

SUMMER INTERNSHIP PROGRAM

at

MICROLABS

From (02-05-2024) To (29-06-2024)

A REPORT BY

Hitisha Kadu

Master of Business Administration

(Pharmaceutical Management)

2023-25

under the Mentorship of

(Mr. Rahul Sharma)





Certificate of Recognition



This is to certify that

Ms. HITISHA KADU

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


Tavinder Jit Singh Vasudeva
President & CBO

IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Hitisha Kadu** of academic year 2023 – 25 of **School of Pharmaceutical Management** has prepared a poster with respect to her summer internship held during May-July 2024.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date: 22.07.2024

A handwritten signature in blue ink, appearing to be 'R. Sharma', written over the printed name.

Mr. Rahul Sharma

Assistant Professor

SOLIFENACIN

A Brand Plan For Overactive Bladder Management

Name- Hitisha Kadu
Roll No- 0518

University mentor- Mr. Rahul Sharma
Industry Mentor - Mr. Tavinder Jit Singh Vasudeva (President and Chief Business Officer)

Description

Micro Labs is a technology-focused, multi-dimensional pharmaceutical company having state-of-the-art manufacturing capabilities in diverse therapeutic areas such as Cardiology, Diabetology, Pain Management, Dermatology, Ophthalmology, Neurology and more. The company strives towards unlocking the power of science to provide access to affordable and innovative medicines to improve health outcomes and make a difference in people's lives across the globe.

History

Micro labs was incorporated on 7th September 1973.
2023 (Dolo was ranked as No.1 brand in Paracetamol Solids as per IQVIA MAT March 2023).
2021 (Conferred with the Frost and Sullivan Award for manufacturing excellence in the year 2021.)
2019 Our CMD, Mr. Dilip Surana, was awarded the 'Responsible Business Leader Award 2019' by Responsible Business Awards.

Vision & Mission

Vision - To be a global leader in healthcare by pioneering innovative solutions, ensuring patient well being, and making a lasting impact on human lives by following values like Quality, Ethics and respect for people.
Mission - The company's mission is to continue investing in discovering, developing, manufacturing, and commercializing innovative medicines. Meeting the growth and profitability goals through successful innovation in digital healthcare trends and commercial excellence.

Organization structure



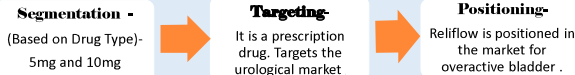
Conclusion -

Solifenacin presents a significant opportunity in the overactive bladder. A successful brand may be developed by the efficient resolution of unmet patient requirements, the use of solid clinical data, and the implementation of a focused marketing plan. In order to maintain market leadership, patient support initiatives and ongoing innovation are necessary.

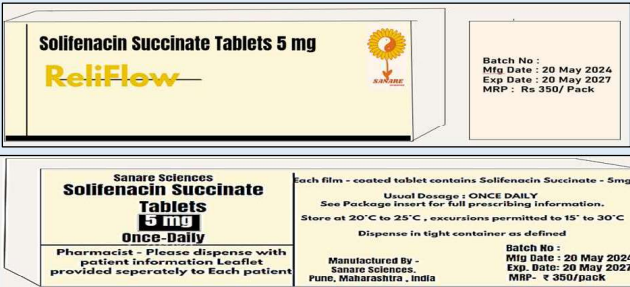
Product profile

- ❑ **Molecule Name** – Solifenacin
- ❑ **Brand name** – Reliflow
- The Brand name "Reliflow" for Solifenacin combines two concepts "Relief" and "Flow".
- Pharmacodynamics - Solifenacin is a competitive muscarinic receptor antagonist. It acts by inhibiting acetylcholine to bind at M3 receptor prevents the binding of acetylcholine to the M3 receptor, resulting in relaxation of smooth muscle to retain large volume of urine.
- Indications - For overactive bladder with urge urinary incontinence urgency and urinary frequency.
- Composition - Each tablet contains 5 mg of solifenacin succinate.
- Dosage and Administration - 5 mg tablet taken once daily, and if well tolerated may be increased to 10 mg once daily. It can be administered with or without food.
- Contraindications- Urinary retention. Gastric retention. Uncontrolled narrow-angle glaucoma. Hypersensitivity to this product or any of its components.

