



Strategic Product Management in Pharmaceuticals: Insights from My Internship at IPCA Laboratories



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IPCA LABOLATRIES

ABOUT

A consumer-led global pharmaceutical company, creating healthy doses of life since 1949.

When you operate in an industry like pharmaceuticals, your work goes way beyond creating ‘products for customers’. It is different from any other domain – there lies a higher sense of **responsibilit***i* and a need for utmost **integrit***i* in everything you do. As you serve millions of lives, high **qualit***i* standards become a pre-requisite, and **safet***i* of your people and consumers always comes first. All this, while ensuring that each life you touch is treated with respect and **dignit***i*.

VISION

At Ipca, our incessant hunger for growth is complemented by our obsession with the personal growth and happiness of our people. The results we believe in, are not restricted to just numbers on a piece of paper.

MISSION

At Ipca, learning never stops. Our mission of producing world-class products is only possible if our people are constantly learning and evolving themselves. We encourage and guide our people to grow both vertically and laterally.

USEFULNESS

- Skill development
- Industry insights
- Professional experience
- Exposure to client
- Networking

DIFFERENCE BETWEEN PRACTICAL EXPOSURE AND THEORETICAL UNDERSTANDING

Theoretical understanding focused on learning concepts and theories in a structured and organized manner. It involves studying and absorbing information through reading, listening, and observing.

- Coursework and exam
- Simulated scenarios
- Case studies

Practical exposure gives me hands-on experience and the chance to develop and refine your skills in real-world situations. Theoretical exposure provides the essential knowledge and structured understanding needed for problem-solving. Both are crucial for a complete and well-rounded education.

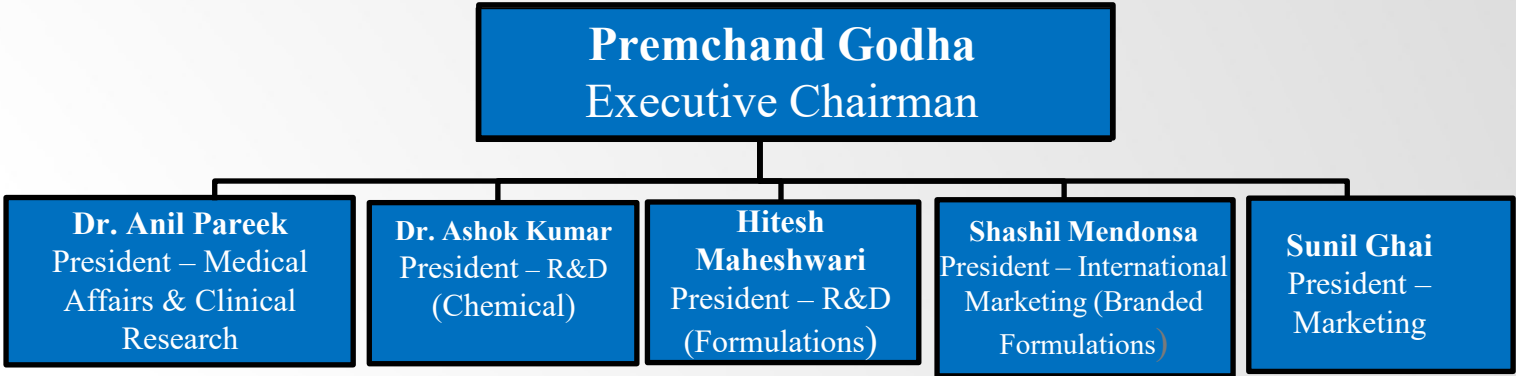
- Real world projection
- Tools proficiency

OBJECTIVE

To dive into the world of product management by actively engaging in market research and competitive analysis. To contribute to creating and executing strategic marketing plans. To work closely with diverse teams to ensure successful product launches. To deepen my understanding of the pharmaceutical industry and its product management processes.



ORGANOGRAM



SWOT ANALYSIS

Strength

- Strong Market Presence.
- Diverse Product Portfolio.
- Regulatory Approvals

Weaknesses

- Limited OTC Presence.
- Several Product Recalls.

Opportunity

- Market expansion.
- Strategic partnership.

Threat

- Changing industry trends.
- Intense Competition
- Regulatory changes.

LEARNING

- Practical exposure, on the other hand, emphasized learning through doing. I applied my theoretical knowledge to real-world situations, learn from hands-on experiences, and gain practical skills.
- Developed and implemented brand strategies, including the creation of content calendars and social media engagement plans.
- Applied classroom knowledge of marketing strategies, social media marketing, and consumer behavior to real-world projects.
- Utilized SWOT and PESTEL analyses to assess and plan marketing campaigns, ensuring a comprehensive understanding of internal and external factors.
- Gathered and analyzed data from past campaigns to inform and strengthen future marketing strategies.

CHALLENGES FACED

- Communication barriers
- Technical and learning challenges.
- Limited networking opportunities
- Pressure to prove my worth and demonstrate my abilities during limited time in the internship.

SUGGESTION

- Prioritize client engagement and satisfaction as much as possible.
- Enhancements in the length and breadth are required.