

SUMMER INTERNSHIP PROGRAM

At

MICRO LABS LIMITED



FROM 02 MAY 2024 TO 30 JUNE 2024

A REPORT BY

MITALI BISEN

Master of Business Administration

PHARMACEUTICAL MANAGEMENT

2023-25

under the Mentorship of

Dr. SUDHINDER SINGH CHOWHAN

Associate Professor





Certificate of Recognition



This is to certify that
Ms. MITALI GEMENDRA BISEN
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.

Date : 12-7-2024

A handwritten signature in blue ink, appearing to read "Tavinder Jit Singh Vasudeva".

Tavinder Jit Singh Vasudeva
President & CBO

IIHMR University Faculty Mentor Approval

This is to certify that **Ms. MITALI BISEN** of academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL MANAGEMENT** has prepared a 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: 20/07/2024



Dr. Sudhinder Singh Chowhan

Associate Professor

IIHMR University Jaipur

Micro labs ltd

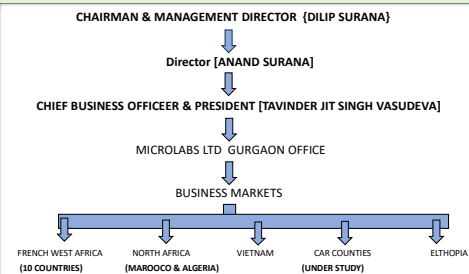
Micro Labs Limited is an Indian pharmaceutical company that specializes in the development, manufacturing, and marketing of generic and branded pharmaceutical products. The company was founded in 1973 by Mr. G. C. Surana and is headquartered in Bangalore, India. Micro Labs operates in various therapeutic areas, including cardiology, dermatology, neurology, gastroenterology, diabetology, and ophthalmology, among others. They offer a wide range of pharmaceutical formulations, including tablets, capsules, injectables, liquids, ointments, and creams.

Mission & Vision

Mission: To create strong brands and offer value through high quality pharmaceutical goods throughout the therapeutic areas.

Vision: Micro labs desires to not just be the best, but a leader in the development, manufacturing and sales of premium pharmaceutical products. Micro labs wish to manufacture medicine of the highest standards and market it at affordable price across the globe.

Organogram of Micro Labs Limited



SWOT ANALYSIS

Strengths

- Proven effectiveness and safety in treating allergic symptoms.
- Non-drowsy antihistamine
- Trusted Brand (Micro Labs)

Weakness

- Low market Penetration not as extensive as compared to Sun Pharma and Cipla.
- Lower brand recognition
- May face challenges in maintaining competitive pricing

Opportunities

- Product Diversification: Potential to introduce new formulations or combination products to enhance the product line.
- Market Expansion
- Consumer Education

SWOT Analysis

Threats

- Intense Competition: Strong competition from established brands like Fexotrol and Fexodin.
- Regulatory Changes: Potential changes in regulations that could affect market dynamics.
- Price Sensitivity

Fexicalm

Fexicalm Tablet is an antihistamine that is used to relieve the symptoms of allergic rhinitis (sneezing, itchy nose, nasal secretion, nasal congestion, and red streaming eyes) and other forms of allergic conditions. It can also be used to treat itchy skin rashes (wheals or urticaria). Each Fexicalm Tablet contains 120 mg of fexofenadine and each strip contains 10 Tablets.



PESTEL ANALYSIS

- Political:** Fexicalm comply with FDA regulations in the US, EMA guidelines in Europe, and local regulatory requirements in other regions.
- Economic:** The global antihistamine market is expected to grow due to increasing allergy prevalence.
- Social:** Growing awareness about allergies and their management increases demand for antihistamines.
- Technological:** Innovations in drug delivery systems and formulations can enhance the effectiveness and convenience of antihistamines.
- Environmental:** Increasing emphasis on environmental sustainability requires pharmaceutical companies to adopt eco-friendly manufacturing and packaging practices.
- Legal:** Patents and trademarks protect the formulation and branding of Fexicalm.

Challenges faced during internship

- Staying engaged in virtual meetings and discussions, it is more challenging compared to in-person interactions.
- Time management was another challenge because working from home come with many distractions that affect focus and productivity

Usefulness of Internship

- Hands-on experience in a professional setting, allowing me to apply theoretical knowledge to practical tasks.
- Receiving guidance and mentorship from experienced professionals, which help me to navigate my career paths.

