

SUMMER INTERNSHIP PROGRAM

At



From 01 May 2024 to 15 July 2024

A REPORT BY

Gavhane Aniket Raju

Master Of Business Administration

(Pharmaceutical Management)

2023-25

Under the Mentorship of

Dr. Sudhinder Singh Chowhan

Assistant professor School of

Pharmaceutical Management

IIHMR University Jaipur.





Date: 12/07/2024

INTERNSHIP COMPLETION CERTIFICATE

This is to certify that, **Mr. Aniket Gavhane**, student of IIHMR Jaipur has completed his internship at '**Octavus Consulting**, located in **B-66, Sector 63 Rd, B Block, Sector 63, Noida, Uttar Pradesh 201301**', from **01st May 2024** to **15th July 2024**. His guide/mentor during the project was **Mr. Utsav Chaurasia, Associate Director**.

The overall performance shown by him during the period was good. This certificate is being issued to meet the requirements of the IIHMR University.

We wish all the best for future endeavours.

For Octavus Consulting

Mr. Utsav Chaurasia
Associate Director

CERTIFICATE OF INTERNSHIP



This internship program certificate is proudly
awarded to

Aniket Gavhane

For his outstanding completion of the compulsory internship
program at Octavus Consulting as an Intern from 01st May to
15th July 2024.

A handwritten signature in black ink.

Himanshu Sehgal
CEO

A handwritten signature in black ink.

Utsav Chaurasia
Program Manager

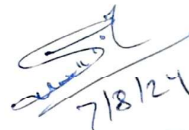


IIHMR University Faculty Mentor Approval

This is to certify that Mr. Gavhane Aniket of academic year 2023 - 2025 of School of Pharmaceutical Management has prepared a poster with respect to his summer internship held during May-July 2024.

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

Date:

A handwritten signature in blue ink, followed by the date '7/8/24' written in blue ink.

Dr. Sudhinder Singh Chowhan

Associate Professor

About:

Octavus is a boutique consulting company, engaged in comprehensive business research, market intelligence, market research and data analytics by providing support and outsourcing solutions to bio-pharma, MedTech, diagnostics, digital health companies and healthcare start-ups.

Services offered: Competitive Intelligence, Business Intelligence, Market Assessment, Conference Coverage, Business development analysis.

Products & Services



Pharma Shots



Intelli Shots



Profile Shots



Trial maps

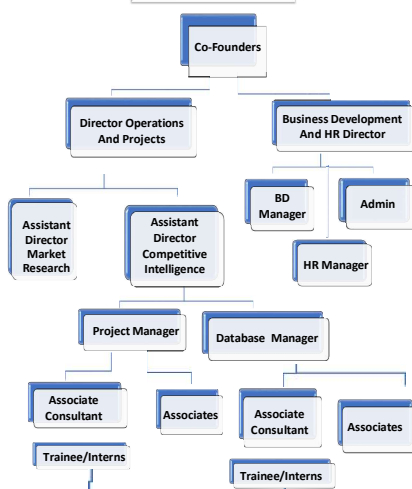
Mission:

To cater business needs with the right sources at the right time to enable our clients take strategic decisions. Redefining intelligence reinforced with dynamic data, knowledge, and technology.

Vision:

To be a valued partner to our clients and an asset to our communities, To undertake and deliver every project, with the same enthusiasm & zeal, To provide a differentiated offering resulting in the value-for-value return.

ORGANOGRAM



Steps Involved In Landscape

Data Collection

The process began by accessing the authoritative clinical trial database, ClinicalTrials.gov. A search was conducted using the specified condition, "Multiple Myeloma" to retrieve relevant clinical trials in progress

Filtering and Evaluation

To refine the obtained results, appropriate filters were applied, considering factors such as trial phase, study type, and target patient population. This step aimed to focus on trials specifically related to JA and filter out unrelated studies

Company Pipeline Examination

Following the initial screening, a meticulous cross-verification process was conducted for each trial. The company's pipeline associated with the drug candidate was thoroughly examined to gather additional information regarding its mechanism of action, target indications, and clinical trial phases

