jackfruit365 Helps control blood sugar. - Helps control blood sugar levels in 90 days. - Just add 1 Tablespoon per meal per person. - Dive into the world of good health. - Keep your blood sugar under control & live a healthy life with Jackfruit365. - A tablespoon of Jackfruit365 keeps blood sugar under control & adds a touch of healthy <u>flavour</u>, & Diabetes
Key benefits for the consumers	- Can be taken along with breakfast and meal - Rich and dietary fiber - Source of soluble fiber 1 tablespoon per person per meal - Jackfruit 365 Green Jackfruit Flour is wholly organic. - Down south, people can add a spoon to the dosa or <u>idli</u> batter to reduce its sugar load. - For those who can't give up rice, adding jackfruit flour to <u>rasam</u> or buttermilk or <u>chaas</u> can help. - Available through E-commerce platforms. - Jackfruit flour can be added to wheat flour to make diabetes-friendly rotis.
Key global	Published about its Efficacy & Study on Nature Journal, Nature Journal, Nutrition & Diabetes and American Diabetes Association Journal.

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The second week built upon the foundations laid in the first. I continued my project work, aiming to derive deeper insights from the data collected. On the first day, we revisited our previous research, identifying gaps and areas for further exploration.

By the second day, I had conducted additional secondary research on our project topics, conclude it for submission & final review.

On the third day, I was assigned four distinct projects, each with specific deadlines, which tested my ability to manage time effectively. I initiated work on the first project, and by the fourth day, I successfully completed it and submitted the report for review.

The fifth day focused on the second project, where I conducted interviews and gathered feedback, meticulously documenting my findings.

On the sixth day, I continued refining this project, ensuring thorough record-keeping in Excel, and communicated updates to my team lead.

By the seventh day, I had completed work on a new specific area, ensuring all tasks were marked and documented accurately, demonstrating my capacity to handle multiple projects simultaneously.

In the third week, my focus shifted towards conducting interviews with both patients and healthcare professionals. One significant interview involved a cancer patient, where I explored their overall hospital experience, documenting their insights in an Excel spreadsheet for later analysis.

Additionally, I conducted an interview with an orthopaedic doctor, which enhanced my understanding of the healthcare landscape from a different perspective. This week involved extensive primary research on cancer hospitals, focusing on various treatment methods, types of cancer treated, and available cures. I researched hospitals located in

major cities such as Bangalore, Vadodara, Mumbai, and Vizag, assessing treatments like radiotherapy, chemotherapy, and surgical options.

Analysed patient satisfaction and feedback regarding the quality of care in these institutions was crucial, as it provided insights into the overall patient experience. I also gathered data on the latest advancements and technologies utilized in cancer treatment, comparing treatment outcomes and patient recovery rates across different hospitals. Evaluating support services, including counselling and rehabilitation programs, as well as assessing the efficacy of palliative care services, enriched my understanding of the comprehensive care landscape. Furthermore, I also gathered information about the training and expertise of the medical staff involved in cancer treatment and how patients are treated and cared, examining the critical role of clinical trials and research activities conducted in these hospitals.

In the fourth week, I continued conducting interviews and gathering data. I interviewed additional cancer patients, focusing on their hospital experiences, and documented their responses thoroughly. I also conducted secondary research on various treatment methodologies and the availability of cancer medications. A significant part of this week involved reaching out to pharmacists, particularly at IP Pharmacy, to gather insights on medication distribution and availability across hospitals. I conducted research across key cities, including Hyderabad, Delhi, Kolkata, Mumbai, and Bangalore, examining the efficacy of palliative care services and the expertise of medical staff involved in cancer treatment. Investigating the role of clinical trials and ongoing research initiatives was essential in understanding how these factors contribute to improved patient care and treatment outcomes.

In the fifth week, I developed a comprehensive sample plan for a pharmaceutical company targeting psychiatrists in various cities for the ongoing research survey. This involved meticulously documenting doctors' responses in an Excel spreadsheet, facilitating future analysis and insights. I conducted interviews with psychiatrists to gather their perspectives on current treatment practices and challenges they face.