Brand Positioning



Elements	Details
Brand	Fexicalm
Market Definition	Anti-histamine
Customer target	People suffering from allergic rhinitis and chronic urticaria
Insight	Provides Relief from allergic Rhinitis and chronic urticaria
Metabolism	Predominantly metabolized by cytochrome P450 enzymes, particularly CYP3A4 and CYP2J2.
Duration Of Action	More than 26 Hrs
Excretion	Approximately 95% is excreted unaltered in either the feces (66.5%) or urine (28.3%)

Theory Vs Practical

Theoretical Understanding	Practical Exposure
Theoretical understanding emphasizes conceptual learning	Practical exposure emphasizes applying knowledge in real-world scenarios.
It develops analytical and critical thinking skills	It hones practical, interpersonal, and adaptive skills
It is assessed through exams and assignments	These are evaluated based on performance and outcomes in real tasks

Learnings during internship

- Emphasized the importance of core values in professional life
- Created a comprehensive brand plan.
- Applying theoretical knowledge to solve real-world problems

Suggestions to organization

- To develop a detailed onboarding process to familiarize interns with company culture, policies, and procedures.
- To offer a variety of projects that allow interns to gain exposure to different aspects of the business.

Acknowledgement

My Sincere thanks to Mr. Tavinder Jit Singh and his team from Micro Labs Ltd, Gurugram for their valuable inputs in completing my assignments.

I am writing to express my heartfelt gratitude for the invaluable opportunity to undertake an internship at Micro Labs Ltd, under your guidance. It has been an honour and a privilege to learn and grow within the dynamic environment of your esteemed organization.

I would like to extend my sincere appreciation to you for providing me with the chance to work alongside your team and contribute to the various projects and initiatives during my internship tenure. Your guidance, mentorship, and expertise have been instrumental in shaping my understanding of the industry and enhancing my skillset.

Throughout my internship, I have been fortunate to witness your dedication to excellence and your commitment to fostering a culture of innovation. Your leadership has been a source of inspiration, and I am truly grateful for the knowledge and insights you have shared with me.

I would also like to express my gratitude to the entire team at Micro Labs Ltd for their warm welcome, support, and encouragement throughout my internship. Working with such a talented and dedicated group of professionals has been an enriching experience that I will cherish.

Once again, thank you, Mr. Tavinder Jit Singh for your mentorship and for providing me with the opportunity to contribute to Micro Labs. I am confident that the skills and knowledge I have gained during this internship will serve as a solid foundation for my future endeavours.

Please feel free to reach out to me if there is ever an opportunity for me to contribute to

Micro Labs in the future. I look forward to staying connected and maintaining the relationships I have built during my time here.

Thank you once again for everything.

Mitali Bisen

Department of Pharmaceutical Management

IIHMR University, JAIPUR

About the organization

About Micro Labs Limited

Micro Labs Limited is a leading pharmaceutical company headquartered in Bangalore, India. Established in 1973, the company has grown significantly over the years, becoming a well-known name in the pharmaceutical industry. Micro Labs is involved in the manufacturing, marketing, and distribution of a wide range of pharmaceutical products, including formulations, active pharmaceutical ingredients (APIs), and nutraceuticals. The company operates in over 80 countries worldwide, with a robust presence in markets such as the United States, Europe, Africa, and Asia.