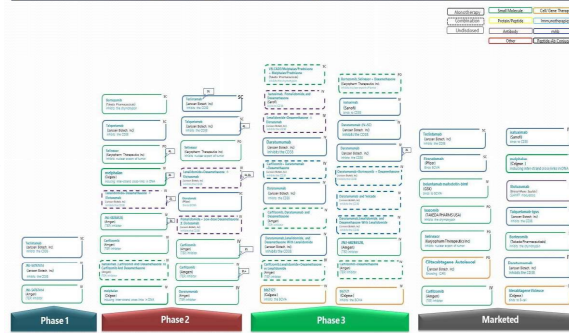
Data Compilation

To organize and consolidate the gathered information, an Excel file was created. This file served as a repository, capturing key data points such as trial identifiers, drug candidates, clinical trial phases, and relevant company details

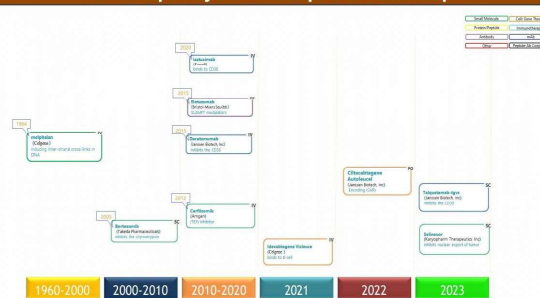
PowerPoint Presentation Creation

Using the compiled data, a PowerPoint presentation was crafted to visually represent the competitive landscape of Multiple myeloma drugs

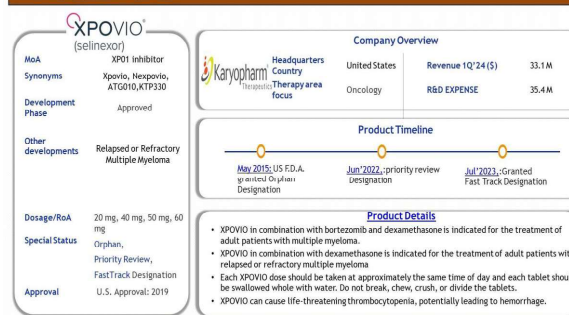
Multiple Myeloma Competitive Landscape



Multiple Myeloma Competitive Landscape



Product Profile

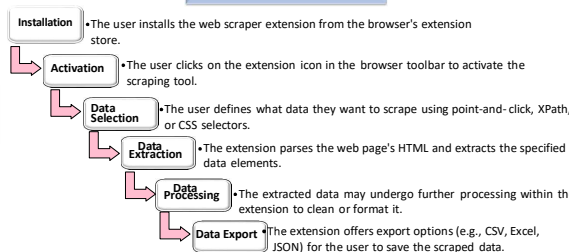


Clinical Trial Outcome: XPOVIO

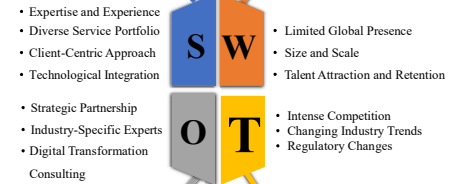
Trials	NCT03110562		NCT02336815	NCT02227251
Endpoints	XVD (n=195)	Vd (n=207)	STORM (n=83)	XPOVIO 40 mg twice weekly (n=134)
(ORR)	(149)	(129)	(21)	(39)
(sCR)	(19)	(13)	(1)	---
(CR)	(14)	(9)	(0)	(18)
(VGPR)	(54)	(45)	(4)	---
(PR)	(54)	(62)	(16)	(21)

Source: NCT03110562, NCT02336815, NCT02227251

Process of lead Generation



SWOT Analysis



Challenges faced during internship

Ensuring Data Accuracy and Quality

Information Overload and Filtering

Navigating Competitive Landscape Complexity

Learnings During Internship

- **Technical Proficiency:** Enhanced practical knowledge and skills.
- **Personal Growth:** Improved soft skills and self-awareness.
- **Mentorship Value:** Learned importance of hard work and perseverance from Sir Himanshu Sehgal.
- **Industry Insights:** Gained deep understanding of pharmaceutical market trends and strategies

Theoretical knowledge and practical exposure

- **Theoretical Knowledge:**
 - ✓ marketing strategy
 - ✓ consumer behavior
 - ✓ financial analysis.
 - ✓ SWOT analysis
 - ✓ customer relationship management (CRM)

Practical Exposure:

- ✓ Data collection and application of analytical tools.
- ✓ Actual market conditions.
- ✓ Implementing strategies
- ✓ CRM principles
- ✓ Preparing the quarterly report for Pfizer required not only theoretical understanding of financial metrics but also practical skills in data integration and reporting.

