

SUMMER INTERNSHIP PROGRAM

at

Micro Labs Limited



From 28th May to 01st July

A REPORT BY

Mayank Srivastava

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of

Rahul Sharma





Certificate of Recognition



This is to certify that

Mr. MAYANK SRIVASTAVA

of 2023 - 2025 (batch) of IIHMR University

*has effectively learnt, performed and completed
his Summer Training Project with Micro Labs
Ltd. from May 2024 to June 2024*

*We appreciate his active participation, conduct,
mannerism and timely deliverables.*

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

Date : 12-7-2024


Tavinder Jit Singh Vasudeva
President & CBO

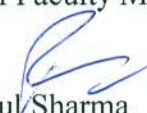
IIHMR University Faculty Mentor Approval

This is to certify that Mr. Mayank Srivastava 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: 18/07/2024

(Signature of Faculty Mentor)


Name: Rahul Sharma

Designation: Associate Professor,

IIHMR University

Brand plan for AllerZest (Ebastine)

Name: Mayank Srivastava (0529)
Batch: MBA PM-15

Mentor: Rahul Sharma
Industry Mentor: Mr. Tavinder Jit Singh Vasudeva



Micro Labs Limited

Micro Labs was incorporated on 7th September 1973. Micro Labs Limited's operating revenues range is Over INR 500 cr. It is a multifaceted healthcare organization with a proficient marketing team. Have manufacturing facilities and R & D centers that are with international standards. It is ranked among 14th prescriptions by SMSRC and 19th in sales as per AWACS Mat. The company is well known for its brand "DOLO-650" while the portfolio includes some of the topmost brands in various specialties like cardiology, diabetology, anti-infective, ophthalmology, and pain etc.

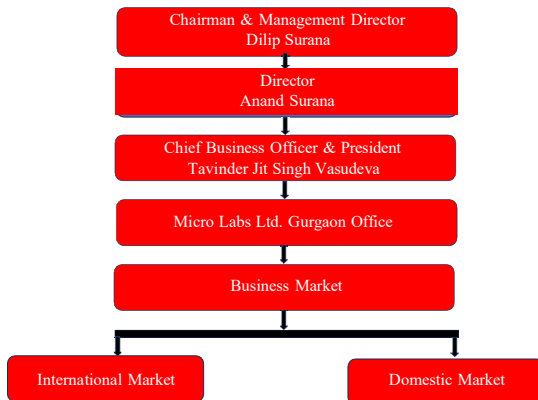
VISION

Micro Labs desire not to be the best, but the leader in developing, manufacturing, and selling premium pharmaceutical products. Micro Labs wishes to manufacture medicine of the highest standard and market it at affordable prices globally.

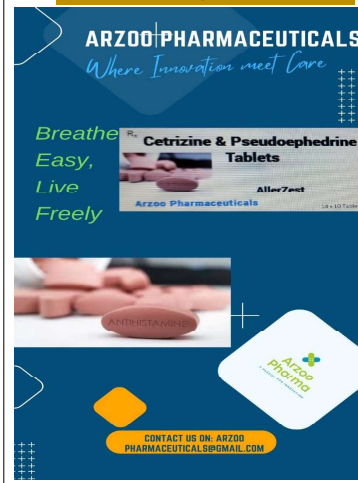
ASPIRATION

Micro Labs aspire to deliver value through high-quality pharmaceutical products and to build the brand across the therapeutic segments.

Organizational Structure



Flyer



Brand Name

- ❖ Name: **AllerZest Tab**
 - ❖ Contain: Ebastine 5 mg
 - ❖ Indication: Prevention from Allergic Rhinitis (seasonal and perennial) and chronic idiopathic urticaria.
 - ❖ Treatment and helps to alleviate the effects of allergic reactions including hay fever and urticaria (hives).
- Here's the reasoning behind the name:
- **Aller:** The name incorporates from "Allergy," indicating that the drug is intended to treat allergic reactions, which is the primary use of ebastine.
 - **Zest:** It conveys a sense of energy, vitality, and effectiveness, suggesting that the drug provides quick and strong relief from allergy symptoms.

