

SUMMER INTERNSHIP PROGRAM

at

Bios Lab Pvt Ltd

Jaipur, Rajasthan

From 6th May 2024 to 6th July 2024

A REPORT BY

Pranav Ayush

Master of Business Administration

Pharmaceuticals Management

2023-25

under the Mentorship of

Dr. Saurabh Kumar sir

Associate Professor



IIHMR University Faculty Mentor Approval

This is to certify that **Mr. PRANAV AYUSH** of academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL 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 blue ink signature of Dr. Saurabh Kumar Banerjee, consisting of a stylized 'S' and 'B' followed by a long horizontal stroke.

Dr. Saurabh Kumar Banerjee

Associate Professor

IIHMR University Jaipur

INTERNSHIP CERTIFICATE



This is to Certify that

Mr. Pranav Ayush

student from IIHMR University, Jaipur has successfully completed summer internship with **BIOS LAB PVT. LTD.** from 01-05-2024 to 30-06-2024 at Jaipur. His topic was understanding prescription trends in Derma Cosmetic Market.

His performance during the internship was satisfactory.

We wish him a bright career ahead.

Bharat Solanki
Founder CMD
Bios Lab Pvt Ltd



Yashvant Mishra
Intenship Coordinator

ABOUT THE ORGANISATION

Bios Lab Private Limited is a government-certified company that was founded in 2008. The company's branch office (HQ) is in Ahmedabad (Gujarat), while its registered office is in Rajkot (Gujarat). The company currently operates in Gujarat, Maharashtra, Madhya Pradesh, Rajasthan, and Uttar Pradesh among other five states.

The goal of BIOS LAB'S establishment in 2008 was to provide the highest Quality medical products to the public. With just two goods at the beginning of its journey, BIOS LAB currently offers over 100 top-notch products.

Our main priorities are development and research. Modern facilities are used to make every product with the highest level of care. Every product is put through all analytical processes at every stage of production to guarantee that the finished product is made to the highest standards possible and provides the intended pharmacological action to the customer.

MISSION

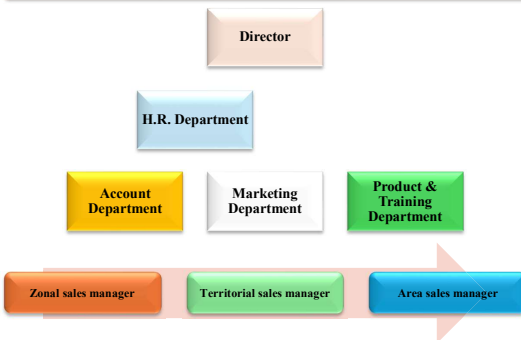
To establish a standard among the pharmaceutical community and expand one's horizons globally.

To become a market leader by defining our exceptional products and growing into a sizable hemisphere while developing resilience and discipline in our team.

VISION

To provide products that are affordable for every Indian societal group. To introduce innovative medication for the most challenging ailments. We want to work together as an integrated team that is fully committed to achieving our objective while making the most use of our abilities.

ORGANOGRAM OF BIOSLAB

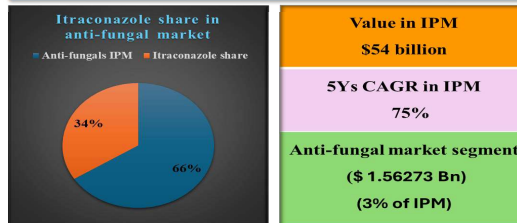


THEORETICAL & PRACTICAL UNDERSTANDING IN SALES

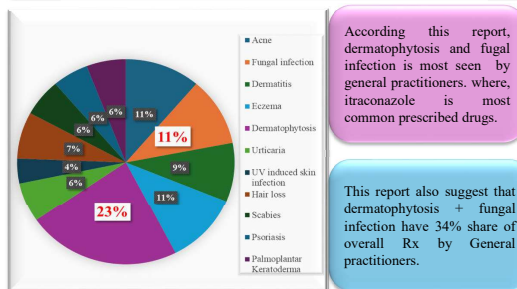
Understanding of sales tactics and principles, which provide a conceptual basis for making well-informed decisions and creating successful sales strategies.

practical experience obtained by interactions in the real world that helps me to grow my abilities and adjust to a variety of sales situations.

