

SUMMER INTERNSHIP PROGRAM

At

Lupin Limited

From 13, May, 2024 To 12, July, 2024

A REPORT BY

Anushree Rai

Master of Business Administration

PM 15

2023-25

under the Mentorship of

Sudhinder Singh Chowhan

Associate Professor



30 July 2024

CERTIFICATE OF INTERNSHIP

This is to certify that **Ms. Anushree Rai** has successfully completed her internship with us from 13th May 2024 - 12th July 2024.

During the Internship Anushree was found to be punctual, focused and performance oriented.

Anushree has completed her internship project with Novena team, in the process she has helped us in identifying and validating some key insights and has given considerable recommendations which will help us in taking our brand forward.

We wish her success in her career.

For LUPIN LIMITED



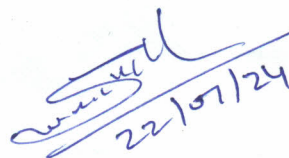
Nandan Kumar Singh
Dy. General Manager – Human Resources

IIHMR UNIVERSITY FACULTY MENTOR APPROVAL

This is to certify that Ms. ANUSHREE RAI of the 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 read 'Sudhinder Singh Chowhan', with the date '22/07/24' written below it.

(Signature of Faculty Mentor)

Dr. Sudhinder Singh Chowhan

Associate Professor at IIHMR University

Annexure-E

Reporting Format (Weekly)

Name of the Organisation: Lupin Limited

Area/ Department/ Project of Summer Internship Program: Dermatology

Name of the Student: Anushree Rai

Roll no: 0485

Stream: PM 15

Week no: 1

From: 13, May, 2024 **To:** 17, May, 2024

Activity Done	Introduction done, studied about company, Did competitor study
Linking theory (Classroom learning) with practice at your organisation	Market Analysis
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	Study about Keranat molecule

Signature of the Student

Approved by the IIHMR University's Mentor

On the last day of every week report in the above format should be submitted to the faculty mentor. Submission of total 8 reports in 8 weeks is compulsory. Each report should not be more than 2 pages.

Annexure-E

Reporting Format (Weekly)

Name of the Organisation: Lupin Limited

Area/ Department/ Project of Summer Internship Program: Dermatology

Name of the Student: Anushree Rai

Roll no: 0485

Stream: PM 15

Week no: 2

From: 20, May, 2024 **To:** 24, May, 2024

Activity Done	Studied briefly about Keranat Molecule, Prepared questionnaire regarding hair nutraceuticals
Linking theory (Classroom learning) with practice at your organisation	Customer segmentation and pricing
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	Field visit to doctors

Signature of the Student

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Reporting Format (Weekly)

Name of the Organisation: Lupin Limited

Area/ Department/ Project of Summer Internship Program: Dermatology

Name of the Student: Anushree Rai

Roll no: 0485

Stream: PM 15

Week no: 3

From: 27, May, 2024 To: 31, May, 2024

Activity Done	Visited dermatologists and reported it to mentor.
Linking theory (Classroom learning) with practice at your organisation	NA
Gaps identified on the working area.	Long waiting period, unavailability of doctors
Suggestions for improvement	Prior appointment
Plan for the next week	Field visit to dermatologists

Signature of the Student

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Annexure-E

Reporting Format (Weekly)

Name of the Organisation: Lupin Limited

Area/ Department/ Project of Summer Internship Program: Dermatology

Name of the Student: Anushree Rai

Roll no: 0485

Stream: PM 15

Week no: 4

From: 3, June, 2024 **To:** 7, June, 2024

Activity Done	Visited dermatologists and reported back to mentor
Linking theory (Classroom learning) with practice at your organisation	Data collection and Analysis
Gaps identified on the working area.	Time restrictions
Suggestions for improvement	Ask only those questions that are very important
Plan for the next week	Preparing marketing strategy

Signature of the Student

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Annexure-E

Reporting Format (Weekly)

Name of the Organisation: Lupin Limited

Area/ Department/ Project of Summer Internship Program: Dermatology

Name of the Student: Anushree Rai

Roll no: 0485

Stream: PM 15

Week no: 5

From: 10, June, 2024 **To:** 14, June, 2024

Activity Done	Made marketing strategy for launch of OTC skincare on E Commerce; studied marketing strategy of competitors
Linking theory (Classroom learning) with practice at your organisation	Pharmaceutical marketing and management
Gaps identified on the working area.	Less data
Suggestions for improvement	NA
Plan for the next week	Studied about E Com platforms, Modern Trade

Signature of the Student

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Annexure-E

Reporting Format (Weekly)

Name of the Organisation: Lupin Limited

Area/ Department/ Project of Summer Internship Program: Dermatology

Name of the Student: Anushree Rai

Roll no: 0485

Stream: PM 15

Week no: 6

From: 17, June 2024 **To:** 21, June, 2024

Activity Done	Studied about e com and modern trade and their requirement, explored content marketing
Linking theory (Classroom learning) with practice at your organisation	Digital Marketing
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	Final Strategy presentation

Signature of the Student

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Annexure-E

Reporting Format (Weekly)

Name of the Organisation: Lupin Limited

Area/ Department/ Project of Summer Internship Program: Dermatology

Name of the Student: Anushree Rai

Roll no: 0485

Stream: PM 15

Week no: 7

From: 1, July, 2024 to 5, July, 2024

Activity Done	Finalised the strategies and gave suggestion on what more we can do.
Linking theory (Classroom learning) with practice at your organisation	Digital Marketing
Gaps identified on the working area.	Less information about marketing regulation of organization
Suggestions for improvement	NA
Plan for the next week	Presenting the strategy to marketing head

Signature of the Student

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Annexure-E

Reporting Format (Weekly)

