

SUMMER INTERNSHIP PROGRAM

at

**Impeerical Consulting Pvt Ltd
(Cognitrex Consultants Pvt Ltd)**

From 1st May 2024 to 30th June 2024

A REPORT BY

Gyanendra Tripathi

Master of Business Administration

(Pharmaceutical Management)

2023-25

under the Mentorship of

Dr. Ratna Verma, Associate Professor



Date: July 01, 2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Gyanendra Tripathi student of MBA-Pharmaceutical Management, IIMR University, Jaipur has successfully completed his internship program in our organization from May 01, 2024 to June 30, 2024 with our entire satisfaction.

During his internship period he has completed all the assignments with complete dedication and best of his knowledge.

Wishing him the best of luck in his future endeavors.

For Impeerical Consulting (P) Ltd.,



Ms. Ila Rout

Authorized Signatory



IIHMR University Faculty Mentor Approval

This is to certify that Mr. **Gyanendra Tripathi** of academic year 2023-25, of **School of Pharmaceutical Management** has prepared a poster with respect to his summer internship held during May-June 2023.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 22/07/2024

A handwritten signature in blue ink, appearing to be 'Dr. Ratna Verma', followed by the text '(Signature of Faculty Mentor)' in parentheses.

(Signature of Faculty Mentor)

Name: Dr. Ratna Verma

Designation: Associate Professor

History and Description

Imperial 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.

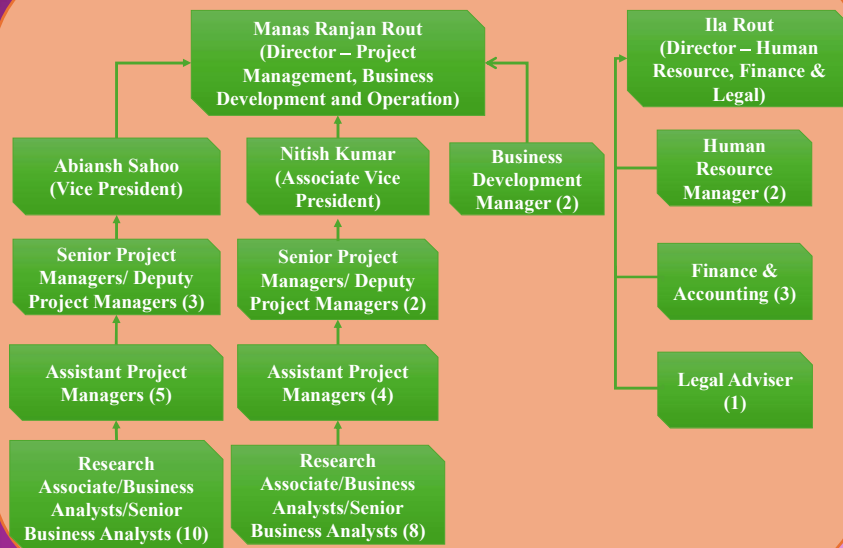
Vision

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: For Diabetic Patients

Product Positioning: In Amazon and Flipkart Actifiber Natural Sugar Control is registered under the category of Health & Personal Care

Imported by: Bioquette India

Represented by (For the finished formulation in bulk): M M Sharma, Ranchi, Maharashtra

Marketed by: Essens, Wellness Technologies

Packaging: 150 gm (Pack of 30 sachets; each sachets of 5 gm)

MRP, Rs/Pack: 1,200

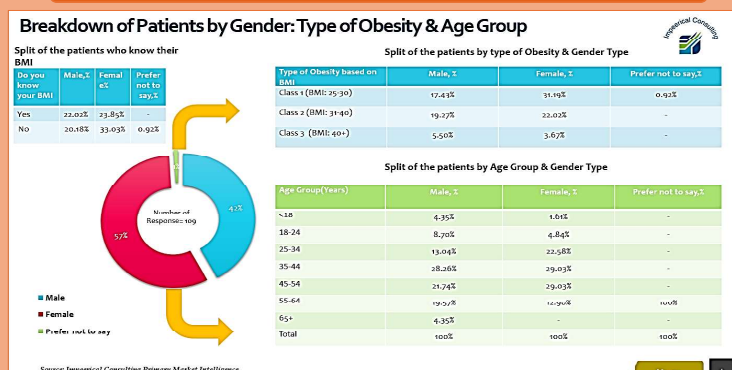
Recommended Dosage:

- 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.

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.

