

SUMMER INTERNSHIP PROGRAM

at

MICRO LABS

06th of May 2024 – 06th of July 2024

A report by

GAURANG YADAV

Master of Business Administration Pharmaceutical MBA

2023-2025

Under the mentorship of

ASHOK KUMAR PEEPLIWAL

Professor





MICRO LABS LIMITED

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CERTIFICATE OF COMPLETION OF INTERNSHIP

This is to certify that Mr. Gaurang Yadav has completed his Internship in "Market Research" at Micro Labs Ltd, Delhi from 06th May 2024 to 06th July 2024. He completed the "Market Research" on Market Share of brands in specific areas of therapeutics.

He has exhibited good skills and learnings during this period.

We wish him all the best for his future endeavours.



Pinto Yadav

Pinto Yadav
Sales Manager
Delhi

6th July 2024

AN ISO 9001 COMPANY

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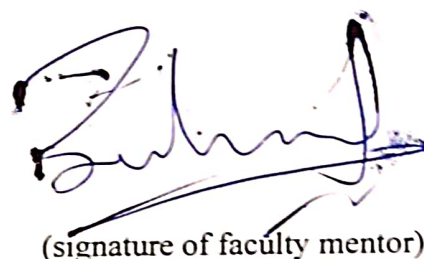
Annexure B

IIHMR university faculty mentor approval

This is to certify that Mr. GAURANG YADAV of academic year 2023-25 batch of SCHOOL OF PHARMACEUTICAL MANAGEMENT has prepared a poster with respect to her summer internship held during May-June 2024.

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

Date: 20/07/2024

A handwritten signature in blue ink, appearing to read 'Ashok Kumar', with a horizontal line drawn across the bottom of the signature.

(signature of faculty mentor)

Name: Dr. Ashok Kumar Peepliwal

Designation: Professor at IIHMR University

Annexure-E

Weekly Reporting Format

Name of the Organisation: Micro Labs (Delhi)

Area/Department/Project of Summer Internship Program:

Name of the Student: Gaurang Yadav

Roll no: 0504

Stream: Pharmaceutical-MBA

Week no: 1

From: 06/05/2024-13/05/24

Activity Done	1. Completed surveys and interviews with pharmacists in a variety of Pitampura, Delhi, neighbourhoods with success. 2. Collected information through closed-question surveys about the prevalence of diabetes and cholesterol-related medications at the neighbourhood pharmacy.
Linking theory (Classroom learning) with practice at your organization	It's critical to establish trusting bonds with chemists in order to streamline data gathering and guarantee information accuracy. Realizing how important it is to modify data collection tactics in light of the market's volatility.
Gaps identified in the working area.	Securing reliable connections with chemists is crucial for optimizing data gathering and guaranteeing precision of information. understanding how important it is to modify data collection tactics in view of market volatility.
Suggestions for improvement	If you have any specific data or metrics from your RCPA, include them to add more weight to your findings

Signature of the Student



Approved by the IIHMR University's Mentor

Annexure-E

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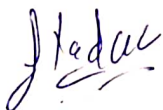
Stream: Pharmaceutical-MBA

Week no: 2

From: 14/05/2024-20/05/24

Activity Done	Created in-depth reports and graphics to showcase results from questionnaires and conversations with chemists in Pitampura, Delhi. The reports covered client demographics and pharmaceutical practices in depth. The availability and demand for cholesterol and diabetic drugs were analysed through visualizations, which helped stakeholders make wellinformed decisions about community healthcare management and supply.
Linking theory (Classroom learning) with practice at your organization	Created in-depth reports and graphic aids to efficiently convey information acquired from questionnaires and interviews conducted with Pitampura, Delhi, chemists. These resources were created to help stakeholders make well-informed decisions by offering lucid insights on pharmaceutical practices, consumer demographics, and patterns in the community's availability and demand for cholesterol and diabetes medications.
Gaps identified in the working area.	1. Maintaining the reliability and correctness of the data analysis in the face of changing reporting guidelines and chemist responses. 2. Filling in the gaps and discrepancies in data to offer a comprehensive picture of the market environment and brand positioning.
Suggestions for improvement	

Signature of the Student



Approved by the IIHMR University's Mentor

Annexure-E

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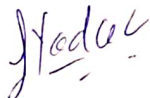
Roll no: 0504