Mission and Vision

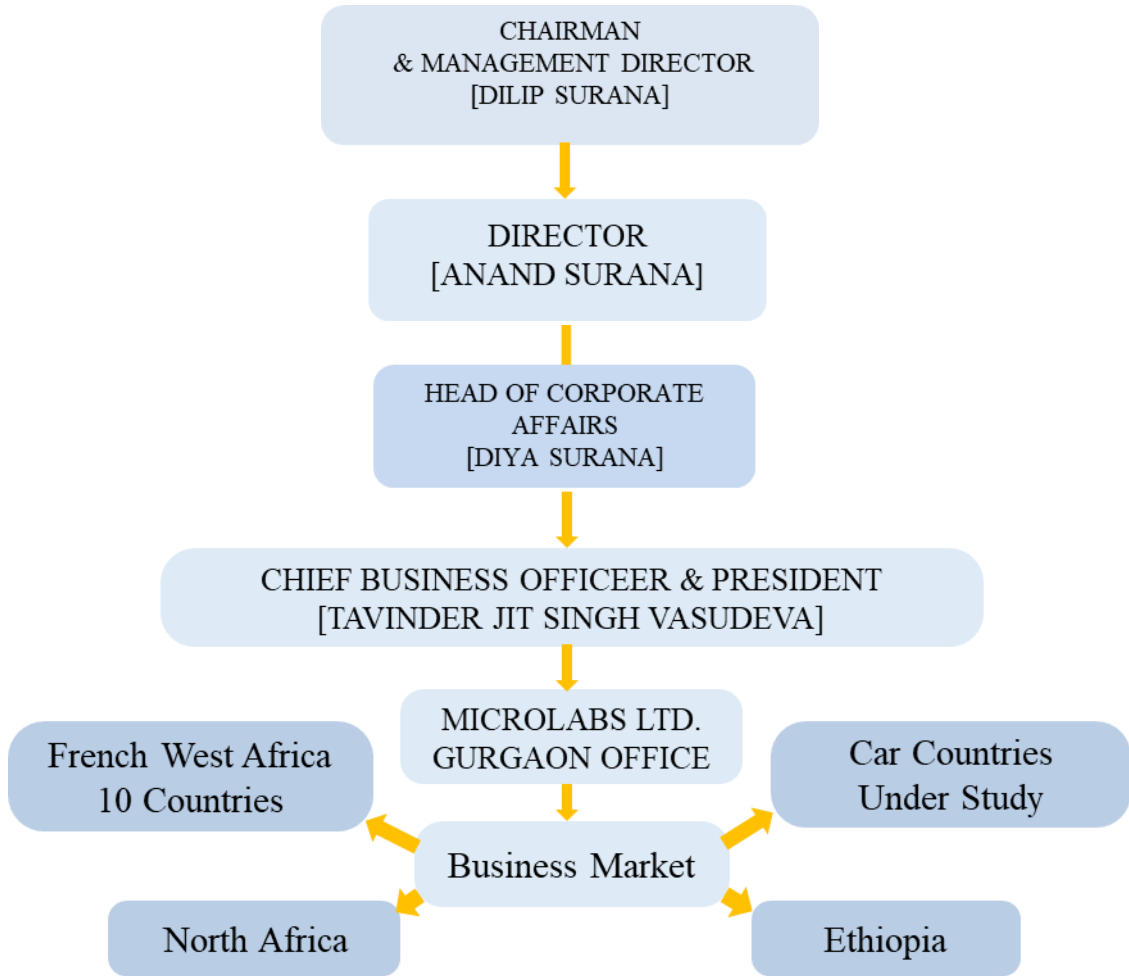
Mission: Micro Labs Limited is committed to improving the quality of life by providing innovative and affordable healthcare solutions. The company strives to achieve excellence in the development, production, and distribution of pharmaceutical products, ensuring that patients around the world have access to safe and effective treatments.

Vision: Micro Labs Limited envisions being a global leader in the pharmaceutical industry, recognized for its commitment to quality, innovation, and customer satisfaction. The company aims to expand its global footprint, continuously improve its product offerings, and make a positive impact on the healthcare industry.

Core Values

1. **Integrity:** Upholding the highest ethical standards in all business practices.
2. **Innovation:** Encouraging creativity and innovation in product development and business processes.
3. **Quality:** Commitment to producing high-quality products that meet or exceed regulatory standards.
4. **Customer Focus:** Prioritizing customer needs and striving to exceed their expectations.
5. **Excellence:** Pursuing excellence in all aspects of the business, from R&D to customer service.

Organization Structure



Key Learnings and Outcomes

- I have assimilated corporate etiquette in me.
- Learned about designing a brand plan, marketing strategies, and marketing campaigns.
- From a market survey, I learned about competitor analysis.
- Learned about the code of ethics, pharmaceutical trademark and their significance, and the need for a code of ethics and pharmaceutical trademarks.

Usefulness

- Skill development and practical experience.
- Industry insights and exposure.
- Networking for future opportunities.
- Enhanced resume and career prospects.

SWOT Analysis:

Strength: 1. Established and known for quality products. 2. The wide range across various therapeutic areas. 3. Strong research and development leading to innovation. 4. Operations in multiple countries.	Weakness: 1. High revenue dependence on a few key markets. 2. Risks in production and distribution. 3. Increasing costs of raw materials and regulatory compliance. 4. Impact on brand image and trust.
Opportunity: 1. Potential for collaborations to expand offerings. 2. Investment in new revenue streams. 3. Leveraging technology for patient engagement and data analytics. 4. Increased demand for chronic disease medications.	Threats: 1. Impact of stringent regulations on approvals and market access. 2. From both multinational and local companies. 3. Pressure on profit margins from generics. 4. Risks related to patent expirations and IP rights.

