

SUMMER INTERNSHIP PROGRAM

at

Bios Lab Pvt Ltd

Jaipur, Rajasthan



From 6th May 2024 to 6th July 2024

A REPORT BY

Amiya Kumar Palauri

Master of Business Administration

Pharmaceuticals Management

2023-25

under the Mentorship of

Dr. Sudhinder Singh Chowhan

Associate Professor



INTERSHIP CERTIFICATE



This is to Certify that

Mr. Amiya Kumar Palauri

student from IIHMR University, Jaipur has successfully completed summer internship with **BIOS LAB PVT. LTD.** from 01-05-2024 to 30-06-2024 at Jaipur. His topic was understanding prescription trends in Derma Cosmetic Market.

His performance during the internship was satisfactory.

We wish him a bright career ahead.

Bharat Solanki
Founder CMD
Bios Lab Pvt Ltd



Yashvant Mishra
Intenship Coordinator

IIHMR University Faculty Mentor Approval

This is to certify that Mr. Amiya Kumar Palauri of academic year 2023-25 of School of Pharmaceuticals Management has prepared a poster with respect to his summer internship held during May-June 2024.

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

Date: 18/07/2024

A handwritten signature in blue ink, appearing to read 'Sudhinder Singh Chowhan', with the date '18/07/2024' written below it.

(Signature of Faculty Mentor)

Name: **Dr. Sudhinder Singh Chowhan**

Designation: Associate Professor, IIHMR University

About Company

Bios Lab Pvt Ltd

Founded on: 2008



Founded by: Bharat Solanki - Founder & CMD

Head Office: Marutinandan Complex, 206, 2/10, Kalyan Society, Bhaktinagar Station Plot, Bhakti Nagar, Rajkot, Gujarat, 360002

About Bios Lab:

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.

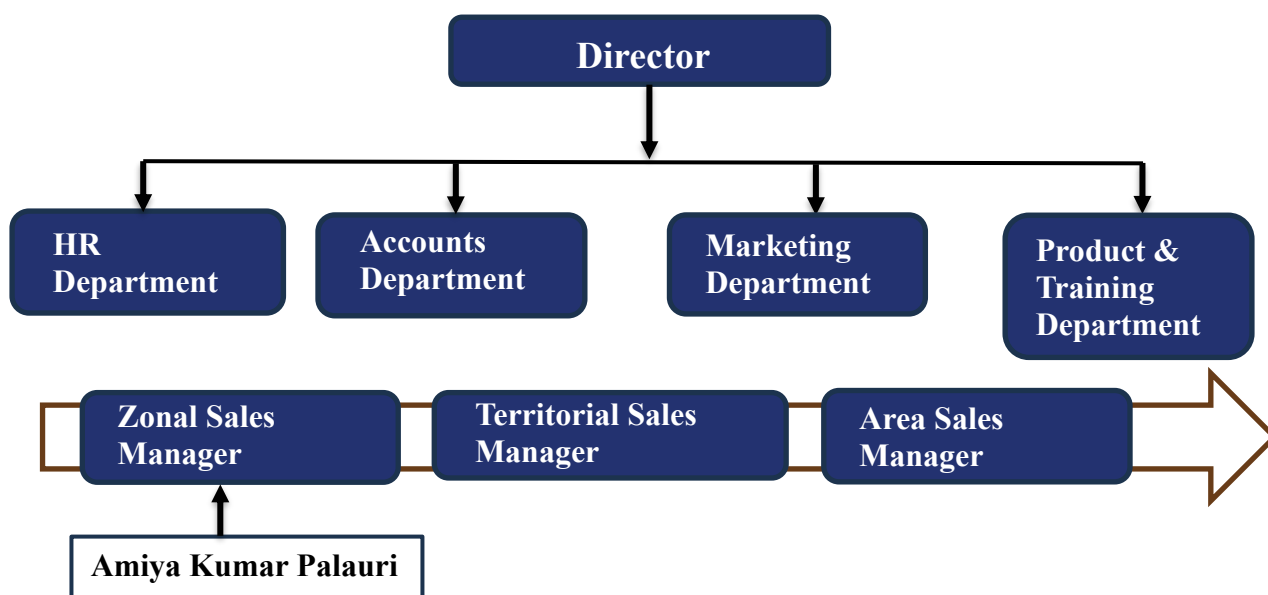
Vision:

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 throughout 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.