My research also included primary studies on cancer hospitals, with a focus on treatment methods and medication availability. By engaging with pharmacists and conducting thorough research across multiple cities, including Delhi, Kolkata, Mumbai, and Bangalore, I collected critical data on cancer medicine availability, which contributed to a broader understanding of market dynamics.

Analysing different molecules and brands allowed me to explore sales force benchmarking and assess how these metrics can inform strategic decisions within the pharmaceutical sector.

In the sixth week, I successfully completed the sample plan for the pharmaceutical company and documented all relevant doctors' responses in Excel for easy reference.

I initiated a research survey on obesity, recognizing its increasing relevance in public health discussions. This project involved conducting interviews with

gastroenterologists, who provided valuable insights into treatment options and patient management strategies for obesity.

I also completed live projects related to Jackfruit365 and Actifibre, attending meetings with Dr. Reddy regarding our finding from primary & secondary research where I presented my findings and engaged in discussions about marketing strategies.

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
2.50	5.05	102%	6.30	25%	100%



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

Brand Endorsement Expert: Hanisi Savla

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Sales Overview Dec MAT: 2021 – 2023 [Overall] (Cont'd)



		2021 Sales, Rs Crs (%Contribution)	2022 Sales, Rs Crs (%Contribution)	Growth in Sales 2021 vs 2022, %	2023 Sales, Rs Crs (%Contribution)	Growth in Sales 2022 vs 2023, %
Sales by	Description	2.50	5.05	102%	6.3	25%
Region	North	0.38 (15%)	1.04 (21%)	177%	1.3 (21%)	25%
	South	1.09 (45%)	2.08 (41%)	90%	2.58 (41%)	24%
	West	0.75 (30%)	1.43 (28%)	91%	1.79 (28%)	25%
	East	0.28 (11%)	0.5 (10%)	78%	0.63 (10%)	27%
Cities	Metro	0.66 (26%)	1.4 (28%)	114%	1.89 (30%)	35%
	Semi Metro	0.72 (29%)	1.46 (29%)	103%	1.89 (30%)	30%
	Tier 1	0.91 (36%)	1.76 (35%)	94%	2.00 (32%)	14%
	Tier 2 & Others	0.22 (9%)	0.43 (9%)	96%	0.52 (8%)	21%

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The week was marked by the collection of data on various molecules and brands, enhancing my understanding of sales force benchmarking in cities like Lucknow, Pune, and Jaipur. This week reinforced the significance of data-driven decision-making in the pharmaceutical industry, equipping me with practical insights applicable to my future career.

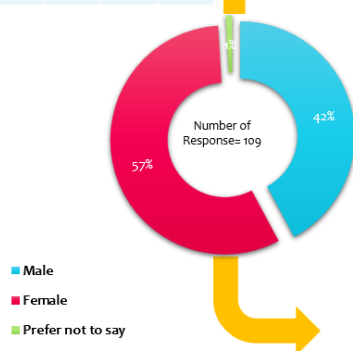
In the seventh week, I reached out to hospitals across different cities to assess the availability of immunological products and completed the sample plan, which involved extensive communication with healthcare providers and documenting their response on excel. This outreach allowed me to gather important information regarding market needs and product availability. I focused on formatting a data analysis sheet intended for client presentation where I derived meaningful conclusion from the obesity survey.

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



Split of the patients who know their BMI

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



Split of the patients by type of Obesity & Gender Type

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

Split of the patients by Age Group & Gender Type

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

Source: Imperial Consulting Primary Market Intelligence

N= 04

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Additionally, I contacted various pharmaceutical companies to ascertain their service offerings on oncology, compiling this information into a comprehensive report. This week I completed oncology research survey & live project on different Cancer medicines.