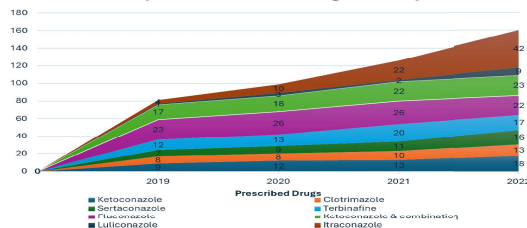
MARKET ANALYSIS



Dermatophytosis Rx analysis by Dermatologist + GPs



Prescription trend of antifungals for 4 years



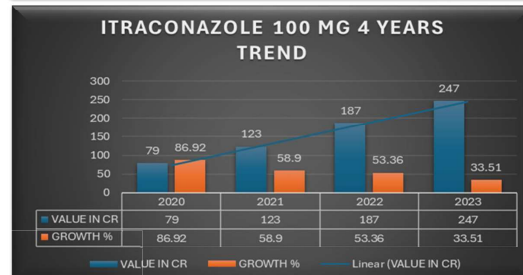
KEY CHALLENGES

- In certain hospital, there are restrictions to access for medical representative and Outsiders.
- Limited data sharing by pharmacists, healthcare staff, Nurses, and doctors during the survey and research.
- Facing Communication gap issues within Organization, which creates confusion tour work.

KEY CHALLENGES

- Survey planning, effective communication with higher authority and staff.
- Lead collection, approaching staff for authentic responses.
- Regular reporting skills and skills to work in challenging conditions.

MARKET ANALYSIS



SWOT ANALYSIS

STRENGTH

- Prime focus on research and development and invest in R&D to innovative products.
- Company have diverse range of pharmaceutical catering for various therapeutic fields.
- Company adheres with regulatory standards and stringent quality control.
- Certified from major regulatory body like FDA, EMA.

WEAKNESSES

- Company is over reliance on specific markets for generating revenue.
- Company is unable to manage a good supply chain management.
- Facing too much competition from highly established competitor like Dr. Reddy. Laboratory.

OPPORTUNITIES

- Increasing global health awareness and expenditure.
- Focus on online promotional campaign.
- Focus on to develop biosimilars and natural ingredient containing drug by using biotechnology.
- Have Opportunities to acquire smaller firms and forming alliance to enhance market penetration and share.

THREATS

- Regular changing and stringent regulatory requirements.
- High competition from both newly entrant and well established one.
- Other treats like economical and political instability as well as intellectual property risks.

RECOMMENDATION

- Conduct regular survey in the market to obtain insight of their product position in the market.
- Obtain regular feedback from customers and prescriber to analyze market value of product.
- Monitor product sales frequency and product availability within the market.
- Increase focus on the potential market like healthcare center and hospitals.
- Focus on online promotion campaigning and available their product on e-commerce websites.

PRESENTED BY:

PRANAV YUSH (ROLL NO. 0548)

Under Guidance of

DR. SAURABH BANERJEE SIR

(University Mentor)

MR. GIRIRAJ SIR (Zonal sales manager) & DR.

VISHAL AIRAO SIR (PMT & Marketing head)

(Industry Mentor)

About Company

Bios Lab Pvt Ltd

Founded on 2008

Founded by: Bharat Solanki - Founder & CMD

Head Office: Marutinandan Complex, 206, 2/10, Kalyan Society, Bhaktinagar Station Plot, Bhakti Nagar, Rajkot, Gujarat, 360002

About Bios Lab:

BIOS LAB was founded in 2008, its mission was to offer the public the best medical products available. BIOS LAB started off with just two products, but today it offers over 100 excellent products. Development and research are BiosLab Pharmaceutical Pvt. Ltd.'s top priorities. Every product is made using the best care possible in state-of-the-art facilities. At every stage of manufacture, every product is subjected to all analytical procedures to ensure that the final product meets the highest standards and gives the customer the desired pharmacological action.

Vision:

To offer pharmaceutical products that are within the financial reach of all Indian social classes. To launch novel treatments for the most difficult diseases. To accomplish our goal and make the best use of our skills, we wish to collaborate as an integrated team.

Mission:

To become a global leader in the pharmaceutical industry and expand one's views. To establish ourselves as a market leader by defining our unique products, expanding into a significant hemisphere, and developing discipline and resilience in our staff.

