

SUMMER INTERNSHIP PROGRAM

At

Nutricia international private limited

(Danone)

From 2nd May 2024 to 28th June 2024.

A REPORT BY

Priyanka Himanshu Pramanick

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of

Dr. Kajal Sitlani

Assistant professor





Internship Certificate

This is to certify that Ms. Priyanka Himanshu Pramanick of 2023 - 2025 batch of Pharmaceutical Management has worked with our organization for her summer internship from 02/05/2024 to 28/06/2024.

The overall performance shown by her during the period was good. This certificate is being issued to meet the requirements of the IIHMR University.

Date: 28/06/2024

Deep Malde
(Signature of organization Mentor)

Deep Malde

Head - Marketing Blue House

Seal/Stamp of the Organization

NUTRICIA INTERNATIONAL PRIVATE LIMITED

Registered Office : Building Amiti, D Wing, Unit No. 304,
3rd Floor, Agastya Corporate Park, Kamani Junction,
L.B.S. Marg, Opp. Fire Brigade,
Kurla (West), Mumbai 400070.

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Web : www.danone.in
CIN No: U15400MH2011PTC266725

IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Priyanka Pramanick** 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', written over a horizontal line.

Dr. Kajal Sitlani

Assistant Professor

IIHMR University, Jaipur

Presented by: Priyanka Himanshu Pramanick

Batch: MBA PM-15

Roll No: 0546

INTRODUCTION

Danone, a French multinational food-products corporation, is headquartered in Paris. The Nutrition business started in 1927 by acquiring Wockhardt's nutrition division. Danone tailors its products to meet the diverse dietary needs of global regions.

In India, it merges local relevance with Danone's R&D and brand expertise. The focus spans from prenatal to adult nutrition, featuring renowned brands like Aptamil, Dexcelac, and Protinex, prioritizing 1000-day health journeys.

MISSION, VISION AND CULTURE

Mission

Bringing health through food to as many people as possible.

Vision

Danone, One Planet. One Health.

Culture

Our four core 'HOPE' Values: HUMANISM, OPENNESS, PROXIMITY and ENTHUSIASM are our "moral compass".

TOP COMPETITORS

Nestle
(Nan pro, Nan excella)

Abbott
(Similac plus, Similac advance)

OBJECTIVE OF THE PROJECT

The aim of this market research project was to gather insights from pediatric nurses regarding their knowledge, practices, and perceptions related to infant milk substitutes, while also analyzing the online presence of Danone products.

Infant milk formula (IMF) serves as a substitute for human milk, crafted from a blend of various dairy and nondairy ingredients to meet the nutritional needs of infants.

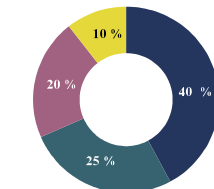
The survey was designed to collect information on the following key aspects:

- Awareness and Knowledge
- Factors Influencing Formula Choice
- Perceived Challenges
- Understanding the Role of Pediatric Nurses

INFANT NUTRITION MARKET

The India Infant Nutrition Market, valued at USD 5.7 billion in 2023, is projected to grow to USD 9.0 billion by 2032, with a compound annual growth rate (CAGR) of 7%.

India Infant Nutrition Market share



- Infant milk formula
- Dried baby food
- Prepared baby food
- Others

Global Infant Nutrition Market

The Infant Nutrition Market is projected to be valued at USD 94.77 billion in 2024 and is expected to grow to USD 134.86 billion by 2029, CAGR of 7%.



SWOT ANALYSIS

STRENGTH :

- Strong global presence and brand recognition (ranks 2 worldwide in infant milk nutrition)
- High-quality, scientifically backed nutritional products.

WEAKNESS :

- High product cost compared to competitors.
- Dependence on healthcare professionals for recommendations.

OPPORTUNITIES :

- Expanding product line to include more comprehensive nutritional profiles.
- Increasing demand for infant nutrition products.

THREAT :

- New innovation from competitor's product
- High substitution rate
- Intense competition from other global and local brands.

