

SUMMER INTERNSHIP PROGRAM

at



CORONA REMEDIES PVT. LTD.

From 02-May-2024 to 02-July-2024

A REPORT BY

Purva Pandya

Master of Business

Administration

(Pharmaceutical

Management)

2023-25

under the Mentorship of
Dr. Goutam Sadhu
Professor and Proctor



**CORONA Remedies Private Limited**

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CIN : U24231GJ2004PTC044656

Date: 30th June 2024

To Whom So Ever It May Concern

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

Her internship project was a part of Market Research assignment on **"Identifying the opportunity of different forms of "Folates" in CP & Gyne"**.

The scope of her work included primary research on CP & Gyne with the help of a well-designed questionnaire to understand the various patient profiles for different types of folates used, indication analysis of different forms of folates & brand perception mapping for Brand 'Y' & its competitors.

We wish her every success in her life & career.



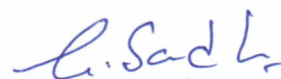
Corporate Strategy Department
CORONA Remedies Pvt. Ltd.
Ahmedabad.

IIHMR University Faculty Mentor Approval

This is to certify that Dr./Mr./ Ms. **Purva Pandya** of academic year 2023-25 **School of Pharmaceutical Management** has prepared a poster with respect to his/her summer internship held during May-June 2024.

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

Date: 22 July 2024

A handwritten signature in blue ink, appearing to read 'G. Sadhu'.

(Signature of Faculty Mentor)

Name: Dr. Goutam Sadhu

Designation: Professor & Proctor

SUMMER INTERNSHIP PROGRAM IHHMR UNIVERSITY JAIPUR

Internship Project:
"Identifying the opportunity of different forms of "Folates"
in CPs & Gynae"



PRESENTED BY: PURVA PANDYA
STREAM: MBA PM15
ROLL NO.: 0551

Brief History

Corona Remedies Pvt. Ltd., founded in 2004, enhances healthcare quality through the research, manufacturing, and marketing of high-quality pharmaceutical products. The company rapidly gained acceptance in India by focusing on innovative product development and world-class standards.

Vision

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

Mission

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

Theoretical Understanding Vs Practical Exposure

1.Hands-On Experience:

The internship at Corona Remedies provided practical exposure that highlighted real-world challenges.

2.Communication Skills:

Interacting with healthcare professionals underscores the importance of effective communication.

3.Market Research Realities:

Securing appointments and collecting consistent data revealed complexities in market research that differed from classroom scenarios.

4.Problem-Solving:

Navigating issues like appointment rescheduling and inconsistent data formats required adaptive problem-solving, bridging the gap between theory and practice.



Brief Description About Project:

During summer internship at Corona Remedies, I conducted a comprehensive market research project on folate supplements used by consultant physicians (CPs) and gynecologists.

Key activities included:

- Conducting a literature review to understand different forms of folate and their applications.
- Designing and refining questionnaires for healthcare professionals.
- Conducting surveys with healthcare professionals.
- Analyzing data using MS Excel.
- Drafting a detailed report and creating a presentation to summarize findings and recommendations.

Target Population

70

(35 CPs, 35 Gynae)

Data Collection

Questionnaires and face-to-face interviews.



Key Insights of the Project:

- There is a significant market opportunity for various forms of folate supplements.
- Both CPs and gynecologists frequently prescribe folate in combination with Methylcobalamine, Pyridoxyl 5 Phosphate, and Iron.
- Gynecologists increasingly prefer L-Methyl Folate and Folic Acid, while consultant physicians favor Folic Acid.

Most preferred form of Folate:

49%

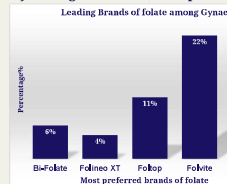
Gynae prescribe L-Methyl Folate and Folic Acid to their patients.