Suggestions for Improvement

- To enhance efficiency and effectiveness at Octavus Consulting, standardize data collection and validation processes, and invest in advanced analytical tools for deeper insights.
- Improve lead generation by developing a consistent content calendar, utilizing advanced analytics tools like Google Analytics, and enhancing internal communication. Streamline quarterly report preparation by creating efficient data integration systems, establishing clear timelines, and soliciting stakeholder feedback.

Project References



1st Week Report

Name of the Organization: Octavus Consulting

Summer Internship Program: Business Development

Name of the Student: Gavhane Aniket Raju

Roll no:0505

Stream: MBA (Pharmaceutical management)

Week no:01

From: 1 May to 7 May

Activity Done	Introduction to the project and understanding the objectives for analysing the competitive landscape of multiple myeloma treatments. Initial data collection from clinical trial databases, pharmaceutical company reports, and scientific publications.
Linking theory (Classroom learning) with practice at your organisation	Applied knowledge of pharmaceutical industry dynamics and market research techniques learned in class to gather relevant data.
Gaps identified on the working area.	Limited access to some proprietary databases which may contain crucial data.
Suggestions for improvement	Seek access to additional databases or collaborate with other organizations for data sharing
Plan for the next week	Continue data collection and begin categorization of treatments.



Signature of the Student

Approved by the IIHMR University's Mentor

2nd Week Report

Name of the Organisation: Octavus Consulting

Summer Internship Program: Business Development

Name of the Student: Gavhane Aniket Raju

Roll no:0505

Stream: MBA (Pharmaceutical management)

Week no:02

From: 7 May to 14May

Activity Done	Categorized treatments based on mechanisms of action. Started phase mapping for treatments.
Linking theory (Classroom learning) with practice at your organization	Utilized knowledge of pharmaceutical development stages.
Gaps identified on the working area.	Inconsistent data sources.
Suggestions for improvement	Verify data from multiple reliable sources.
Plan for the next week	Complete phase mapping and start competitive analysis of key players



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3rd Week Report

Name of the Organization: Octavus Consulting

Summer Internship Program: Business Development

Name of the Student: Gavhane Aniket Raju

Roll no:0505

Stream: MBA (Pharmaceutical management)

Week no:03

From: 14 May to 21 May

Activity Done	- Completed phase mapping. - Began competitive analysis of pharmaceutical companies.
Linking theory (Classroom learning) with practice at your organization	Applied strategic analysis and competitive positioning frameworks.
Gaps identified on the working area.	Limited access to detailed company R&D data.
Suggestions for improvement	Request access to industry reports and databases.
Plan for the next week	Continue competitive analysis and start identifying emerging trends



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4th Week Report

Name of the Organization: Octavus Consulting

Summer Internship Program: Business Development

Name of the Student: Gavhane Aniket Raju

Roll no:0505

Stream: MBA (Pharmaceutical management)

Week no:04

From: 21 May to 28 May

Activity Done	- Continued competitive analysis. - Started identifying emerging trends and innovations.
Linking theory (Classroom learning) with practice at your organization	Used trend analysis methods learned in strategic management courses.
Gaps identified on the working area.	Difficulty in tracking rapidly evolving trends.
Suggestions for improvement	Set up alerts for new publications and industry news.
Plan for the next week	Complete trend identification and start compiling findings.


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5th Week Report

Name of the Organization: Octavus Consulting

Summer Internship Program: Business Development

Name of the Student: Gavhane Aniket Raju

Roll no:0505

Stream: MBA (Pharmaceutical management)

Week no:05

From: 28 May to 4 Jun

Activity Done	▪ Compiled findings for multiple myeloma treatments. ▪ Started lead generation data collection project.
Linking theory (Classroom learning) with practice at your organization	Leveraged market research techniques for lead generation.
Gaps identified on the working area.	Inadequate tools for efficient lead data collection.
Suggestions for improvement	Implement advanced CRM tools.
Plan for the next week	Continue lead generation data collection and organize data.



