

About

To deliver the finest products for human health, BIOS LAB was founded in 2008. Starting with two unique products at the beginning of its journey, BIOS LAB currently offers over 100 innovative products.

Development and research are the main priorities of Bios Lab. Modern facilities with the most advanced levels of monitoring are used to create every product. At every stage of the manufacturing process, every product is subjected to an analytical technique to guarantee that the product is created to the highest standards and provides the desired therapeutic effect to the consumer.

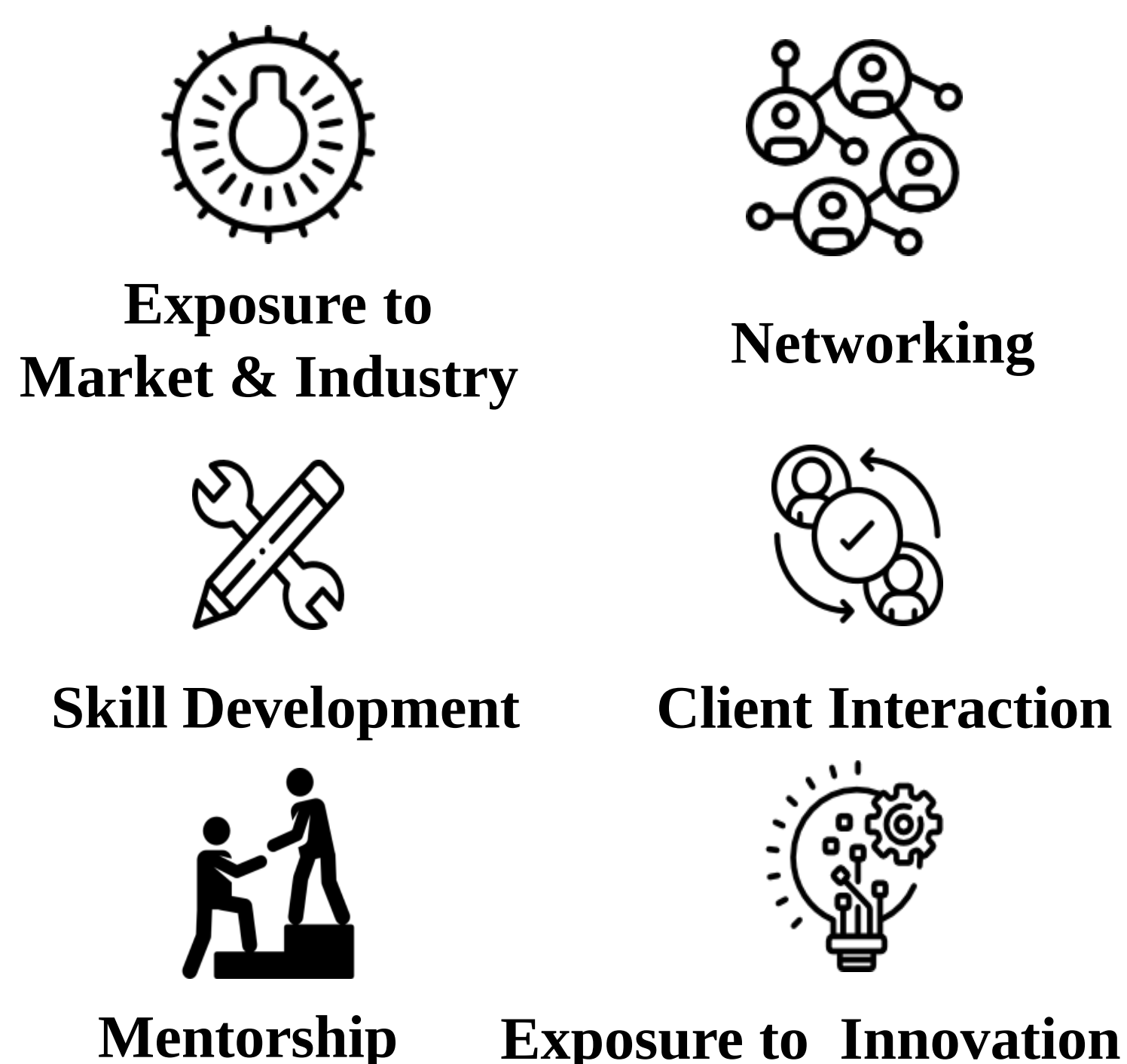
Vision

To manufacture the products which are economically viable to all the segments of society in India. To bring out the innovative pharmaceutical products for the most challenged ailments. We want to emerge as a team thoroughly devoted to our goal with the best utilization of our skill and remain committed to the efforts.