74%

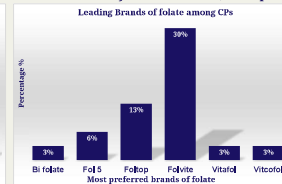
CPs prescribe Folic Acid to their patients.

Preferred Brands:

a) Gynecologists: Folvite, Foltop & Bi-Folate



b) Consultant Physicians: Folvite, Foltop & Fols



Usefulness of Internship:

Skill Enhancement:	Provided hands-on experience with real-world market research, improving data analysis and communication skills.
Professional Growth:	Offered insights into industry-specific challenges and best practices, contributing to professional development.
Networking:	Facilitated interactions with healthcare professionals, expanding professional network and understanding of the field.
Practical Application:	Enabled the application of theoretical knowledge from classroom to practical scenarios, reinforcing and expanding academic learning.



Challenges faced during Internship

- a) Difficulty securing follow-up appointments with doctors.
- b) Low response rates due to the busy schedules of healthcare professionals.
- c) Superficial insights from initial conversations.
- d) Data inconsistencies and challenges with varied Excel formats.



Learnings during Internship:

- » Improved data analysis skills through practical application.
- » Enhanced communication abilities by interacting with healthcare professionals.
- » Gained insights into the market preferences for folate supplements.
- » Developed presentation skills through preparation and delivery of reports and findings.



SWOT Analysis

Strength

- Brand Recognition
- Product Efficacy

Weakness

- Data Inconsistency
- Product Efficacy

Opportunities

- Market Expansion
- Product Development

Threats

- Competitive Brands
- Regulatory Changes

Suggestions

- **Enhanced Internship Program:** Interns should be invited to the company's headquarters for two weeks to learn about the organizational work culture.
- **Communication Skills Development:** Provide training for interns on effective communication strategies to improve interactions with busy professionals and increase survey response rates.

ACKNOWLEDGEMENT

I would like to express my heartfelt gratitude to everyone who contributed to the successful completion of my summer internship report.

Firstly, I am deeply thankful to my mentor at Corna Remedies Pvt. Ltd., Richa Shah Ma'am (Senior Manager-Corporate Strategy Team), for her invaluable guidance, support, and encouragement throughout my internship. Her insights and expertise have been instrumental in shaping this project and enhancing my learning experience.

I would also like to extend my sincere appreciation to my mentor at IIHMR University, Dr. Goutam Sadhu, (Dean Professor and Proctor, IIHMR University), for his continuous support and mentorship. His advice and feedback have been crucial in refining my approach and ensuring the quality of my work.

Additionally, I would like to thank the entire placement cell at IIHMR University for providing me with this opportunity and for their consistent support throughout the internship.

Lastly, I am deeply grateful to my family and friends for their encouragement and understanding throughout the duration of my internship.

Thank you all for your invaluable contributions to my professional and personal growth during this internship.

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Compiled Reporting Format

Name of the Organization: Corona Remedies Pvt. Ltd.

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

Name of the Student: Purva Pandya

Roll no: 0551

Stream: MBA-PM

➤ Company Overview:

CORONA Remedies Pvt. Ltd., inspired by the radiant solar corona visible during a total solar eclipse, embodies hope, growth, and prosperity. Established in 2004, the company is committed to enhancing the quality of health for all. As leaders in the research, manufacturing, and marketing of high-quality pharmaceutical products, CORONA Remedies has rapidly expanded across India, gaining swift acceptance within the medical community.

The company's remarkable growth has positioned it among the top 40 pharmaceutical firms in India, making it one of the youngest companies to achieve this distinction. This success is attributed to its unwavering commitment to innovative product development and world-class manufacturing capabilities that adhere to global quality standards.

CORONA Remedies Pvt. Ltd. is a leader in Women's Healthcare and has established a strong presence in various therapeutic areas, including anti-hypertensive, diabetes, neuropathy, hormones, pain management, dermatology, bone health, anti-ulcerant, and nutritional supplements.