Organizational Structure:



Poster



Sales Assessment and Market Scenario Study Of Derma Product of Bios Lab



Name: Amiya Kumar Palauri, Roll No:0477, MBA Pharmaceutical Management, Batch 15

Faculty Mentor: Dr. Sudhinder Singh Chowhan (University Mentor), Industry Mentor: Mr. Giriraj Sharma (Zonal Sales Manager) Dr. Vishal Airao (PMT Head)

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.



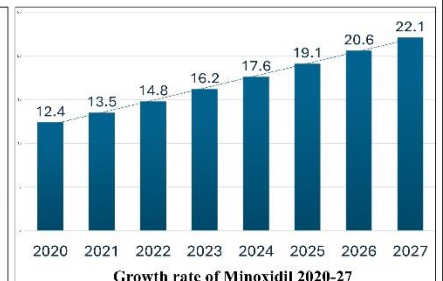
Threats

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

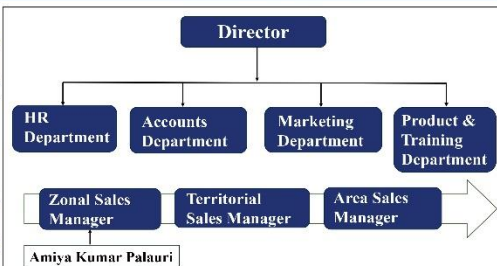
Opportunities

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

Market Graphics of Minoxidil



Organizational Structure



Objective

- To understand Derma Market in Jaipur, assess 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.

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.

Working And Understanding

1. Retail Chemist Prescription Audit (RCPA)

Objective: To find out about the number of prescribed drugs under, market availability, and popular drugs at retail chemists so that these data can be used for decision-making.

Tasks and Activities:

- Data Collection: Went to different retail chemists across Jaipur and took the lists of the prescriptions there.
- Data Analysis: Found the patterns in the data collection and considered the trends in prescription patterns.
- Reporting: Gathered the details and prepared reports so that they could be used in the PMT for the final step of the product.

Outcomes:

- Found the main prescribers and found out which brands of drugs they prefer.
- Gave an understanding of the market's situation and other components that the competitors offer.

2. Preparation of Doctor List Territory-wise

Objective: From the gathering of information reports to the development of territories, and organized lists of doctors for detailed marketing and sales campaigns.

Tasks and Activities:

- Data Compilation: Extracted data from several places including internal databases, field surveys and Hospital visits.
- The lists we had, according to the geographic territory, were categorized the data.
- Validation: Made the list, keeping in mind the authenticity of the given information, by counterchecking and verifying them in talks with the sources directly, and by referring to other authentic sources.

Outcomes:

- Made a segmented list of doctors in a particular area and this list is detailed updated and up to the mark.
- Made the conducting of marketing and sales activities on a personalized level easy.

3. Doctor Calling

Objective: To discuss various Dermatological products specifically Minoxidil with doctors and gather feedback from them in order to acquire positivity and build better relationships.

Tasks and Activities:

- Scheduling: Made appointments with the doctors after getting the list according to their respective territories.
- Product Promotion: Rehearsed information of the new and existing products emphasized advantages as well as their use.
- Feedback Collection: Received feedback from the doctors about the products and the services that were provided to them by us.

Outcomes:

- Gained active participation of a doctor and built a relationship with the client.
- Got priceless opinions makers for the product improvement.