Segmentation-Targeting - Positioning



Pack Design



Theoretical vs Practical

- Theoretical Understanding** – A Brand plan is a structured and systematic approach to building and managing a brand. It includes defining a brand's Vision and Mission, conducting competitor analysis, positioning the brand uniquely, developing comprehensive brand strategy, ensuring communication and continuously measuring and managing the brand's performance.
- Practical Exposure** –
- Making Connections with the professionals and gain mentorship.
 - Involvement in creation of a Brand Plan.
 - Enhanced communication, Presentation and creativity Skills.

Competitors

Direct Competitors – Urgiso (Micro Labs)
Soliten (Sun Pharmaceutical Industries Ltd)

Indirect Competitors – Oxyspas (Cipla Ltd)
Tropam (Sun Pharmaceutical Ltd)
Lupin Mira (Solifenacin + Mirabegron)

SWOT Analysis

STRENGTH

- 1) Solifenacin succinate has proven effective treatment in urinary incontinence.
- 2) Convenient dosing regimen and dosage form enhances patient adherence and compliance to therapy.
- 3) Increasing healthcare expenditure is significant driver in solifenacin market.
- 4) Increase in awareness and diagnosis rate amongst the patients.

WEAKNESS

- 1) High cost of medicine.
- 2) Growing side-effects of the drug.
- 3) Adaptation to the technological advancements.

OPPORTUNITY

- 1) High potential growth in market due to the prevalence of urinary incontinence.
- 2) Wide range of potential therapeutic uses.
- 3) Rising Focus on personalized medicine.
- 4) Investments in research and development to enhance technological advancements.

THREAT

- 1) Intense competition from existing and new market players.
- 2) Stringent regulatory requirements and approvals.
- 3) Challenges associated with marketing and distribution.
- 4) Price sensitivity and cost constraints.

Market Size



Challenges Faced -

- Opportunities for spontaneous conversations and networking were reduced due to lack of face-to-face interaction, which increased the potential of miscommunication.
- Forming strong relationship with mentor and supervisors was difficult.
- Less immediate access to mentors for guidance and support compared to an in-person setting.
- Due to lack of supervision maintaining daily productivity was challenging.

Suggestions-

- Offer more engaging tasks, opportunities and assignments.
- Schedule regular feedback sessions to discuss performance and areas for improvement.
- Provide field exposure opportunities to the Interns.

Summer Internship Report (SIP)

Week 1

Name of the Organization: Microlabs

Area/ Department/ Project of Summer Internship Program: Market Research and brand Planning

Name of the Student: Hitisha Kadu

Roll no: 0518

Stream: Pharmaceutical Management

Week no: 1 From 29/04/2024 to 5/05/24

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- Written assignment on Major strengths and Two important values in life. 03/05-Interactive Session , In this session we discussed about the 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. - I understood the importance of identifying strengths & Values in life. such as adaptability. I applied these principles by using my strengths on projects & ley Upholding honesty in my interactions with colleagues.
Gaps identified on the working area.	Common gaps include a lack of awareness about strengths, misalignment between personal and organizational values, inadequate training on applying these concepts, and limited integration into performance management.
Suggestions for improvement	To bridge these gaps, organizations should offer enhanced training, conduct regular strengths assessments, involve leadership in modeling these practices, create personalized development plans, form strengths-based teams, and implement

	effective feedback mechanisms.
Plan for the next week	• Elaborating strengths and key values in life • Do's and Don'ts in business • Power of etiquettes.