Segments are Covering by the Company

- Derma & Cosmo
- Diabetes
- Cardiac
- Respiratory
- Gastro-entero
- Neuropsychiatry
- Critical Care
- General
- Gynec

Working And Understanding

1. Retail Chemist Prescription Audit (RCPA)

Objective: To gather information from retail chemists regarding the quantity of prescribed dermal medications, their market availability, and their popularity to use this information for decision-making.

Tasks and Activities:

- Gathering Data: Visited many retail pharmacies in Jaipur and obtained the prescription listings from them.
- Data analysis: Recognized trends in prescription patterns and identified patterns in the data gathering.
- Reporting: Compiled information and wrote reports that were utilized in the PMT for the product's last phase.

Outcomes:

- Identified the primary prescribers and ascertained their preferred medicine brands.
- Provided insight on the state of the market and other elements that rival companies provide.

2. Creating a Territory-Based Doctor List

Objective: Information reports are gathered, territories are developed, and doctor lists are organized for comprehensive marketing and sales campaigns.

Tasks and Activities:

- Data compilation involved gathering information from a variety of sources, such as corporate databases, field surveys, and hospital visits.
- The data was categorized in our lists based on the geographical area.
- Validation: The list was created while keeping in mind the veracity of the information provided. This was done by consulting with other reliable sources and directly checking and validating the information with the sources.

Outcomes:

- Created a detailed, up-to-date, and accurate segmented list of doctors in a specific area.
- Made it simple to carry out individualized marketing and sales efforts.

3. Doctor Calling

Objective: To talk about different dermatological products, including Minoxidil, with physicians and get their input to gain confidence and improve connections.

Tasks and Activities:

- Making appointments: After receiving the list based on each doctor's territory, I scheduled appointments with the doctors.
- Product Promotion: Practiced material on both new and current items highlighted features and applications.
- Feedback Gathering: We got input from the physicians regarding the goods and services we supplied them.

Outcomes:

- Attracted a doctor's active involvement and developed a rapport with the patient.
- Obtained invaluable feedback for the enhancement of the product.

4. Product Placing/Promotion

Objective: To ensure that the products are positioned appropriately on the chemist's shelf and are marketed to maximize sales.

Tasks and Activities:

- Product Placement: To make sure the items were attractively displayed on the shelves, I collaborated closely with the chemists.
- Promotional Activities: To increase consumer interest and present them with exclusive deals, I created the promotions and display alternatives to complement the store's theme.
- Sales Monitoring: I was able to identify gaps in the sales process and provide fixes by keeping track of product sales.

Outcomes:

- In addition to being obvious, the drive toward higher product sales began.
- Improved ties with the drugstore retailers.

5. Marketing Planning

Objective: Creating and carrying out the top marketing strategies for the goods and promotions in order to ensure their success.

Tasks and Activities:

- Market Research: Among the key things I covered in my analysis were the competitive environment for minoxidil, client demands, and the trendy market.
- The marketing team benefited from my recommendations and field visit insights as they developed their strategy.
- Campaign Execution: Collaborated with others to carry out marketing initiatives, both traditional and digital.

Outcomes:

- Created and suggested a marketing strategy
- Enhanced the effectiveness of all marketing processes.

6. Assistance to Product Management Team (PMT)

Objective: My objective was to assist the PMT with various responsibilities pertaining to the creation, promotion, and sale of items.

Tasks and Activities:

- Data Analysis: My sales data, market trends, and customer feedback were the sources of the statistical analysis that benefited the Product Management Team (PMT).
- Documentation: Participant in multiple publications, such as marketing brochures, product briefs, and further documentation.
- Coordination: To ensure the marketing plans were successfully executed, collaborated with many divisions.

Outcomes:

- Enhanced the effectiveness of the PMT by seeing teamwork and effective communication.
- Lead to enhanced data analysis and the resulting decision-making process.

1. Reporting Format (Weekly)

Name of the Organization: Bios Lab PVT. LTD.