Drug Profile/ Pharmacology of drug

- It works by selectively inhibiting peripheral H1 histamine receptors, which prevents the typical allergic symptoms such as sneezing, itching, and nasal congestion. Unlike first-generation antihistamines, ebastine does not readily cross the blood-brain barrier, which minimizes central nervous system effects like drowsiness.
- Upon oral administration, ebastine is rapidly absorbed and undergoes extensive first-pass metabolism to its active metabolite, Carbastine, which contributes to its long-lasting antihistaminic effects, typically providing relief for up to 24 hours. This makes ebastine an effective option for once-daily dosing in the management of allergy symptoms.

Disease Prevalence

- Allergic Rhinitis
- Chronic idiopathic urticaria.
- helps to alleviate the effects of allergic reactions including hay fever and urticaria (hives).

SWOT Analysis

Strength	Weakness
• Provide up to 24 hours of relief from allergy symptoms, making it convenient for once – daily dose. • Low incidence of sedation and other CNS compared to antihistamines.	• Availability of market. • Less market shares
Opportunity	Threats
• The market is increasing day by day • Opportunities to expand the approved indications	• As the drug is not patented their many other players. • Competitor reducing the market share

Marketing Strategy

For Physicians

- Webinars
- Discussion with KOLs
- Customised products like pens, diaries, calendars, paperweights, etc.

For patients

- Health Checkup
- Disease Awareness
- Patient support program

Learnings during Internship

- **Business finance** - Debit & credit note, General ledger, Cash Flow Statement.
- Business communication, Etiquettes.
- Use of fonts and colors in **Branding and Marketing**.
- **Importance of Business Development and Marketing**.
- Situational Leadership.
- Time Management Strategy.
- Passion and professionalism life Balance.

Market Trend

- Increased allergy prevalence, driven by factors like pollution and climate change, is expanding the potential customer base.
- Personalized medicine allows AllerZest to develop tailored solutions for individual allergy profiles.
- Digital health and e-commerce growth provides new avenues for direct-to-consumer sales and telehealth consultations, enhancing customer reach and convenience.

PESTLE Analysis

Political

- It includes healthcare regulations and policies governing pharmaceutical products, which can affect AllerZest's product approvals and market access.

Economical

- The conditions, such as consumer spending power and economic stability, influence the demand for healthcare products.

Social

- Trends, including increased health awareness and the rising prevalence of allergies, create opportunities for market growth.

Technological

- Advancement enable the development of more effective allergy relief products.
- Digitalization made marketing easy and improve production efficiency.

Legal

- The sales of Ebastine is legally approved.

Environmental

- The Ebastine is USFDA approved product which is used to treat allergic rhinitis, chronic idiopathic urticaria.

Challenges Faced

- The greatest challenge that I face was the collection of the data from the source was very difficult.
- Dealing with the time management was one of the biggest challenge I faced during my internship with Micro Labs.

Suggestion

- To increase patient compliance need to invent new formulations which can store more amount of drugs which reduced the intake time of medication.
- It will increase patient compliance will ultimately affect the physician's prescribing habit and leads to an increase in sales.

Marketing campaigns

- Campaign is an organized and active effort to achieve a particular goal. By extension, a marketing campaign is aimed at promoting a AllerZest product or range of products through various channels such as television, radio, prints and online platforms.
- It typically involves a series of tactics and strategies that are executed across multiple channels, such as social media, email, advertising, events, and public relations, among others.

Reporting Format (Weekly)

Name of the Organisation: Micro Labs Limited

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

Name of the Student: Mayank Srivastava

Roll no: 0529

Stream: Pharmaceutical Management

Week no: 1

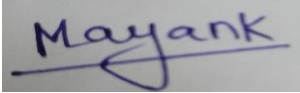
From: ...29/04/2024... to...05/05/2024...

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 organisation	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 on 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:

A handwritten signature in blue ink that reads "Mayank". The signature is written in a cursive style with a horizontal line underneath the name.