Signature of the student –

Approved by the IIHMR University's Mentor

Summer Internship Report (SIP)

Week 2

Name of the Organization: Microlabs

Area/ Department/ Project of Summer Internship Program: Market Research and brand Planning

Name of the Student: Hitisha Kadu

Roll no: 0518

Stream: Pharmaceutical Management

Week no: 2 From 6/05/24 to 12/05/24

Activity Done	08/05/ Assignment: In this assignment, we expand on our previous assignment's topic of strengths and core values by providing examples, discussing the Dos and Don'ts in business communication and the importance of manners in the workplace, at meetings, on the job, when traveling, and in business societies. Provided a 3- to 4-minute audio clip that summarized our knowledge on the aforementioned subjects. 11/05 - Interactive session: We spoke about the importance of using phrases like "please," "thank you," "apologies," and "sorry" in both our daily lives and our future careers. Discuss and remember the instances in our daily lives when these phrases came in handy. • We also spoke about how crucial it is for customers to understand the order of information, translation, action, and persuasion. 12/05 -We uploaded a 30-second video of ourselves of doing a physical activity .
Linking theory (Classroom learning) with practice at your organization	1) Being aware of how important it is to pinpoint strengths and important values. 2) Using this expertise within the company and maximizing the contributions of each team member to improve project results.
Gaps identified on the working area.	As a result, no gaps were found and there was enough coordination amongst all employees in the company. However, the discussed manners were not put into practice.
Suggestions for improvement	delivering continuing education on manners in many contexts. putting together employee reference materials. creating mentorship programs to encourage adherence, all events, and manners.

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. Differentiation of Branding & Marketing
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Summer Internship Report (SIP)

Week -3

Name of the Organization: Microlabs

Area/ Department/ Project of Summer Internship Program: Market Research and brand Planning

Name of the Student: Hitisha Kadu

Roll no: 0518

Stream: Pharmaceutical Management

Week no: 3 From-13/05/2024 to 19/05/2024

Activity Done	13/05/ where we turned in our second handwritten homework. In the assignment above, we also discussed our hobbies. After learning the project, we created and presented a video of ourselves. Interactive session on May 15th In addition to learning about the Dos and Don'ts of corporate culture and the significance of body language, we will also focus on Continuous Practice and Learning to Become a Professional Executive during the program. 17/05 Regarding what constitutes business etiquette, eating manners, and etiquette in the workplace, as well as sharing a film with our insights. provided examples to help explain the distinctions between branding and marketing.
Linking theory (Classroom learning) with practice at your organization	The lessons and tasks emphasized the value of ongoing education, proper conduct, and efficient communication. I was able to build my confidence and learn appropriate behavior at the dining room table and conference table through printed assignments and video recordings.
Gaps identified on the working area.	As Unaware of some Etiquettes could have behaved wrongly but now after practicing the Etiquettes It helped to learn how to behave in business environment.
Suggestions for improvement	Old frequent body language and business etiquette training courses and workshops.

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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Summer Internship Report (SIP)

Week 4

Name of the Organization: Microlabs

Area/ Department/ Project of Summer Internship Program: Market Research and brand Planning

Name of the Student: Hitisha Kadu

Roll no: 0518

Stream: Pharmaceutical Management

Week no: 4 From 20/5/24 to 26/05/24

Activity Done	20/05/During the interactive session, we discussed the value of developing our own brands and the essential facts about branding and marketing. Assignment for May 21 where we divided ourselves into groups or clusters and developed a video project including the themes listed below: 1. Global dining table manners (in which we must select a nation and examine its customs) 2. How to develop our personal brands. 3. The significance of listening well and how to do it. Interactive session on May 24 We addressed brand and corporate building in the following ways during the session: 1. How to build ourself as a brand and reinvent ourselves 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 were 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	I learned about collaboration because the exercise required group work. We learned about active listening, personal branding, and international dining etiquette through group video projects. We also gained insight on how to develop our own brands.
Gaps identified on the working area.	As such no gaps were identified but they would have emphasized on personal branding Additionally, they would have told the techniques to adhere to SMART targets.