Name of the Organisation: Lupin Limited

Area/ Department/ Project of Summer Internship Program: Dermatology

Name of the Student: Anushree Rai

Roll no: 0485

Stream: PM 15

Week no: 8

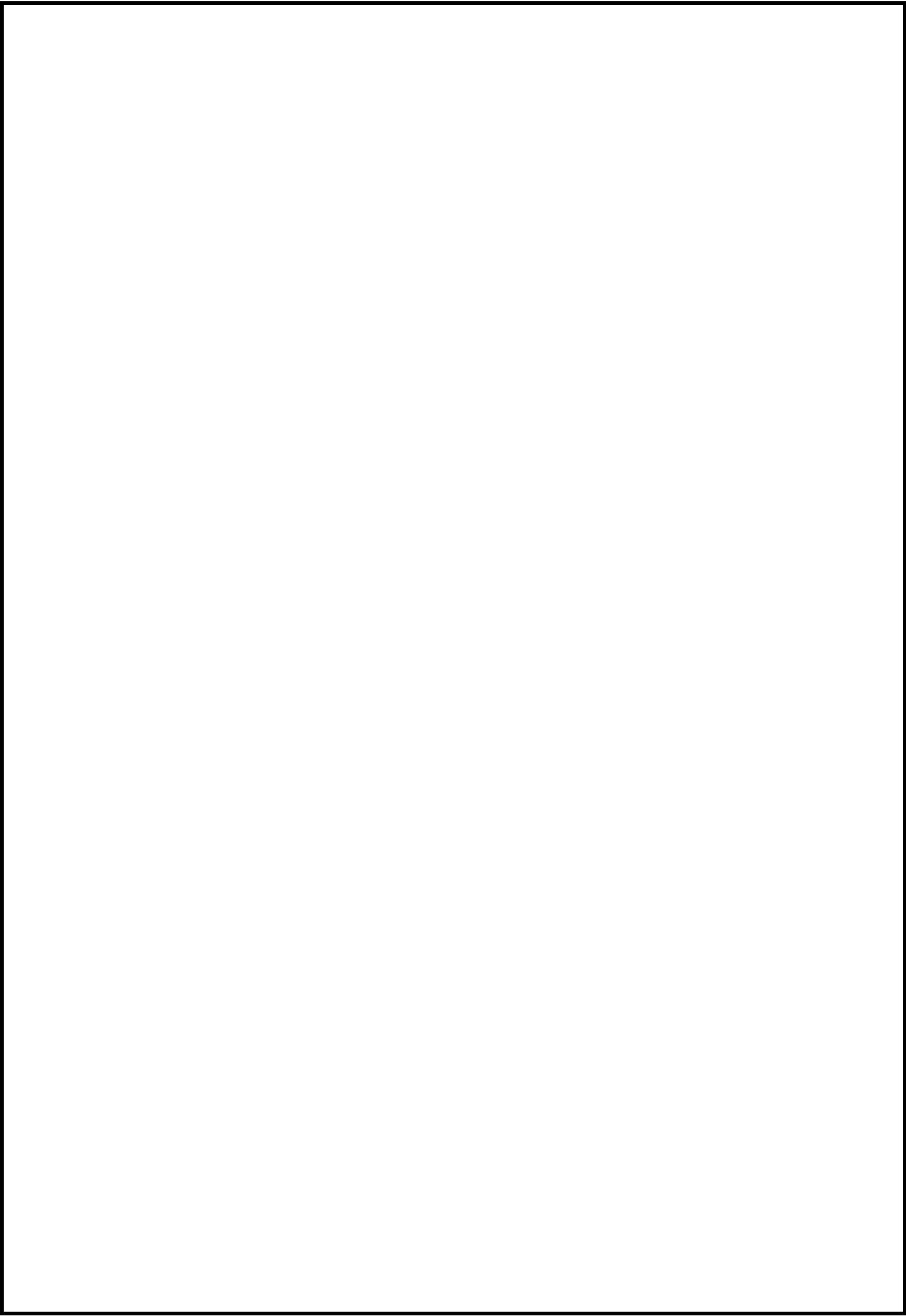
From: 8, July, 2024 **To:** 13, July, 2024

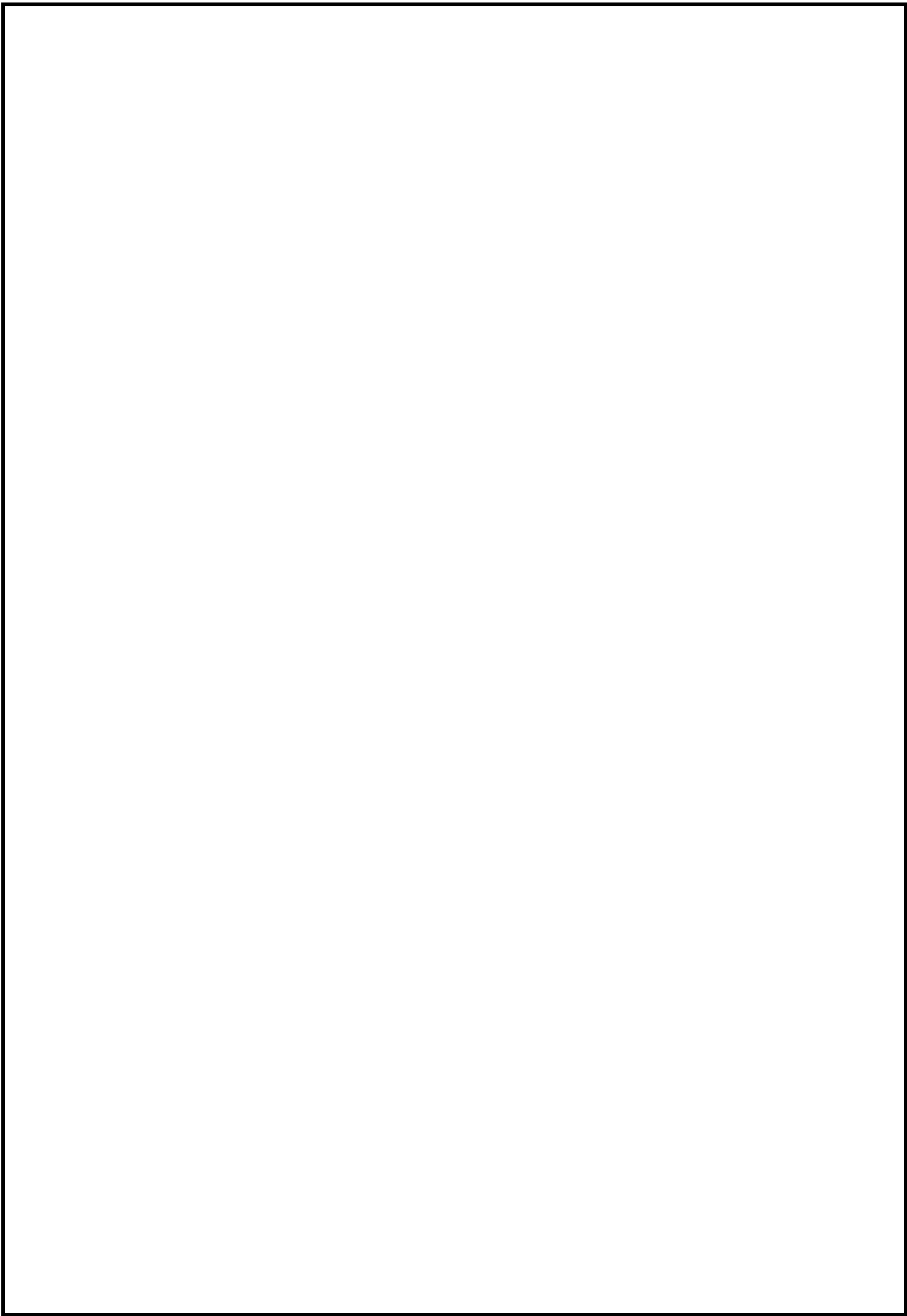
Activity Done	Presented the presentation to Marketing head, giving ideas about launch
Linking theory (Classroom learning) with practice at your organisation	Customer satisfaction and loyalty
Gaps identified on the working area.	NA
Suggestions for improvement	NA
Plan for the next week	NA