History:

Corona Remedies began its journey in 2004 with the launch of its first division, PIONEER. Over the following years, the company expanded its divisions, geographical reach, and manufacturing capabilities. By 2008, they had entered the Kenyan market and launched the women's healthcare division, Aarush. Their Solan plant expanded in 2009 to include a dedicated hormonal unit. By 2010, they ranked among the top 100 pharmaceutical companies and continued to innovate and expand, launching new divisions and acquiring brands. Significant milestones include the launch of CORTEL in 2011, entry into South East Asian and African markets, brand acquisitions from GSK in 2017, and strategic partnerships in recent years. They commenced an EU GMP-compliant plant in 2021 and continued expanding their field force and specialty divisions, reinforcing their presence in the pharmaceutical industry.

Vision:

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

Mission:

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

Key Therapies and Products:

Corona Remedies has a strong presence in various therapeutic areas, including:

1. **Women's Healthcare:** Leading in providing comprehensive healthcare solutions for women.
2. **Cardiovascular:** Offering a range of products to manage and treat hypertension.
3. **Neuropathy Management:** Providing solutions for nerve pain and other neuropathic conditions.
4. **Anti-Ulcerants:** Offering treatments for ulcers and related gastrointestinal issues.
5. **Urology Disorders:** Offering high-quality solutions for BPH, renal calculi, UTI, and spasmodic pain.
6. **Osteoporosis Management & Bone Health:** Providing supplements and medications to improve bone health.
7. **Respiratory Disorders:** Offering a complete range of solutions to address various respiratory conditions across all age groups.
8. **Nutritional Supplements:** Producing supplements to address nutritional deficiencies and promote overall health.
9. **Pain Management:** Producing medications for effective pain relief.
10. **Dermatological Disorders:** Developing skincare products for a range of dermatological issues.

Leading Brands of Company:



Here are some leading brands of Corona Remedies, which include multivitamins like B-29, Vitenurin CZS, and COR-3. For women's healthcare, they offer solutions like C-HOP and DYDROHOPE. Their portfolio also includes treatments for hypertension and cholesterol, such as Cortel and Rosuless, as well as Obimet GX for diabetes management.

Global Presence:

Corona Remedies has a significant international presence, with products registered in over 20 countries. The company is actively expanding into new geographies including Latin America, CIS, and EU countries, and has established market presence in regions such as the Philippines, Kenya, West African countries, Uzbekistan, and Kyrgyzstan.

➤ About Internship

Project Name:

“Identifying the opportunity of different forms of “Folates” in CPs & Gynae”

Objectives of the Project:

- Thorough secondary research on the subject “Folates” in various forms for a holistic understanding of its applications in various disorders seen by a consultant physicians
- Questionnaire designing for the primary research at CPs & Gynes
- Conducting on-field surveys to understand the various patient profiles for different types of folates used by Gynae
- Conducting on-field surveys to understand the various patient profiles for different types of folates used by CPs
- Brand perception mapping for COR-3 & its competitors

➤ Activities done during the Internship:

During my summer internship at Corona Remedies, I conducted a comprehensive market research project focusing on folate supplements used by consultant physicians (CPs) and gynaecologists. The project involved several key activities: initially, I conducted a thorough literature review to understand the different forms of folate and their applications. Following this, I developed detailed questionnaires and conducted on-field surveys with 70 healthcare professionals (35 CPs and 35 gynaecologists). I meticulously monitored data collection to ensure its quality and later analyzed the data using MS Excel. The final phase involved drafting a detailed report and creating a presentation to summarize the findings and recommendations.