Area/ Department/ Project of Summer Internship Program: Sales and Marketing

Name of the Student: Pranav Ayush

Roll no: 0548

Stream: Pharmaceutical management (PM-15)

Week no: 1

From: 06th May, 2024 To 10th May 2024

Activity Done	Day 1 (6th May): • Introduction about Company and its operative area. • Learned about job profile and job responsibilities. • Identified the key personnel for queries and interactions. • Introduction with market, job structure, job role, sales assessment, and sales structure. Day 2 (7th May): • Reviewed previous day's learning. • Received in-depth understanding of medical person job profile and job Responsibilities of the salesperson. • The job profile, dressing sense and working behavior of the medical salesperson during and after job. Day 3 (8th May): • Aiming to provide a thorough examination of the products and competitors, many dermatological product portfolios were assigned. Day 4 (9th May): • Review of the day's lessons by the mentor from the organization. thorough orientation led by an organization mentor and a foundational understanding of the work area. • All Product card assigned for in-depth analysis of further products. Day 5 (10th May): • Basic orientation by PMT team about training,
Linking theory (Classroom learning) with practice at your organization	• Incorporated PowerPoint and Excel skills, as well as other theoretical information from MBA seminars, into real-world projects. • Utilized ideas from POM and marketing courses to comprehend the intricacies of the pharmaceutical business and competition.
Gaps identified on the working area.	• Communication barrier between salesperson and doctors.
Suggestions for improvement	• Need more training about the detailing of a medical product in front of health experts.
Plan for the next week	• I'll make sure to do my duties on schedule. • I'll keep up my active study of new ideas and approaches that apply to my position.

Pranav Ayush

Signature of the Student

Approved by the IIHMR University's Mentor

2. Reporting Format (Weekly)

Name of the Organization: Bios Lab PVT. LTD.

Area/ Department/ Project of Summer Internship Program: Sales and Marketing

Name of the Student: Pranav Ayush

Roll no: 0548

Stream: Pharmaceutical management (PM-15)

Week no: 2

From: 13th May 2024 To 17th May, 2024

Activity Done	Day 1 (13th May): - Complete orientation by PMT team about training, job profile, job expectation, outcomes, Company orientation. Day 2 (14th May): - Training on basic pharmacology, physiology and anatomy and terminology. Day 3 (15th May): - Review previous day training, trained on the Derma segment, product specific Hair care and Sunscreen. Day 4 (16th May): - Review previous day training, trained on the Derma segment, product specific Skin lightening, Anti acne. Day 5 (17th May): - Review previous day training, trained on the Derma segment, product specific Emollients, Antioxidants, Facewash. Day 6 (18th May) - Review of PMT theoretical portion and practice for detailing of product.
Linking theory (Classroom learning) with practice at your organization	Integrated theoretical knowledge from MBA classes in Pharmacology and Therapeutics Management and Marketing to understand product and product details
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week	- Learn other Segment and products of Bios Lab - I will continue to actively engage in learning new concepts and methodologies relevant to my role.

Pranav Ayush

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: Bios Lab PVT. LTD.

Area/ Department/ Project of Summer Internship Program: Sales and Marketing

Name of the Student: Pranav Ayush

Roll no: 0548

Stream: Pharmaceutical management (PM-15)

Week no: 3

From: 20th May 2024 To 24th May, 2024

Activity Done	Day 1 (20th May): - Review previous week training and product detailing, trained on the Derma segment, product specific Antifungal, Anti histaminic, Shampoo. Day 2 (21st May): - Review previous day training and product detailing, trained on the General Division products. Day 3 (22nd May): - Review of product detailing and video meeting with PMT team research project to interact with them and learn how to gather data regarding products. Day 4 (23rd May): - Review of product detailing and assist salesperson to gather Market data for our dermal segment products. Day 5 (24th May) - Submission of video recording of product detailing- Capillus-F to Area Sales Manager. - Report PMT mentor and discuss about the elected procedure to gather information and data for dermal segments.
Linking theory (Classroom learning) with practice at your organization	Integrated theoretical knowledge from MBA classes in Pharmacology and Therapeutics Management and Marketing to understand product, product details and its mechanism of action.
Gaps identified on the working area.	- Lack of proper interaction with Chemist and Doctors. - Lack of Proper Communication between different departments.
Suggestions for improvement	- Management should be more focused and organized. - Role should be clear to employees.
Plan for the next week	- Learn more about working of PMT and RCPA - I will continue to actively engage in learning new concepts and methodologies relevant to my job role.

Pranav Ayush

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: Bios Lab PVT. LTD.