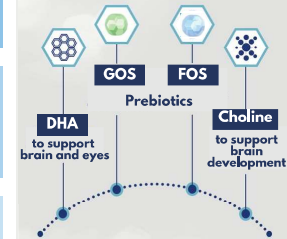
THEORETICAL UNDERSTANDING

Theoretical understanding provides a foundation of knowledge, frameworks, and analytical tools, along with an understanding of marketing principles and strategies, offering a conceptual basis for informed decision-making and the design of effective marketing approaches.

PRACTICAL EXPOSURE

Practical exposure integrates theories into real-world scenarios, fostering critical thinking and strategic decision-making for effective marketing. It involves hands-on tasks, engaging healthcare professionals, and real-world marketing activities, enhancing practical skills and industry insight.

Remarkable nutrition through their first 12 months



CHALLENGES DURING INTERNSHIP

- Navigating marketing restrictions under the IMS Act.
- Limited data from pediatric nurses.
- Managing extensive travel distances.

LEARNING DURING INTERNSHIP

- Effective communication with higher authorities.
- Engaging nurses for responses.
- Analyzing competitor markets for strategic insights.

USEFULNESS OF INTERNSHIP

Offered exposure to early life nutrition industry, facilitated skill development, and provided networking opportunities.

SUGGESTION

Expand product range with comprehensive nutritional profiles, highlighting scientific benefits aligned with healthcare professional recommendations.

1st Week Report**Name of the Organisation:** Nutricia international private limited (Danone)**Department of Summer Internship Program:** Marketing Department**Name of the Student:** Priyanka Himanshu Pramanick**Roll no:** 0546**Stream:** MBA Pharmaceutical Management**Week no:** 1**From:** 02/05/2024 **to** 05/05/2024

Activity Done	For Danone: • Studied and analysed the organization's vision and mission statement to comprehend the organization's purpose, primary objectives, and key principles. • Conducted a thorough review of the organization's official website to assess the company's products, pricing, distribution, promotion, and annual reports. • Understand the product-based division and different product lines.
Linking theory (Classroom learning) with practice at your organisation	• Organizational structure - hierarchies • Assessment of Danone's product range, pricing strategies, distribution medium, and promotional activities align with the 4Ps (Product, Place, Promotion, Price) theory.
Gaps identified on the working area.	• Limited detailed information on list of ingredients • Gap in addressing dietary trends for infants
Suggestions for improvement	• Provide comprehensive product descriptions, ingredients. • Scientific insights to highlight product benefits.
Plan for the next week.	Analyse competitor product offerings. (Nestle and Abbott)

**Signature of the Student****Approved by the IIHMR University's Mentor**

2nd Week Report

Name of the Organisation: Nutricia international private limited (Danone)

Department of Summer Internship Program: Marketing Department

Name of the Student: Priyanka Himanshu Pramanick

Roll no: 0546

Stream: MBA Pharmaceutical Management

Week no: 2

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

Activity Done	For of competitor's product (Nestle and Abbott): • Studied and analysed the organization's vision and mission statement to comprehend the organization's purpose, primary objectives, and key principles. • Conducted a thorough review of the organization's official website to assess the company's products, pricing, distribution, and promotion. • Understand the product-based division and different product lines.
Linking theory (Classroom learning) with practice at your organisation	Assessment of Nestle's and Abbott's product range, pricing strategies, distribution medium, and promotional activities align with the 4Ps (Product, Place, Promotion, Price) theory.
Gaps identified on the working area.	Danone's web presence provides informative content but lacks educational resources on infant milk products in comparison to Nestle and Abbott.
Suggestions for improvement	Scientific backing of infant milk products.
Plan for the next week.	SWOT (Strength, Weakness, Opportunity, Threat) analysis of Infant milk products.