Suggestions for improvement	As a result, no holes were found, although personal branding would have been stressed. They would have also instructed the ways to follow SMART goals.
Plan for the next week	Preparation of “molecule / brand wise presentation” Session on “Ongoing preparation & jobs accomplishments”

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Internship Report (SIP) Week 5

Name of the Organization: Microlabs

Area/ Department/ Project of Summer Internship Program: Market Research and brand Planning

Name of the Student: Hitisha Kadu

Roll no: 0518

Stream: Pharmaceutical Management

Week no: 5 From.....27/05/2024 to 2/06/24

Activity Done	29/05 We developed a brand- and molecule-wise presentation for this task based on the assigned subjects. The Solifenacin molecule was the one assigned to me. In addition, we had prepared a movie on previously covered subjects; this time, the focus was on how we might incorporate these manners, netiquette, and body language into our daily lives. 01/6: Interactive Meeting We talked about job successes and current preparations during the session.
Linking theory (Classroom learning) with practice at your organization	Making a presentation on "Solifenacin" gave me the opportunity to apply our understanding of branding to a particular product, and seeing movies on body language and manners emphasized the usefulness of this knowledge in real-world situations.
Gaps identified on the working area.	The uneven application of stated manners and body language, a lack of thorough product knowledge for successful branding, and differing degrees of readiness for work-related responsibilities are among the gaps found.
Suggestions for improvement	Provide continuing education and courses with an emphasis on body language and manners that are utilized on a regular basis. Promoting in-depth product research and knowledge-sharing events to improve branding initiatives
Plan for the next week	1. Gaining the insights about: ○ Time management strategy ○ Qualities to become a good leader ○ Leadership skills 2. Interactive session with business leaders of Microlabs

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Summer Internship Report (SIP)

Week 6

Name of the Organization: Microlabs

Area/ Department/ Project of Summer Internship Program: Market Research and brand Planning

Name of the Student: Hitisha Kadu

Roll no: 0518

Stream: Pharmaceutical Management

Week no: 6 From – 03/06/24 to 09/06/24

Activity Done	05/06:where we updated our brand a little bit. 04/06: Regarding "Time management strategy," 06/6 Regarding "Assessments to Become a Successful Leader," 06/06: We created a fitness/exercise film where we demonstrated our workout routines and a cluster leadership practice video. 08/06/ A conversation "Talk with our business leaders" was the title of this meeting with Microlabs' business executives. 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
Linking theory (Classroom learning) with practice at your organization	learned about time management techniques that will be useful in the workplace. also gained knowledge on leadership tactics. Speaking with corporate executives gave me insight into the real-world applications of fieldwork and pharmaceutical marketing.
Gaps identified on the working area.	The deficiencies that have been identified include different degrees of application of leadership skills, inadequate comprehension of competition analysis, and a lack of strategic time management.
Suggestions for improvement	Conduct training courses on competitive analysis and sophisticated time management strategies. To increase participation and produce better outcomes for the pharmaceutical sector, concentrate on improving skills for successful doctor calls and fieldwork through role-playing, feedback sessions, and practical experience.

Plan for the next week	Yet to know, will be decided on Monday
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Summer Internship Report (SIP)

Week 7

Name of the Organization: Microlabs

Area/ Department/ Project of Summer Internship Program: Market Research and brand Planning

Name of the Student: Hitisha Kadu

Roll no: 0518

Stream: Pharmaceutical Management

Week no: 7 From...10/06/24 to 16/06/24

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 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	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 the financial acumen necessary for business success.
Gaps identified on the working area.	Inadequate financial management abilities, disparate degrees of strategic decision-making experience, and the requirement for more sophisticated perception mapping methods are some of the gaps that have been found .
Suggestions for improvement	Holding frequent training sessions and workshops on financial management and strategic decision-making would help close these gaps. Add case studies and hands-on activities to improve comprehension and utilization of perception mapping methods.
Plan for the next week	To learn about 1. Trademarks - Intellectual Property Rights (IPR) 2. Code of Ethics of Business 3. PESTEL analysis Campaign designing, etc.

