

CORONA REMEDIES PVT LTD

- Ahmedabad, Gujrat based CORONA Remedies Pvt. Ltd. is a pharmaceutical company founded in 2004, by Dr K.L. Mehta with a commitment to creating a better quality of health for all by being at the forefront of research, manufacturing and marketing of high-quality products.
- It is India's youngest company to be into top 40 pharmaceutical companies. Also, among the leaders in Women Healthcare, and have a strong presence in various therapies such as Anti-hypertensive, Diabetes, Neuropathy, Hormones, Pain management, Dermatology, Bone Health, Anti-ulcerant & Nutritional supplements.

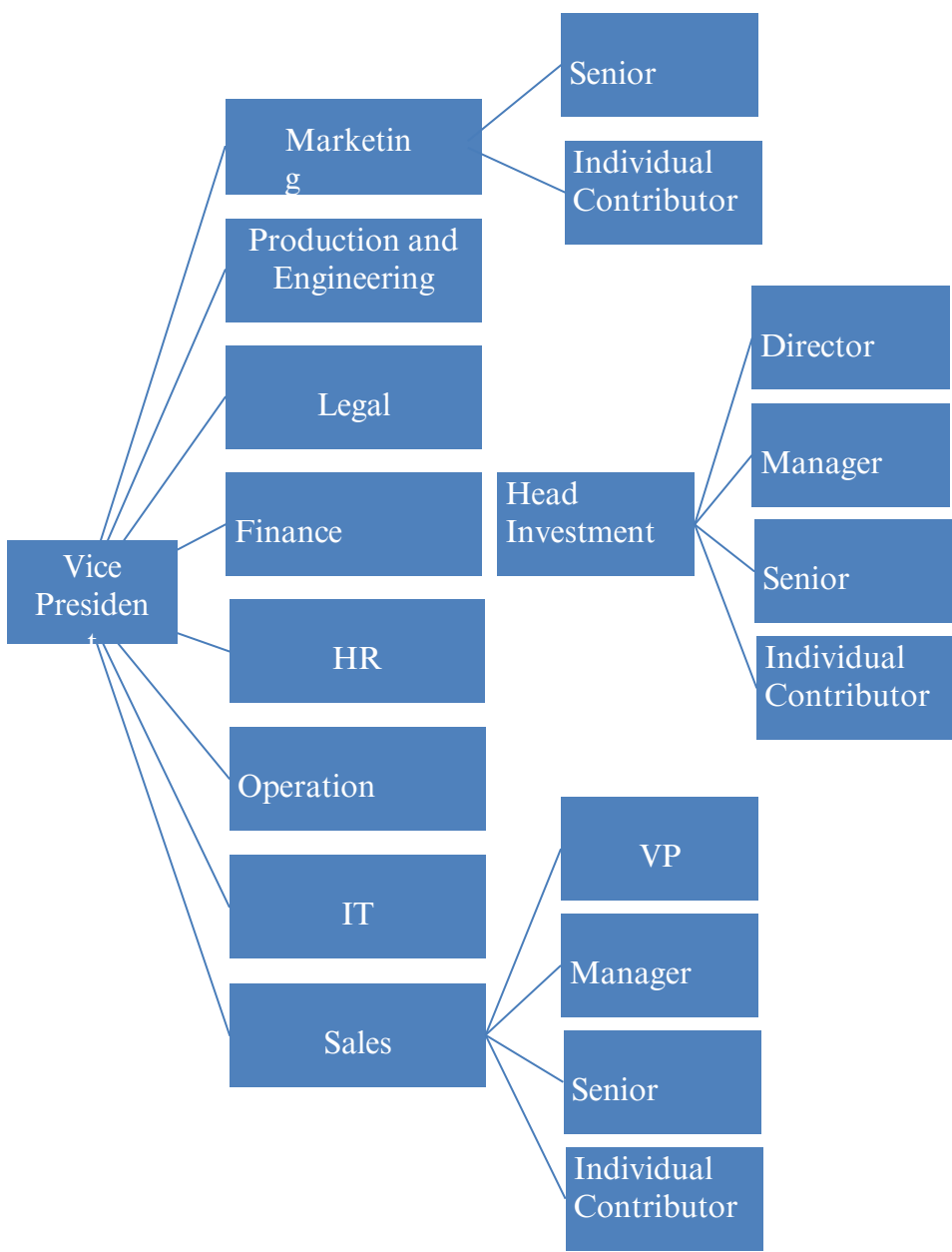
VISION

To achieve good health for every individual, society and the nation by becoming one of the top pharmaceutical companies in the world

MISSION

To be an ethical, transparent, spirited, and vibrant organization with a progressive outlook, is to make available a range of innovative, value-added and evidence-based products