Stream: Pharmaceutical-MBA

Week no: 3

From: 21/05/2024-27/05/24

Activity Done	1. I collect data regarding allergies, cholesterol problems, and diabetes prevalence. 2. I learn about the brands that are most frequently suggested and how effective people think they are. 3. I also fostered positive relationships with neighbourhood chemists and invited them to contribute insightful and in-depth knowledge.
Linking theory (Classroom learning) with practice at your organization	Understanding chemist schedules and peak times facilitated more strategic visit planning. It provided insights into the local market dynamics, including factors that drive brand recommendations. This knowledge enhanced decision-making and optimized engagement strategies, ensuring targeted and effective interactions within the pharmaceutical retail environment.
Gaps identified in the working area.	There are Some chemists who were initially hesitant to share detailed information, necessitating persuasive communication and assurance of data confidentiality.
Suggestions for improvement	

Signature of the Student 

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Annexure-E

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Name of the Organisation: Micro Labs (Delhi)

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Roll no: 0504

Stream: Pharmaceutical-MBA

Week no: 4

From: 28/05/2024-03/06/24

Activity Done	Identified and verified important market trends, like the increasing need for diabetes care goods and the growing knowledge of treatments for cholesterol imbalance. By enabling strategic positioning in response to be changing health requirements, these insights ensured market relevance and competitiveness. Determined market leaders by analyzing the brand preferences of chemists and identifying points of entry to increase market share. With the help of these qualities, specific marketing and distribution strategies were developed to effectively engage healthcare professionals and gain market share.
Linking theory (Classroom learning) with practice at your organization	It is essential to use several methods of information collection, such as surveys and interviews. It makes things easier for me to understand and more precise. Additionally, I want to enhance our data analysis process so that we can generate useful concepts for critical decision-making. This enables us to understand consumer behavior and how the market functions.
Gaps identified in the working area.	To develop a comprehensive knowledge, I make care to incorporate a variety of data sources and points of view. This aids in our overall vision. I also deal with the difficulty of chemists providing varying degrees of detail and occasionally complex answers. I carefully manage my time so that we don't go over our scheduled time.
Suggestions for improvement	

Signature of the Student 

Approved by the IIHMR University's Mentor

Annexure-E

Weekly Reporting Format

Name of the Organisation: Micro Labs (Delhi)

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Roll no: 0504

Stream: Pharmaceutical-MBA

Week no: 5

From: 04/06/2024-10/06/24

Activity Done	To raise consumer awareness and visibility, I launched focused advertising that highlighted goods that balance cholesterol and control diabetes. concurrently. Working closely with important chemists enabled strategic alliances, improved product exposure, and strengthened market presence, all of which helped the healthcare industry satisfy customer demands and boost sales.
Linking theory (Classroom learning) with practice at your organization	I continue to concentrate on instructing and assisting clients and chemists in establishing credibility and confidence. I demonstrate to them our concern for their needs by elucidating the functionality of our products and offering assistance. This gives chemists more assurance when endorsing our goods to clients. It indicates to customers that they are aware of the advantages of our products.
Gaps identified in the working area.	Persuading chemists to use novel approaches to increase product visibility is challenging, and obtaining uniformity in the methods that chemists employ is also challenging.
Suggestions for improvement	

Signature of the Student



Approved by the IIHMR University's Mentor

Annexure-E

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Name of the Organisation: Micro Labs (Delhi)

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Roll no: 0504

Stream: Pharmaceutical-MBA

Week no: 6

From: 11/06/2024-17/05/24

Activity Done	During the sixth week, I work on refining tactics based on feedback and performance data from pharmacies and clients in northwest Delhi. This report summarizes my progress and the efforts we took to improve our market approach.
Linking theory (Classroom learning) with practice at your organization	Continuous feedback is critical for us to adapt our strategies and ensure that our consumers are satisfied. Personalizing how we communicate with clients and focusing our marketing efforts on what they truly care about keeps them interested in and committed to our company.
Gaps identified in the working area.	prioritize implementing feedback to improve processes while managing daily responsibilities effectively. This approach ensures continuous adaptation and optimization, enhancing overall efficiency and responsiveness to evolving needs in our work environment.
Suggestions for improvement	

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Annexure-E

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Name of the Organisation: Micro Labs (Delhi)

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Roll no: 0504

Stream: Pharmaceutical-MBA

Week no: 7

From: 18/06/2024-24/06/24

Activity Done	During the seventh week, we concentrated on establishing partnerships with chemists and refining market tactics in Northwest Delhi. This report describes our successes in strengthening collaborative ties, as well as our current initiatives to increase market penetration. By utilizing these initiatives, we hope to strengthen our footprint and efficiently answer the changing demands of our target audience in the region.
Linking theory (Classroom learning) with practice at your organization	The importance of ongoing engagement and assistance in developing long-term relationships with important stakeholders. The importance of agility in adapting marketing tactics based on client input and market insights. Continued emphasis on customer-centric strategies to boost satisfaction and loyalty.
Gaps identified in the working area.	1. The importance of ongoing engagement and support in developing long-term partnerships with important stakeholders. 2. The importance of agility in altering marketing strategy based on client input and market insights. 3. Continued emphasis on customer-centric initiatives to increase satisfaction and loyalty.
Suggestions for improvement	

