



“MARKET RESEARCH”
NAME: GYANENDRA TRIPATHI
BATCH: MBA-PM 15
ROLL NO.: 0506

UNIVERSITY MENTOR: DR. RATNA VERMA
ORGANISATION MENTOR: DR. MANASRANJAN M ROUT
IMPEERICAL CONSULTING PVT LTD (COGNITREX CONSULTANTS)



History and Description

Impeerial Consulting, established in 2023, is a market research and consulting company with a significant presence in the healthcare industry. We have completed 100+ projects for over 20+ clients in the past year, providing market analysis and business strategy development for healthcare and pharmaceutical companies.

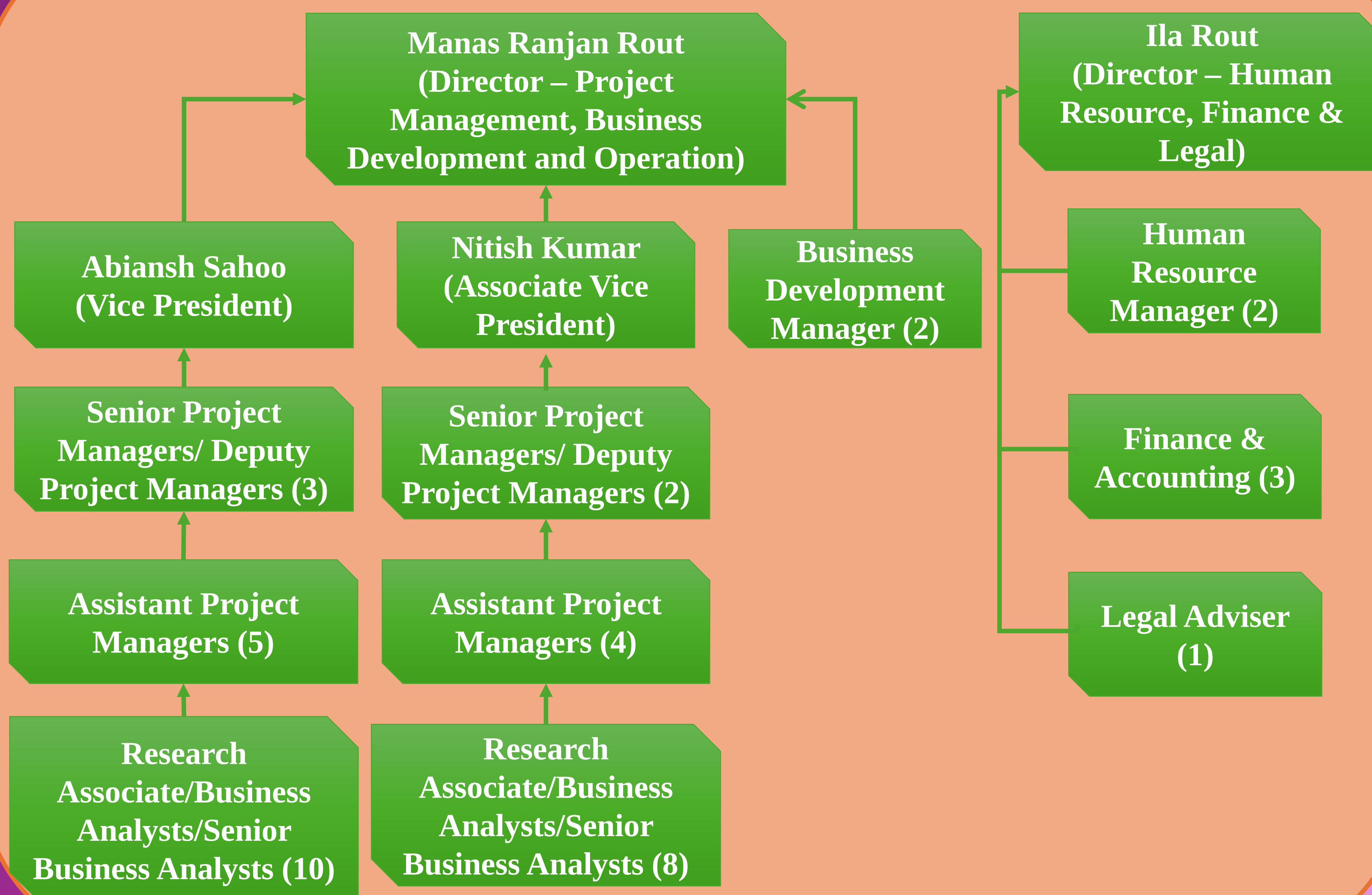
Vision

To be the leading provider of innovative and comprehensive market research, market intelligence and competitive intelligence solutions, empowering life science companies such as pharmaceutical, medical device, medical equipment, hospitals etc. to make informed decisions, drive growth, and improve patient outcomes in India and worldwide.

Mission

Our mission is to deliver high-quality, actionable insights and strategic guidance to life science companies, enabling them to make informed decisions, optimize market strategies, and enhance patient care. We are committed to excellence, integrity, and innovation in all our research endeavors, ensuring that our clients can navigate the complexities of the pharmaceutical landscape with confidence.

Organisational Structure



SWOT Analysis

Strength

- Strong presence across healthcare and Lifesciences.
- Strong hand in Primary research, Competitive, and Market Intelligence with high data accuracy
- Strong presence in conducting cancer-related research projects.
- Strong name among pharmaceutical companies for research-related work.
- Experienced top management and leadership.

Weakness

- High dependency on leadership.
- Less expertise in medical devices.
- Less experienced employees.