4. Product Placing/Promotion

Objective: To make sure that the products are placed in the right spot in the chemist's shelf and are promoted in such a way that they get more sales.

Tasks and Activities:

- **Product Placement:** I worked closely with the chemists to ensure that the products were well-displayed on the shelves.
- **Promotional Activities:** I designed the promotions and display options to go with the theme of the store and thereby enhance the customer's interest and provide them with special offers.
- **Sales Monitoring:** By keeping track of product sales, I was able to find loopholes in the sales process and offer solutions to fix.

Outcomes:

- Other than being visible, the increased product sales movement started.
- Strengthened relationships with the retail chemists.

5. Marketing Planning

Objective: Developing and implementing the best marketing programs for the products and promotions that will make them become successful.

Tasks and Activities:

- **Market Research:** I investigated the trendy market, customer needs, and the competition in Derma landscape of Minoxidil which are some of the essential points that I noted in my report.
- **Strategy Development:** I helped the marketing team through my suggestions and insights from field visit.
- **Campaign Execution:** Worked on executing marketing campaigns, whether digital or traditional, hand in hand with others.

Results:

- Prepared an proposed a marketing plan
- Boosted the complete marketing processes performance.

6. Assistance to Product Management Team (PMT)

Objective: My goal was to help the PMT in different tasks that are related to products development, marketing, and sales.

Duties and Activities:

- **Data Analysis:** The Product Management Team (PMT) was helped by the statistical analysis performed by the data collected by me through the sales data, market trends, and customer feedback.
- **Documentation:** Contributor to several documents including product briefs, marketing materials, and other documentation.
- **Coordination:** Worked with different departments to make sure the marketing plans were successfully completed.

Outcomes:

- Increased the PMT's efficacy, experiencing mutual effort and good communication.
- Lead to the improvement of decision-making process through better data analysis.

Reporting Format

(Weekly)

Name of the Organization: Bios Lab Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Sales and

Marketing Name of the Student: Amiya Kumar Palauri

Roll no: 0477

Stream: Pharmaceutical management (PM-15)

Week no: 1

From: 06th May, 2024 To 10th May 2024

Activity Done	Day 1 (6th May): - Introduced to the Company and Company's Operations. - Learned about honesty, job profile, job responsibilities, identified key personnel for queries and interactions. - Introduced to market, sales assessment, and sales structure. Day 2 (7th May): - Reviewed previous day's learning, received in-depth understanding of job profile and responsibilities of sales executive. - The profile, dressing and behavior of the representative during and after job. Day 3 (8th May): - Assigned dermatological product portfolios with objective of detailed analysis, about product and competition. Day 4 (9th May): - Review of previous day learning by Organization mentor, detailed orientation by Organization mentor along with basic knowledge about the work region. - Assigned All Product card for detailed study of more products. Day 5 (10th May): - Basic orientation by PMT team about training and working of PMT.
Linking theory (Classroom learning) with practice at your organization	- Integrated theoretical knowledge from MBA classes, such as Excel and PowerPoint skills, into practical tasks. - Applied concepts learned in POM and Marketing classes to understand market and competitive dynamics within the pharmaceutical industry.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week	- Learn other Segment and products of Bios Lab, learn about RCPA. - I will continue to actively engage in learning new concepts and methodologies relevant to my role.

Amiya Kumar Palauri
Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organization: Bios Lab Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Sales and Marketing

Name of the Student: Amiya Kumar Palauri

Roll no: 0477

Stream: Pharmaceutical management (PM-15)

Week no: 2

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

Activity Done	Day 1 (13th May): - Complete orientation by PMT team about training, job profile, job expectation, outcomes, Company orientation. Day 2 (14th May): - Training on basic pharmacology, physiology and anatomy and terminology. Day 3 (15th May): - Review previous day training, trained on the Derma segment, product specific Hair care and Sunscreen. Day 4 (16th May): - Review previous day training, trained on the Derma segment, product specific Skin lightening, Anti acne. Day 5 (17th May): - Review previous day training, trained on the Derma segment, product specific Emollients, Antioxidants, Facewash.
Linking theory (Classroom learning) with practice at your organization	Integrated theoretical knowledge from MBA classes in Pharmacology and Therapeutics Management and Marketing to understand product and product details.
Gaps identified on the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week	- Learn other Segment and products of Bios Lab and RCPA techniques. - I will continue to actively engage in learning new concepts and methodologies relevant to my role.