Area/ Department/ Project of Summer Internship Program: Sales and

Marketing Name of the Student: Pranav ayush

Roll no: 0548

Stream: Pharmaceutical management (PM-15)

Week no: 4

From: 27th May, 2024 To 31st May, 2024

Activity Done	Day 1 (27th May): - Examine the task from last week that was allocated by the area sales manager. - RCPA of Bio-Itra 100/200 capsule, an antifungal product, was completed. Day 2 (28th May): - Completed RCPA of Bio-Itra 100/200 capsule, antifungal product; met and talked to collect market data on competitor brand sales. Day 3 (29th May): - Submission of the Bio-Itra 100/200 capsule's RCPA findings. - Conducted an RCPA on the Acnetret 10/20 capsule anti-acne product. Day 4 (30th May): - Performed RCPA of Acnetret 10/20 capsule anti-acne product; met and talked to collect market data on competition brand sales. Day 5 (31st May) - Submission of the Acnetret 10/20 capsule's RCPA findings. - Discuss the process for gathering data and information for the derma division and report to the PMT mentor the results of this week's investigation.
Linking theory (Classroom learning) with practice at your organization	Applied theoretic information from MBA courses in marketing management, and pharmacology to comprehend product details and business processes.
Gaps identified on the working area.	- Inappropriate communication between several departments. - Improper interactions with doctors and chemists.
Suggestions for improvement	- A more ordered and focused management style is needed. - Employees should understand their roles.
Plan for the next week	- Find out more about how the RCPA and PMT operate. - I'll keep up my active study of new ideas and approaches that are pertinent to my position.

Pranav Ayush

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: Bios Lab PVT. LTD.

Area/ Department/ Project of Summer Internship Program: Sales and

Marketing Name of the Student: Pranav ayush

Roll no: 0548

Stream: Pharmaceutical management (PM-15)

Week no: 5

From: 03rd June, 2024 to 08th June, 2024

Activity Done	Day 1 (3rd June): - Review previous week work, meeting with the area sales manager, PMT and the organizational mentor for discussion on further training. Day 2 (4th June): - Carried out RCPA of Capllius, Anti-acne and Sunscreen, meet and discuss with doctor & chemist for our product promotion. Day 3 (5th June): - Carried out RCPA of Capllius Anti-acne and Sunscreen, meet and discuss with doctor & chemist for our product promotion. Day 4 (6th June): - Carried out RCPA of Capllius Anti-acne and Sunscreen, meet and discuss with doctor & chemist for our product promotion. Day 5 (7th June): - Carried out RCPA of Capllius Anti-acne and Sunscreen, meet and discuss with doctor & chemist for our product promotion. Day 6 (8th June): - Carried out RCPA of Capllius Anti-acne and Sunscreen, meet and discuss with doctor & chemist for our product promotion. Shared our findings and leads to our manager.
Linking theory (Classroom learning) with practice at your organization	Applied theoretic information from MBA courses in marketing management, and pharmacology to comprehend product details and business processes.
Gaps identified on the working area.	- Lack of proper interaction with Chemist and Doctors. - Due to smaller work force the product hasn't reached market properly.
Suggestions for improvement	- Management should be more focused and organized. - Organization should add new sales force to effectively place its product
Plan for the next week	- Learn more about working of PMT and RCPA - I will continue to actively engage in learning of new marketing tactics.

Pranav Ayush

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Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: Bios Lab PVT. LTD.

Area/ Department/ Project of Summer Internship Program: Sales and

Marketing Name of the Student: Pranav Ayush

Roll no: 0548

Stream: Pharmaceutical management (PM-15)

Week no: 6

From: 10th June 2024 to 15th June 2024

Activity Done	Day 1 (10th June): - Completed the RCPA for Capllius M, Anti-acne, and Sunscreen; the Area Sales Manager reviewed the work from the previous week. Day 2 (11th June): - Completed the RCPA for Capllius M, Anti-acne, and Sunscreen; met and spoke with the physician regarding the promotion of our products. Day 3 (12th June): - Visited the EHCC Hospital in Jaipur, conducted RCPAs on Capllius M Anti-Acne and Sunscreen, and spoke with the physician about promoting our line of products. Day 4 (13th June): - Completed the RCPA for Capllius M Anti-Acne and Sunscreen; met with the doctor to discuss promoting our product. Day 5 (14th June): - Visit APEX Hospital in Jaipur to do RCPA on Capllius M Anti-acne and Sunscreen and talk with the physician about promoting our product. Day 6 (15th June): - Reporting on RCPA data completed to area sales manager.
Linking theory (Classroom learning) with practice at your organization	Used theoretic information from MBA courses in marketing management, and pharmacology as well as therapeutics to comprehend product performance and market.
Gaps identified on the working area.	- Inappropriate communication with doctors and chemists because of different obstacles. - The product hasn't properly reached the market because of a smaller sales team.
Suggestions for improvement	- A more ordered and focused management style is needed. - The company must hire more salespeople to market its goods efficiently.
Plan for the next week	- Proceed with the doctor's call and provide details about our product. - I'm going to keep taking an active interest in learning new marketing strategies.

