

SUMMER INTERNSHIP PROGRAM

at
Micro labs Private Limited.

02nd of May 2024 – 30th of June 2024

A REPORT BY

Naina Soni

Master of Business Administration

Pharmaceutical MBA

2023-2025

Under the mentorship of

Saurabh Kumar Banerjee
Associate Professor





Certificate of Recognition



This is to certify that

Ms. NAINA SONI

of 2023 - 2025 (batch) of IIHMR University

has effectively learnt, performed and completed
her Summer Training Project with Micro Labs

Ltd. from May 2024 to June 2024

We appreciate her active participation, conduct,
mannerism and timely deliverables.

This certificate is being issued to meet the
requirement of the University.



A handwritten signature in blue ink.

Tavinder Jit Singh Vasudeva
President & CBO

Date : 12-7-2024

IIHMR University Faculty Mentor Approval

This is to certify that Miss. **NAINA SONI** 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 work as per the guidelines. Her poster is approved for presentation.

Date-

24/7/2024

(Signature of Faculty Mentor)

Dr. SAURABH KUMAR BANERJEE

Assistant Professor
IIHMR UNIVERSITY JAIPUR



The Market research analysis and brand plan of drug vibegron (vibegron)

Name - Naina soni

Roll no. - 0534

Mentor - Dr Saurabh Kumar Banerjee

Stream - MBA PM

Organization - Microlabs Limited

Microlabs Limited

Microlabs was incorporated on 7th september 1973.its operating revenue range is INR 500 cr.have manufacturing facilities and R&D centers that are with international standard.it is ranked 14th among prescription by SMSRC and 19th in sales.

- The company is well known for brand DOLO while the portfolio includes some topmost brands of cardiology,diabetology etc
- the company is placed 11 in the cardiovascular product division

Vision

Micro labs aspires to not only be the finest, but also pioneer in the creation,production and distribution of high end pharmaceutical goods.micro labs wants to produce medicine of greatest caliber and sell it at reasonable price.

Aspiration

Micro Labs helps to provide value through high quality pharmaceutical drugs and to create strong brands in all therapeutic categories.

Organization structure

CHAIRMAN & MANAGEMENT DIRECTOR
(DILIP SURANA)

DIRECTOR
(ANAND SURANA)

CHIEF BUISNESS OFFICER & PRESIDENT
(TAVINDER JIT SINGH VASUDEVA)

MICROLABS LTD GURUGRAM OFFICE
BUSINESS MARKET

FRENCH WEST AFRICA NORTH AFRICA VIETNAM CAR COUNTIES ELTHOPIA

Basic Strengths and Values

Strengths

- Empathy
- Adaptability

Values

- Generosity
- Punctuality

Role of Etiquettes in Corporate

- Netiquettes
- Dinning table manners
- use of good gestures posture

How to be a Good Listener

- Repeating the last few words
- Reduce The Distractions
- Avoid paraphrasing unnecessarily
- Acknowledge your shortcomings
- Offer Nonverbal Cues
- Avoid Rehearsing Your Response
- Mind the body language
- Keep track of your emotional state

Branding Vs Marketing

Branding is why	Marketing is how
Branding is long-term	Marketing is short-term
Branding builds loyalty	Marketing generates response
Branding creates value	Marketing extracts value
Branding is the being	Marketing is the doing

How to build yourself as a BRAND?

Self discovery ► Online presence ► Target audience ► Networking
Consistency ► Personal development & visibility ► Monitor ► Adopt
Work ,Work , Work,

7 C's In Marketing

- Customer
- Convenience
- Cost
- Communication
- Customer service
- Consistency
- Content

Learnings during Internship

- The best thing i have learned from micro labs about self care ,strengths ,values and how much physical health is important for us.
- i have learned power of etiquettes in corporate culture
- i have learned how to make impactful brand plan.
- I have learned about marketing and branding.
- got exposure of international marketing

Usefulness of Internship

- As i am always eager to going to the marketing,sales,branding etc..i am sure that whatever i have learned from this 2 months will helps me in my future endeavors.
- Under the guidance of tavinder sir we learned the value of life and how we can make it more successful.
- i saw the conversion to my 1st year academics module to practice exposure.i learned almost everything about brand plan and market research.