Amiya Kumar Palauri

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organization: Bios Lab Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Sales and Marketing

Name of the Student: Amiya Kumar Palauri

Roll no: 0477

Stream: Pharmaceutical management (PM-15)

Week no: 3

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

Activity Done	Day 1 (20th May): - Review previous week training and product detailing, trained on the Derma segment, product specific Antifungal, Anti histaminic, Shampoo. Day 2 (21st May): - Review previous day training and product detailing, trained on the General Division products. Day 3 (22nd May): - Review of product detailing and video meeting with PMT team research project, to interact with them and learn how to gather data regarding products. Day 4 (23rd May): - Review of product detailing and assistance to PMT team to gather Market data about derma division products. Day 5 (24th May) - Submission of video recording of product detailing- Capillus-F to Area Sales Manager - Report PMT mentor about findings of this week and discuss about the procedure to gather information and data for derma division.
Linking theory (Classroom learning) with practice at your organization	Integrated theoretical knowledge from MBA classes in Pharmacology and Therapeutics Management and Marketing to understand product and product details and company's workflow.
Gaps identified on the working area.	- Lack of proper interaction with Chemist and Doctors. - Lack of Proper Communication between different departments.
Suggestions for improvement	- Management should be more focused and organized. - Role should be clear to employees.
Plan for the next week	- Learn more about working of PMT and RCPA - I will continue to actively engage in learning new concepts and methodologies relevant to my role.

Amiya Kumar Palauri

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organization: Bios Lab Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Sales and Marketing

Name of the Student: Amiya Kumar Palauri

Roll no: 0477

Stream: Pharmaceutical management (PM-15)

Week no: 4

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

Activity Done	Day 1 (27th May): - Review previous week work by Area Sales Manager, assigned work for this week. - Carried out RCPA of Anti-Fungal Product Bio-Itra 100/200 capsule. Day 2 (28th May): - Carried out RCPA of Anti-Fungal Product Bio-Itra 100/200 capsule, meet and discuss to gather data on sale of competitor brand in market. Day 3 (29th May): - Submission of the finding of the RCPA of Bio-Itra 100/200 capsule. - Carried out RCPA of Anti-acne Product Acnetret 10/20 capsule. Day 4 (30th May): - Carried out RCPA of Anti- acne Product Acnetret 10/20 capsule, meet and discuss to gather data on sale of competitor brand in market. Day 5 (31st May) - Submission of the finding of the RCPA of Acnetret 10/20 capsule. - Report PMT mentor about findings of this week and discuss about the procedure to gather information and data for derma division.
Linking theory (Classroom learning) with practice at your organization	Integrated theoretical knowledge from MBA classes in Pharmacology and Therapeutics Management and Marketing to understand product and product details and company's workflow.
Gaps identified on the working area.	- Lack of proper interaction with Chemist and Doctors. - Lack of Proper Communication between different departments.
Suggestions for improvement	- Management should be more focused and organized. - Role should be clear to employees.
Plan for the next week	- Learn more about working of PMT and RCPA - I will continue to actively engage in learning new concepts and methodologies relevant to my role.