ORGANIZATION STRUCTURE



BRIEF DESCRIPTION ABOUT PROJECT

Primary research conducted on Medical Representative Research Type- Descriptive research including exploratory survey Data Collection-Primary & Secondary data; Subject:25 MRs Every Company have their individual incentive circular which usually classified into two categories **Monetary Incentive Plan:** Monetary Incentive are cash or financial compensation provided by an employer to employee,typically in addition to their salary **Non Monetary Incentive Plan:** Non Monetary rewards are the recognition and appreciation that are not based on money

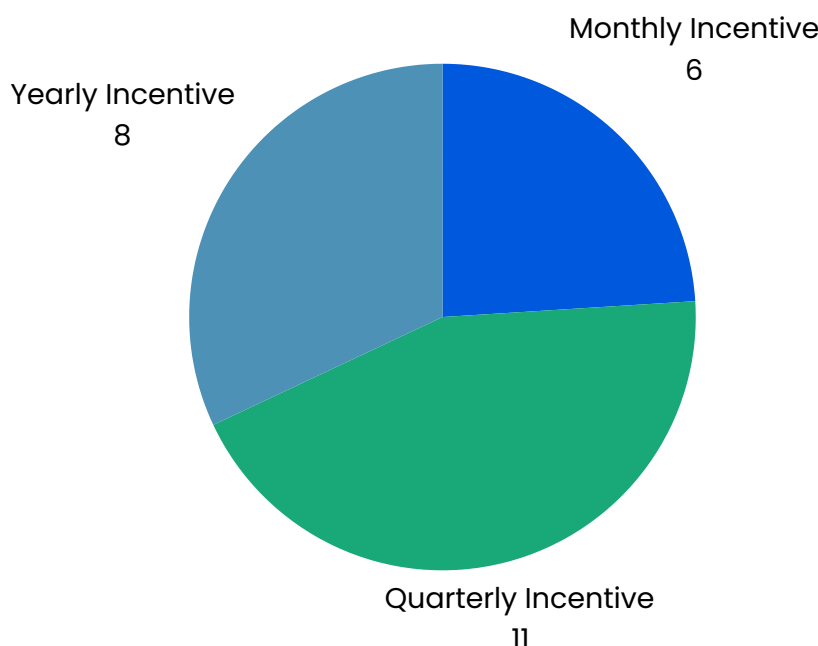
Monetary incentive	Non Monetary Incentive
Monthly incentive	Annual Trip
Quarterly Incentive	Star Award
HalfYear Incentive	Gold Coin
Annual Incentive	
Product Incentive	
Slab Incentive	

PERCEPTION MAPPING-BY MEDICAL REPRESENTATIVE

Financial incentive found to be the most preferred movitating incentiving Incentive by the medical representatives



Most Easily achived monetary incentive of medical representative among this 1.Monthly 2.Quarterly 3.Yearly



INCENTIVE CIRCULAR OF DIFFERENT PHARMACEUTICAL COMPANIES



SWOT ANALYSIS FOR PCOS TREATMENT

Strengths	Weaknesses
- Incentive helps to motivate employee to work more efficiently - Retention of medical Representative - Performance alignment - Competitiveness: An attractive incentive plan can make the organization more competitive in attracting and relating top performance for MRs	- Cost and Budget constrain - United Consequences - Individual Differences - Complexity: If the incentive plan or difficult to understand,it may create frustration among medical representative
Opportunities	Threats
- Performance improvement - Innovation And Creativity - Market Share Expansion - Training and Development: The incentive plan can be linked to training and development opportunities,promoting continuous learning and skill enhancement among medical representative	- Economic factor: Changes in may healthcare policies,or competitive effectiveness of the incentive policies - Unintended consequences: Incentives may cause actions or behaviours that go against the intended results. People could, for instance, favour quantity above quality in order to maximise benefits.

LEARNING DURING INTERNSHIP

- Through Primary market research, got connected with medical representatives of different pharmaceutical companies analyze the current scenario of incentive plans
- Understanding of different incentive plans of pharmaceutical companies and analyze the best incentive structure
- Perception mapping helps to identify the challenges and expectation
- Project help me to upskill my communication and strategic skill.

CHALLENGES

- Reluctance to respond by Medical Representative.
- MRs may have concerns about privacy and the confidentiality of their responses.
- Time and Availability Constraints: MRs often have busy schedules and limited time availability. It faced a problem for perception mapping activities such as interviews.

SUGGESTIONS

- Company should invite the interns at headquarters for 2 weeks to explore the organization work culture
- For Primary Market Research, a training session must be conducted by the organization with the learn more efficiently

DIFFERENCES IN PRACTICAL AND THEORITICAL EXPOSURE

Practical exposure I connect with MRs and understand how to conduct surveys and have field exposure and understand market scenario whereas therotically I gain knowledge about representative research methodology