My primary task was to conduct comprehensive market research on folate supplements, specifically focusing on consultant physicians and gynaecologists. The activities were organized into weekly segments as follows:

Week 1 & 2: Planning and Preparation

- **Define Project Scope and Objectives (Week 1):** This involved defining of the project scope and objectives, specifying the goals of the internship, which aimed to understand patient profiles and perceptions of folate use.
- **Conduct a Literature Review on Folates (Week 1 & 2):** Conducted an extensive literature review to gather information on different forms of folate - Folic Acid, Folinic Acid, and Levomefolic Acid (5-MTHF) - and their applications in various disorders. This helped me in establishing a knowledge base for the subsequent research activities.
- **Compile and Analyze Existing Data on Folate Applications (Week 2):** Compiled and analyzed existing data on the applications of folates in various disorders by reviewing medical journals, research articles , review articles and other relevant sources.

Week 2 & 3: Questionnaire Design

- **Developed draft Questionnaires for Consultant Physicians and Gynaecologists (Week 2):** Developed detailed draft questionnaires tailored for consultant physicians and gynecologists to gather insights on their preferences and prescribing habits regarding folate supplements. The questions targeted the project objectives of understanding patient profiles and perceptions of folate use.
- **Review and Refine Questionnaires with Feedback from Mentors (Week 3):** I reviewed and refined the questionnaires based on feedback from my mentor in the organization, ensuring clarity, relevance and effectiveness.
- **Finalize the Questionnaire Design (Week 3):** Finalized the questionnaire design incorporating the feedback received.

Week 4 to 6: On-field Surveys

- **Conduct On-field Surveys with 35 Gynae and 35 CPs (Week 4 to 6):** Conducted on-field surveys with 35 gynae and 35 CPs, administering the questionnaires to collect data on patient profiles and perceptions of folate use.
- **Monitor and Ensure Data Collection Quality (Week 4 to 6):** Monitored and ensured the quality of the data collected from gynae and CPs, verifying its accuracy and completeness.

Week 7: Data Analysis

- **Compile and Clean Survey Data (Week 7):** I compiled and cleaned the survey data, organizing it in a usable format for analysis.
- **Analyze Survey Results Using Appropriate Statistical Methods (Week 7):** Analyzed the survey results using appropriate Ms-Excel tool to find patterns and trends in the data collected on patient profiles and perceptions of folate use.

Week 7 & 8: Report and Presentation Preparation

- **Draft the Final Report Detailing Methodology, Findings, and Recommendations (Week 7):** I drafted the final report detailing the methodology used, the findings from the surveys, and my recommendations based on the analysis.
- **Map Brand Perceptions for COR-3 and Its Competitors (Week 7):** I analyzed the data to map brand perceptions for COR-3 and its competitors, understanding how patients and healthcare professionals perceive these brands.
- **Prepare PowerPoint Presentation Summarizing the Project (Week 7 & 8):** I prepared a comprehensive PowerPoint presentation summarizing the entire project, including key findings and recommendations.
- **Review and Refine the Presentation and Report (Week 8):** I reviewed and refined the presentation and report, incorporating feedback from mentor to improve clarity and impact.

- **Final Presentation to Mentor (Week 8):** I presented my findings and recommendations to my mentor, receiving final feedback and concluding the internship project.

➤ **Linking theory (Classroom learning) with practice at your organisation:**

a) Literature Review

In the initial phase, I conducted an extensive literature review to understand the different forms of folate—Folic Acid, Folinic Acid, and Levomefolic Acid (5-MTHF). This involved:

- **Applying Knowledge of Folates:** Leveraging the knowledge gained from courses on biochemistry and pharmacology to identify relevant research studies and medical journals. This foundation helped me to establish a comprehensive understanding of folates and their therapeutic applications.
- **Research Skills:** Utilizing research methodologies taught in class to systematically review and analyse the existing literature. This included identifying credible sources, summarizing key findings, and synthesizing information to create a solid knowledge base for the project.

b) Developing Questionnaires

The next phase involved developing detailed questionnaires for consultant physicians and gynaecologists. This process required the application of:

- **Research Methods:** Implementing research design principles learned in courses on research methods and statistics. This included formulating clear, concise, and relevant questions aimed at gathering insights on folate supplement preferences and prescribing habits.