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Summer Internship Report (SIP)

Week 8

Name of the Organization: Microlabs

Area/ Department/ Project of Summer Internship Program: Market Research and brand Planning

Name of the Student: Hitisha Kadu

Roll no: 0518

Stream: Pharmaceutical Management

Week no: 8 From 17/06/24 to 23/06/24

Activity Done	17/06 - Assignment Presentation were prepared on 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 18/06 – Assignment In this assignment , a word document was created 1. Therapeutic relationship in branding 2. Customer Value Proposition (CVP) 3. Health and Business Wealth (Summer training) 4. Passion and Professional life balance 19/06 - Interactive session Where we presented our presentation that we recently prepared in continuation to the brand plan ppt & also we talked about our learnings on the above topics.
Linking theory (Classroom learning) with practice at your organization	I was able to get theoretical knowledge in branding, content writing, intellectual property, business ethics, PESTEL analysis, campaign design, and distribution channels thanks to the recent projects and interactive sessions.
Gaps identified on the working area.	Gaps that have been found include a lack of consistency in applying appropriate content writing guidelines, a poor grasp of corporate ethics and intellectual property rights, and a need for more in-depth familiarity with PESTEL analysis and distribution channels
Suggestions for improvement	Provide thorough seminars on corporate ethics, intellectual property rights, and best practices for content authoring in order to close these gaps. Promote practical projects and

	field trips to enhance comprehension of distribution routes. Encourage hands-on learning and real-world projects for PESTEL analysis and campaign planning.
Plan for the next week	To learn about Neuro Marketing Employment laws Advertising and Brand promotion, etc.

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Summer Internship Report (SIP)

Week 9

Name of the Organization: Microlabs

Area/ Department/ Project of Summer Internship Program: Market Research and brand Planning

Name of the Student: Hitisha Kadu

Roll no: 0518

Stream: Pharmaceutical Management

Week no: 9 From 24/06/24 to 30/06/24

Activity Done	Presentation were prepared on - 1. Neuromarketing 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 8. Adaptability and change management. We also had a session on connecting dots & 7Cs of Marketing.
Linking theory (Classroom learning) with practice at your organization	We gained a grasp of advanced marketing, business tactics, and their real-world applications from the final projects and interactive workshops. We translated these ideas into useful tactics with talks on employment regulations, ROI, neuromarketing, demographics, and more. We were able to comprehend and consider what we had learnt in-depth thanks to the talks and report from the summer internship.
Gaps identified on the working area.	Gaps have been found in the understanding and use of strategic company planning, sophisticated marketing, and flexibility. Enhancement of practical experience in corporate negotiations and personnel planning is also necessary.
Suggestions for improvement	Advanced training in ROI computation, business negotiations, and neuromarketing will be provided to fill up the gaps. It is necessary to set up workshops on change management and adaptation. Daily operations and overall efficiency will be enhanced by ongoing education and practical experience.

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Approved by the IIHMR University's Mentor

Complied Report

Name of the Organization: Microlabs

Area/ Department/ Project of Summer Internship Program: Market Research and brand Planning

Activity Done	• Pre-interactive session ☐ Major Strengths & Basic Values • Completed an assignment focusing on identifying and elaborating on major personal strengths and two basic values of life. This included citing real-life examples to illustrate these strengths and values. ☐ Do's and Don'ts in Business Communication • Studied and discussed the key principles of effective business communication. Covered topics such as clarity, conciseness, professionalism, and common pitfalls to avoid in professional settings. ☐ Power of Etiquettes in Office • Explored the importance of professional behavior and manners in the workplace. Discussed how etiquette influences workplace relationships and overall office environment. ☐ Etiquettes at the Meeting Table • Learned the appropriate conduct during meetings, including punctuality, active listening, and effective participation. Emphasized the impact of good meeting etiquette on professional image. ☐ Field Etiquettes • Discussed the specific etiquettes required when working in the field. Focused on
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maintaining professionalism, respecting client and colleague boundaries, and effective communication.

☐ **Etiquettes During Travelling**

- Covered the importance of maintaining professional behavior while traveling for work. Discussed topics such as punctuality, respectful communication, and representing the company positively.

☐ **Business Society Etiquettes**

- Studied the proper conduct in business social settings. Included discussions on networking, formal dinners, and maintaining a professional demeanor outside the office.