Challenges faced during Internship

As it was online internship the main challenge i have faced to lack of continuous guidance although our mentors helped us a lot sometimes it is getting difficult to study about molecules like vibegron as we cant get exact data of that as paracetamol.

Thank you note

At last I would like to thanks my Mentor Saurabh sir for always supporting me. A big thank to Mr tavinder sir for guidance at last would also like to thanks my mentors,family members and my dear friends to always helps me.

Brand Plan Of The Molecule Vibegron (Beta 3 Adrenergic Agonist)

- Corporate company – **Oromedi Pharmaceuticals.**
- Rationale- in Spanish , ORO means gold and I wanted to give the name of company as per my surname that is Soni (goldsmith) that is why it is "Oromedi".
- Company Tag line- **"Because your health is Golden for us".**
- Its Headquarter will be in "Delhi".
- Oromedi Pharma's Product will include Beta 3 Adrenergic agonist, antibiotics , cardiovascular medication and gastrointestinal medications.



Mechanism Of Action

Activation of the beta-3 adrenergic receptor increases bladder capacity by relaxing the detrusor smooth muscle during bladder filling.



Competition Analysis

Brand	Molecule	Company	MRP
Gemtesa	Vibegron	Sumitomo pharma	500/ per bot
Myrbetriq	Mirabagron	Astellas pharma	882 / per pac
Vesicare	Solifenacin succinate	Astellas pharma	300 / per stri

suggestions

As the internship was online although we learned a lot but didn't got exposure of field work so i would like to suggest to please give atleast 2 week exposure to next interns .

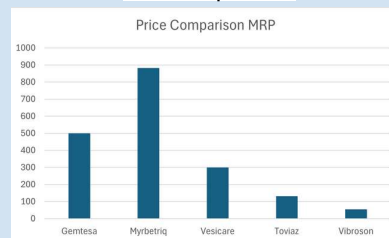
Connecting Dot's

In marketing, "connecting the dots" refers to identifying and understanding the relationships between various elements to create a cohesive and effective strategy.

Attractive Opportunities in the Overactive Bladder Treatment Market



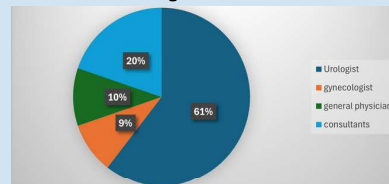
MRP Comparison



SWOT Analysis

Strength	Weakness
Vibegron do not cause adverse effects like UTI so it is convenient for the women suffering from UTI problem.	May have lower brand recognition as <u>compare</u> to medicines like gemtesa.
Opportunity	Threats
Increasing prevalence of overactive bladder, especially in aging populations.	New safety concerns or adverse events could impact its market position.

Target Customers-



Market Segmentation- Metro cities ,class one cities ,class two cities

Pack Insert- •Component of pack insert -Vibegron

•Chemical Name: (3R)-3-[(2R)-2-[4-[(2S)-2-hydroxy-3-(4-hydroxyphenyl)propyl]phenoxy]propyl]amino]-2-oxoethyl]phenyl propanoate.

• Dosage Form: Oral tablets. - 75 mg vibegron per tablet.

Reporting Format (Weekly)

Name of the Organization: Microlabs pvt ltd.

Area/ Department/ Project of Summer Internship Program: Marketing intern

Name of the Student: Naina Soni

Roll no: 0534

Stream: Pharmaceutical management (PM-15)

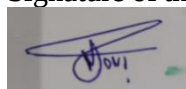
Week no: 1

From: 2nd May 2024 To 8th May 2024

Activity Done	First meeting with Tavinder sir and it was about self motivation and growth. • We have submitted two strengths and two values of our life1. Strength – Empathy Adaptability 2. Values – Generosity Punctuality • We have submitted the word file on this topic with real life examples • We have also submitted a self-made video on this topic. • Learnings – Confidence, Communication, importance of strength and values in real life.
Linking theory (Classroom learning) with practice at your organization	I acquired the importance of strengths and values in life and how they can help in corporate culture to continuous growth.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week	Will follow as per instructions.