About Imfinzi®



Name of the Brand	Imfinzi®
Molecule	Durvalumab
Launched in India	2018
Molecule Classification	Anti-PD-1 Immunotherapy
Sales in Dec MAT 2024 INR Crs.	178 Cr
Current Indications in India	Non-Small Cell Lung Cancer (NSCLC), Biliary Tract Cancer and SCLC



Name of the Brand	Imfinzi®
Molecule	Durvalumab
Strength	500 mg 120 mg
Packaging	1 Vial
MRP, Rs	1,89,585 (500 mg) 45,500 (120 mg)

About Opdyta®



Name of the Brand	Opdyta®
Molecule	Nivolumab
Launched in India	2016
Molecule Classification	Anti-PD-1 Immunotherapy
Sales in Dec MAT 2023 INR Crs.	510 Cr
Current Indications in India	Non-Small Cell Lung Cancer (NSCLC), Melanoma, Renal cell carcinoma (RCC), Urothelial Carcinoma (UC), Squamous Cell Carcinoma of the Head and Neck (SCCHN), Squamous Cell Esophageal, CRC, Gastric, CHC, Gall Bladder & Sarcoma



Name of the Brand	Opdyta®
Molecule	Nivolumab
Strength	100 mg 40 mg
Packaging	1 Vial
MRP, Rs	99,500 (100 mg) 39,800 (40 mg)

About Tecentriq®



Name of the Brand	Tecentriq®
Molecule	Atezolizumab
Launched in India	-
Molecule Classification	Anti-PD-1 Immunotherapy
Sales in Dec MAT 2023 INR Crs.	259 Cr
Current Indications in India	Non-Small Cell Lung Cancer (NSCLC), SCLC, Hepatocellular carcinoma, m triple negative breast cancer & mUC



Name of the Brand		Tecentriq®	
Molecule		Atezolizumab	
Strength		1200 mg 840 mg	
Packaging		1 Vial	
MRP, Rs		3,96,725 (1200 mg) 2,77,708 (840 mg)	
Private Trade	PTS, Rs	PTH, Rs	
	2,28,414 (840 mg)	-	
	2,83,110 (1200 mg)	-	
Government/ Public	-	2,76,000 (1200 mg)	

This week emphasized the importance of thorough research and clear communication, ensuring that clients receive actionable insights to inform their business decisions.

In the eighth week, I continued my investigation into the availability of immunological products by reaching out to multiple hospitals. I formatted the data analysis sheet for client presentation, prioritizing accuracy and clarity in the information provided.

Maintaining communication with diagnostic companies to check their service offerings was essential, and I compiled insights into a well-organized report.

I also completed my part in collecting data for different molecules of different brands and Sale force benchmarking & companies benchmarking on Tier 1 Cities and submitted my finding for review.

This final week my learning and experiences throughout the internship, tying together various threads of research and analysis. Overall, this internship was a transformative experience that not only provided me with valuable skills and insights but also deepened my appreciation for the complexities of the healthcare and pharmaceutical sectors.

Linking theory (Classroom learning) with practice at your organization

During my 8-week internship, I had the opportunity to integrate theoretical knowledge from my MBA classes, such as Excel and PowerPoint skills, into practical tasks. This included applying concepts learned in market analysis to understand market and competitive dynamics within the pharmaceutical industry. I leveraged my learning from research methodologies to conduct thorough and effective studies, enhancing the quality and depth of my findings.

I gained valuable experience in conducting interviews with doctors and patients, particularly in cancer care, which allowed me to apply my knowledge of medicines used in cancer treatment. Through these interviews, I gathered real-time data from hospitals treating cancer, which helped me derive meaningful conclusions. My research also extended to therapies, pharmacy, and medicines used in treating psychiatric and obesity patients. Conducting one-on-one interviews with psychiatrists and gastroenterologists enriched my understanding of medicine prescription practices and patient management.

The surveys I conducted for my research paper and projects at college proved instrumental in my internship tasks. Overall, this experience enhanced my communication skills and provided a comprehensive understanding of the practical applications of my academic knowledge in real-world healthcare settings.

• Gaps identified on the working area

During my 8-week internship, I observed several areas for potential improvement within the organization. The company places a strong emphasis on primary research, which is essential for gathering firsthand data. However, there is a notable opportunity for expanding market reach by incorporating secondary research efforts to complement and enhance the primary research findings.

One significant challenge I encountered was the lack of effective communication within the management. This communication gap hindered the seamless flow of information and the coordination of tasks, which in turn impacted project timelines and decision-making processes.

The organization boasts a highly experienced top management team, which is an asset. However, there is a considerable gap in experience between the top management and

the employees. This affects efficiency and knowledge transfer, as the less experienced employees struggle to bridge the gap in expertise.