c) Conducting Surveys

During the phase, I conducted on-field surveys with CPs and Gynae. This required:

- **Field Research Techniques:** Utilizing field research skills to effectively administer the questionnaires and collect data. This involved coordinating with healthcare professionals, scheduling interviews, and ensuring data collection was done systematically.

d) Analysing Survey Data

The data analysis phase was critical for deriving meaningful insights from the collected data. This involved:

- **Statistical Methods:** Utilizing statistical analysis techniques taught in courses on business analytics and statistics. This included using software tool like MS Excel to analyse survey results, identify trends, and interpret the data accurately.
- **Data Visualization:** Applying knowledge of data visualization to present the findings in a clear and understandable manner. This included creating charts, graphs, and tables that effectively communicated the key insights.

e) Drafting the Final Report

In the final weeks, I drafted the report and prepared a presentation summarizing the project findings. This required:

- **Technical Writing Skills:** Implementing technical writing skills developed through coursework to produce a well-structured and coherent report. This included detailing the methodology, presenting the findings, and making data-driven recommendations.
- **Presentation Skills:** Applying presentation techniques to create an engaging and informative PowerPoint presentation. This involved designing slides that effectively highlighted the key points and preparing for the final presentation to mentors.

➤ Gaps Identified in the Working Area:

a) Challenges in Data Collection and Analysis:

The data collection and analysis phase of this internship project revealed several key challenges that impacted the overall process. These challenges highlight areas for improvement in future studies and offer valuable insights for researchers working with healthcare professionals.

b) Difficulty in Securing Appointments:

One of the most significant hurdles was securing appointments with healthcare professionals. Once an appointment was missed or needed rescheduling, arranging another slot with the same doctor proved to be highly challenging. This issue significantly slowed down the survey process and extended the overall timeline for data collection. The tight schedules of healthcare professionals made it difficult to accommodate follow-up appointments, leading to delays in gathering the necessary data.

c) Response Rate:

Achieving a high response rate from busy physicians and gynecologists was another major challenge. Many healthcare professionals had limited time to participate in the surveys, resulting in a lower-than-expected number of completed questionnaires. This low response rate affected the overall sample size, limiting the robustness of the data collected and the generalizability of the findings.

d) Superficial Insights:

During the on-field surveys, conversations with healthcare professionals often remained at a superficial level. Despite efforts to engage deeply, time constraints and the busy nature of the professionals meant that discussions were often brief and lacked depth. This limitation restricted the insights into their decision-making processes when prescribing folate supplements, making it challenging to fully understand the nuances of their preferences and practices.

e) Data Consistency:

The variability in responses led to inconsistencies in the data. Different interpretations of survey questions and varied levels of detail provided by respondents resulted in a dataset that was challenging to standardize. This inconsistency made it difficult to draw definitive conclusions and required additional time and effort to clean and harmonize the data.

f) Inconsistent Excel Formats:

Another significant issue was the inconsistency in the Excel formats of the data collected from various sources. Each respondent had their own way of inputting data, leading to a lack of uniformity. This inconsistency made it difficult to interpret and analyze the data accurately. It added complexity to the data analysis process, increased the risk of errors, and required additional time for data cleaning and formatting.

➤ Suggestions for Improvement:

During the course of my internship at Corona Remedies, I identified several areas where improvements could be made to enhance overall performance and effectiveness. These suggestions focus on improving data analysis skills and verbal communication, which are critical for conducting effective market research and interacting with healthcare professionals.

Improving data analysis and verbal communication skills is essential for conducting effective market research and engaging with healthcare professionals. Participating in communication workshops and engaging in real-world practice can significantly boost verbal communication abilities. These steps are essential for conducting thorough market research and fostering productive relationships with healthcare professionals.

a) Data Analysis Skills:

My mentor highlighted the need for more advanced analytical techniques to derive deeper and more insightful conclusions from the data. While I was proficient in basic data analysis, there were opportunities to incorporate more sophisticated statistical methods. It was suggested that engaging in hands-on projects, participating in data challenges, and collaborating with experienced data analysts would be practical ways to develop and solidify these skills.