Signature of the Student

J. Yadav

Approved by the IIHMR University's Mentor

Annexure-E

Weekly Reporting Format

Name of the Organisation: Micro Labs (Delhi)

Area/Department/Project of Summer Internship Program:

Name of the Student: Gaurang Yadav

Roll no: 0504

Stream: Pharmaceutical-MBA

Week no: 8

From: 25/06/2024-03/07/24

Activity Done	During the eighth week of my internship, I produced a final report summarizing my findings, recommendations, and lessons learned. I also took time to reflect on how I've matured personally and learned new skills. Finally, I prepared all of the relevant documentation to hand over to my internship supervisor. This experience helped me grasp how to analyze data, make recommendations, and improve my skills in a professional atmosphere.
Linking theory (Classroom learning) with practice at your organization	I enhanced my abilities to produce reports and summarize key facts. I also matured personally as I confronted various challenges and gained new experiences. This opportunity allowed me to gain skills that would be valuable in future careers, such as data analysis and communicating important ideas with others.
Gaps identified in the working area.	I've given serious consideration to what I've accomplished and the challenges I've encountered. It was critical that I manage my time well enough to complete all of the paperwork and turn it in. It allowed me to assess how I'd progressed and what I could do better the next time. This experience taught me a lot about staying organized and managing deadlines, which will be useful in my future work.
Suggestions for improvement	

Signature of the Student



Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organisation: Micro Labs (Delhi)

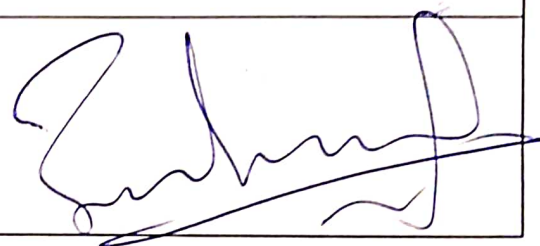
Area/Department/Project of Summer Internship Program:

Name of the Student: Gaurang Yadav

Stream: Pharmaceutical MBA

Activity Done	During my internship, I performed extensive surveys and interviews with pharmacists from several neighbourhoods in Pitampura, Delhi, with a focus on diabetes and cholesterol-related drugs. This project produced extensive information and visualizations outlining the prevalence of various illnesses, client demographics, and pharmaceutical practices. I studied industry trends such as rising demand for diabetes care goods and developing cholesterol treatment options. By understanding brand preferences among pharmacists, I was able to build focused marketing strategies to increase market share. Working closely with pharmacists enabled beneficial connections and increased product visibility. Continuous modification of tactics based on feedback ensured effective adaptability to market changes and client requirements. To summarize, the internship not only strengthened my skills in data analysis and strategy planning, but also gave valuable insights into healthcare market dynamics in Pitampura, Delhi.
Linking (Classroom learning) with practice organization	During my internship in Pitampura, Delhi, I performed extensive surveys and interviews with local pharmacies to assess the market for cholesterol and diabetes drugs. This resulted in thorough data and visualizations on client demographics and pharmaceutical practices, allowing stakeholders to make more informed decisions about healthcare supply management. I changed data collection strategies to account for market volatility and optimized visit planning by analyzing chemist schedules. This strategy provided insights into local market dynamics and brand preferences, which improved strategic decision-making. I worked on improving data analysis to gain meaningful insights into consumer behaviour. Building trust with pharmacists and clients by providing product expertise and support was critical to maintaining effective engagement and satisfaction.

Gaps identified in the working area.	In my role, establishing reliable connections with chemists is paramount for optimizing data accuracy and ensuring comprehensive market insights. This involves adapting data collection tactics in response to market volatility and navigating varied chemist responses to maintain data reliability. I prioritize integrating diverse data sources to offer a thorough market perspective while addressing gaps and discrepancies in information. Persuasive communication and assurances of confidentiality are crucial in overcoming initial hesitancy from some chemists. Managing time effectively during data collection ensures we stay on schedule despite complex responses. Additionally, I continuously refine processes based on feedback to enhance efficiency and adapt marketing strategies promptly to meet evolving market demands. Long-term partnerships with stakeholders
	are nurtured through ongoing engagement and customer-centric initiatives aimed at increasing satisfaction and loyalty. Reflecting on challenges and successes, I focus on personal development in time management and organizational skills to continually improve performance in my role.
Suggestions for improvement	
Signature of the Student	
Approved by the IIHMR University's Mentor	



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