- Less employee retention.
- Lean company structure.
- Less presence on social media like LinkedIn about its projects and workings.

Opportunity

- Expanding its operations in southern part of the country.
- Should launch Tech Analytics and Dashboards for industry.
- Should create reports on Government and reimbursement category.
- Should explore Medtech categories which includes devices, equipments, surgicals etc.

Threats

- Data leak is a major threat to the organizations.
- Compliance issues with MNCs, such as market intelligence and competitive intelligence, are still in a very nascent stage.

Learning during internship

- During my internship, I gained valuable knowledge and practical experience in Competitive Intelligence and Market Intelligence.
- I learned and applied primary and secondary research methods in different surveys conducted during live projects.
- I've developed effective techniques for persuading doctors to participate in surveys.
- I also received insights into how to ethically extract information from hospitals, pharmaceutical companies, and doctors without revealing the purpose of the information gathering.
- Understanding of how Market Research is done.
- Understood the corporate culture and developed techniques to make work done.

Challenges faced during internship

Convincing KOLs to interview for the survey due to the firm's low online presence.

SIP Exposure and Theoretical Understanding

The acquisition of theoretical knowledge surrounding technical skills and market research significantly facilitated the execution of various projects during the SIP period.

Actifiber (Dr. Reddy's Laboratories)

Product Overview: Actifiber Natural Sugar Control					
2021, Rs Crs	2022, Rs Crs	Growth in Sales 2021 vs 2022, %	2023, Rs Crs	Growth in Sales 2022 vs 2023, %	Contribution to Actifiber Business
2.63	2.94	12%	3.32	13%	65%