Pranav Ayush

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: Bios Lab PVT. LTD.

Area/ Department/ Project of Summer Internship Program: Sales and

Marketing Name of the Student: Pranav Ayush

Roll no: 0548

Stream: Pharmaceutical management (PM-15)

Week no: 7

From: 17th June 2024 to 22nd June 2024

Activity Done	Day 1 (17th June): - Completed the RCPA for Capllius Group product, Anti-acne, and Sunscreen; the Area Sales Manager reviewed the work from the previous week. Day 2 (18th June): - Completed the RCPA for Capllius Group product, Anti-acne, and Sunscreen, final round doctor calling and detailing for our product promotion. Day 3 (19th June): - Visit to SMS Hospital, Jaipur and carried out RCPA of Capllius Anti-acne and Sunscreen, final round doctor calling and detailing for our product promotion. Day 4 (20th June): - Completed the RCPA for Capllius Group product, Anti-acne, and Sunscreen Day 5 (21st June): - Visit to Narayana hospital, Jaipur and carried out RCPA of Capllius Anti-acne and Sunscreen, final round doctor calling and detailing for our product promotion. Day 6 (22nd June): - Reporting of RCPA data and Doctor list done, discuss about the potential leads in Jaipur region Area sales manager and PMT head.
Linking theory (Classroom learning) with practice at your organization	Consolidated theoretical understanding of marketing, therapeutics pharmacology, and management to comprehend product performance and market.
Gaps identified on the working area.	- The product hasn't properly reached the market because of a smaller sales team. - Despite having a lot of potential, items have very little brand awareness.
Suggestions for improvement	- The company has to hire more salespeople to market its goods efficiently - The PMT team and salespeople should strive to create a positive consumer perception of the product. - Due to intense competition, innovative marketing strategies are required to compete.
Plan for the next week	Complete reporting and the creation of marketing and branding plans.

Pranav Ayush

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: Bios Lab PVT. LTD.

Area/ Department/ Project of Summer Internship Program: Sales and

Marketing Name of the Student: PRANAV AYUSH

Roll no: 0548

Stream: Pharmaceutical management (PM-15)

Week no: 8

From: 24th June 2024 to 29th June 2024

Activity Done	Day 1 (24th June): - Created a thorough report using the doctor's information and the RCPA data in the organization's reporting system for future use. Day 2 (25th June): - Report submission and discussion of findings and prospects with the organizational mentor, PMT head, and area sales manager. Day 3 (26th June): - Data collecting, literature review, and data analysis for the creation of marketing and brand plans. Day 4 (27th June): - Data collection and analysis, as well as the creation of a marketing and branding plan. Day 5 (28th June): - Data collection and analysis, as well as the creation of a marketing and branding plan. Day 6 (29th June): - The marketing and brand plans are presented, performance evaluations are given to each participant, an internship credential is obtained, and consent is granted to produce posters and submit reports to the institution.
Linking theory (Classroom learning) with practice at your organization	When creating business plans, theoretic information from the fields of marketing, business development, pharmacology, and therapeutics management was integrated.
Gaps identified on the working area.	- The product hasn't fully reached the market because of a smaller sales team. - Name Despite having a lot of potential, relatively little is known about the products.
Suggestions for improvement	- The company must increase its sales team to market its product efficiently. - The sales and PMT teams should endeavour to create in customers a positive perception of the product's brand. - Innovative marketing strategies are required to combat fierce competition, raise consumer knowledge of the product, and cultivate a base of reliable clients.
Plan for the next week	Preparing and approving the report and poster for the university