Furthermore, the company's operations are primarily concentrated in the north-east region, which limits its reach and potential for growth in other geographical areas.

Another challenge is the scarcity of long-term employees within the organization. The lack of employee retention impacts the continuity of knowledge and experience within the company. Moreover, the insufficient time and training provided to employees adversely affect their performance and productivity. This indicates a need for more robust training programs and support systems to enhance overall efficiency and ensure that employees are well-prepared to meet the organization's demands.

Overall, while the organization has a solid foundation and experienced leadership, addressing these areas of improvement could significantly enhance its operations and growth potential.

Suggestions for improvement

During my 8-week internship, I identified several areas where the organization could make significant improvements to enhance its operations and overall performance. Here's a detailed explanation of each point:

The organization has the potential to expand its market reach by incorporating secondary research efforts. Currently, the focus is heavily on primary research. By integrating secondary research, the company can gather more comprehensive data, understand broader market trends, and make more informed strategic decisions. This approach would complement the existing primary research, providing a fuller picture of the market landscape.

Regular meetings, clear communication processes, and the adoption of collaborative tools are essential to improving information flow and decision-making processes within the management. The lack of effective communication has been a notable issue, hindering the seamless flow of information and coordination of tasks. Implementing structured communication channels, holding regular team meetings, and using collaborative software can enhance transparency and ensure that all team members are aligned with the organization's goals and strategies.

To address the experience gap between top management and employees, the development of mentoring programs and continuous learning training initiatives is crucial. While top management is highly experienced, the employees have less experience, affecting efficiency and knowledge transfer. Mentoring programs can facilitate the sharing of expertise and practical knowledge, while continuous learning opportunities can keep employees updated with the latest industry trends and skills, fostering a culture of growth and improvement.

The organization must aim to increase its market share and performance across all possible sectors. Currently, operations are primarily concentrated in the north-east region. By exploring opportunities in other regions and sectors, the company can diversify its portfolio and mitigate risks associated with regional market fluctuations.

Expanding operations geographically and across different sectors can lead to sustainable growth and a more resilient business model.

To boost employee engagement and retention rates, the company should conduct initiatives that provide career development opportunities and foster a supportive work environment. Long-term employees are scarce in the organization, indicating a potential issue with employee satisfaction and retention. Initiatives such as regular feedback sessions, career advancement programs, and recognition of employee achievements can create a more motivating and satisfying work environment, encouraging employees to stay longer and contribute more effectively.

Proper distribution of resources and time towards comprehensive training programs is necessary to improve employee function and productivity. Insufficient time and training for employees currently adversely affect their performance and productivity. By investing in well-structured training programs, the organization can equip employees with the necessary skills and knowledge to perform their tasks efficiently. This investment in training not only enhances productivity but also increases job satisfaction, as employees feel more competent and confident in their roles.

Overall, addressing these areas can strengthen the organization's foundation, optimize its operations, and achieve sustainable growth. By expanding market research, improving communication, bridging the experience gap, exploring new markets, enhancing employee engagement, and investing in training, the company can build a more robust and dynamic operation poised for long-term success.

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: Sachdeo Singh

Roll no: 0558

Stream: MBA-PM (Batch 15)

Week no: 1

From: 1st May to 5th May

Activity Done	• Introduced to the company's operations and the importance of understanding life sciences. • Learned about honesty, asking relevant questions, and ensuring data accuracy. Identified key personnel for queries and interactions. • Received Impeerical IDs. • Introduced to market and competitive analysis, including brand executive summary, sales assessment, and sales structure. • Reviewed previous day's learning through individual presentations. • Received in-depth understanding of supply chain management from Manas sir. Explored sales team dynamics, implementation strategies, and collaboration with area and regional managers. • Learned Excel formulas relevant to summer projects. • Assigned individual projects and tasked with creating project presentations. Commenced data collection and analysis for project insights. • Refinement of project work based on the guidance received. • Incorporated additional insights from discussions with mentors. • Completed and submitted projects for review.
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 learned in market analysis classes to understand market and competitive dynamics within the pharmaceutical industry
Gaps identified on the working area.	• None as of now.
Suggestions for improvement	• None as of now.
Plan for the next week	• I will ensure to complete my assignments on time. • I will continue to actively engage in learning new concepts and methodologies relevant to my role.