During my internship at Corona Remedies, I had valuable opportunities to enhance my data analysis skills. Through tasks such as compiling and cleaning survey data and analyzing survey results using Excel, I gained practical experience working with real-world datasets.

In discussions with my mentor, Richa Shah Ma'am, she provided invaluable feedback on further enhancing my data analysis capabilities. She recommended exploring advanced statistical methods beyond those employed in this project and familiarizing myself with data visualization tools to create more compelling data presentations.

b) Verbal Communication Skills:

Effective communication with healthcare professionals, especially during the initial stages of the project, was challenging. Establishing clear and persuasive communication is crucial for building rapport, gathering comprehensive responses, and gaining detailed insights.

Effective communication is crucial for success in any field, and my internship at Corona Remedies highlighted the importance of clear and concise verbal communication. Throughout the project, I had the opportunity to present my findings and discuss them with my mentor. These presentations allowed me to practice articulating complex data and research in an understandable way.

Based on my mentor's feedback, I identified areas where I could improve my verbal communication skills. One suggestion was to focus on structuring my presentations more effectively, ensuring a clear flow of information and strong opening and closing statements. Additionally, Richa Shah Ma'am recommended working on tailoring my communication style to the audience. For example, using more technical language when presenting to colleagues with a strong research background, and simplifying the language for a broader audience.

By implementing these suggestions, I am confident that I can further develop my data analysis and verbal communication skills. These skills will be invaluable assets in my future academic and professional endeavours.

➤ **Conclusion:**

The research conducted during this internship highlights a substantial market potential for different forms of folate supplements, with distinct preferences observed among consultant physicians and gynaecologists. Consultant physicians predominantly prefer Folic Acid, whereas gynaecologists show an increasing preference for L-Methyl Folate and Quatrefolic. These preferences are influenced by the specific medical conditions treated, such as anaemia, iron deficiency, and pregnancy-related needs. The findings suggest that strategic product development and targeted marketing efforts focusing on these preferred forms of folate can significantly enhance brand positioning and market share. Additionally, the combination of folate with other supplements like Methylcobalamine, Pyridoxyl 5 Phosphate, and Iron is highly favoured, indicating a need for comprehensive supplement solutions. This study underscores the importance of aligning product offerings with the specific needs and preferences of healthcare professionals to maximize market opportunities and improve patient outcomes.

Weekly Reports (Week 1-Week 8)

Reporting Format (Weekly)

Name of the Organisation: Corona Remedies Pvt. Ltd.

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

Name of the Student: Purva Pandya

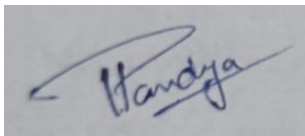
Roll no: 0551

Stream: MBA-PM15

Week no: 1

From: 02-May-2024 to 30-Jun-2024

Activity Done	Objective assigned: Identifying the opportunity of different forms of “Folates” in CPs & Gynae.
Linking theory (Classroom learning) with practice at your organisation	Conducted secondary research on the subject “Folates” in various forms for a holistic understanding of its applications in various disorders.
Gaps identified on the working area.	Nothing.
Suggestions for improvement	Nothing.
Plan for the next week	•Find out top 5 locations and prepare the list of 5 consultant physicians and 5 gynaecologists in each location. •Questionnaire designing for the primary research at CPs & Gynes



Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Corona Remedies Pvt. Ltd.

