

About Company-Brinton Pharmaceuticals Ltd. Is a public company incorporated on 27 September 2013. It is classified as a public limited company and is located in Pune, Maharashtra. The company researches, , develops, manufactures, markets, and sells pharmaceutical products. It offers products for infectious and non-infectious skin disorders, including anti acne, anti-fungal, demelanizing (depigmenting agents), emollient and protective etc.

Our Products-

Skincare, Hair care, Footcare, Healthcare, Health and wellness, Pedia.

Top Selling Products- Krack, UVDoux.

Vision- To be a worldclass company offering high quality, innovative and affordable solutions catering to unmet healthcare needs.

Mission- Touching lives globally through continuous research, Novel ideas, and advanced technologies.

Strength

1. Strong presence in Derma Space.
2. No.1 Derma company in the South.
3. Presence in more than 30 countries.
4. Promoting Established brands like Krack, UVDoux.

Weakness

1. Not present in all therapy areas (Esp in chronic Diseases like cardio, Diabetes, Neuro, Nephron etc.)
2. Not present in Tier 3 & Tier 4 cities.

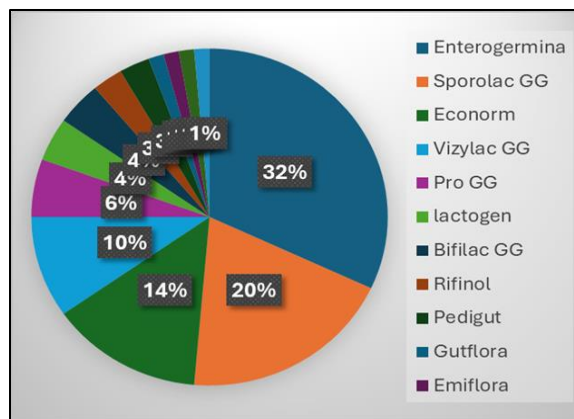
Opportunity

1. Grabbing MS in Growing IPM market.
2. Expand Sunscreen market, newer therapy areas etc.

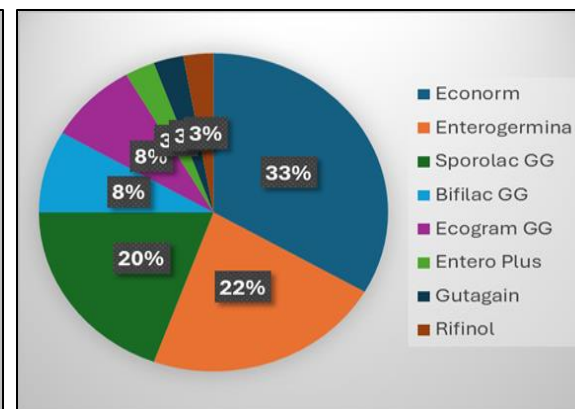
Threats

1. Highly competitive Local companies in Derma space.
2. Government regulations in Pedia Space, Price Control.

Project Description-During my internship at Brinton Pharmaceutical in Pune, I undertook a project focused on understanding the perspectives of pediatricians regarding the use of probiotics. The primary objective of this research was to gain insights into the preferences, prescribing habits, and brand perceptions among pediatricians in Jaipur and Pune.



Survey Findings- Enterogermina is predominantly prescribed by pediatricians in Jaipur (Rajasthan).



Survey Findings- Econorm is predominantly prescribed by pediatricians in Pune (Maharashtra).

ECOGRAM GG ORO DISPERSIBLE SACHET

Ecogram GG Sachet can help improve your gut health and deal with improper digestion. It can help increase the good bacteria in your body and keep you healthy. It is a probiotic that can benefit the entire family.

Product highlights

- Help reduce uneasiness in the bowels.
- Help breakdown food that can result in proper digestion.
- Help you enhance good gut health.

Key Benefits:

- It can help reduce uneasiness in the bowels
- It can help breakdown food that can result in proper digestion
- It can help you enhance good gut health



Key Ingredients:

Lactobacillus rhamnoses
Xylitol
Sorbitol
Maltodextrin
Natural Vanilla Flavor

Learnings by Internship-

1. Market research techniques.
Gained proficiency in conducting primary and secondary market research to gather valuable data and insights.
2. Data analysis and interpretation.
3. Acquired a deep understanding of Pharmaceutical market, especially in the context of probiotics.
4. Learned about the factors influencing prescribing habits of pediatricians of probiotic brands.
5. Improved communication skills through interactions with healthcare professionals , mentors and team members.

Challenges Faced During Internship-

1. Balancing workload and time management-
Managing multiple tasks and deadlines can be overwhelming , especially when new to the professional environment.
2. Communication Barrier- Navigating different communication styles and expectations in a professional setting can be difficult, particularly when giving and receiving feedback.
3. Limited experience
4. Handling mistakes.

Suggestions-

1. Structured onboarding-Develop a comprehensive onboarding program to familiarize interns with company processes, tools, and expectations. This could include a welcome guide, training sessions, and access to resources.
3. Training and Development Opportunities.

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