Naina SONI

Signature of the Student



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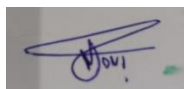
Week no: 2

From: 8th May 2024 To 15th May 2024

Activity Done	= Learned the power of etiquettes and organization behavior. • Power of etiquette in office meetings. SIP REPORT 2 • Power of etiquettes on the field • Power of etiquette during travelling. • Power of etiquette in Business society and corporate world. • Also, we discussed the importance of working character of an individual to develop a good side of person. • How to address someone professionally with respect. • Do's and Don'ts in business communication. Learning – Meaning of etiquette, organization behaviors, corporate ethics. Apart from this, being physically active and doing exercise every morning is also important so we got a good lesson about importance of physical exercise from Tavinder sir, and we have also prepared a video on physical exercise.
Linking theory (Classroom learning) with practice at your organization	A. Importance of etiquettes B. Good gesture and posture C. Polite speaking skill D. Good behavior
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week	a) Looking ahead to the next week, my primary goal is to develop effective business communication strategies . b) Prepare Brand Communication: I aim to produce detailed and persuasive communication content that our area brand executive.

Naina soni

Signature of the Student



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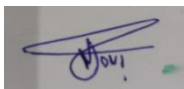
Week no: 3

From: 16th May 2024 To 22nd May 2024

Activity Done	Learned about the power of words like please, then you, sorry, apologize. • Importance of flow of information translation, action, prevention in the customer's mind. • Sent the handwritten assignment on topics1. Etiquettes 2. Netiquettes 3. Dining tables manners • Focus on continuous practice and learning to become professional executive • Do's and don'ts in corporate cultural and importance of body language in organization. SIP REPORT 3 • Difference between branding and marketing. • Workplace relationships • Respect of time and time management • Social media and email etiquettes. • Communication etiquette. • Hobbies.
Linking theory (Classroom learning) with practice at your organization	Learned about values of relationship in corporate culture, and what is brand, branding, market and marketing and the difference between branding and marketing.
Gaps identified on the working area.	• Lack of good communication.
Suggestions for improvement	• None as of now
Plan for the next week	• Looking ahead to the next week as per instructions.

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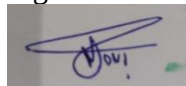
Week no: 4

From: 23 May 2024 - 29 May 2024

Activity Done	• How to build yourself as a brand. • how to be a good listener and its importance. • dining table etiquettes in global level. • prepared the video about how we will adopt these etiquettes in our daily life. SIP REPORT 4 Brand Plan • Different molecules are provided to each of us and asked to prepare brand plans. • some instructions are also provided about how to prepare that brand plan and what will be the formatting. • the molecule provided to me was Vibegron it is beta 3 adrenergic agonist and used in the cases of overactive bladder • I have made the plan on Power point and attaching this with mail please do check it. • Apart from this some groups from all of us are divided and asked to discuss leadership skills and physical excersice importance.
Linking theory (Classroom learning) with practice at your organization	How to prepare effective brand plan.
Gaps identified on the working area.	Not such idea about some factors of preparing brand plan.
Suggestions for improvement	None as of now.
Plan for the next week	Work on brand plan.

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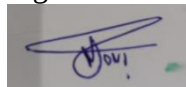
Week no: 5

From: 30 May 2024 - 05 June 2024

Activity Done	During the Fifth week of my summer internship, Firstly, I started making brandplan and in it I have included SWOT analysis, 5C analysis and STP of product. After that I have decided name of firm that is oromedi pharmaceutical and gave the name vibroson to molecule vibegron.
Linking theory (Classroom learning) with practice at your organization	From these experiences, I gained valuable insights and knowledge, including: a) Working on the competitors analysis b) Prepared visual aid and video. c) Basic information on how to develop an effective brand plan. d) How to deal with pharmacist on the chemist shop.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week	a) I must Complete my final project on time. b) Prepare PEST analysis. c) Set target audience and set measurable goals.