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the organization: Micro Labs Limited

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

Name of the Student: Mayank Srivastava

Roll no: 0529

Stream: Pharmaceutical Management

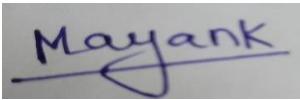
Week no: 2

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 organisation	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 on 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.

Signature of the Student



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the organization: Micro Labs Limited

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

Name of the Student: Mayank Srivastava

Roll no: 0529

Stream: Pharmaceutical Management

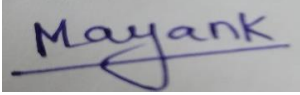
Week no: 3

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 organisation	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 on 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.
-------------------------------	--

Signature of the Student:

A handwritten signature in blue ink that reads "Mayank". The signature is written in a cursive style with a horizontal line underneath the name.

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the organization: Micro Labs Limited

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

Name of the Student: Mayank Srivastava

Roll no: 0529

Stream: Pharmaceutical Management

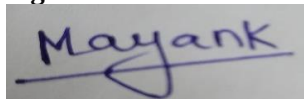
Week no: 4

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: 1. Dining table etiquettes on global level (where we have to choose a country and study their etiquettes) 2. How to build ourself as a brand. 3. 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: 1. 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). 2. How the Marketing Campaigns are created and implemented in the market. 3. How to make our mind Creative and Innovative. 4. 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.
----------------------	--

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 on 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”

Signature of the Student:



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the organization: Micro Labs Limited

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

Name of the Student: Mayank Srivastava

Roll no: 0529

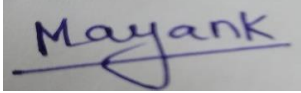
Stream: Pharmaceutical Management

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 organisation	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 on 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 Microlabs

Signature of the Student:

A handwritten signature in blue ink that reads "Mayank". The signature is written in a cursive style with a long horizontal stroke extending from the end of the word.

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the organization: Micro Labs Limited

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

Name of the Student: Mayank Srivastava

Roll no: 0529

Stream: Pharmaceutical Management

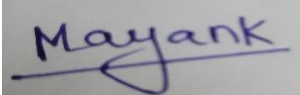
Week no: 6

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 Microlabs with the name “Talk with our business leaders” In the session we learnt about: 1. Evolution of Marketing. 2. Importance of Digital marketing 3. Various domains of Digital marketing 4. Need of Digital Marketing in Pharma 5. What are pharma campaigns and their objectives 6. Various steps in designing pharma campaigns. 7. How to conduct Effective Doctor calls 8. Importance of Field Work in Pharma etc.
Linking theory (Classroom learning) with practice at your organisation	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 on 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.

Signature of the Student:



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the organization: Micro Labs Limited

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

Name of the Student: Mayank Srivastava

Roll no: 0529

Stream: Pharmaceutical Management

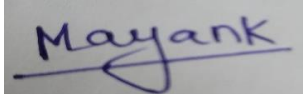
Week no: 7

From: ...11/06/2024... to...18/06/2024...

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” 17/06 - Assignment Where we prepared the presentation on the below points in continuation to our brand plan ppt. 1. Importance of content writing in terms of Font size and Font style. 2. Trademarks - Intellectual Property Rights (IPR) 3. Code of Ethics of Business 4. PESTEL analysis of your Brand 5. Campaign designing 6. 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: 1. Therapeutic relationship in branding 2. Customer Value Proposition (CVP) 3. Health and Business Wealth (Summer training) 4. Passion and Professional life balance
Linking theory (Classroom learning) with practice at your organisation	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.

	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 on 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. 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, 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. . 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. To address these gaps, provide detailed workshops on content writing best practices, intellectual property rights, and business ethics
Plan for the next week	To learn about Neuro Marketing Employment laws Advertising and Brand promotion, etc.

Signature of the Student:



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the organization: Micro Labs Limited

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

Brand planning.