☐ **Corporate Etiquettes & Netiquette**

- Focused on both in-person and online professional behavior. Emphasized the importance of respectful and clear communication in emails, social media, and virtual meetings.

☐ **Dining Table Manners in Corporate**

- Learned the dining etiquettes required for business meals. Covered topics such as proper table manners, appropriate conversation topics, and how to handle business discussions during meals.

☐ **Difference between Branding and Marketing**

- Explored the distinctions between branding and marketing strategies. Discussed how branding establishes identity and values, while marketing promotes products and services.

☐ **Brand Plan for Molecule Solifenacin**

- Developed a comprehensive brand plan for the Solifenacin molecule. Included market analysis, positioning strategy, and

promotional tactics to effectively market the brand.

☐ **Time Management Strategy**

- Studied various time management techniques to enhance productivity. Focused on prioritization, goal setting, and the use of tools like calendars and to-do lists.

☐ **Process of Becoming a Future Leader**

- Explored the essential qualities and skills required for leadership. Discussed the importance of continuous learning, empathy, decision-making, and effective communication.

☐ **Importance of Content Writing in Terms of Font Size and Font Style**

- Examined how different font sizes and styles can impact readability and professionalism in business documents. Highlighted best practices for creating clear and effective written communication.

☐ **Trademarks - Intellectual Property Rights (IPR)**

- Studied the significance of trademarks and intellectual property rights in protecting brand identity. Discussed the legal aspects and strategies for managing and defending IPR.

☐ **Code of Ethics for Sanare Sciences**

- Developed a code of ethics specific to Sanare Sciences. Included principles of integrity, transparency, and professional conduct expected from employees.

☐ **PESTEL Analysis of Reliflow (Solifenacin)**

- Conducted a PESTEL analysis to understand the macro-environmental factors affecting the Reliflow brand.

Analyzed political, economic, social, technological, environmental, and legal influences.

☐ **Campaign Design for Solifenacin Brand - Reliflow**

- Created a marketing campaign for the Solifenacin brand, Reliflow. Focused on key messages, target audience, promotional channels, and metrics for evaluating campaign success.

☐ **Distribution and Distribution Channels**

- Studied various distribution strategies and channels. Discussed how to effectively manage product distribution to ensure availability and reach the target market.

☐ **Neuromarketing**

- Explored the application of neuroscience in marketing. Discussed how understanding consumer brain responses can enhance marketing strategies and influence purchasing decisions.

☐ **Demographics and its Importance**

- Examined the role of demographic data in market segmentation and targeting. Analyzed how demographic factors like age, gender, income, and education impact consumer behavior.

☐ **Expense Planning and Return on Investment (ROI)**

- Learned techniques for effective expense planning and calculating ROI. Emphasized the importance of budgeting and evaluating the financial performance of marketing activities.

☐ **Employment Laws**

- Studied the key employment laws relevant to the pharmaceutical industry. Covered topics such as labor rights,

workplace safety, and employer responsibilities.

☐ **People Planning Strategy**

- Developed strategies for workforce planning and management. Discussed talent acquisition, development, retention, and succession planning.

☐ **Business Negotiations**

- Focused on the skills required for successful business negotiations. Covered negotiation tactics, preparing for negotiations, and achieving win-win outcomes.

☐ **Advertising and Brand Promotion**

- Studied various methods of advertising and promoting a brand. Discussed traditional and digital advertising techniques, and how to create impactful promotional campaigns.

☐ **Adaptability and Change Management**

- Explored strategies for managing change within an organization. Discussed the importance of adaptability, communication, and involving employees in the change process.

☐ **Connecting Dots**

- Learned how to connect various aspects of marketing and business strategies to create a cohesive plan. Emphasized the integration of different marketing channels and activities.

☐ **7 C's of Marketing**

- Studied the 7 C's of marketing: customer, cost, convenience, communication, coordination, channel, and credibility. Discussed how to apply these principles in developing marketing strategies.