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3rd Week Report

Name of the Organisation: Nutricia international private limited (Danone)

Department of Summer Internship Program: Marketing Department

Name of the Student: Priyanka Himanshu Pramanick

Roll no: 0546

Stream: MBA Pharmaceutical Management

Week no: 3

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

Activity Done	SWOT (Strength, Weakness, Opportunity, Threat) analysis of Infant milk product of Danone.
Linking theory (Classroom learning) with practice at your organisation	The activity of finding the Strength, Weakness, Opportunity, and Threat resonates with the concept of SWOT analysis
Gaps identified on the working area.	• Nestle and Abbott have deep market penetration in comparison to Danone. • Nestle and Abbott have incorporate advanced innovations such as probiotics and 5HMO's (Human milk oligosaccharides)
Suggestions for improvement	Danone could include more comprehensive nutritional profile
Plan for the next week.	Learn different marketing strategies in ELN (Early Life Nutrition) category. 1. Segmentation and targeting 2. Brand positioning 3. Product differentiation 4. Promotional activity



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4th Week Report

Name of the Organisation: Nutricia international private limited (Danone)

Department of Summer Internship Program: Marketing Department

Name of the Student: Priyanka Himanshu Pramanick

Roll no: 0546

Stream: MBA Pharmaceutical Management

Week no: 4

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

Activity Done	• Researched marketing Strategies in ELN business: 1. Segmentation and targeting: Infant formula across varied age groups (0-6 months, 6-12 months, etc.) are targeted towards infants who are not fully breastfeed. 2. Brand positioning: The infant milk products are designed for premium and mass markets. 3. Product differentiation: Nutritional benefits and ingredients (e.g., DHA, ARA, probiotics, prebiotics, HMO's etc) Specialized formulations for premature infants, cow's milk allergy or lactose intolerant 4. Promotional activity: Engaging with healthcare professionals.
Linking theory (Classroom learning) with practice at your organisation	The assessments align with the concepts of market segmentation theory, brand positioning, product differentiation, and promotional strategies.
Gaps identified on the working area.	There are marketing restrictions for infant milk product due to infant milk substitute (IMS) act, 1993.
Suggestions for improvement	Conference, webinar, seminar, Continuous medical education (CME) for (healthcare professional) HCPs on infant milk products to help in promotional activity.
Plan for the next week.	• Presentation • Attending workshop



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5th Week Report

Name of the Organisation: Nutricia international private limited (Danone)

Department of Summer Internship Program: Marketing Department

Name of the Student: Priyanka Himanshu Pramanick

Roll no: 0546

Stream: MBA Pharmaceutical Management

Week no: 5

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

Activity Done	- Presented on the comprehensive research of various products in the category and marketing strategies of competitive brand. - Attended workshop conducted by Danone Nutricia Academy for nurses to understand their role in infant formula category.
Linking theory (Classroom learning) with practice at your organisation	Presentation skills
Gaps identified on the working area.	The contributions of nurses within the early life nutrition business and the primary drivers influencing their product recommendations.
Suggestions for improvement	Explore the contributions of nurses within the early life nutrition business, identify the key drivers that motivate them to recommend products to their patients.
Plan for the next week.	Conduct comprehensive secondary research to elucidate the role that nurses play within the early life nutrition business.



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6th Week Report

Name of the Organisation: Nutricia international private limited (Danone)

Department of Summer Internship Program: Marketing Department

Name of the Student: Priyanka Himanshu Pramanick

Roll no: 0546

Stream: MBA Pharmaceutical Management

Week no: 6

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

Activity Done	• Researched on the role in assessing and meeting the nutritional needs of newborns in terms of monitor feeding, administer specialized formulas, and ensure optimal growth and development. • Researched on the influence of Nurses in terms of suggesting/recommending nutritional brands to babies/ mothers.
Linking theory (Classroom learning) with practice at your organisation.	Researching articles aligns with the secondary research method, for review of existing literature.
Gaps identified on the working area.	Research articles and journals provide limited information on the role of nurses in the infant formula within the Indian healthcare system.
Suggestions for improvement.	Conduct primary research to understand the influence of Nurses in terms of suggesting/recommending nutritional brands to babies/ mothers.
Plan for the next week.	Understand the role of nurses in early life nutrition through comprehensive survey.