Signature of the Student

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Compiled Reporting Format

Name of the Organisation: Lupin Limited

Area/ Department/ Project of Summer Internship Program: Dermatology

Name of the Student: Anushree Rai

Roll no: 0485

Stream: PM 15

Activity Done	Competitor study, Keranat molecule study, did field visit to doctors and collected data, studied about marketing strategies of competitors, prepared content for e com, gave strategies for marketing	
Linking theory (Classroom learning) with practice at your organisation	As a marketing intern, link theory with practice by observing and participating in marketing activities, focusing on the 4 Ps, STP, consumer behavior, branding, and digital marketing	
Gaps identified on the working area.	As a marketing intern, you might identify gaps such as inadequate data utilization, weak market segmentation, poor online presence, inconsistent content and brand messaging, insufficient customer feedback mechanisms, inefficient resource allocation, and limited training opportunities.	
Suggestions for improvement	As a marketing intern, suggest boosting online presence, ensuring consistent content, implementing customer feedback systems.	

Signature of the Student

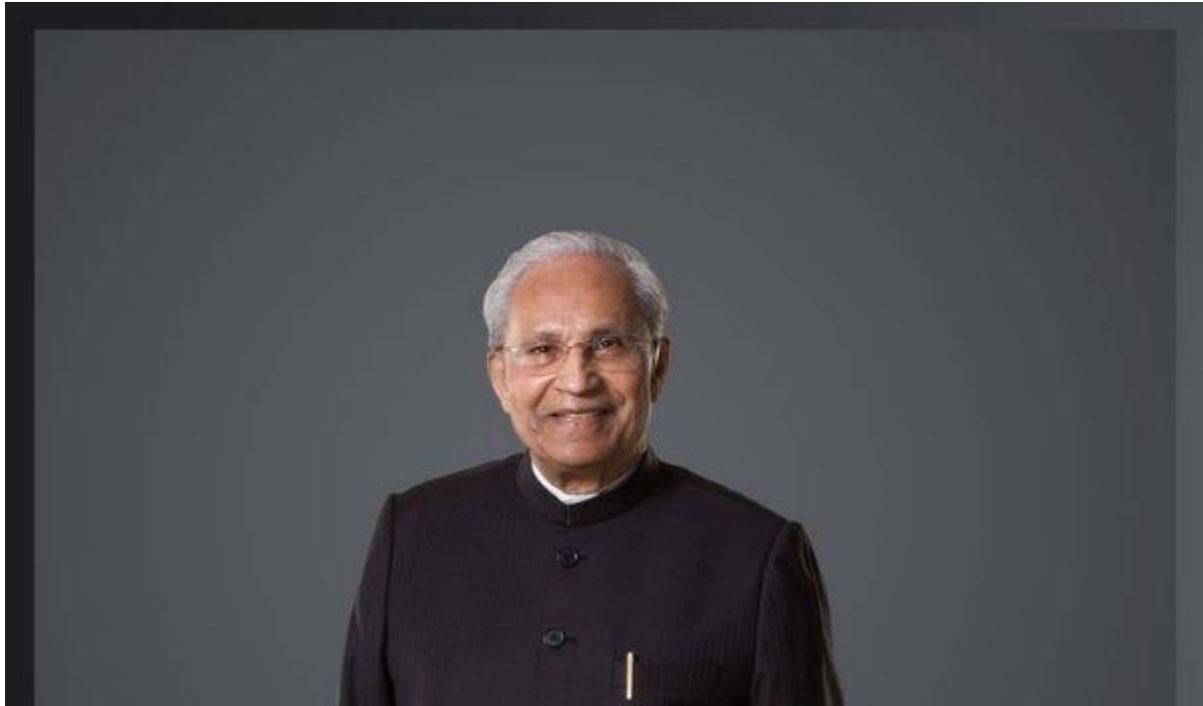
Approved by the IIHMR University's Mentor

Report should be maximum of 10-12 page

Summer Internship Project in Lupin

Industry Sector Profile

Brief history and description about organization



Dr. Desh Bandhu Gupta, after completing his postgraduate degree in science, began his teaching career at the Birla Institute of Technology and Science in Pilani, Rajasthan. However, he always envisioned leveraging the power of science to bring about significant change and improve healthcare in India. In 1968, with ₹5000 borrowed from his wife, he founded Lupin. Through sheer determination and perseverance, he expanded his business, establishing Lupin's first manufacturing plant to supply iron and folic acid tablets for the Government of India's flagship program aimed at improving maternal and child health.

Over the years, Lupin has grown and expanded into new areas and regions, manufacturing drugs that promote good health to communities worldwide. From starting with just two employees — a peon-cum-packer and a part-time typist — Lupin now has a global footprint spanning 11 countries across six continents. This remarkable journey has been made possible by the vision and conviction of Dr. Desh Bandhu Gupta.

Organization vision and mission

Vision:

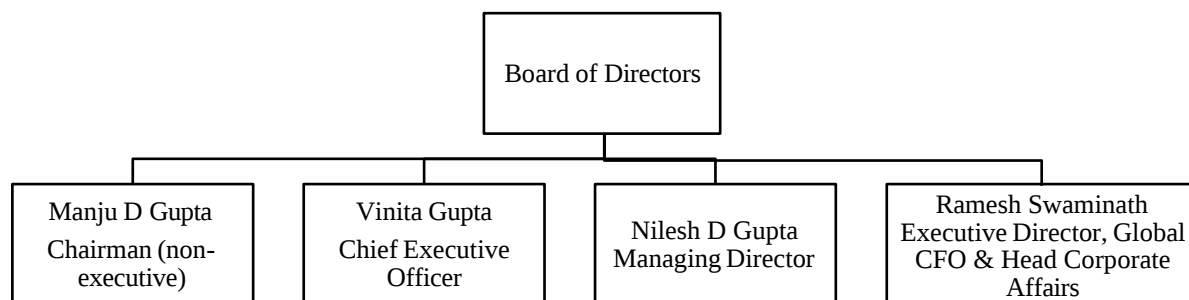
Lupin Pharmaceuticals Pvt Ltd is committed to bringing innovative product for the healthcare professionals to improve the health and wellbeing of individuals.