Mission

To create a benchmark in the pharma fraternity and extend the horizons through out the globe. To emerge as a market entity defining our phenomenal products and expand into a large hemisphere with inculcating perseverance and discipline in our organization.

Usefulness of Internship



Learning During Internship

- Understanding the Pharmaceutical Market.
- Practical Exposure to RCPA.
- Data Collection and Analysis.
- Understanding Sale and Marketing Strategies.
- Physician Feedback Utilization.
- Communication Skills.
- Professional Development.

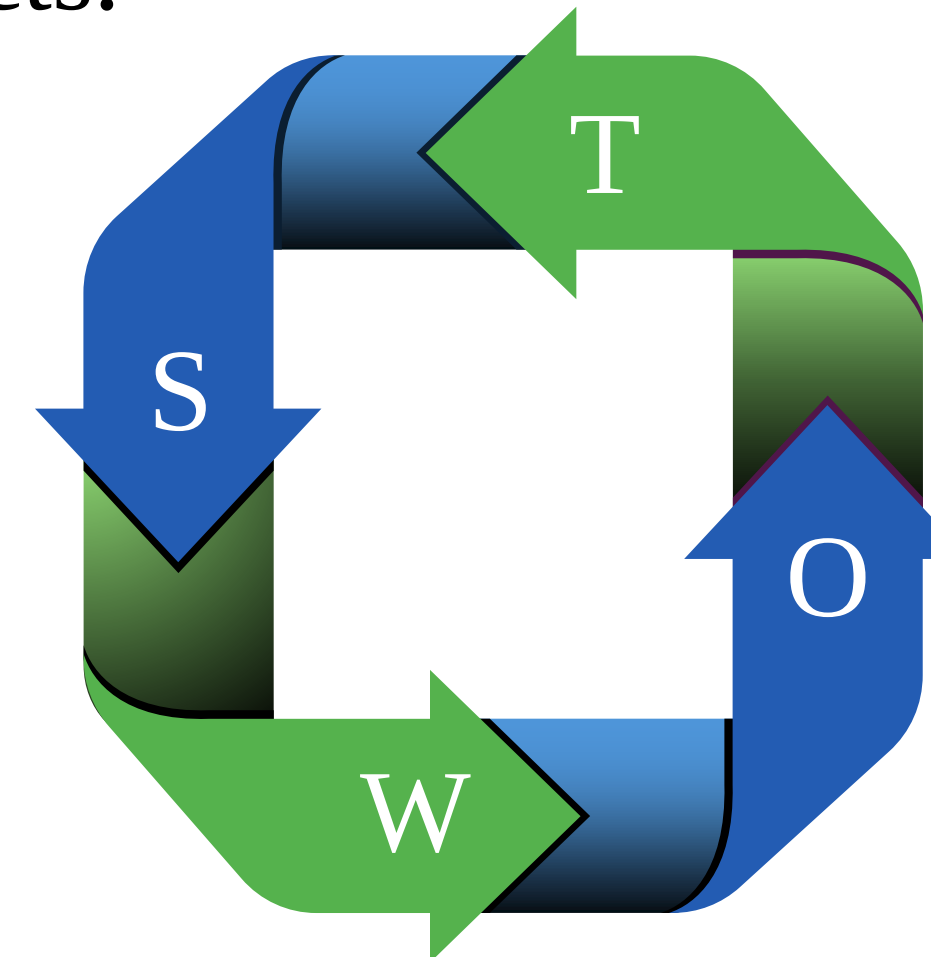
SWOT

Strength

- Strong R&D capabilities.
- High-quality products.
- Affordable price range.

Weakness

- Limited brand recognition.
- Saturated Market with FMCG competitor.
- Low Sale Force.