Pranav Ayush

Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Reporting

Name of the Organization: BiosLab Privet Limited

Area/ Department/ Project of Summer Internship Program: Sales and Marketing

Name of the Student: Pranav Ayush

Roll no: 0548

Stream: Pharmaceutical management

Activity Done	During the internship, I received training in medical sales, and I learned about the job description, important personnel, and market structure. I was tasked with evaluating several dermatological products by performing thorough analysis and competitive evaluations. Training covered anatomy, pharmacology, and product-specific knowledge for treatments that are meant to treat acne, moisturize the skin, and treat hair loss. Retail Chemist Prescription Audits, or RCPAs, were used in field training to get competitive and market intelligence. I went to hospitals, spoke with physicians and chemists, and gave product endorsements. My strategy was improved with frequent reviews with mentors, PMT, and local sales managers. Using RCPA data and physician input, I created comprehensive reports that helped with marketing and branding strategies. Doctor calls and product description were the last tasks before submitting Brand plans and getting performance reviews.
Linking theory (Classroom learning) with practice at your organisation	Throughout my internship, I used my theoretical knowledge from MBA courses along with my proficiency with PowerPoint and Excel to complete practical assignments. Pharmacology, marketing, POM, and therapeutics management concepts were applied to comprehend the pharmaceutical industry and its competitors. By combining these theories, I was able to understand company procedures, action mechanisms, and product specifics. My MBA studies in pharmacology, management, and marketing were combined, which helped me comprehend product performance in the market and write successful business plans.
Gaps identified on the working area.	There are gaps in the sales working area, such as staff members' uneven product knowledge and inadequate training on advanced sales approaches. A deficiency of thorough and current market data makes it difficult to make strategic decisions. Insufficient follow-up with doctors and chemists

	and communication obstacles between sales teams and management diminish effectiveness. Furthermore, coverage gaps in important markets are caused by the underutilization of CRM technologies and data analytics combined with inefficient resource allocation, which influences overall sales performance.
Suggestions for improvement	To do better, make training better on advanced sales strategies and product knowledge. Regularly update and use accurate market data. Encourage improved communication between management and sales staff. Boost communication and follow-up with pharmacists and physicians. Use CRM technologies to their maximum potential to handle data and track customer relationships effectively. Ensure complete market coverage and fill in any gaps in important areas by allocating resources more wisely, which will eventually boost overall sales success.

Pranav Ayush
Signature of the Student
Approved by the IIHMR University's Mentor

Recommendation

Several strategic recommendations can increase the company's sales performance and overall competitiveness in the market, based on the insights gained from the internship and there are several areas that need development.

First, the business needs to give top priority to improving its training courses that are designed to teach medical professionals about various items. This entails lengthy sessions that emphasize excellent communication and presenting techniques in addition to imparting product knowledge. Frequent training and simulations can assist sales teams in gaining competence and confidence while interacting with healthcare experts, which will increase customer satisfaction and conversion rates.

Second, it is imperative to make positions and duties within the business clear. Every team member should have a clear job description and performance expectations set for them. This transparency ensures that everyone is aware of their contributions to the overall sales goals and promotes accountability and alignment. This clarity can be further reinforced by holding regular meetings and performance reviews, which also offer chances for skill development and feedback.

It is imperative to implement a more focused and organized management style to increase organizational effectiveness. This entails establishing SMART (Specific, Measurable, Achievable, Relevant, Time-bound) objectives, putting in place efficient procedures, and improving lines of communication between teams and management. Enhanced decision-making, increased staff morale, and increased production are all benefits of a coherent management strategy.

Increasing sales personnel is an additional crucial measure in attaining wider market share and optimizing product exposure. Employing more salespeople will help the business explore new markets and client groups successfully, spread the burden more evenly, and improve customer engagement initiatives. Strong training and integration procedures that help new personnel fit in with the company's sales tactics and culture should be in place to support this expansion.

Furthermore, the PMT team and sales force must work together to promote a favourable consumer perception of the product. Building brand loyalty and trust requires highlighting the benefits of the product, responding quickly to customer feedback, and providing outstanding customer service. In a crowded market, creative marketing techniques like targeted advertising campaigns and digital marketing initiatives can help the business stand out even more.

Through a methodical implementation of these guidelines, the company can enhance its market position, boost revenues, and foster enduring customer relationships. The pharmaceutical sector will experience sustainable growth and profitability if key performance indicators are continuously monitored, and strategies are adjusted in response to market conditions.