Mission:

Lupin's mission is to become a transnational pharmaceutical company through the development and introduction of a wide portfolio of branded and generic products in key market.

Organisational Structure

A strong leadership team comprising business and industry veterans guides Lupin's growth trajectory has enabled the company to attain leadership position.



Global Presence of Lupin

Since its inception in 1968, Lupin has experienced significant growth and expansion. With operations in 11 countries across six continents, Lupin ensures the safe and reliable delivery of medicines to patients in over 100 countries.

- **India**
Lupin's journey began in India when Dr. Desh Bandhu Gupta, affectionately known as DBG, established the company in 1968. Starting with a single facility in Aurangabad in 1979, Lupin now boasts 11 state-of-the-art manufacturing facilities across the country. Scientists and R&D personnel at the company's two research centers in Pune and Aurangabad leverage cutting-edge technology to provide unique solutions, including high-quality, affordable biosimilars. In addition to the commercial enterprise, DBG also founded the Lupin Human Welfare & Research Foundation, which promotes holistic rural development in India.

- **USA**
Lupin Pharmaceuticals Inc., founded in 2003 in Baltimore, Maryland, now operates five offices along the US East Coast, with its salesforce spread across the country. Lupin's presence in the US encompasses manufacturing, research and development, and commercial divisions for generics, complex generics, biosimilars, and branded pharmaceuticals. In 2015, the company established the Center of Excellence for Inhalation Research in Coral Springs, Florida. Following this, it acquired Novel Laboratories, Inc., creating Lupin Somerset, its first manufacturing facility in the US. In 2017-18, Lupin reached a significant milestone when its US revenues surpassed \$1 billion.
- **UK**
Lupin Healthcare, our subsidiary in the UK, boasts a portfolio of high-quality generics with a focus on anti-retrovirals and oral contraceptives. In January 2019, we introduced our first range of neuromuscular medicines to the UK market. This entrepreneurial spirit, combined with an external focus and a robust pipeline, is transforming Lupin in the UK from a provider of standard generics to a more specialized organization. We are partnering with the NHS to deliver greater value.
- **South Africa**
Pharma Dynamics, our subsidiary in South Africa, is dedicated to enhancing access to effective and affordable healthcare, striving to create a healthier future for all South Africans. Our high-quality generic medicines provide patients with cost savings of up to 70%. Additionally, we invest in various wellness programs to support patients on their path to holistic well-being.
- **Australia**
Generic Health, Lupin's subsidiary in Australia, ranks among the fastest-growing pharmaceutical companies in the country. As a leading provider of high-quality generic prescription drugs, injectables, and over-the-counter medicines, we supply to pharmacies and hospitals nationwide. We are dedicated to enhancing the health and wellbeing of all Australians through our extensive product range, competitive pricing, and healthcare expertise.
- **Philippines**
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- **Germany**
Our subsidiary in Germany, Hormosan, is dedicated to providing innovative medications and affordable generics for the treatment of various acute and chronic diseases. We have made

significant advancements in specific therapeutic areas, including rare neurological diseases, pain management, sexual health, and HIV. As a pharmaceutical company, Hormosan plays a vital role in German society, offering medications that ensure optimal, guideline-compliant care for individual patients.

- Netherlands

Nanomi, our subsidiary in the Netherlands, is at the forefront of microsphere and nanoparticle manufacturing, specializing in the development of long-acting release medicines. Its proprietary Microsieve technology ensures cost-effective, highly controlled, and reproducible production of these medications. Through Nanomi, Lupin aims to become a global leader in complex injectables, offering a diverse portfolio of branded and generic products in key markets.

- Mexico

Our subsidiary in Mexico, Laboratorios Grin, specializes in developing, manufacturing, and marketing a range of products including ophthalmological products, proteolytic enzymes, oral antibiotics, and treatments for vertigo. Its focus areas encompass visual health, dietary supplements, respiratory diseases, pain management, men's health, and vascular health. The products manufactured at this facility are exported to seven countries within the region.

- Brazil

Medquímica, Lupin's subsidiary in Brazil, stands out as a leading pharmaceutical company in the region renowned for its production of high-quality, reliable, and safe medications. The facility manufactures solid and liquid medicines across five key sectors: over-the-counter (OTC), generics, hospital pharmaceuticals, similar drugs, and dietary supplements. Upholding Lupin's commitment to stringent quality standards, the Medquímica site has earned the Good Manufacturing Practices (GMP) certification, underscoring its dedication to excellence in pharmaceutical manufacturing.

- Canada

Lupin Pharma Canada Limited, founded in Toronto and Montreal in 2014, serves as the Canadian arm of Lupin Limited. Our focus is on enhancing our portfolio of branded products by introducing new medicines developed through our proprietary research and manufacturing processes, as well as through strategic acquisitions and licensing of established brands.

Project 1)

Customer Insight and Perception mapping for usage of Hair Care oral formulations for the launch of Keranat based Hair Nutritional Supplements.

Objectives-

Customer Segmentation – Identify target patient segments based on dermatologists prescribing behavior.

Pricing Strategy – Analyze dermatologists' willingness to prescribe and patients to purchase and competitive pricing to establish optimal pricing for maximizing market penetration

Promotional Strategy – Understand key dermatologists and patient insights to develop brand positioning strategy that resonates with the customers

Introduction:

- Keranat – A patented natural Ingredient
- Keranat™ has been developed from a variety of millet (*Panicum miliaceum* L.) cultivated in France
- Millet seeds have a peculiarity: they contain a very rare molecule, miliacine
- Keranat™, optimal bioavailability:
 - 1) Patented encapsulation system increases the bioavailability of Keranat™ miliacine.
 - 2) Keranat™ acts directly on the biological motor of hair: the dermal papilla.
 - 3) Keranat™ restores a healthy life cycle, decreases hair loss and leaves hair stronger
 - 4) and healthier
 - 100% vegetal and natural
 - Non-GMO
 - Gluten free
 - Health Canada Claims:
 - 1) Helps to reduce hair loss by 50% after 3 months
 - 2) Helps to prevent hair loss by stimulating hair growth

Mechanism of Action

A plant based patented solution to fight against hair loss

- Stronger hair anchorage- Keranat™ strengthens the collagen naturally present around the hair bulb for a better hair anchorage.
- Hair growth booster- This smart patented encapsulation system of milacin by polar lipids boosts by 140% the cell proliferation in hair bulb, to help hair growth.
- Beautiful Hair- Clinically proven, Keranat™ beautifies the hair by improving hair volume, density, brightness and silkiness.