Name of the Student: Mayank Srivastava

Roll no: 0529

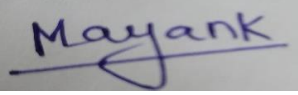
Stream: Pharmaceutical Management

Week no: 8

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

Activity Done	25/06 – Assignment Where, we prepared the PowerPoint presentation on the topics mentioned below: 1. Neuro marketing 2. Demographics and its importance 3. Expense planning and return on investment (ROI) 4. Employment laws 5. People planning strategy 6. Business negotiations 7. Advertising and Brand promotion (Optional-Can do by taking an example of OTC brand) 8. 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 organisation	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 on 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.
Plan for the next week	To implement this on my future endeavors. And try learn more things.

Signature of the Student:

A handwritten signature in blue ink that reads "Mayank". The signature is written in a cursive style with a horizontal line underneath the name.

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organisation: Micro Labs Limited

Area/ Department/ Project of Summer Internship Program: Market Research

& Brand planning.

Name of the Student: Mayank Srivastava

Roll no:0529

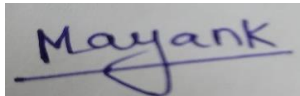
Stream: Pharmaceutical Management

Activity Done	• Analyzed Strengths and Values: Evaluated Micro Labs' core strengths and values, aligning marketing strategies with organizational goals. • Drafted Communication Guidelines: Created a guide on do's and don'ts for effective business communication, enhancing internal and external interactions. • Researched and Applied Etiquette: Studied corporate etiquette and netiquette, attended workshops on dining manners, and improved professional networking skills. • Distinguished Branding vs. Marketing: Explored the differences between branding and marketing to develop a comprehensive brand plan for AllerZest. • Developed Time Management and Leadership Skills: Implemented time management techniques to boost productivity, focusing on personal branding and leadership development. • Formulated Brand Plan for AllerZest: Created a detailed brand plan, including market positioning and promotional strategies for AllerZest. • Applied Marketing Principles: Integrated the 7C's of marketing into campaigns, enhancing customer engagement and satisfaction. • Focused on Content Writing: Emphasized the importance of font size and style in content writing to improve readability and impact. • Studied Trademark, IPR, and Ethics: Learned about trademarks, intellectual property rights, and business ethics to ensure compliance. • Conducted PESTEL Analysis and Campaign Design: Performed a PESTEL analysis to understand the external environment and developed effective marketing campaigns.
----------------------	--

Linking theory (Classroom learning) with practice at your organisation	• Application of Marketing Theories: Implemented classroom learned marketing theories like the 7C's into campaigns at Micro Labs, enhancing customer engagement. • Integration of Strategic Management: Used strategic management concepts to analyze market trends and optimize operational efficiency at Micro Labs. • Utilization of Communication Skills: Practiced effective communication skills to draft guidelines and apply corporate etiquette principles within the organization. • Application of Branding Principles: Linked theoretical branding knowledge to practical strategies, developing a brand plan for AllerZest (Ebastine). • Incorporation of Ethical Principles: Integrated classroom discussions on ethics and intellectual property rights into daily operations at Micro Labs. • Execution of Market Analysis: Applied PESTEL analysis to guide strategic decision-making and market entry strategies. • Adoption of Leadership and Time Management Strategies: Implemented leadership theories and time management techniques to enhance productivity and team collaboration
Gaps identified on the working area.	• Discovered that some market research methods might not fully capture what customers really want, suggesting ways to gather more accurate data about their preferences • Found inefficiencies in how products are delivered to customers, proposing ways to make this process smoother and faster. • Noticed that customers might not be as engaged with current marketing efforts as they could be, suggesting new ways to connect with them online and build stronger relationships. • Saw that some regulatory procedures might need updating to keep up with changes in healthcare laws, recommending improvements to stay compliant and protect the company. • Recognized a personal weakness in time management during hectic project phases, aiming to improve prioritization and task management skills for better efficiency

Suggestions for improvement	• Implement advanced analytics and machine learning tools in market research to gain deeper insights into customer behaviors and preferences, enabling more targeted marketing strategies and product development. • Introduce lean management principles in supply chain operations to reduce waste and optimize logistics, thereby improving delivery efficiency and customer satisfaction.
---	--

Signature of the Student



Approved by the IIHMR University's Mentor