Amiya Kumar Palauri

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: Bios Lab Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Sales and Marketing

Name of the Student: Amiya Kumar Palauri

Roll no: 0477

Stream: Pharmaceutical management (PM-15)

Week no: 5

From: 03rd June 2024 To 08th June, 2024

Activity Done	Day 1 (3rd June): - Review previous week work by Area Sales Manager, meeting with the PMT and the organizational mentor for discussion on further training. Day 2 (4th June): - Carried out RCPA of Capllius, Anti-acne and Sunscreen, meet and discuss with doctor for our product promotion. Day 3 (5th June): - Carried out RCPA of Capllius Anti-acne and Sunscreen, meet and discuss with doctor for our product promotion. Day 4 (6th June): - Carried out RCPA of Capllius Anti-acne and Sunscreen, meet and discuss with doctor for our product promotion. Day 5 (7th June): - Carried out RCPA of Capllius Anti-acne and Sunscreen, meet and discuss with doctor for our product promotion. Day 6 (8th June): - Carried out RCPA of Capllius Anti-acne and Sunscreen, meet and discuss with doctor for our product promotion. Shared our findings and leads to our manager.
Linking theory (Classroom learning) with practice at your organization	Integrated theoretical knowledge from MBA classes in Pharmacology and Therapeutics Management and Marketing to understand product and product details and company's workflow.
Gaps identified on the working area.	- Lack of proper interaction with Chemist and Doctors. - Due to smaller sale force the product hasn't reached market properly.
Suggestions for improvement	- Management should be more focused and organized. - Organization should add new sales force to effectively place its product.
Plan for the next week	- Learn more about working of PMT and RCPA - I will continue to actively engage in learning of new marketing tactics.

Amiya Kumar Palauri

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organization: Bios Lab Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Sales and

Marketing Name of the Student: Amiya Kumar Palauri

Roll no: 0477

Stream: Pharmaceutical management (PM-15)

Week no: 6

From: 10th June 2024 to 15th June 2024

Activity Done	Day 1 (10th June): - Carried out RCPA of Capllius, Anti-acne and Sunscreen, review previous week work by Area Sales Manager, meeting with the PMT. Day 2 (11th June): - Carried out RCPA of Capllius, Anti-acne and Sunscreen, meet and discuss with doctor for our product promotion. Day 3 (12th June): - Visit to Mahatma Gandhi Hospital, Jaipur and carried out RCPA of Capllius Anti-acne and Sunscreen and discuss with doctor for our product promotion. Day 4 (13th June): - Carried out RCPA of Capllius Anti-acne and Sunscreen, meet and discuss with doctor for our product promotion. Day 5 (14th June): - Visit to SMS Hospital, Jaipur and carried out RCPA of Capllius Anti-acne and Sunscreen and discuss with doctor for our product promotion. Day 6 (15th June): - Reporting of RCPA data done till now and doctor list identified in Jaipur region, sharing of the data with Area sales manager and PMT head and discussion for further working.
Linking theory (Classroom learning) with practice at your organization	Integrated theoretical knowledge from MBA classes in Pharmacology and Therapeutics Management and Marketing to understand product market and performance.
Gaps identified on the working area.	- Lack of proper interaction with Chemist and Doctors due to various barrier. - Due to smaller sale force the product hasn't reached market properly.
Suggestions for improvement	- Management should be more focused and organized. - Organization should add new sales force to effectively place its product.
Plan for the next week	- Go for the doctor calling and detailing for our product. - I will continue to actively engage in learning of new marketing tactics.