Reporting Format (Weekly)

Name of the Organisation: Impeerical Consulting Pvt. Ltd. (Cognitrex Consultants Pvt. Ltd.)

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

Name of the Student: Gyanendra Tripathi

Roll no: 0506

Stream: MBA-PM (Batch 15)

Week no: 1

From 1 May 2024 **to** 30 June 2024

Activity Done	• Understood research report from Dr. Reddy's Laboratories brand Stamlo. • Got chance to conduct secondary research for fiber supplement brand named Actifiber. • Presented secondary research report on Actifiber.
Linking theory (Classroom learning) with practice at your organization	• Classroom learnings on- -Secondary research -Sale structure -Presentation
Gaps identified on the working area.	• Practical experience of working
Suggestions for improvement	• Practical experience during classroom study
Plan for the next week	• MS-Excel • Primary research

Signature of the Student



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Impeerial Consulting Pvt. Ltd. (Cognitrex Consultants Pvt. Ltd.)

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

Name of the Student: Gyanendra Tripathi

Roll no: 0506

Stream: MBA-PM (Batch 15)

Week no: 2

From 1 May 2024 **to** 30 June 2024

Activity Done	• Activity done for whole 7 days in this week • Primary research survey done with cancer patients in Apollo and Fortis Hospital in Bangalore, Alexis and American Oncology Institute Hospital in Nagpur • Search and contact orthopedic doctors for interviews for primary research.
Linking theory (Classroom learning) with practice at your organization	• Surveys done at college for my research paper and different projects helped me a lot.
Gaps identified on the working area.	None
Suggestions for improvement	None
Plan for the next week	• Primary research Continued • Secondary research

Signature of the Student



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Impeerical Consulting Pvt. Ltd. (Cognitrex Consultants Pvt. Ltd.)

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

Name of the Student: Gyanendra Tripathi

Roll no: 0506

Stream: MBA-PM (Batch 15)

Week no: 3

From 1 May 2024 **to** 30 June 2024

Activity Done	• Patient survey for all the hospitals completed. • Doctor survey for nearby clinics in metro cities completed. • Data filling in Excel of both the surveys done and submitted to the organization. • Started a new live project that is being done for the first time in India. • Project on competitive intelligence and market intelligence. • To find out which cancer hospital prescribes which brand of the drug.
Linking theory (Classroom learning) with practice at your organization	• Communication skills practiced during classroom sessions helped me a lot. • Knowledge of drugs is helping me now in my internship.
Gaps identified on the working area.	None
Suggestions for improvement	None
Plan for the next week	• I will continue this work for next week as it is a large scale project

Signature of the Student



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Reporting Format (Weekly)

Name of the Organisation: Impeirical Consulting Pvt. Ltd. (Cognitrex Consultants Pvt. Ltd.)

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

Name of the Student: Gyanendra Tripathi

Roll no: 0506

Stream: MBA-PM (Batch 15)

Week no: 4

From 1 May 2024 **to** 30 June 2024

Activity Done	• Secondary research on a product named Jackfruit 365. • Primary research on checking the availability of cancer brands in various hospitals around the country. • Research done in around 8 hospitals in different cities.
Linking theory (Classroom learning) with practice at your organization	• Communication skills developed in the classroom helped a lot.
Gaps identified on the working area.	None
Suggestions for improvement	None
Plan for the next week	• Continuing the same project for next week too.

Signature of the Student



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Reporting Format (Weekly)

Name of the Organisation: Impeerical Consulting Pvt. Ltd. (Cognitrex Consultants Pvt. Ltd.)

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

Name of the Student: Gyanendra Tripathi

Roll no: 0506

Stream: MBA-PM (Batch 15)

Week no: 5

From 1 May 2024 **to** 30 June 2024

Activity Done	• Benchmarking of 15 pharmaceutical companies by SFB and CBparameters. • Primary research was done by asking the neurologist to rank differentcompanies. • 30 neurologists were asked in 4 metro cities.
Linking theory (Classroom learning) with practice at your organization	• Communication skills. • MS Excel
Gaps identified on the working area.	None
Suggestions for improvement	None
Plan for the next week	• Continuing benchmarking projects for semi-metro and tier 1 cities.

Signature of the Student



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Impeerical Consulting Pvt. Ltd. (Cognitrex Consultants Pvt. Ltd.)