Weekly Reporting

Name of the Organization: Micro Labs Limited

Area/Department/Project of Summer Internship Program: Market Research & Brand Planning.

Name of the Student: Mitali Bisen

Roll no: 0532

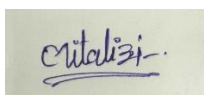
Stream: Pharmaceutical Management

Week no: 1

From: 29/04/2024 to 05/05/2024

Activity Done	29/04 - Pre interactive session During the session, we covered important information about the internship structure, expectations and key initiatives planned for the coming weeks. 30/04 - Assignment on our Major Strengths and Two Basic values of life 03/05 - Interactive session Where we discussed, Power of etiquettes in: Office, Meeting table, in Field, during Travelling and in Business society. Also, we discussed the importance of the working character of an individual to develop the good side of a person. Importance of knowing the customer and how to address someone professionally with respect.
Linking theory (Classroom learning) with practice at your organization	The interactive sessions and assignments provided theoretical insights into professionalism, ethics, and interpersonal skills. By discussing office etiquette, customer relations, and personal values, we connected these concepts to real-world applications within the organization. This linkage helps in understanding the practical implementation of respect, professional conduct, and ethical behavior, thereby fostering a cohesive and respectful workplace environment.
Gaps identified in the working area.	The primary gaps identified in the working area include inconsistent adherence to professional etiquette, insufficient understanding of customer needs, and a lack of emphasis on personal values and ethical conduct. These gaps hinder effective communication, customer satisfaction, and overall workplace harmony. Addressing these issues through targeted training and reinforcement of key principles is essential for improvement.
Suggestions for improvement	To improve, implement regular training sessions on professional etiquette and customer relations, ensuring all employees understand and adhere to these standards. Establish a mentorship program to reinforce personal values and ethical conduct. Regular feedback and assessments can help identify ongoing

	gaps and provide a platform for continuous improvement and development within the organization
Plan for the next week	Interactive session on power of words Importance of flow of: Information - Translation - Action - Persuasion in customer's mind.



Signature of the Student

Approved by the IIHMR University's Mentor

Weekly Reporting

Name of the Organization: Micro Labs Limited

Area/Department/Project of Summer Internship Program: Market Research & Brand Planning.

Name of the Student: Mitali Bisen

Roll no: 0532

Stream: Pharmaceutical Management

Week no: 2

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

Activity Done	08/05 – Assignment Where we elaborate our first assignment on Strengths and Key values in life by citing examples, Do's and Don'ts in Business Communication & Power of etiquettes in: Office, Meeting table, Field, During Travelling, Business society. Also sent a voice recording of 3-4 minutes highlighting our learnings on above topics. 11/05 - Interactive session During the session we discussed, Power of words like: Please, thank you, Ask and Apologies / Sorry in our day-to-day life as well as in our upcoming professional life. Talk about to keep the experiences ready where these words helped us in daily life. Also, we discussed the importance of flow of: Information - Translation - Action - Persuasion in customer's mind. Being physically fit is as important as our curriculum and studies, so everyone should focus on your physical health. 12/05 – We shared a video of ourselves of 30 seconds in morning showing the workout in the form of running, skipping, exercising etc to energize ourself
Linking theory (Classroom learning) with practice at your organization	The assignments and interactive sessions effectively bridged theoretical concepts with practical applications. By focusing on strengths, values, and business communication, we learned to embody professionalism and etiquette in various scenarios. These activities enhanced our understanding of respectful interactions and the importance of physical fitness, aligning our personal and professional development with organizational goals.

Gaps identified in the working area.	Several gaps were noted, such as inconsistent use of polite language, insufficient flow of information, and neglect of physical fitness. Additionally, there was a lack of practical application of discussed etiquettes in real-life scenarios, leading to a disconnect between theoretical knowledge and practice.
Suggestions for improvement	To address these gaps, implement workshops emphasizing polite language use and effective communication strategies. Foster a culture of regular information sharing and physical fitness through team activities and wellness programs. Encourage practical application of etiquettes through role-playing exercises and continuous feedback mechanisms to ensure alignment with organizational standards.
Plan for the next week	Focus on Continuous Practice and Learning to become a Professional Executive. Understanding of Corporate Etiquettes, Netiquettes and dining table manners in corporate. Differentiate Branding & Marketing