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6th Week Report

Name of the Organization: Octavus Consulting

Summer Internship Program: Business Development

Name of the Student: Gavhane Aniket Raju

Roll no:0505

Stream: MBA (Pharmaceutical management)

Week no:06

From: 4 Jun to 11 Jun

Activity Done	▪ Continued lead generation data collection. ▪ Organized and categorized collected lead data.
Linking theory (Classroom learning) with practice at your organization	Applied CRM management skills from coursework.
Gaps identified on the working area.	Challenges in reaching out to potential leads
Suggestions for improvement	Develop a more targeted outreach strategy.
Plan for the next week	Begin personalized email campaign to potential leads



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Approved by the IIHMR University's Mentor

7th week Report

Name of the Organization: Octavus Consulting

Summer Internship Program: Business Development

Name of the Student: Gavhane Aniket Raju

Roll no:0505

Stream: MBA (Pharmaceutical management)

Week no:07

From: 11 Jun to 18 Jun

Activity Done	▪ Launched personalized email campaigns. ▪ Analysed initial responses and feedback.
Linking theory (Classroom learning) with practice at your organisation	Used communication and marketing theories for email campaign.
Gaps identified on the working area.	Low response rate from email campaigns.
Suggestions for improvement	Refine email content and follow-up strategy.
Plan for the next week	Conduct follow-up communications and schedule meetings.



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8th Week Report

Name of the Organization: Octavus Consulting

Summer Internship Program: Business Development

Name of the Student: Gavhane Aniket Raju

Roll no:0505

Stream: MBA (Pharmaceutical management)

Week no:08

From: 18 Jun to 25 Jun

Activity Done	- Conducted follow-up communications. - Scheduled and held initial meetings with potential leads.
Linking theory (Classroom learning) with practice at your organization	Implemented negotiation and presentation skills from classes.
Gaps identified on the working area.	Difficulty in securing meetings with high-level contacts.
Suggestions for improvement	Leverage existing networks for introductions
Plan for the next week	Continue meetings and gather detailed feedback



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09th Week Report

Name of the Organization: Octavus Consulting

Summer Internship Program: Business Development

Name of the Student: Gavhane Aniket Raju

Roll no:0505

Stream: MBA (Pharmaceutical management)

Week no:09

From: 25 Jun to 2 July

Activity Done	- Continued meetings with potential leads. - Collected and analysed feedback from meetings.
Linking theory (Classroom learning) with practice at your organisation	Applied customer relationship management techniques.
Gaps identified on the working area.	Inconsistent follow-up procedures.
Suggestions for improvement	Standardize follow-up processes and use CRM for tracking.
Plan for the next week	Finalize lead generation data and start compiling final report.



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10th Week Report

Name of the Organization: Octavus Consulting

Summer Internship Program: Business Development

Name of the Student: Gavhane Aniket Raju

Roll no:0505

Stream: MBA (Pharmaceutical management)

Week no:10

From: 2 July to 8 July

Activity Done	• Finalized lead generation data. • Compiled final reports for multiple projects.
Linking theory (Classroom learning) with practice at your organisation	Integrated various business development and strategic analysis skills.
Gaps identified on the working area.	Need for ongoing lead nurturing.
Suggestions for improvement	Develop a long-term lead nurturing plan.
Plan for the next week	Submit final reports and prepare for project presentations.



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Approved by the IIHMR University's Mentor

Compiled Report

Name of the Organization: Octavus Consulting

Summer Internship Program: Business Development

Name of the Student: Gavhane Aniket Raju

Roll no:0505

Stream: MBA (Pharmaceutical management)

Activity Done	Project 1: Competitive Landscape Analysis on Multiple Myeloma: Theoretical Framework: Porter's Five Forces: This model was used to analyze the competitive environment of the multiple myeloma market, assessing the threat of new entrants, bargaining power of suppliers and buyers, threat of substitute products, and industry rivalry. • SWOT Analysis: A SWOT analysis was conducted to identify the strengths, weaknesses, opportunities, and threats for key players in the multiple myeloma market. • Methodology • Research and Data Collection: • Applied market research techniques to gather data from scientific publications, industry reports, and market analysis tools. • Utilized competitive intelligence frameworks to systematically collect and analyze competitor data. • Competitive Analysis: • Employed Porter's Five Forces to evaluate the competitive landscape. • Conducted a SWOT analysis to assess the market positioning and strategies of competitors. • Report Preparation: • Synthesized the data into a comprehensive report. • Provided strategic insights and recommendations based on the analysis. Project 2: Lead Generation • Theoretical Framework • Customer Relationship Management (CRM): Employed CRM principles to manage interactions with potential leads and improve business relationships. • Marketing Funnel: Used the marketing funnel model to guide the process of converting leads into customers, focusing on awareness, interest, decision, and action stages. • Methodology • Target Identification:
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- Used market segmentation techniques to identify potential leads.
- Employed CRM tools to manage lead information.