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

Name of the Student: Gyanendra Tripathi

Roll no: 0506

Stream: MBA-PM (Batch 15)

Week no: 6

From 1 May 2024 **to** 30 June 2024

Activity Done	• Scheduling of orthopedic, general physician, and dietician interviews. • Took interviews of these doctors for obesity patient surveys. • Presentation for Competitive Intelligence and Marketing intelligence project of Actifiber and Jackfruit365 to the client.
Linking theory (Classroom learning) with practice at your organization	• Communication Skills • MS Excel
Gaps identified on the working area.	None
Suggestions for improvement	None
Plan for the next week	• Continuing the project of benchmarking • Continuing the project of Obesity management interview.

Signature of the Student



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Impeerical Consulting Pvt. Ltd. (Cognitrex Consultants Pvt. Ltd.)

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

Name of the Student: Gyanendra Tripathi

Roll no: 0506

Stream: MBA-PM (Batch 15)

Week no: 7

From 1 May 2024 **to** 30 June 2024

Activity Done	• Obesity patient data filling in Excel. • Data cleaning of Obesity patient data. • Data analysis of Obesity patient data. • Data presentation of Obesity patient data.
Linking theory (Classroom learning) with practice at your organization	• MS Excel skill • MS PowerPoint skill
Gaps identified on the working area.	None
Suggestions for improvement	None
Plan for the next week	• Will continue with the benchmarking project.

Signature of the Student



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Impeerical Consulting Pvt. Ltd. (Cognitrex Consultants Pvt. Ltd.)

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

Name of the Student: Gyanendra Tripathi

Roll no: 0506

Stream: MBA-PM (Batch 15)

Week no: 8

From 1 May 2024 **to** 30 June 2024

Activity Done	• Contacting different hospitals in different cities to find out the availability of Immunological products. • Formatting the data analysis sheet that is meant to be given to the client. • Contacting various diagnostic companies to check which service they provide to the patient.
Linking theory (Classroom learning) with practice at your organization	• MS Excel • Communication Skills
Gaps identified on the working area.	None
Suggestions for improvement	None
Plan for the next week	None

Signature of the Student



Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organisation: Impeerical Consulting Pvt. Ltd. (Cognitrex Consultants Pvt. Ltd.)

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

Name of the Student: Gyanendra Tripathi

Roll no: 0506

Stream: MBA-PM (Batch 15)

Activity Done	• Competitive analysis on the brand Actifiber and Jackfruit for Dr. Reddy's Laboratories. I made a descriptive presentation on sales data, organizational structure, distribution structure, product portfolio, and pricing. • Primary research by interviewing 8 doctors and 68 patients on cancer treatment in major cities of the country, done for EY. • Institutional tracking of 12 cancer brand availability in each of 14 hospitals in the country. • Benchmarking was done for 15 companies on CB and SFB parameters by interviewing 10 neurologists in each metro city. • Primary research by interviewing 2 doctors and 35 consumers for obesity treatment and management, data cleaning, data analysis, and data visualization of the collected data, done for EY. • Primary research by interviewing 4 doctors and 20 consumers regarding diagnostic services, done for Alveraz and Marsel.
Linking theory (Classroom learning) with practice at your organization	• Communication skills practices during classes and presentations helped me during the primary research interview. • Skills such as MS Excel, MS PowerPoint, and MS Word helped me in data collection, cleaning, and visualization. • I found that the knowledge gained from my pharmacology classes about drugs was precious in helping me understand the projects during my internship. • Surveys I did for different assignments given during classes and for my research paper helped me to take interviews during the internship.
Gaps identified on the working area.	• Operations of the organization are mainly focused on the northern part and in major cities in other parts of the country. • The organization lacks enough employees and is highly focused on its interns for the completion of the project. • The organization is currently experiencing a deficit in the proper training of its employees. • Lack of effective communication can be seen very often, which sometimes becomes a reason of hindrance in completion of a project. • The organization has almost zero active involvement on social media about its work when compared to companies in similar space, which sometimes becomes a cause of inefficiency.

Suggestions for improvement	• The organization should start hiring employees from different parts of the country which will allow it to work efficiently in the non-familiar region of the country. • The organization should hire more employees for its fieldwork as it majorly focuses on primary research. • Increasing employee engagement, providing career development opportunities, and initiatives for increasing employee retention rates. • Proper distribution of work in a hierarchy, giving responsibility to other employees and not only to the top leadership, regular meetings with the employees for proper communication about the task, and clearing the doubts of the employees are some of the steps that can be taken. • Increasing involvement on social media sites such as LinkedIn will not only improve the visibility of the organization but will also increase its credibility when approaching KOLs for any project, thus increasing efficiency in working.
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Signature of the Student



Approved by the IIHMR University's Mentor