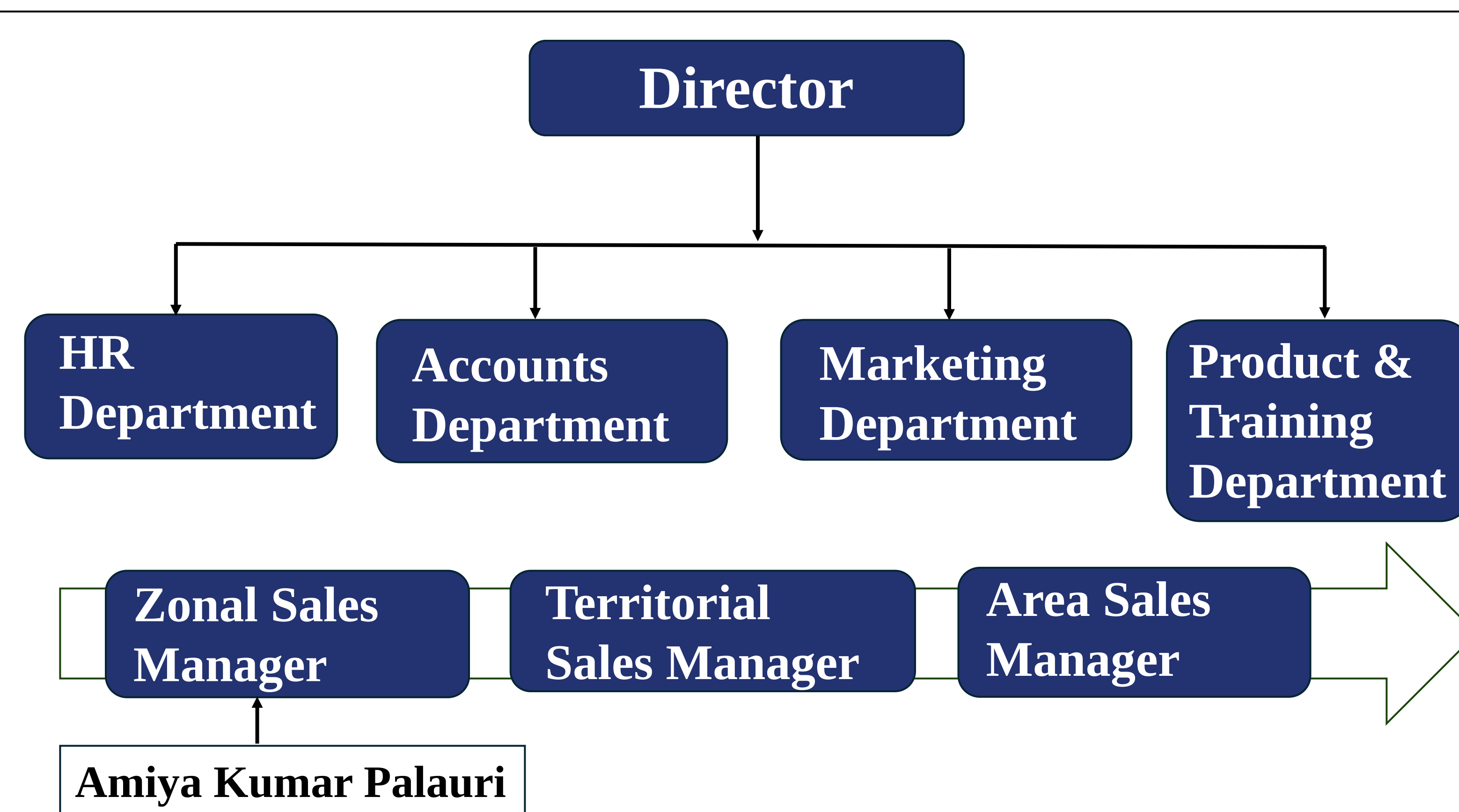
Threats

- Competition from established players.
- Regulatory changes.
- Economic downturn.