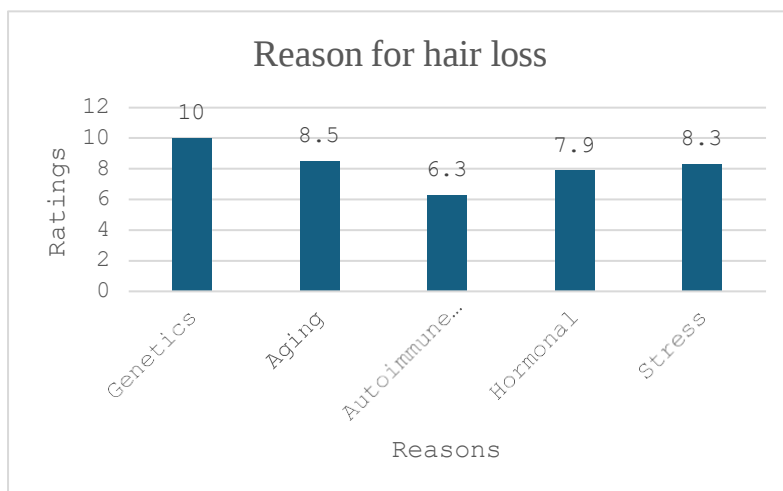
Title: Field Visit Report

INTRODUCTION

In preparation for the launch of hair nutritional supplements based on Keranat, the visit was conducted to gather clinical knowledge and perception of the use of oral nutrition supplements for hair care. There were fifteen questions in all, all of which were intended to define price, promotional, and consumer segmentation strategies. I visited Bhayandar, Mira Road, Andheri, Bandra, Mumbai Central, and a total of 28 dermatologists were seen during my field tour. Three dermas were covered from Mira Road, four dermas from Bhayandar, seven derma from Mumbai Central, eight dermatologists from Andheri, and six derma from Bandra were covered.

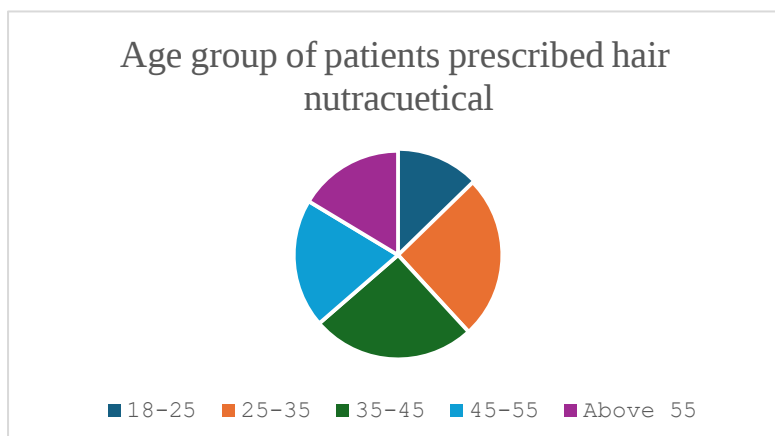
DATA COLLECTED

Q1) Provide rating from scale 1-10 to the most common reason for hair loss/hair fall observed in your patients?



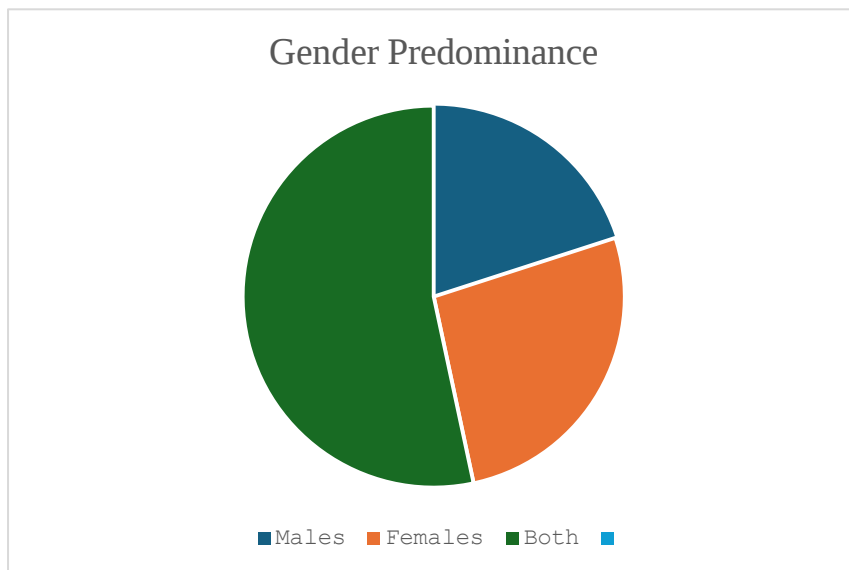
Nutritional deficiency as a reason for hair loss was also mentioned by some dermas.

Q2) What age group of patients are commonly prescribed oral hair care nutritional supplements?

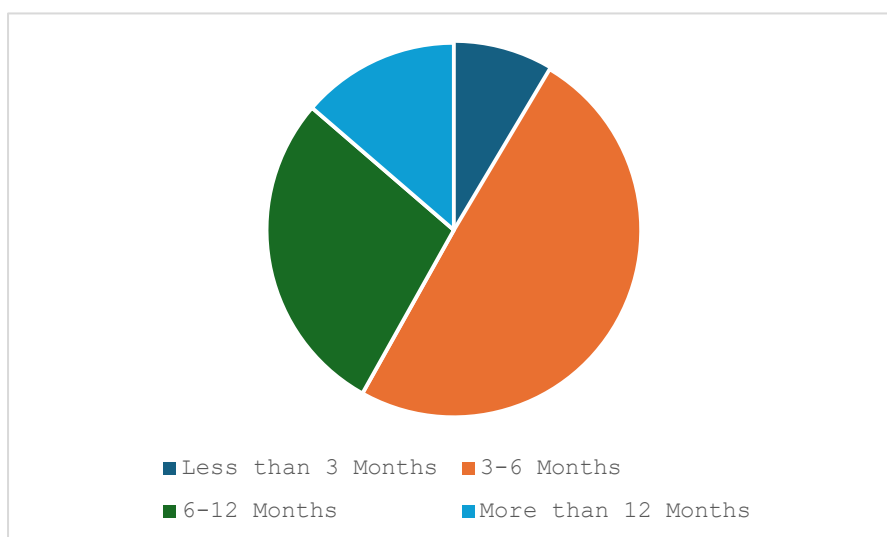


As per some dermas, women visiting them were older women and men aged between 25-55.