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7th Week Report

Name of the Organisation: Nutricia international private limited (Danone)

Department of Summer Internship Program: Marketing Department

Name of the Student: Priyanka Himanshu Pramanick

Roll no: 0546

Stream: MBA Pharmaceutical Management

Week no: 7

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

Activity Done	• Prepared a questionnaire for survey of nurses across different hospital set ups. • validating the role of nurses in IMF recommendations through survey.
Linking theory (Classroom learning) with practice at your organisation	• Preparation of the questionnaire for survey aligns with the primary research method. • Calculation of adequate sample size to ensure statistical significance and representation.
Gaps identified on the working area.	Nurses find it hard to recall Danone brands compared to competitors' brands.
Suggestions for improvement	Improve brand recall among nurses, enhance brand visibility through targeted educational sessions, provide informative materials on maternal health and childcare.
Plan for the next week	Survey of nurses.



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8th Week Report

Name of the Organisation: Nutricia international private limited (Danone)

Department of Summer Internship Program: Marketing Department

Name of the Student: Priyanka Himanshu Pramanick

Roll no: 0546

Stream: MBA Pharmaceutical Management

Week no: 8

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

Activity Done	- Validating the role of nurses across different hospitals (Corporate Hospitals, Private maternity setup in IMF recommendations through survey. - Identifying the need for different activities among nurses and ways to enhance category recommendation.
Linking theory (Classroom learning) with practice at your organisation	Applying qualitative methods for data collection.
Gaps identified on the working area.	- Nurses recall that it is mandate for nestle to conduct seminar once a month. - Abbott has been conducting webinars along with activities such as quizzes with paramedic staff on topics related to breast feeding and maternal health.
Suggestions for improvement	Enhance engagement, organize interactive seminars and webinars focusing on maternal health for nurses. Provide continuous medical education, engage in activities like quizzes, reinforce brand knowledge and promote product benefits effectively.
Plan for the next week.	Present the findings of the survey.



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9th Week Report

Name of the Organisation: Nutricia international private limited (Danone)

Department of Summer Internship Program: Marketing Department

Name of the Student: Priyanka Himanshu Pramanick

Roll no: 0546

Stream: MBA Pharmaceutical Management

Week no: 9

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

Activity Done	- Presented the survey findings to comprehensively understand the influence of nurses. - Prepared detailed reports and Excel sheets summarizing all the findings.
Linking theory (Classroom learning) with practice at your organisation	Presentation skills.
Gaps identified on the working area.	- Limited ingredient information and addressing dietary trends for infants. - Danone's web presence lacks educational resources compared to Nestle and Abbott, who have deeper market penetration and innovative products like probiotics and 5HMOs. - Marketing restrictions due to the IMS Act, 1993, affect infant milk products. - Nurses struggle to recall Danone brands, with Nestle mandating monthly seminars and Abbott conducting webinars and quizzes on breastfeeding and maternal health.
Suggestions for improvement	- The key areas to prioritize include perceptions of high-quality products. - Provide comprehensive product descriptions and ingredients, backed by scientific insights. - Offer CME activities like conferences and webinars for HCPs to promote infant milk products. - Research nurses' influence on brand recommendations and improve brand recall through targeted education and engagement activities on maternal health.
Plan for the next week.	End of summer training.



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Compiled Report

Name of the Organisation: Nutricia international private limited (Danone)