Data Management:

- Organized lead information using database management principles.
- Ensured data accuracy and accessibility for follow-up actions.

Outreach Strategy Development:

- Developed targeted email campaigns based on segmentation and personalized messaging.
- Utilized A/B testing to optimize outreach strategies.

Performance Tracking:

- Monitored key performance indicators (KPIs) such as conversion rates and engagement metrics.
- Adjusted strategies based on data-driven insights.

Project 3: Quarterly Report for Pfizer

Theoretical Framework

• Financial Analysis:

Applied financial analysis techniques to assess Pfizer's performance metrics, including profitability, liquidity, and market share.

Strategic Management: Used strategic management concepts to evaluate Pfizer's competitive positioning and growth strategies.

• Methodology

• Data Compilation:

Gathered data from financial statements, market reports, and industry databases.

Used data integration techniques to compile relevant information.

• Analysis:

Conducted financial ratio analysis to assess Pfizer's financial health.

Used benchmarking to compare Pfizer's performance with industry peers.

• Report Preparation:

Created a structured and detailed quarterly report.

Included key insights, trends, and strategic recommendations.

• Presentation:

Delivered the report in a professional format, ensuring clarity and conciseness.

Used data visualization techniques to enhance the presentation.

**Linking theory
(Classroom learning)
with practice at your
organisation**

Project 1: Competitive Landscape Analysis on Multiple Myeloma

Classroom Learning:

Marketing Strategy:

Segmentation, Targeting, Positioning (STP): These principles were essential in identifying key market segments, targeting specific groups, and positioning strategies within the multiple myeloma market.

- Strategic Management:

- Porter's Five Forces:

Used to understand the competitive forces in the market.

- SWOT Analysis: Helped in identifying the strengths, weaknesses, opportunities, and threats of competitors.

Linking Theory with Practice During My Internship at Octavus Consulting

Introduction

During my internship at Octavus Consulting, I had the opportunity to apply theoretical concepts from my MBA program in Pharmaceutical Management to practical projects. This section outlines how classroom learning was integrated into my work on competitive landscape analysis for multiple myeloma, lead generation, and the quarterly report for Pfizer.

Project 1: Competitive Landscape Analysis on Multiple Myeloma

Classroom Learning

Marketing Strategy:

- Segmentation, Targeting, Positioning (STP): These principles were essential in identifying key market segments, targeting specific groups, and positioning strategies within the multiple myeloma market.

Strategic Management:

- Porter's Five Forces: Used to understand the competitive forces in the market.

- SWOT Analysis: Helped in identifying the strengths, weaknesses, opportunities, and threats of competitors.

Application in Practice

1. Research and Data Collection:

Applied market research techniques learned in class to gather data from various sources.

Utilized frameworks for competitive intelligence to systematically collect and analyze data on competitors.

2. Competitive Analysis:

Used Porter's Five Forces to evaluate the competitive environment and industry attractiveness.

Conducted a SWOT analysis to assess the market positioning of key players and their strategic implications.

3. Report Preparation:

Synthesized data and analysis into a comprehensive report, providing actionable insights and strategic recommendations.

Project 2: Lead Generation

Classroom Learning

Consumer Behaviour:

- Understanding Buyer Behaviour: Applied theories of consumer

	behaviour to identify and engage potential leads. Digital Marketing: •Email Marketing and CRM: Utilized principles of customer relationship management (CRM) and digital marketing strategies to manage and engage leads. Project 3: Quarterly Report for Pfizer Classroom Learning: Financial Analysis: • Financial Ratios and Performance Metrics: Applied financial analysis techniques to assess Pfizer's financial health and performance. Strategic Management: • Benchmarking and Competitive Analysis: Used strategic management concepts to evaluate Pfizer's competitive positioning and growth strategies.
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Signature of the Student

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