Q3) Do you notice any gender predominance in patients prescribed for hair care nutraceuticals?



Q4) What is the duration of treatment for nutraceutical that a patient is usually recommended?



It was mentioned by few that men go for longer duration of treatment that is more than 15 years as compared to women.

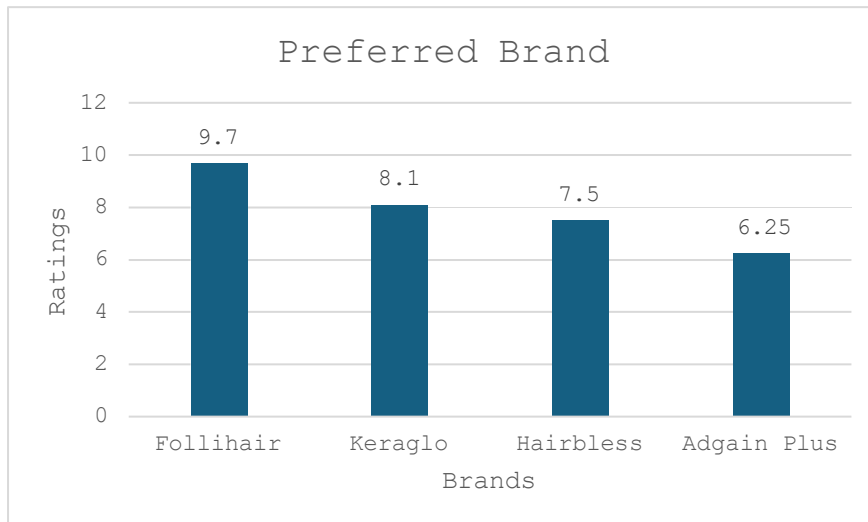
Q5) What is the average monthly cost of therapy of hair care nutraceutical that is prescribed to a patient?

-Average Monthly Cost varies from 500/- to 1000/-. It also reached 2000/- to 5000/- at high end dermatologists.

Q6) Choose one of the following statements related to the relationship between pricing and quality of hair care nutraceutical supplements?

-The majority said that price does not reflect the quality of the product.

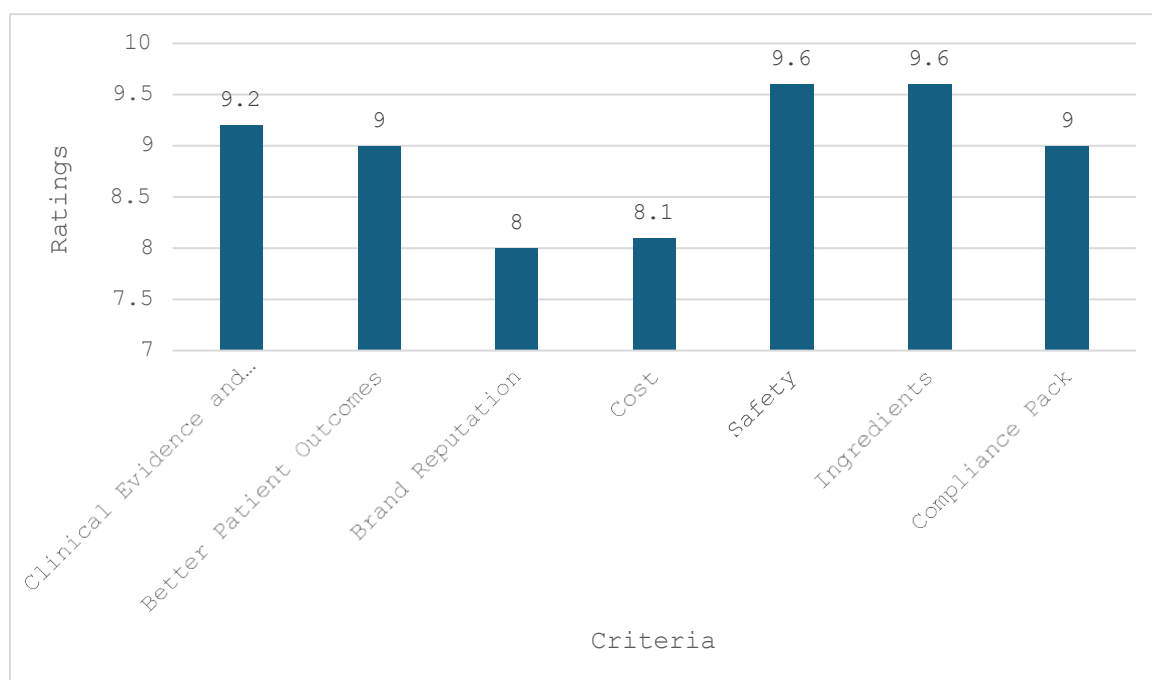
Q7) Rank top brands of hair nutritional supplements as per your preference that you recommend the most. Also, what are the top 3 things that you look at in a brand.



-When asked what qualities they seek for in a brand, several respondents stated that they felt uncomfortable discussing brands, while a smaller percentage of respondents listed the following in their responses:

- ingredients
- safety profile
- obvious outcomes
- cost
- firm reputation
- vegan
- toleranc

Q8) Rate your top criteria for recommending nutritional supplements for your patients.



Q9) Based on the document about Keranat, what are your views towards effectiveness of Keranat based hair nutraceutical product? (1 being least effective, 10 being most effective)

-Their views on Keranat were on average 7.

The rest said that they will wait for the launch of the product and study more deeply before commenting on anything.

Q10) When treating your patients, what preferred course of treatment would you suggest to your patients for hair nutraceutical product?

-The preferred course of treatment was bottle of 30 tablets that is one month therapy for good consistency and good compliance.

Strip of 10 tablets was also opted by some as they prefer mix of nutraceutical.

Q11) On the basis of your experience, to which patients' profile would you be recommending Keranat hair supplement and why is it so?