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Weekly Reporting

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Name of the Student: Mitali Bisen

Roll no: 0532

Stream: Pharmaceutical Management

Week no: 3

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

Activity Done	13/05 – Assignment Where we submitted our second assignment in Handwritten. Also shared our hobbies in the above assignment, made a video of ourselves after memorizing the above assignment and shared it. 15/05 - Interactive session During the session, we learn to focus on Continuous Practice and Learning to become a Professional Executive, also, Do's and Don'ts in Corporate Culture and the importance of Body Language. 17/05 - Assignment About what are Corporate Etiquettes, Netiquettes and dining table manners in corporate and shared a video of our learnings also. Shared the understanding of the difference between Branding and Marketing with Examples.
Linking theory (Classroom learning) with practice at your organization	The assignments and sessions underscored the importance of continuous learning, professional etiquette, and effective communication. Through handwritten assignments and video recordings, we reinforced theoretical knowledge by applying it to real-life scenarios. This hands-on approach solidified our understanding of corporate etiquette, body language, and the distinction between branding and marketing.
Gaps identified in the working area.	Gaps include sporadic practice of learned etiquettes, lack of awareness regarding corporate etiquettes and netiquettes, and insufficient understanding of body language's impact. Additionally, there is often confusion between branding and marketing concepts, leading to ineffective strategies.

Suggestions for improvement	To bridge these gaps, implement regular practice sessions and workshops on corporate etiquette and body language. Encourage employees to share feedback and experiences to enhance practical understanding. Clarify the differences between branding and marketing through case studies and real-world examples, ensuring a comprehensive grasp of these concepts.
Plan for the next week	Study about how to build ourself as a brand, Interactive session on Brand and Corporate Building, Study about how the Marketing Campaigns are created and implemented in the market.



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Weekly Reporting

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Roll no: 0532

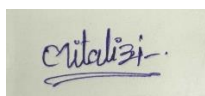
Stream: Pharmaceutical Management

Week no: 4

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

Activity Done	20/05 - Interactive session During the session, we covered the important information about branding & marketing also the importance of building ourselves as a brand. 21/05 – Assignment Where we created groups/clusters among ourselves and prepared a video assignment combining the below given topics: Dining table etiquettes on global level (where we have to choose a country and study their etiquettes) How to build ourself as a brand. How to be a good listener and its importance. 22/05 – Interactive session During the session we talk about the areas of individual person where he/she need to work i.e. Lacking area. 24/05 - Interactive session In the session we focused on Brand & Corporate building in the following ways: How to build ourself as a brand and reinvent ourselves (while working in corporate we should- Brand ourselves, Brand the corporate we are working in and Brand the product we are promoting). How the Marketing Campaigns are created and implemented in the market. How to make our mind Creative and Innovative. How to set SMART targets. i.e. Specific, Measurable, Achievable, Relevant & Realistic and Time bound. Also, we are advised to study the success story of Kurkure in the market for our own understanding and learning.
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Linking theory (Classroom learning) with practice at your organization	The sessions and assignments provided a comprehensive framework linking theoretical concepts of branding, marketing, and personal development with practical applications. Through group video assignments, we explored global dining etiquettes, personal branding, and active listening. Interactive discussions on corporate branding, marketing campaigns, and setting SMART targets enhanced our practical understanding and application of these concepts.
Gaps identified in the working area.	Identified gaps include insufficient emphasis on personal branding, a lack of creative and innovative thinking in marketing strategies, and the need for improved listening skills. Additionally, there is a gap in setting and adhering to SMART targets, leading to inefficiencies and unmet goals.
Suggestions for improvement	To address these gaps, implement workshops on personal branding and creativity to foster innovative thinking. Encourage regular practice of active listening through team activities and feedback sessions. Provide training on setting and achieving SMART targets, ensuring clear and attainable goals. Studying successful marketing campaigns like Kurkure's can offer valuable insights and practical examples to emulate.
Plan for the next week	Preparation of “molecule / brand wise presentation” Session on “Ongoing preparation & jobs accomplishments”



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Weekly Reporting

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Name of the Student: Mitali Bisen