Linking theory (Classroom learning) with practice at your organization

- Theoretical insights into professionalism, ethics, and interpersonal skills were given through the interactive sessions and tasks.
 - I saw the significance of determining one's values and talents in life. like flexibility. I put these ideas into practice by playing to my strengths on projects and ley maintaining integrity in my dealings with coworkers.
 - being aware of how important it is to pinpoint strengths and important values.
- Using this information inside the company and utilizing team members' talents to improve project results
- The lessons and tasks emphasized the value of ongoing education, proper conduct, and effective communication.
 - I was able to build my confidence and learn appropriate behavior at the dining room table and conference table through writing assignments and video recordings.
- The group exercise taught me the value of cooperation. We learned about active listening, personal branding, and international dining etiquette through group video projects. We also gained insight on how to develop our own brands.
- Creating a presentation on "Solifenacin" gave me the opportunity to apply our understanding of branding to a particular product, and seeing movies on body language and manners emphasized the usefulness of this information in real-world situations.
 - Acquired knowledge of time management techniques that will be useful in the workplace.
 - Acquired knowledge about leadership approaches.
 - Talking with corporate executives gave me insights into the real-world applications of fieldwork and pharmaceutical marketing.
 - Presenting the brand strategy demonstrated our proficiency with market positioning, competitive analysis, and strategic branding. Deeper understanding of strategic decision-making and the financial savvy required for company success was offered by the professional talks on perception mapping and corporate finance management.
 - I was able to get practical knowledge in branding, content writing, intellectual property,

	business ethics, PESTEL analysis, campaign design, and distribution channels thanks to the recent projects and interactive sessions. We gained a thorough grasp of advanced marketing, business tactics, and their real-world applications from the final projects and interactive workshops. We translated these ideas into useful tactics with talks on employment regulations, ROI, neuromarketing, demographics, and more. We were able to comprehend and consider what we had learnt in-depth thanks to the talks and report from the summer internship.
Gaps identified on the working area.	• The primary gaps identified were, • Recognizing individual strengths and teams, Strengths & Values! • Integrating strengths into proper Planning and execution. • As such no gaps were identified, and there was proper coordination among people working in the organization. However, there was a lack of practical application of the discussed etiquette. • As Unaware that some Etiquettes could have behaved wrongly but now after practicing the Etiquettes It helped to learn how to behave in a business environment. • As such no gaps were identified but they would have emphasized personal branding Additionally, they would have told the techniques to adhere to SMART targets. • 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. • Identified gaps include a lack of strategic time management, insufficient understanding of competitor analysis, and varying levels of leadership skill application. • Gaps identified include varying levels of

	expertise in strategic decision-making, insufficient financial management skills, and a need for more robust perception mapping techniques. 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. Identified gaps include inconsistent understanding and use of advanced marketing, strategic business planning, and adaptability. Practical experience in business negotiations and people planning also needs improvement.
Suggestions for improvement .	- Conducting regular assessments to identify & update individual and team strengths. - Providing training sessions on improving communication. - Implementing feedback mechanisms to evaluate responding to challenges. - Provide ongoing training on Etiquette in different settings. - creating Reference Material for Employees. - Establishing mentor programs to promote Etiquette, all events & adherence. - Implement regular practice sessions and workshops on corporate etiquette and body language. - Clarify the differences between branding and marketing through case studies and real-world examples, ensuring a comprehensive grasp of these concepts. - Implement workshops on personal branding and creativity to foster innovative thinking. Encouraging regular practice of active listening through team activities and feedback sessions. - Provide ongoing training and workshops focused on the daily implementation of etiquette and body language. Encouraging deeper product research and knowledge-sharing sessions to enhance

	branding efforts. • Implement training sessions on advanced time management techniques and competitor analysis. Focus on enhancing skills for effective doctor calls and fieldwork through role-playing, feedback sessions, and real-world practice to improve engagement in the pharma industry results. • To address these gaps, conducting 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. • 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. • To address gaps, advanced training in neuromarketing, ROI calculation, and business negotiations shall be offered. Workshops on adaptability and change management must be arranged. Continuous learning and real-world practice will improve daily operations and overall efficiency.
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