Opportunities

- Growing demand for hair growth and hair care products.
- Increasing awareness of hair loss.
- Expanding into new markets

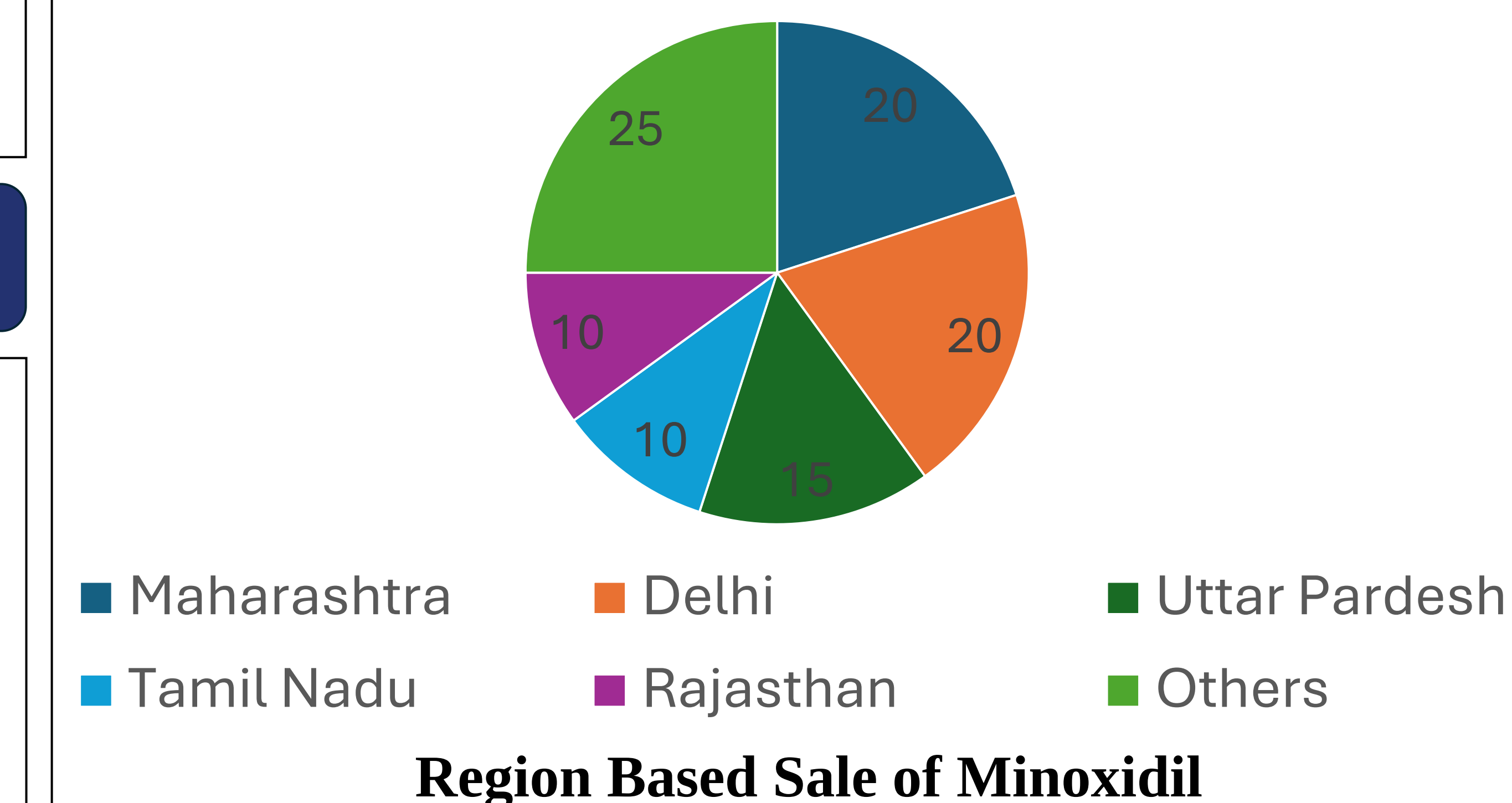
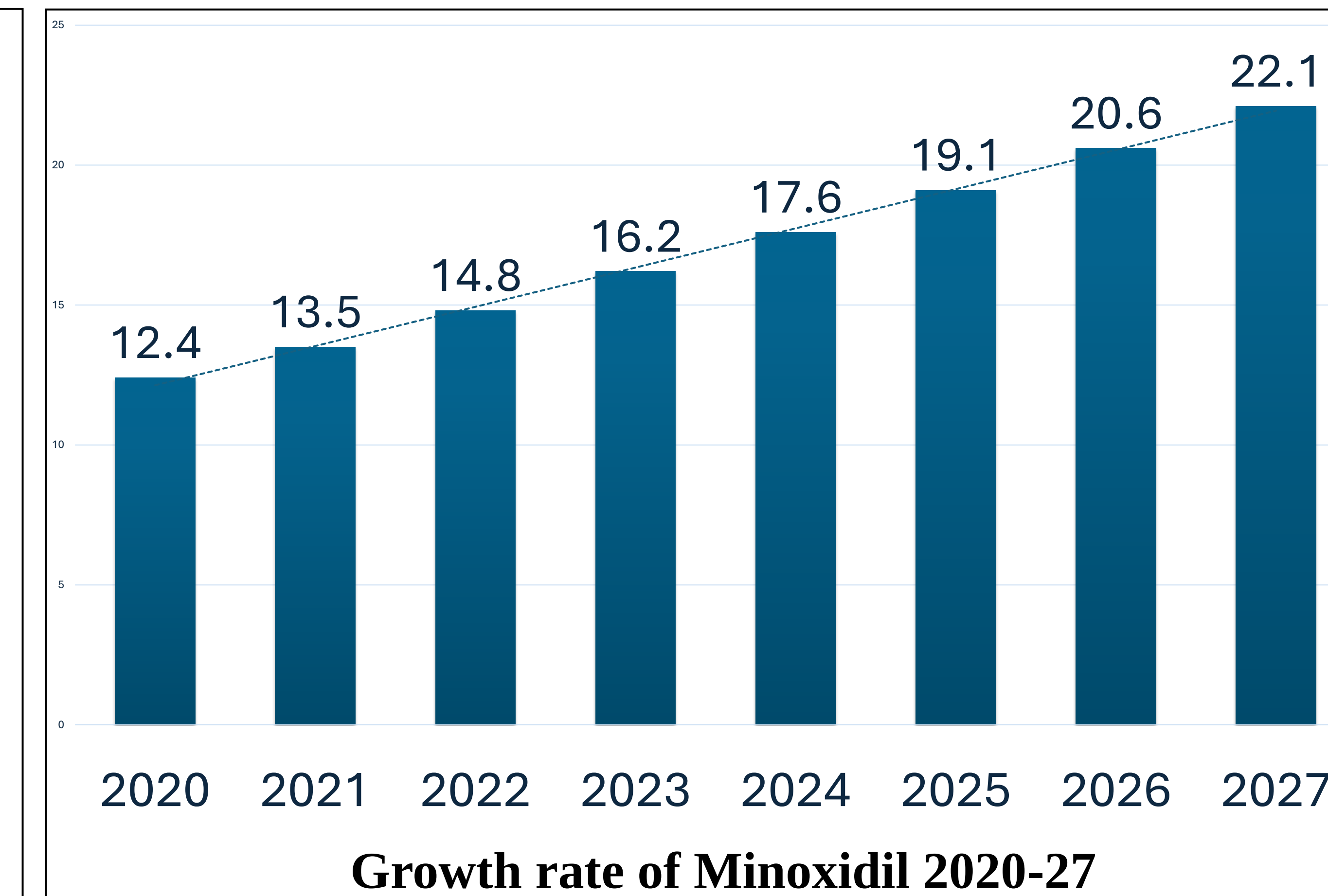
Organizational Structure



Objective

- To understand Derma Market in Jaipur, asses the sales of derma products of Bios lab provide inference and support to sales and PMT team to increase sales.
- Molecule Assigned Minoxidil, Procapil
 - Sub Molecule Assigned Itraconazole, Isotretinoin, Sunscreen, Luwes Skinlight cream.

Market Graphics of Minoxidil



Challenges Faced During Internship

- Face problems in conversion of KOLs.
- Limited data sharing by pharmacists, healthcare staff and Physicians during surveys.
- Communication gaps within the organization affecting overall efficiency.

Recommendation

- Restructure and Strengthen the Sales Team.
- Repetitive Market Research and Customer Feedback.
- Digital and Social Media Marketing.
- Expand Company's Footprint.