Roll no: 0532

Stream: Pharmaceutical Management

Week no: 5

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

Activity Done	29/05 – Assignment In this assignment we prepared a molecule / brand wise presentation on the topics allotted. The topic allotted to me is “fexofenadine (Antihistaminic drug). We also prepared a video on already discussed topics and this time we prepared about how we can adopt these etiquettes, netiquettes and body language in our day-to-day life. 01/06 – Interactive session During the session, we discussed about ongoing preparations & jobs accomplishments.
Linking theory (Classroom learning) with practice at your organization	The latest assignments and interactive sessions solidified our understanding of branding, professional etiquette, and personal development by integrating these concepts into our daily routines and professional tasks. Preparing a presentation on "fexofenadine" allowed me to apply our branding knowledge to a specific product, while videos on etiquette and body language reinforced practical implementation in everyday life.
Gaps identified in the working area.	Gaps identified include inconsistent application of discussed etiquettes and body language, a lack of in-depth product knowledge for effective branding, and varied levels of preparation for job-related tasks. These gaps can hinder professional growth and the ability to effectively market and promote products.
Suggestions for improvement	To bridge these gaps, provide ongoing training and workshops focused on daily implementation of etiquettes and body language. Encourage deeper product research and knowledge-sharing sessions to enhance branding efforts. Implement regular check-ins and feedback sessions to ensure consistent preparation and job accomplishment, fostering a proactive and well-prepared workforce.

Plan for the next week	Gain the insights about: Time management strategy Qualities to become a good leader Leadership skills Interactive session with business leaders of Micro labs
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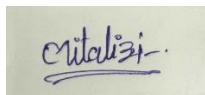
Stream: Pharmaceutical Management

Week no: 6

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

Activity Done	05/06 – Assignment Where we done some of the updates in our brand plan like mentioned the unique brand & corporate name with rationale, direct & indirect competitors should be mentioned with company name, brand name, molecule names and their MRPs, also included the pack inserts having all the information regarding the molecule and its usage. 04/06 - Assignment On the topic “Time management strategy” 05/06 - Assignment On the topic “Qualities to become a Good leader” 06/06 - Assignment Where we made Fitness/Exercise video showing our workout activities, also made the video of practicing the leadership skills in clusters. 08/06/2024 - Interactive session This session is with the business leaders of Micro labs with the name “Talk with our business leaders” In the session we learnt about: Evolution of Marketing. Importance of Digital marketing Various domains of Digital marketing Need of Digital Marketing in Pharma What are pharma campaigns and their objectives Various steps in designing pharma campaigns. How to conduct Effective Doctor calls Importance of Field Work in Pharma etc.
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Linking theory (Classroom learning) with practice at your organization	The assignments and interactive sessions effectively merged theoretical knowledge with practical applications in the fields of branding, leadership, time management, and digital marketing. By updating brand plans, managing time strategically, and practicing leadership skills, we translated classroom learning into actionable tasks. Engaging with business leaders provided insights into the practical aspects of pharma marketing and fieldwork.
Gaps identified in the working area.	Identified gaps include a lack of strategic time management, insufficient understanding of competitor analysis, and varying levels of leadership skill application. Additionally, there is a need for better integration of digital marketing strategies in daily operations and an enhanced focus on effective doctor calls and fieldwork in the pharma sector.
Suggestions for improvement	To address these gaps, implement training sessions on advanced time management techniques and competitor analysis. Encourage regular leadership workshops and practical exercises. Develop a comprehensive digital marketing training program to ensure integration of these strategies into daily tasks. Focus on enhancing skills for effective doctor calls and fieldwork through role-playing, feedback sessions, and real-world practice to improve engagement and results in the pharma industry.
Plan for the next week	Yet to know, will be decide on Monday.



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Weekly Reporting

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Roll no: 0532

Stream: Pharmaceutical Management

Week no: 7

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

Activity Done	11/06 – Interactive session Where we presented our Brand Plan presentation and discussed our learnings from the previous sessions. 13/06 - Interactive session Where we had an expert talk on “Perception Mapping: A Way Towards Strategic Decision Making” by Meenal Mam who has a vast experience in sales, business development and consultancy. 13/06 - Interactive session On the topic “Business Finances Management”
Linking theory (Classroom learning) with practice at your organization	The interactive sessions and brand plan presentations reinforced our ability to apply theoretical concepts in practical settings. Presenting the brand plan showcased our understanding of strategic branding, competitive analysis, and market positioning. The expert talk on perception mapping and the session on business finance management provided deeper insights into strategic decision-making and financial acumen necessary for business success.
Gaps identified in the working area.	Gaps identified include varying levels of expertise in strategic decision-making, insufficient financial management skills, and a need for more robust perception mapping techniques. Additionally, the ability to cohesively integrate these skills into daily operations is still developing.
Suggestions for improvement	To address these gaps, conduct regular workshops and training sessions on strategic decision-making and financial management. Incorporate practical exercises and case studies to enhance understanding and application of perception mapping techniques. Encourage continuous learning and real-world practice to ensure these skills are effectively integrated into daily