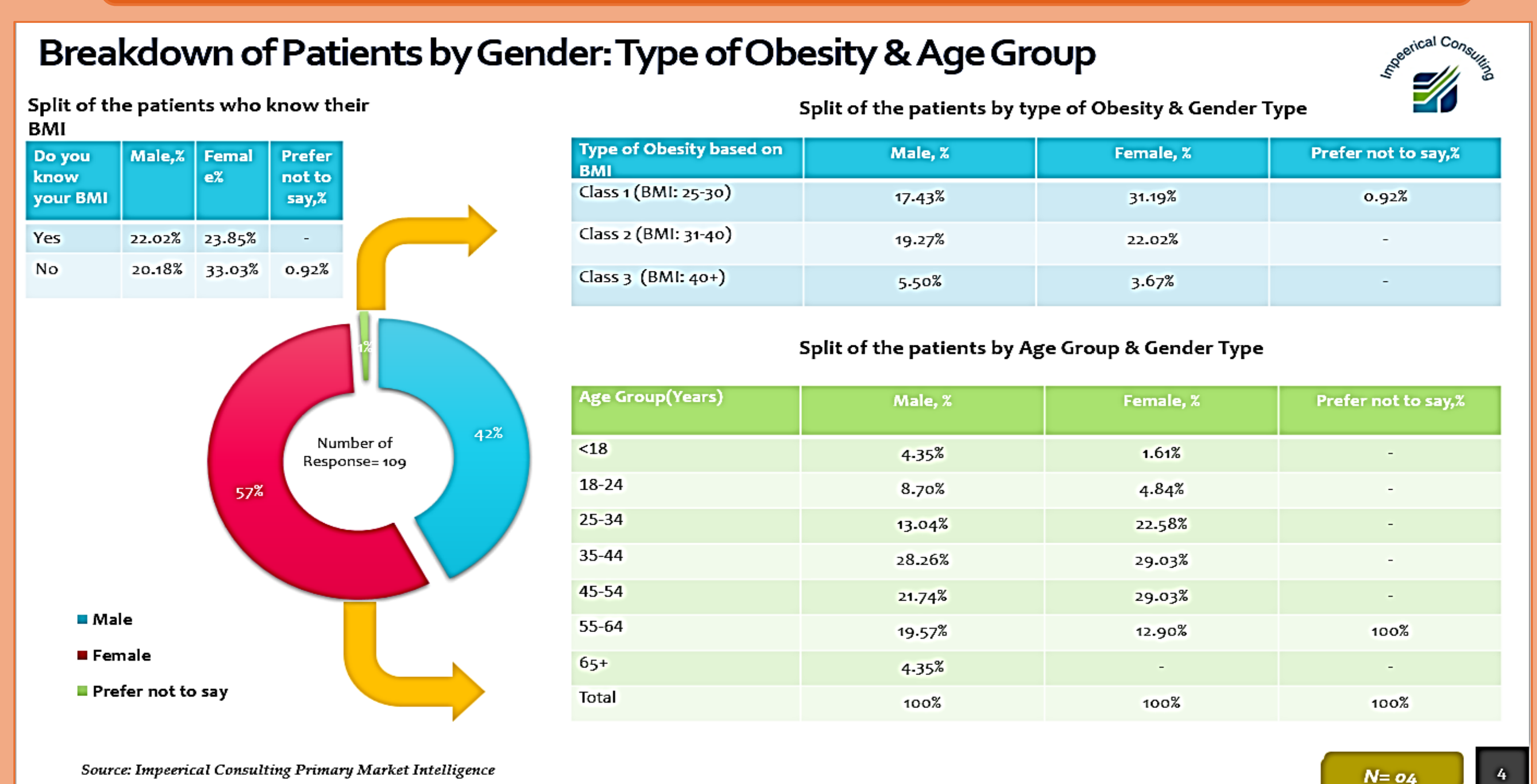
Item	Descriptions
Product Positioning	For Diabetic Patients
Import of finished materials in bulk from	Roquette France
Imported by	Roquette India
Repacked by (Get the finished formulation in bulk)	N V Pharma, Nashik, Maharashtra
Marketed by	Essens Wellness Technologies
Packaging	150 gm (Pack of 30 sachets; each sachets of 5 gm)
MRP, Rs/Pack	1,200
Recommended Dosage	• Recommended Usage for Sugar control is 2 sachets a day with your main meals. • Actifiber Natural Sugar Control can easily fit into regular diet. It can be added to any food or drink. • It dissolves easily with no taste, odour or colour. • Carry a sachet anywhere, at home, work or play.

Brand Endorsement Expert: Tina Sapra, Dr. Geetha Ramana, Dr. Ananya Bhowmik & Sayali Bhosale

Actifiber is the dietary supplement products for which competitive intelligence was to be done.

The client for this project was Dr. Reddy's Laboratories.

Obesity (EY)



The primary research was performed on different specialty doctors from different cities and Obesity patients

The client for this project was EY.

Suggestion

Organization should hire employees from different parts of the country for efficient work in non-familiar regions. Additionally, the organization should prioritize employee engagement, career development, and initiatives to increase retention rates. Proper distribution of work, regular communication, and increased social media involvement, particularly on platforms like LinkedIn, can improve visibility and credibility.