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

Name of the Student: Purva Pandya

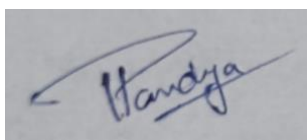
Roll no: 0551

Stream: MBA-PM

Week no: 2

From: 02-May-2024 to 30-Jun-2024

Activity Done	Performed secondary research on the subject "Folates", its various therapeutic forms applications in various disorders. Designed Questionnaire for the primary research at Consultant Physicians & Gynes.
Linking theory (Classroom learning) with practice at your organisation	Studied about "folate" and the different ways it can be used as a medication and in treating different conditions.
Gaps identified on the working area.	Nothing
Suggestions for improvement	Nothing
Plan for the next week	To conduct on-field surveys to understand the various patient profiles for different types of folates used by Gynes and CPs.



19-May-2024

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Corona Remedies Pvt. Ltd.

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

Name of the Student: Purva Pandya

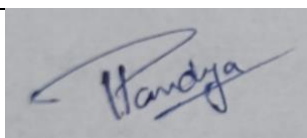
Roll no: 0551

Stream: MBA-PM

Week no: 3

From: 02-May-2024 to 30-Jun-2024

Activity Done	Conducted on-field surveys to understand the various patient profiles for different types of folates used by Gynes and CPs.
Linking theory (Classroom learning) with practice at your organisation	I conducted on-field surveys to understand patient profiles for different types of folates used by gynae and CPs. Also gathered insights into how patients choose different types of folates based on their health conditions. I learned how to ask the right questions, listen actively, and build rapport with respondents to gather accurate and detailed information.
Gaps identified on the working area.	Nothing
Suggestions for improvement	Nothing
Plan for the next week	To conduct on-field surveys to understand the various patient profiles for different types of folates used by Gynes and CPs. (On Wednesday meeting, the plan for the next week will be discussed)



26-May-2024

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Corona Remedies Pvt. Ltd.

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

Name of the Student: Purva Pandya

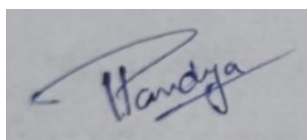
Roll no: 0551

Stream: MBA-PM

Week no: 4

From: 02-May-2024 to 30-Jun-2024

Activity Done	This week, I met with 20 gynaecologists and consultant physicians to gather their insights on how doctors choose different types of folates based on patient's health conditions.
Linking theory (Classroom learning) with practice at your organisation	Engaging with healthcare professionals during surveys helped me to practice effective communication abilities such as asking the proper questions, active listening, and developing rapport in order to acquire detailed information.
Gaps identified on the working area.	During the on-field surveys, I identified a gap in my communication skills that needs improvement.
Suggestions for improvement	I need to develop better strategies for seeking clarification on ambiguous responses and following up on incomplete answers to ensure the data collected is comprehensive and accurate.
Plan for the next week	To conduct on-field surveys to understand the various patient profiles for different types of folates used by Gynes and CPs. Brand perception mapping for COR-3 & its competitors.



02-June-2024

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Corona Remedies Pvt. Ltd.

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

Name of the Student: Purva Pandya

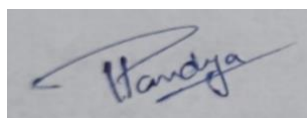
Roll no: 0551

Stream: MBA-PM

Week no: 5

From: 02-May-2024 to 30-Jun-2024

Activity Done	This week, I met with 15 gynaecologists and consultant physicians to gather their insights on how doctors choose different types of folates based on patient's health conditions.
Linking theory (Classroom learning) with practice at your organisation	Engaging with healthcare professionals during surveys helped me to practice effective communication abilities such as asking the proper questions, active listening, and developing rapport in order to acquire detailed information.
Gaps identified on the working area.	During the on-field surveys, more in-depth conversations could yield deeper insights into the decision-making processes of healthcare professionals when prescribing folate supplements.
Suggestions for improvement	To make sure that the information gathered is correct and comprehensive, I need to come up with more efficient ways for answering questions that are unclear and for investigating replies that are not complete.
Plan for the next week	To conduct on-field surveys to understand the various patient profiles for different types of folates used by Gynes and CPs. Brand perception mapping for COR-3 & its competitors by meeting 30-35 CPs and gynae each.