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: Sachdeo Singh

Roll no: 0558

Stream: MBA-PM (Batch 15)

Week no: 2

From: 6th May to 12th May

Activity Done	• We further continued our last week project work on day1 of 2nd week & derive more meaningful insights. • In 2nd day we got to know more about the project and did more research (secondary) research on the topic & submitted it for final review. • In 3rd day I was assigned for 4 projects and their deadlines. I started with 1st project and started the work on it. • In 4th day I completed the first project and submitted its report for review. • In 5th day I started the 2nd project and continued my work of taking interviews and reporting their feedback. • In 6th day I continued the project for that particular area and completed the work for that specific area and mark all record on excel and send it to the team lead. • In 7th day I again continued my work and on this day I completed the work for the new specific area and I completed the specific area task & completed the task and mark all record on excel.
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 & patients interview. • Applied concepts learned in market analysis classes to understand market and competitive dynamics within the pharmaceutical industry.
Gaps identified on the working area.	• None as of now.
Suggestions for improvement	• None as of now.
Plan for the next week	• I will ensure to complete my tasks on time. • I will continue to actively engage in learning new concepts and methodologies relevant to my role. • I will practice more analytical tools such as PowerBI.

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: Sachdeo Singh

Roll no: 0558

Stream: MBA-PM (Batch 15)

Week no: 3

From: 13th May to 19th May

Activity Done	- Conducted interviews with patients and doctors this week. - Interviewed a cancer patient about their overall hospital experience. - Documented the patient's interview responses in an Excel spreadsheet. - Conducted an interview with an orthopaedic doctor. Performed secondary research on the given topic. Conducted interviews in a metro city and a tier 1 city. - Conducted primary research on cancer hospitals, focusing on cancer treatment methods, types of cancer treated, and available cures. - Researched hospitals in Bangalore, Vadodara, Mumbai, and Vizag, examining the treatments available such as radiotherapy, chemotherapy, and surgery. - Analysed patient satisfaction and feedback regarding the quality of care in these hospitals. - Gathered data on the latest advancements and technologies used in cancer treatment in the researched hospitals. - Compared treatment outcomes and patient recovery rates across different hospitals. - Evaluated the support services provided to cancer patients, such as counselling and rehabilitation programs. - Assessed the availability and efficacy of palliative care services in these hospitals. - Investigated the training and expertise of the medical staff involved in cancer treatment. - Examined the role of clinical trials and research activities conducted in these 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 & patients interview in cancer care - Applied concepts learned in market analysis classes to understand market and competitive dynamics within the pharmaceutical industry. - Applied the knowledge of medicine used in cancer treatment and applied while interviewing the patient. - Got to know about hospital which are treating cancer & used real-time data of this process to derive meaningful conclusion out of it.
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

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: Sachdeo Singh

Roll no: 0558

Stream: MBA-PM (Batch 15)

Week no: 4

From: 20th May to 26th May

Activity Done	- Conducted interviews with patients and doctors this week. - Interviewed a cancer patient about their overall hospital experience. - Documented the patient's interview responses in an Excel spreadsheet. - Conducted an interview with an orthopaedic doctor. - Performed secondary research on the given topic. - Conducted interviews in a metro city and a tier 1 city. - Conducted primary research on cancer hospitals, focusing on cancer treatment methods, types of cancer treated, and available cures. - Conducted research on availability of medicine of cancer in hospital - Conducted interview with pharmacist of IP Pharmacy - Conducted research on Hyderabad, Delhi, Kolkata, Mumbai & Bangalore - Assessed the availability and efficacy of palliative care services in these hospitals. - Investigated the training and expertise of the medical staff involved in cancer treatment. - Examined the role of clinical trials and research activities conducted in these 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 & patients interview. - Applied concepts learned in market analysis classes to understand market and competitive dynamics within the pharmaceutical industry. - Get to know more about therapies, Pharmacy & Medicine used in cancer treatment. - Applied the knowledge of medicine used in cancer treatment and applied while interviewing the patient. - Got to know about hospital which are treating cancer & used real-time data of this process to derive meaningful conclusion out of it.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week	- Primary research Continued - I will continue to actively engage in learning new concepts and methodologies relevant to my role.