-Replies were as follows:

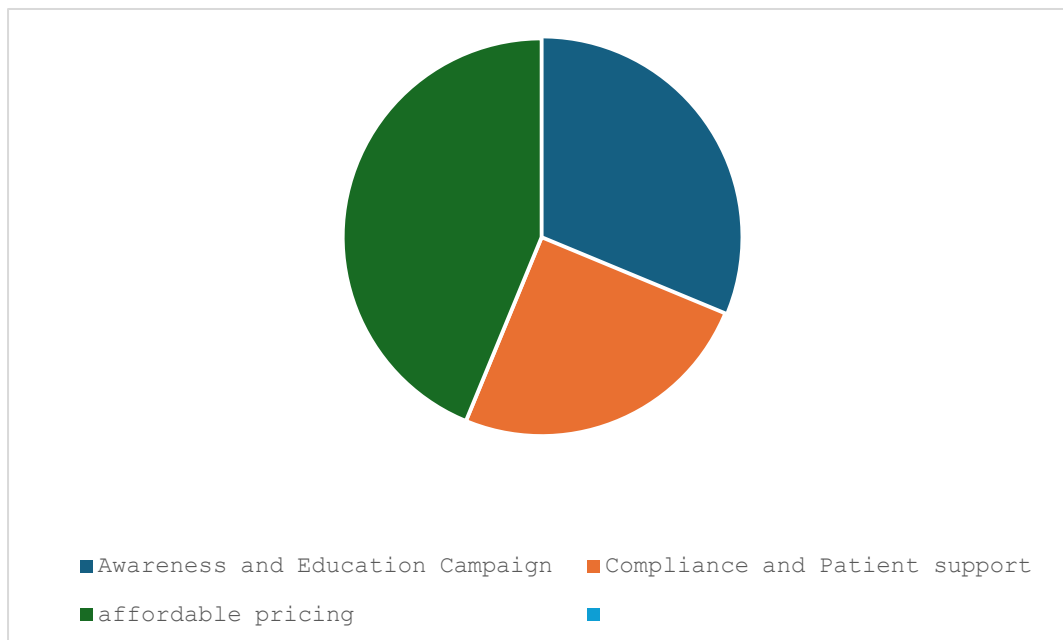
- Patients suffering from telogen effluvium.
- Patients suffering from hair loss.
- Patients who lack required nutrition.

Q12) On the basis of your understanding formed for Keranat, what do you think are the top benefits of Keranat based hair supplement?

-For the benefit that they formed about Keranat answers were as follows:

- good scalp health
- replenish deficiency.
- good absorption.
- contains required nutrients.
- good hair strength
- improved hair quality
- less hair fall.

Q13) What can be done by pharmaceutical company to improve patient outcomes?

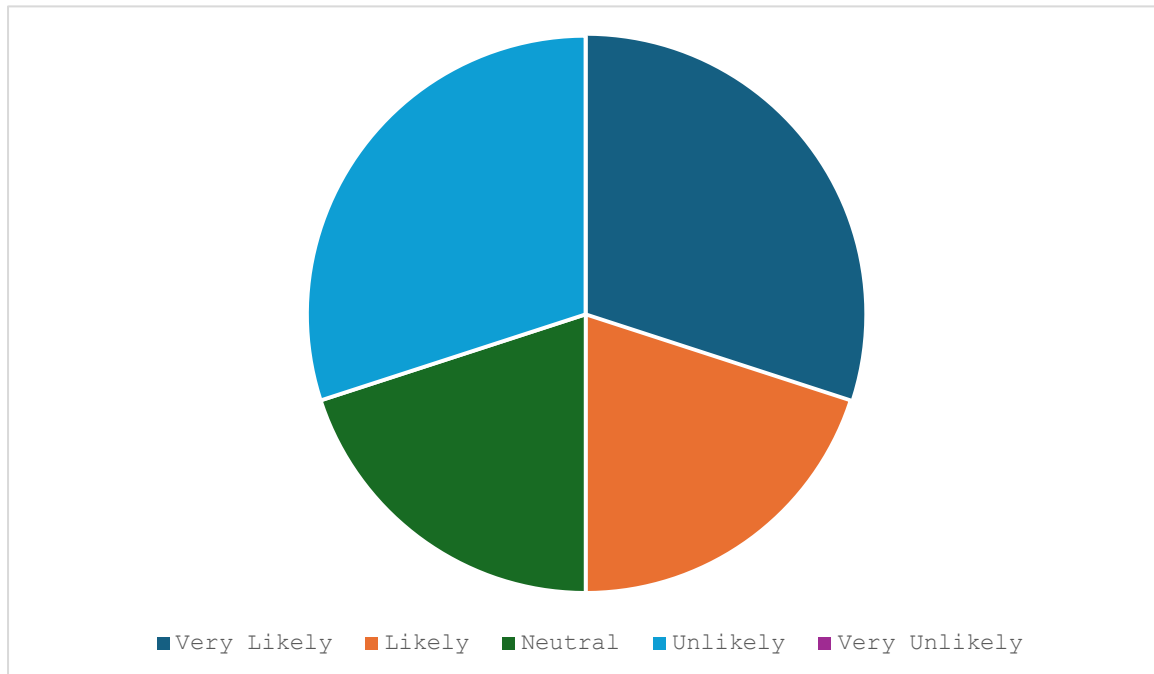


Few also said that by **engaging with patients and providing ingredients transparency**, patient outcomes can be improved.

Q14) Is there any gap in the current market for hair care nutraceuticals?

-For the gap in current market of hair nutraceutical, some said that they have no idea about it, while few replied with answers like there is less awareness, some nutraceuticals are only good on paper, hair types are not identified, strong evidence about nutraceutical is not there.

Q15) Would you be more likely to recommend a plan that offers comprehensive wellness programs (Diet plans, Stress Management tips etc.) alongside product?



They also replied by saying that they would only prefer it if it does not affect the cost of the product.

CONCLUSION

It is concluded that most doctors are looking for products with good and strong evident results and less pricy hair nutraceuticals. Focus should be on both females and male patients, aged between 25-55 majorly. Most important things that dermas look and prefer in a brand is ingredients and cost of products. Benefits that they want from the product is good scalp health, replenishes deficiency, good absorption.

Other than this it was also observed that Keranat is a new ingredient for them so before recommending it to the patients they need some strong results and more deep study of it. It was also mentioned by doctors that there is less awareness to the patients regarding supplement as a treatment for hair loss. Regarding wellness programs with product, most of the dermas were interested in trying it.

Project 2)

Enhancing Digital Presence: Creating Strategic Communication & e-Commerce marketing plan for Skin Care Portfolio

Objectives-

Brand Awareness- Increase online visibility and recognition of Lupin Dermatology Skincare Portfolio across ecommerce and digital platform.

Content Strategy- Create compelling educational content that highlights brand's values, products benefits and USPs.

Objective 1-

Content Strategy- Create compelling educational content that highlights brand's values, products benefits and USPs

Introduction:

First did the competitor analysis of the existing brands to know what they are talking about and why customers are preferring them. Then, studied about the product regarding its strength, key features and other required elements. After studying the product, categorised the baskets which I can create. Later, created portfolio for skincare products as required and did

Objective 2- Brand Awareness- Create marketing strategy for sunscreen on e-commerce platforms

Promoting OTC cosmetics in India involves crucial marketing strategies, particularly in the pharmaceutical industry where the loss of patent protection can impact product dynamics significantly. It's essential to assess whether substantial changes are necessary. Some pharmaceutical products may continue to thrive in niche markets despite heightened competition. Strong brand awareness among patients and physicians can sustain market share even post-patent expiry. Marketing strategies often adapt from prescription to OTC status amidst competitive pressures, balancing product innovation with pricing strategies. Companies may explore hybrid models integrating various strategies like legal initiatives for patent extension or collaborations with generic manufacturers.