	business operations, fostering a more strategic and financially sound approach to decision-making.
Plan for the next week	To learn about Trademarks - Intellectual Property Rights (IPR) Code of Ethics of Business PESTEL analysis Campaign designing, etc.



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Weekly Reporting

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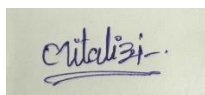
Stream: Pharmaceutical Management

Week no: 8

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

Activity Done	17/06 - Assignment Where we prepared the presentation on the below points in continuation to our brand plan ppt. Importance of content writing in terms of Font size and Font style. Trademarks - Intellectual Property Rights (IPR) Code of Ethics of Business PESTEL analysis of your Brand Campaign designing Distribution and Distribution channels Also, to understand the Distribution and Distribution channels of pharmaceuticals, we are advised to go in the market with our ID cards and request to pharmacy shop people to explain the process of distribution. 18/06 – Assignment In this assignment we prepared the word document on the topics mentioned below: Therapeutic relationship in branding Customer Value Proposition (CVP) Health and Business Wealth (Summer training) Passion and Professional life balance 19/06 - Interactive session Where we presented our presentation that we recently prepared in continuation to brand plan ppt & also we talk about our learnings to the above topics.
Linking theory (Classroom learning) with practice at your organization	The recent assignments and interactive sessions further bridged theoretical concepts with practical applications in branding, content writing, intellectual property, business ethics, PESTEL analysis, campaign designing, and distribution channels. Preparing and presenting on these topics, followed by real-world market visits, enhanced our understanding of the practical aspects of pharmaceutical distribution and strategic branding.

Gaps identified in the working area.	Identified gaps include inconsistent application of proper content writing standards, limited understanding of intellectual property rights and business ethics, and a need for deeper knowledge of distribution channels and PESTEL analysis. Additionally, practical experience in campaign designing and implementation remains underdeveloped.
Suggestions for improvement	To address these gaps, provide detailed workshops on content writing best practices, intellectual property rights, and business ethics. Encourage hands-on projects and market visits to deepen understanding of distribution channels. Facilitate practical exercises and real-world projects for campaign designing and PESTEL analysis. Continuous feedback and peer reviews can further ensure consistent application and integration of these concepts in daily operations.
Plan for the next week	To learn about Neuro Marketing Employment laws Advertising and Brand promotion, etc.



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Weekly Reporting

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Roll no: 0532

Stream: Pharmaceutical Management

Week no: 9

From: 24/06/2024 to 01/07/2024

Activity Done	25/06 – Assignment Where, we prepared the PowerPoint presentation on the topics mentioned below: Neuro marketing Demographics and its importance Expense planning and return on investment (ROI) Employment laws People planning strategy Business negotiations Advertising and Brand promotion (Optional-Can do by taking an example of OTC brand) Adaptability and change management. 29/06 – Interactive session Where we talk regarding our summer internship report submission and other queries & also marks the final session of our completed summer training program. 01/07 – Final assignment About the connecting dots & 7C's of the marketing.
Linking theory (Classroom learning) with practice at your organization	The final assignments and interactive sessions provided comprehensive insights into advanced marketing concepts, business strategies, and practical applications. By preparing presentations on neuromarketing, demographics, ROI, employment laws, people planning, business negotiations, and more, we integrated these theories into actionable strategies. The summer internship report and discussions ensured a holistic understanding and reflection on our learnings.

Gaps identified in the working area.	Gaps identified include varying levels of understanding and application of advanced marketing techniques, strategic business planning, and adaptability to change. Additionally, practical experience in business negotiations and people planning strategy needs further development.
Suggestions for improvement	To address these gaps, conduct advanced training sessions on neuromarketing, ROI calculation, and business negotiations. Encourage role-playing and simulations to enhance practical skills. Develop workshops on adaptability and change management to prepare for dynamic business environments. Continuous learning and real-world applications will ensure these advanced concepts are effectively integrated into daily operations, enhancing overall strategic and operational efficiency.



Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Report

Name of the Organization: Micro Labs Limited

Area/Department/Project of Summer Internship Program: Market Research & Brand Planning.

Name of the Student: Mitali Bisen

Roll no: 0532

Stream: Pharmaceutical Management

Activity Done	Throughout the internship, I participated in a range of activities including interactive sessions on professional and office etiquettes, customer relations, business communication, and polite language. I completed assignments on business communication do's and don'ts, corporate etiquette, netiquettes, dining table manners, and differentiation between branding and marketing. I also engaged in fitness activities, prepared presentations on fexofenadine and brand plans, and interacted with business leaders on pharmaceutical marketing. Additional activities included content writing assignments, market visits, and presentations on neuromarketing, demographics, ROI, employment laws, and strategic decision-making.
Linking theory (Classroom learning) with practice at your organization	The sessions and assignments provided a comprehensive framework linking theoretical concepts with practical applications. This involved the integration of professionalism, ethics, interpersonal skills, branding, marketing, time management, leadership, digital marketing, strategic decision-making, and financial management into real-world scenarios. Engaging with business leaders and conducting market visits reinforced the practical aspects of pharmaceutical distribution, branding, and strategic business operations.
Gaps identified in the working area.	Inconsistent adherence to professional etiquette and understanding of customer needs. Sporadic use of polite language and physical fitness activities. Varying practice of learned etiquettes and insufficient understanding of corporate netiquettes and body language. Lack of emphasis on personal branding and creative thinking in marketing strategies. Inconsistent application of discussed etiquettes and product knowledge.
Suggestions for improvement	Regular training on professional etiquette, customer relations, and effective communication. Foster regular information sharing and physical fitness through team activities. Conduct workshops on corporate etiquette, body language, personal branding, and creativity. Encourage deeper product research and knowledge-sharing sessions.

	Provide training on strategic time management, competitor analysis, leadership skills, and advanced marketing techniques.
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Signature of the Student

Approved by the IIHMR University's Mentor

Conclusion

During my summer internship, I immersed myself in a comprehensive learning experience that covered various facets of business management and corporate operations. One of the foundational lessons was understanding the significance of strength and values. This knowledge has reinforced my commitment to ethical decision-making and leadership, crucial for long-term success in any professional field. Moreover, the emphasis on the do's and don'ts in business communication equipped me with the skills to convey messages effectively and professionally, fostering positive relationships within a corporate setting.

Another crucial area of learning was corporate etiquette and netiquette, highlighting the need for appropriate behaviour both in person and online. Understanding dining table manners in a corporate context underscored the importance of etiquette in building and maintaining professional relationships. Differentiating between branding and marketing provided me with a deeper appreciation of how these elements work together to shape a company's image and drive business success. Insights into time management strategies and personal branding are essential for becoming an effective leader

My internship also delved into strategic aspects of marketing, including developing a brand plan and applying the 7C's of marketing. These tools are invaluable for creating compelling marketing campaigns that resonate with target audiences. Additionally, I learned about the importance of content writing, especially in terms of font size and style, which plays a critical role in ensuring marketing materials are engaging and accessible. Lessons on trademark, intellectual property rights (IPR), and the code of ethics in business equipped me with the knowledge to navigate legal and ethical challenges in the business world.

Moreover, the internship provided practical insights into PESTEL analysis, campaign design, and distribution channels, vital for strategic planning and execution. I explored the therapeutic relationship in branding and the concept of connecting dots, emphasizing the importance of creating meaningful and cohesive brand narratives. Understanding customer value propositions and neuromarketing deepened my knowledge of consumer behaviour and how to tailor marketing strategies to meet their needs.

Furthermore, the emphasis on demographics, expense planning, and return on investment (ROI) calculations gave me a solid grounding in financial planning and analysis. Employment law, people planning strategy, and business negotiations provided a well-rounded understanding of human resource management and negotiation tactics. The focus on adaptability and change management highlighted the importance of being resilient and flexible in a constantly evolving business environment.

Finally, discussions on health and business wealth, along with passion and professional life balance, underscored the need for maintaining personal well-being while pursuing professional goals. This holistic approach to learning has prepared me to navigate the complexities of the corporate world with confidence and integrity.

I would like to extend my heartfelt thanks to the entire team at Micro Labs and my mentor for their guidance, support, and invaluable insights throughout this enriching internship experience. Their mentorship has been instrumental in shaping my professional growth and development.