09-June-2024

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Corona Remedies Pvt. Ltd.

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

Name of the Student: Purva Pandya

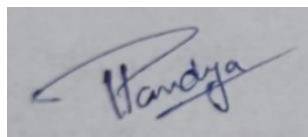
Roll no: 0551

Stream: MBA-PM

Week no: 6

From:02-May-2024 to 30-Jun-2024

Activity Done	This week, I met with 18 gynaecologists and consultant physicians to gather their insights on how doctors choose different types of folates based on patient's health conditions.
Linking theory (Classroom learning) with practice at your organisation	Engaging with healthcare professionals during surveys helped me to practice effective communication abilities such as asking the proper questions, active listening, and developing rapport in order to acquire detailed information.
Gaps identified on the working area.	During the on-field surveys, more in-depth conversations could yield deeper insights into the decision-making processes of healthcare professionals when prescribing folate supplements.
Suggestions for improvement	To make sure that the information gathered is correct and comprehensive, I need to come up with more efficient ways for answering questions that are unclear and for investigating replies that are not complete.
Plan for the next week	To conduct on-field surveys to understand the various patient profiles for different types of folates used by Gynes and CPs. Brand perception mapping for COR-3 & its competitors by meeting 35 CPs and gynae each.



16-June-2024

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Corona Remedies Pvt. Ltd.

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

Name of the Student: Purva Pandya

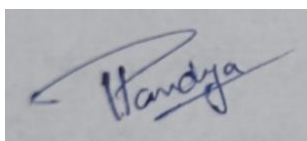
Roll no: 0551

Stream: MBA-PM

Week no: 7

From: 02-May-2024 to 30-Jun-2024

Activity Done	Met with 17 consulting physicians to gather their insights on how doctors choose different types of folates based on patients' health conditions. Started data interpretation of primary research conducted on 70 doctors, which includes 35 gynae and 35 consulting physicians.
Linking theory (Classroom learning) with practice at your organisation	I started interpreting primary research data using various tools to identify trends and patterns in the prescribing habits of gynae and consulting physicians. This helped me to ensure the accuracy and reliability of the information gathered.
Gaps identified on the working area.	Inconsistent Excel formats made it difficult to interpret data from numerous sources. Limited knowledge of complex Excel functions and data visualization tools.
Suggestions for improvement	Develop a consistent template for data entry in Excel to avoid inconsistencies in formats, making data interpretation more straightforward and efficient.
Plan for the next week	Continue interpreting the primary research data to identify trends and patterns in the prescribing habits of gynae and consulting physicians.



25-June-2024

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organisation: Corona Remedies Pvt. Ltd.

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

Name of the Student: Purva Pandya

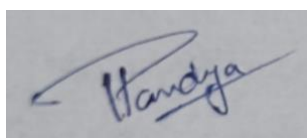
Roll no: 0551

Stream: MBA-PM

Week no: 8

From:02-May-2024 to 30-Jun-2024

Activity Done	- Continued analysing the primary research data collected from 70 doctors, including 35 gynae and 35 CPs. - Examined the trends and patterns in the prescribing habits of gynae and CPs regarding different forms of folate. - Finalized the comprehensive presentation summarizing all internship activities, findings, and analysis. - Ensured the presentation was detailed and covered every aspect of the project, from initial research to final analysis.
Linking theory (Classroom learning) with practice at your organisation	Applied classroom knowledge of data interpretation and analysis to real-world research data. Also utilized theoretical concepts of market research and data analytics to identify meaningful insights from the collected data.
Gaps identified on the working area.	Encountered difficulties in interpreting data due to varying Excel formats.
Suggestions for improvement	Make data interpretation more straightforward and efficient manner so that it can be understandable.
Plan for the next week	Complete the last corrections suggested by the mentor for the final presentation. Ensure the presentation is ready for submission, addressing all feedback and making necessary adjustments.



02-July-2024

Signature of the Student

Approved by the IIHMR University's Mentor