For the promotion of OTC skincare products in India, following medium are used most:

- Digital marketing
- Influencer partnership
- E commerce platform
- Localized content
- Offline marketing

- User-Generated Content
- Promotions and Discounts
- Product Education
- Customer Service

Modern Trades-

Modern trade is a contemporary retail model that involves large-scale stores, such as supermarkets, hypermarkets, and department stores. It's characterized by a centralized approach, organized supply chains, and advanced technology integration. Modern trade offers a sophisticated shopping experience for consumers, with well-designed store layouts, a wide product range, and advanced inventory management systems

Supermarket & Hypermarket

- Nykaa
- Reliance Retail
- Spencer's
- Big Bazaar

Pharmacy Chains

- Apollo Pharmacy- 4000 outlets,
- MedPlus- 2000 stores
- 1mg- 300 stores
- Netmeds- 1000 stores
- Pharmeasy- 200 stores
- Wellness Forever- 400 stores

What strategies can be implemented at modern trade?

- Sampling
- Gifts
- Sales Promotion
- Visible Shelf
- Gamification
- Point of Sale

Sampling:

Our Strategy for Sampling

- Target college students and working women.
- Provide sample on modern trade and ecommerce on purchase over Rs 1000.
- Physically distribute sample and ask them to review it on e-commerce platform or provide content on social media to avail discount on further purchase.

Sales Promotion:

Element that can be used:

- A big discount/giveaway/prize

- An original creative concept
- Beautiful graphics
- A limited time-period.
- Free shipping (if possible).

Pros of Sales Promotion

- Increased sales and Revenue
- Customer acquisition
- Inventory Management
- Customer Retention and Loyalty
- Competitive Advantage
- Data Collection Easy

Cons of Sales Promotion

- Profit Margin Impact
- Short Term Focus
- Brand Perception
- Customer Expectation
- Logistics Strains
- Overuse can reduce effectiveness

Our strategy for Sales Promotion

- Reward coupons on Gpay
- Discount by games
- Provide discounts for limited period
- Offer Gift (Purchase 2 sunscreen and get one pouch for free)
- Free trials (Get free trial at Rs 1)
- First purchaser offers (On your 1st purchase receive discount 25%)
- Reward your consistent customers (Get exciting gift on your 5th purchase)

Careful consideration should be done that these sales does not disvalue the brand.

Point of Sales Display

Pros of POS

- Increased Visibility
- Impulse Buying
- Minimal Staffing
- Cost Effective
- Branding Opportunity
- Ease Implementation

Cons of POS

- Less engagement than pop-up stores

- Limited Space
- Competition
- Maintenance required

Our Strategy for Point-of-Sale Display

- Some engaging like touch and feel, interactive screens to attract customers.
- Create some emotional connection.

Content Marketing

Objective:

- Making strong presence online
- Creating positive image of the brand
- Conveying correct messages
- Available on every online platform
- Interact with customers

Key points to keep in mind for Social Media Marketing:

- Chasing Trends
- Less is More
- User generated content is king
- Communicating with audience
- Loads of Campaign
- Content mix
- Collaboration is must

Different Online Platforms for Promotions:

- LinkedIn
- Instagram
- YouTube
- Facebook
- Snapchat

- Twitter
- WhatsApp
- Telegram
- Google Ads
- Google Business

Cases where livestream has been success:

- Brindleberry Acres, a small farm specializing in organic produce, hosted an Instagram Live event where the owner guided viewers through a farm tour. They detailed their farming methods, showcased their products, and engaged with questions from the audience, offering tips on growing organic produce at home. The event garnered over 1,500 views and significantly boosted engagement for the farm.
- Kiwi Co delivers hands-on activities for children through monthly subscription boxes. During a Facebook Live session, they featured a science expert demonstrating an experiment from their subscription box. The expert provided a step-by-step walkthrough of the experiment, interacted with viewers by answering questions, and fostered engagement throughout. The video garnered over 12,000 views, creating substantial buzz for Kiwi Co and leading to an increase in subscriptions.
- BuzzFeed is renowned for captivating audiences with intriguing content titles. In a notable instance, they posed the question: How many rubber bands would it take to crush a watermelon? They then conducted a live video demonstrating this food experiment, which unexpectedly attracted over 800,000 viewers by the end of the broadcast!

To promote products on Ecom-

- Email marketing
- Influencer marketing
- Search engine optimization (SEO)
- Content marketing
- Social media marketing
- Reward loyal customers
- Affiliate marketing
- User-generated content

1. Nykaa

- Register as a Seller.

- Once your documents are verified, you will receive approval to start listing products.
- Start Listing your product by following guidelines of nykaa
- Set competitive prices for your products.
- Manage your stock. Start managing your order by processing and shipping as required.
- Regularly reconcile your accounts to ensure all payments are received as per the sale.
- Be prompt in addressing any customer queries or issues.
- Manage returns and refunds as per Nykaa's policies.

For promoting on Nykaa-

- Use high Quality images and relevant keyword.
- Active participation in sales and campaign by Nykaa. Offer attractive discounts.
- Use Nykaa's sponsored ads to get featured on platform. Also invest in banner ads.
- Encourage your customers for positive reviews and ratings. Also respond to negative feedback and address their issues.
- Cross promotes your product on social platform and keep them regularly update.
- Participate in Nykaa' email marketing campaign to feature your product.

2. Amazon

For promoting a product, we can:

- Create a store
- Keyword optimization
- Coupon on Amazon (limited time deal, buy two get one free)
- Exclusive offer
- Sponsored ads
- Banner ads
- Sponsored ads on homepage and search page
- Sponsored search result
- Video ads
- Sponsored in today's deal
- Sponsored brands search

Conclusion:

Skin Portfolio was created by identifying the unique feature of the product and knowing what competitor are talking about in their portfolio and what are the customers searching in a product. Important points were highlighted, and unique heading were created.

For marketing the product different marketing platforms are identified which are e-commerce, modern trade, localized content, promotion and discounts. For e-commerce, major requirement was having high quality image of product, store of the product, regularly participating events by them, and giving exciting offers. For promotions on modern trade, strategies like sampling, point of sale, visible shelf, gamification, free gifts can be implemented.

Further, additional ideas were also provided including interactive marketing, pop-up-stores, and others.