Amiya Kumar Palauri

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organization: Bios Lab Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Sales and

MarketingName of the Student: Amiya Kumar Palauri

Roll no: 0477

Stream: Pharmaceutical management (PM-15)

Week no: 7

From: 17th June 2024 to 22nd June 2024

Activity Done	Day 1 (17th June): - Carried out RCPA of Capllius, Anti-acne and Sunscreen, review previous week work by Area Sales Manager, meeting with the PMT. Day 2 (18th June): - Carried out RCPA of Capllius Anti-acne and Sunscreen, final round doctor calling and detailing for our product promotion. Day 3 (19th June): - Visit to Fortis Escort Hospital, Jaipur and carried out RCPA of Capllius Anti-acne and Sunscreen, final round doctor calling and detailing for our product promotion. Day 4 (20th June): - Carried out RCPA of Capllius Anti-acne and Sunscreen, final round doctor calling and detailing for our product promotion. Day 5 (21st June): - Visit to EHCC, Jaipur and carried out RCPA of Capllius Anti-acne and Sunscreen, final round doctor calling and detailing for our product promotion. Day 6 (22nd June): - Reporting of RCPA data and Doctor list done, discuss about the potential leads in Jaipur region with Area sales manager and PMT head.
Linking theory (Classroom learning) with practice at your organization	Integrated theoretical knowledge from Pharmacology and Therapeutics Management and Marketing to understand product market and performance.
Gaps identified on the working area.	- Due to a smaller sales force the product hasn't reached market properly. - Brand Awareness of products are very low despite of its high potential.
Suggestions for improvement	- Organization should add new sales force to effectively place its product. - The sales and PMT team should work on building a strong brand image of the product in the customer's mind. - Need of creative marketing techniques to compete due to high competition
Plan for the next week	Detailed reporting and preparation of Brand Plan and Marketing Plan.

Amiya Kumar Palauri

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organization: Bios Lab Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Sales and Marketing

Name of the Student: Amiya Kumar Palauri

Roll no: 0477

Stream: Pharmaceutical management (PM-15)

Week no: 8

From: 24th June 2024 to 29th June 2024

Activity Done	Day 1 (24th June): - Prepared a detailed report of the RCPA data and doctor details in the reporting system of the organization for further working. Day 2 (25th June): - Submission of report and meeting with Area sales manager and PMT head along with organizational mentor regarding findings and leads. Day 3 (26th June): - Analysis of the data collected collection of literature and data for preparation of Marketing plan and Brand Plan. Day 4 (27th June): - Analysis of the data collected and preparation of Marketing plan and Brand Plan. Day 5 (28th June): - Analysis of the data collected and preparation of Marketing plan and Brand Plan. Day 6 (29th June): - Presentation of the Marketing Plan and Brand Plan, receiving individual feedback of performance, internship certificate and permission regarding poster preparation and report to university.
Linking theory (Classroom learning) with practice at your organization	Integrated theoretical knowledge from Pharmacology and Therapeutics Management, Marketing and Business development in preparation of Business plans.
Gaps identified on the working area.	- Due to a smaller sale force the product hasn't reached market properly. - Brand Awareness of products are very low despite of its high potential.
Suggestions for improvement	- Organization should add new sales force to effectively place its product. - The sales and PMT team should work on building a strong brand image of product in customer mind. - Need of creative marketing techniques to tackle high competition, bring product awareness and build trusted customers in market.
Plan for the next week	Preparation and approval of Poster and report for university

Amiya Kumar Palauri

Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organization: Bios Lab Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Sales and Marketing

Name of the Student: Amiya Kumar Palauri

Roll no: 0477

Stream: Pharmaceutical management (PM-15)