Naina soni

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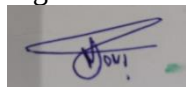
Stream: Pharmaceutical management (PM-15)

Week no: 6

From: 06 June 2024 – 12 June 2024

Activity Done	During the sixth week of my summer internship, I continued developing the brand plan for.swot analysis of brand, uniqueness to brand.
Linking theory (Classroom learning) with practice at your organization	Brand Plan Preparation: I learned how to create marketing strategies to effectively promote our product to doctors and target primary and secondary consumers.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week	a) Completion of Brand Plan: Finalize the brand vision and mission to align with long-term objectives. Define brand positioning to highlight unique value propositions and target market segments. Develop the marketing mix, covering product features and benefits, pricing strategies, distribution channels, and promotional tactics.

Signature of the Student



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Roll no: 0534

Stream: Pharmaceutical management (PM-15)

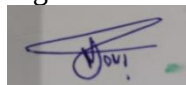
Week no: 7

From: 13 June 2024 – 19 June 2024

Activity Done	During the Seventh week of my summer internship, I completed my brand plan on Vibroson. During the completion of this brand plan, I successfully prepared brand budgeting and revenue generation in detail to calculate estimated profit of my product in first year after launching in Gujarat. I also checked Govt. policies and regulations require to launch a brand in a new region which helps us to identify Pestle analysis to think and prepare for identification of market strategies.
Linking theory (Classroom learning) with practice at your organization	•Brand Plan Preparation: I learned how to prepare a budget for a product while preparing its brand plan, it also helps me to learn how to suggest an estimated return and how to monitor and control a brand plan in future.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week	c) Preparation of Poster: In next week I must prepare a Poster on my work in microlabs ltd and present my brand plan.. d) Presentation of poster: After preparation of poster, I also must present that poster in front of Marketing head in my organization.

Naina Soni

Signature of the Student



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Name of the Organization: Microlabs Pharmaceuticals.

Area/ Department/ Project of Summer Internship Program: Marketing intern

Name of the Student: Naina Soni

Roll no: 0534

Stream: Pharmaceutical management (PM-15)

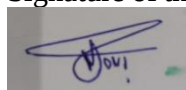
Week no: 8

From: 20 June 2024 – 30 June 2024

Activity Done	During the Last week of my summer internship, I Prepared Poster on my brand plan on vibroson and presented my brand plan in front of vice president and product executive of microlabs.
Linking theory (Classroom learning) with practice at your organization	•Poster Presentation: I learned how to present a poster for a product in front of higher authorities of industry, it also helped me to learn how to present USP and critical points of brand plan effectively. •Built an effective public speaking skill.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week	NA

Naina soni

Signature of the Student



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Compiled Reporting Format

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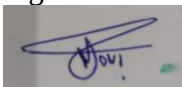
Roll no: 0534

Stream: Pharmaceutical management (PM-15).

Activity Done	During my two-month internship at Microlabs, I gained invaluable insights into various facets of the corporate world and honed my professional skills. This journey allowed me to discover my strengths and values, understand corporate etiquette, and grasp the dynamics of branding and marketing. A significant portion of my learning centered around brand planning, where I explored its different aspects, including strategy development and implementation. Additionally, I delved into ethics, neuromarketing, expense planning, Adaptability, and ROI analysis, enriching my understanding of these critical business elements. They provided deep insights into digital marketing in the pharmaceutical industry, campaign planning, and strategic decision-making. These interactions enhanced my knowledge and equipped me with practical strategies applicable to real-world scenarios. Beyond professional skills..
Linking theory (Classroom learning) with practice at your organization	Understand market trends and consumer behavior. Understanding market flow and LBL preparation strategies. Analyzing data and creating persuasive LBL materials. Setting the USP of the product and analyzing field data. Learning strategic planning based on data analysis. Creating effective marketing strategies and interacting with pharmacists. Preparing a budget and estimating returns for a brand plan. Presenting critical points of a brand plan effectively and improving public speaking skills.
Gaps identified in the working area.	NA
Suggestions for improvement	NA

Naina Soni

Signature of the Student



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