Department of Summer Internship Program: Marketing Department

Name of the Student: Priyanka Himanshu Pramanick

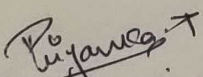
Roll no: 0546

Stream: MBA Pharmaceutical Management

Activity Done	• Studied and analysed the organization's vision and mission statement to comprehend the organization's purpose, primary objectives, and key principles. • Conducted a thorough review of the organization's official website to assess the company's products, pricing, distribution, promotion, and annual reports. • Understand the product-based division and different product lines. • SWOT (Strength, Weakness, Opportunity, Threat) analysis of Infant milk product. • Researched marketing Strategies in ELN business: • Researched on the role in assessing and meeting the nutritional needs of newborns in terms of monitor feeding, administer specialized formulas, and ensure optimal growth and development. • Researched on the influence of Nurses in terms of suggesting/recommending nutritional brands to babies/ mothers. • Prepared a questionnaire for survey of nurses across different hospital set ups. • validating the role of nurses in IMF recommendations through survey. • Validating the role of nurses across different hospitals (Corporate Hospitals, Private maternity setup in IMF recommendations through survey. • Identifying the need for different activities among nurses and ways to enhance category recommendation. • Presented the survey findings to comprehensively understand the influence of nurses. • Prepared detailed reports and Excel sheets summarizing all the findings.
Linking theory (Classroom learning) with practice at your organisation	• Organizational structure – hierarchies: Understanding the hierarchical framework within an organization helps clarify roles, responsibilities, and communication channels, ensuring efficient operations and management. • Assessment of product range, pricing strategies, distribution medium, and promotional activities align with the 4Ps (Product,

	Place, Promotion, Price) theory: Analysing these factors offers comprehensive insights into a company's market approach, enhancing strategic planning and competitive advantage. • The activity of finding the Strength, Weakness, Opportunity, and Threat resonates with the concept of SWOT analysis: This strategic tool aids in identifying internal and external factors, guiding informed decision-making and strategic development. • The assessments align with the concepts of market segmentation theory, brand positioning, product differentiation, and promotional strategies: These marketing principles facilitate targeted marketing efforts, ensuring effective communication and customer engagement. • Researching articles aligns with the secondary research method, for review of existing literature: This approach involves analysing existing data to gather insights, validate theories, and build a foundation for further research. • Preparation of the questionnaire for survey aligns with the primary research method: Designing a questionnaire for data collection allows direct engagement with the target audience, yielding firsthand information relevant to the research objectives. • Calculation of adequate sample size to ensure statistical significance and representation: Determining the appropriate sample size ensures that the collected data accurately reflects the population, enhancing the reliability and validity of the research findings. • Applying qualitative methods for data collection: Using qualitative techniques, such as interviews and focus groups, provides in-depth insights into participants' perspectives, enriching the research with detailed, contextual information. • Presentation skills: Effective presentation skills enable clear and engaging communication of ideas, findings, and recommendations, essential for influencing and informing stakeholders.
Gaps identified on the working area.	• Limited detailed information on list of ingredients. • Gap in addressing dietary trends for infants. • Danone's web presence provides informative content but lacks educational resources on infant milk products in comparison to Nestle and Abbott. • Nestle and Abbott have deep market penetration in comparison to Danone. • Nestle and Abbott have incorporate advanced innovations such as probiotics and 5HMO's (Human milk oligosaccharides) • There are marketing restrictions for infant milk product due to infant milk substitute (IMS) act, 1993. • The contributions of nurses within the early life nutrition business and the primary drivers influencing their product recommendations. • Research articles and journals provide limited information on the role of nurses in the infant formula within the Indian healthcare system.

	• Nurses recall that it is mandate for nestle to conduct seminar once a month. • Abbott has been conducting webinars along with activities such as quizzes with paramedic staff on topics related to breast feeding and maternal health.
Suggestions for improvement	• Provide comprehensive product descriptions, ingredients. • Scientific insights to highlight product benefits. • Scientific backing of infant milk products. • Danone could include more comprehensive nutritional profile. • Conference, webinar, seminar, Continuous medical education (CME) for (healthcare professional) HCPs on infant milk products to help in promotional activity. • Explore the contributions of nurses within the early life nutrition business, identify the key drivers that motivate them to recommend products to their patients. • Conduct primary research to understand the influence of Nurses in terms of suggesting/recommending nutritional brands to babies/ mothers. • Improve brand recall among nurses, enhance brand visibility through targeted educational sessions, provide informative materials on maternal health and childcare. • Enhance engagement, organize interactive seminars and webinars focusing on maternal health for nurses. Provide continuous medical education, engage in activities like quizzes, reinforce brand knowledge and promote product benefits effectively. • The key areas to prioritize include perceptions of high-quality products.


Signature of the Student

Approved by the IIHMR University's Mentor