Activity Done	• During my eight-week internship, I gained extensive hands-on experience and theoretical insights about sales, marketing and derma Market, aligning closely with my MBA studies. • In the initial weeks, I familiarized myself with the company's operations, role of a sales executive, and the significance of professional conduct. • I received in-depth training on market and sales structures and dermatological products, which was Strengthened by integrating my classroom knowledge, particularly in Excel, PowerPoint, Production and Operations Management, and Marketing. • My weekly Activities include training, product detailing and assisting PMT team in data collection. • The middle weeks were marked by intensive Retail Chemist Prescription Audits (RCPA) for various dermatological products, engaging with doctors, visiting Doctors clinic hospitals and compiling detailed reports on competitor sales data. • My activities included participating in market data gathering sessions, placing products in front of physicians, organizational improvements, and identifying challenges such as limited market reach and brand awareness. • The final weeks focused on compiling comprehensive RCPA data, preparing detailed reports, and formulating strategic Marketing and Brand Plans to enhance market presence. • My internship concluded with individual feedback sessions, certification, and preparation for a university report and poster. Overall, this internship provided a rich blend of practical experience and academic application, significantly enhancing my understanding of the pharmaceutical landscape and sales strategies.
Linking theory (Classroom learning) with practice at your organization	• During my eight-week internship, I integrated theoretical knowledge from my MBA classes into practical tasks, significantly enhancing my professional development. • In the initial weeks, I applied Excel and PowerPoint skills, along with concepts from Production and Operations Management (POM) and Marketing, to understand market and competitive dynamics within the pharmaceutical industry. • Afterwards, I focused on pharmacology, therapeutics management, and marketing, deepening my understanding of product details. • Towards end, I had a comprehensive grasp of how these theoretical concepts applied to the company's workflows, enabling me to analyze products and optimize processes effectively. • This blend of academic learning and practical experience provided a solid foundation for my role, improving my analytical capabilities and market insights.

Gaps identified on the working area.	• During my eight-week internship, several gaps and challenges were identified that hindered the effectiveness of operations and product reach. Consistently throughout the internship, there was a notable lack of proper interaction with chemists and doctors, often due to various barriers, which impeded effective stakeholder engagement. • Additionally, there was a recurring issue of poor communication between different departments, leading to inefficiencies and misunderstandings. • A significant challenge was the limited market penetration of products. This was combined with a smaller sales force, which restricted product reach and awareness. • Despite the high potential of the products, brand awareness remained low.
Suggestions for improvement	• During my eight-week internship, I identified several key suggestions to enhance the organization's operational efficiency and market performance. • Firstly, there is a need for management to be more focused and organized, ensuring that roles are clearly defined for all employees to improve overall coordination and productivity. • Additionally, expanding the sales force is crucial for effectively placing products in the market and increasing their reach. • Building a strong brand image is essential, requiring collaborative efforts between the sales and Product Management Team (PMT). • Implementing creative marketing techniques will help tackle high competition, enhance product awareness, and build trusted customer relationships. • These steps are vital for addressing current challenges and optimizing the organization's market presence and operational efficiency.

Amiya Kumar Palauri

Signature of the Student

Approved by the IIHMR University's Mentor

Recommendation

1. Management Focus and Organization:

There is a need for management to be more focused and organized, ensuring that roles are clearly defined for all employees to improve overall coordination and productivity.

2. Expand and Restructure Sales Force:

Expanding the sales force is crucial for effectively placing products in the market and increasing their reach.

3. Build Strong Brand Image:

Building a strong brand image is essential, requiring collaborative efforts between the sales and Product Management Team (PMT). As on ground level there is lack of brand recognition.

4. Implement Creative Marketing Techniques:

Implementing creative marketing techniques will help tackle high competition, enhance product awareness, and build trusted customer relationships.

5. Completing Product basket:

The company offers a wide range of product touching every category, expect a 2% Minoxidil category. They should develop a product of 2% Minoxidil to step into that category to complete product basket.

6. Digital And Social Marketing:

The company should increase its online presence on various platforms to increase brand awareness and brand recognition.

7. Content and influencers Marketing:

Create educational content and blog post, collaborate with influencers to endorse the products.

8. Expand Company Footprint:

Identify potential market in other states of India, develop a strategic expansion plan and set timelines and targets for market entry.

9. Referral and Event Marketing:

Benefiting physician and patient through referral program with rewards, promote the referral program through various channels benefitting both patient and physician, participate in beauty and healthcare events, set up booths and interactive sessions at events.

10. Address Current Challenges and Optimize Operations:

Steps should be taken to address current regulatory and market challenges and optimizing the organization's market presence and operational efficiency.