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: Sachdeo Singh

Roll no: 0558

Stream: MBA-PM (Batch 15)

Week no: 5

From: 27th May to 2nd June

Activity Done	- Completed Sample plan for the pharmaceutical company in different cities of Psychiatrists. - Documented the Doctors responses in an Excel spreadsheet. - Conducted an interview with Psychiatrists. - Performed secondary research on the given topic on metro cities & semi metro cities. - Conducted interviews in a metro city and a tier 1 city. Conducted primary research on cancer hospitals, focusing on cancer treatment methods, types of cancer treated, and available cures. - Conducted research on availability of medicine of cancer in hospital. - Conducted interview with pharmacist of IP Pharmacy Conducted research on Hyderabad, Delhi, Kolkata, Mumbai & Bangalore. - Collected data for the availability of cancer medicines across Delhi, Kolkata, Mumbai & Bangalore on different hospitals. - Collected data for different molecules of different brands and how Sale force benchmarking & companies benchmarking.
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 & patients interview. - Applied concepts learned in market analysis classes to understand market and competitive dynamics within the pharmaceutical industry. - Get to know more about Psychiatrists on prescribing medicine. - Get to know more about medicine used in Psychiatry patients. - Applied the knowledge of medicine used in cancer treatment. - Got to know about availability of cancer medicine in IP Pharmacy & used real-time data of this process to derive meaningful conclusion out of it. - Surveys done at college for my research paper and different projects helped me a lot.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week	- Primary & Secondary research work to be continued, - 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)

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Name of the Student: Sachdeo Singh

Roll no: 0558

Stream: MBA-PM (Batch 15)

Week no: 6

From: 3rd June to 9th June

Activity Done	- Completed Sample plan of the pharmaceutical company in different cities of Psychiatrists. - Documented the Doctors responses in an Excel spreadsheet. - Started a research survey on Obesity, - Conducted an interview with Gastroenterologists. - Completed live project on Jackfruit365, - Completed live project on Actifibre, - Attended and presented on the meeting of above two live projects on Jackfruit365 & Actifibre, - Collected data for different molecules of different brands and how Sale force benchmarking & companies benchmarking on Lucknow, Pune & Jaipur.
Linking theory (Classroom learning) with practice at your organization	- Integrated theoretical knowledge from MBA classes, such as Excel and PowerPoint skills, into practical tasks. - Conducted one on one interview of Gastroenterologists for research survey on Obesity. - Applied concepts learned in market analysis classes to understand market and competitive dynamics within the pharmaceutical industry. - Get to know more about real-time of Gastroenterologists on prescribing medicine. - Get to know more about medicine, treatment & management used in Obesity patients. - Applied the knowledge of medicine used in Obesity Treatment.
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)

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Name of the Student: Sachdeo Singh

Roll no: 0558

Stream: MBA-PM (Batch 15)

Week no: 7

From: 10th June to 16th June

Activity Done	- Completed Sample plan of the pharmaceutical company in different cities of Psychiatrists. - Documented the Doctors responses in an Excel spreadsheet, - Conducted a research survey on Obesity, - Compiled all the data of our obesity project, drawn meaningful from identified & created all data in presentation, - Contacted Pharmaceutical Companies which have all database of oncology medicines and made a database from it, - Completed live project on different Cancer medicines, - Collected data for different molecules of different brands and how Sale force benchmarking & companies benchmarking on Tier 1 Cities..
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 learned in market analysis classes to understand market and competitive dynamics within the pharmaceutical industry, - Get to know more about medicine, treatment & management used in Obesity patients, - Conducted a research survey on Obesity, - Applied the knowledge of medicine used in Obesity Treatment.
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)

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Name of the Student: Sachdeo Singh

Roll no: 0558

Stream: MBA-PM (Batch 15)

Week no: 8

From: 7th June to 23rd June

Activity Done	• Contacting different hospitals in different cities to find out the availability of Immunological products. • Formatting the data analysis sheet that is meant to be given to the client. • Contacting various diagnostic companies to check which service they provide to the patient
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