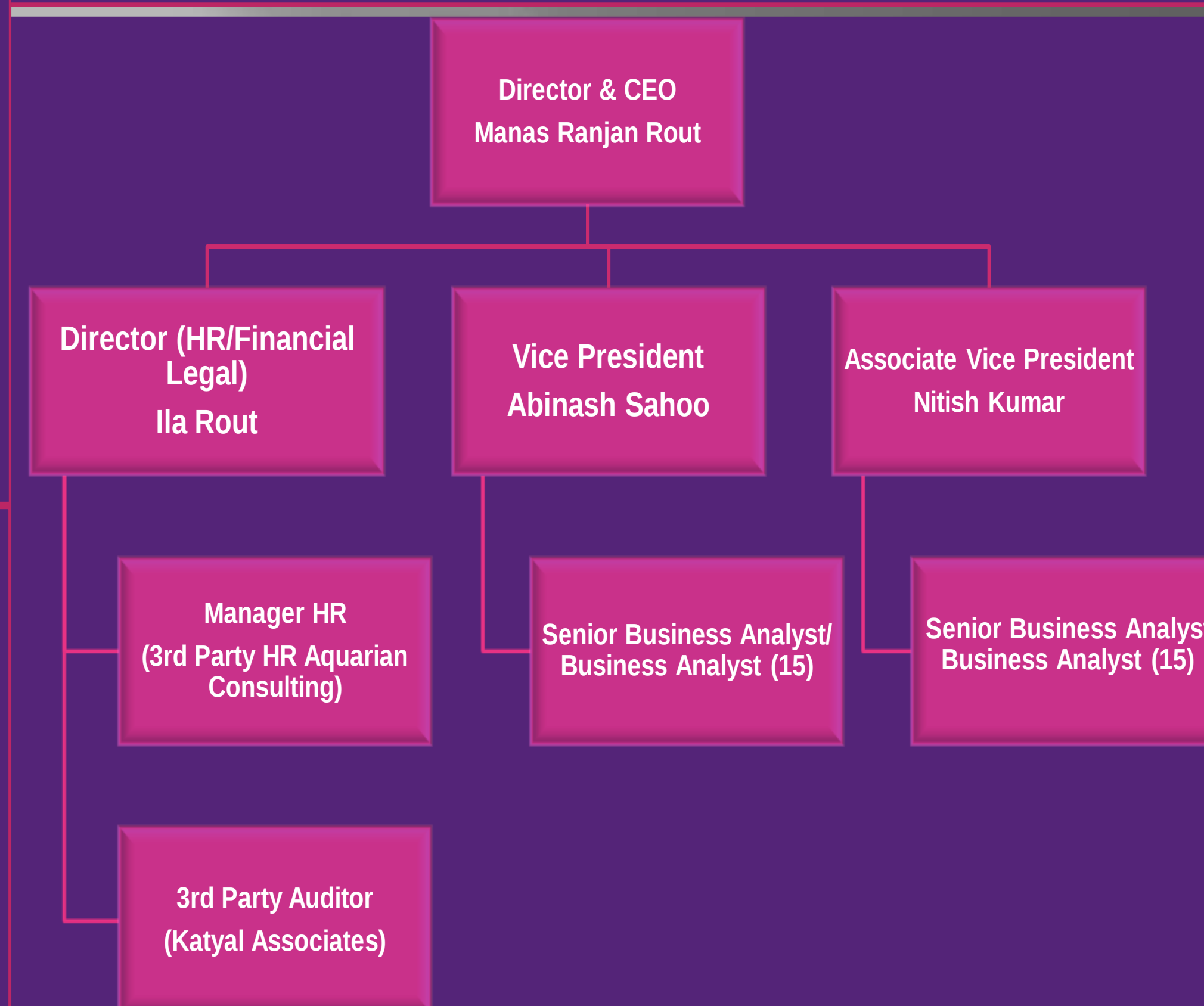




Market research, Market intelligence, Competitive intelligence, and Consulting company with substantial presence in healthcare domain which includes pharmaceuticals, medical device, medical equipment, consumables etc. Company study market research in more than 30 countries to help healthcare and pharmaceutical clients to access the market dynamics, analyze competitive activity and develop business strategies.

Organizational Structure



Challenges Faced During Internship

- Extracting Data through Primary Research
- Scheduling Interviews with Doctors
- Data Accuracy and Reliability
- Technical Issues
- Communication Barriers
- Ethical Considerations
- Resource Constraints

Usefulness of Internship

- Skill Development
- Industry Knowledge
- Professional Growth
- Practical Experience
- Career Advancement
- Organizational Benefits

SUGGESTIONS

- Adopt a collaborative official platform for reporting and project management.
- Emphasize immediate action on tasks or promptly schedule follow-ups.
- Establish regular in-person team meetings for better coordination and communication.
- Encourage face-to-face interactions to foster teamwork and creativity.
- Implement structured onboarding sessions for new team members.
- Provide leadership training to enhance managerial skills
- Set clear and achievable project timelines to ensure productivity.
- Foster a supportive work environment to boost morale and engagement.

STRENGTHS

Substantial strong presence across Healthcare and Life sciences practices in India within Primary Competitive and Market Intelligence (Has its own copy right methodology as well)
High Degree of data accuracy
More than 150+ clientele across Pharmaceutical, Medical devices, Medical Equipment, Hospitals, CROs & Top 5 Strategy Consulting Companies
Launched innovative sales audits across super speciality categories and medical equipment modalities in India & Only company in India to create such audits.

WEAKNESS

Lean company structure
High dependence on leadership team
Less expertise in Medical Equipment and Hospital segment in terms of expertise skill sets

SWOT Analysis

OPPORTUNITIES

To explore Medtech categories which includes Devices, Equipment, Surgical etc.
Should create more reports on Government and Reimbursement Categories such as Defence, CGHS, ESIC, Railways, State Medical Corporations and Ayushman Bharat etc.
Should launch Tech Analytics and Dashboards for Industry

THREATS

Data Confidentiality
Market Intelligence and Competitive Intelligence is at very nascent stage and companies have yet to adopt it fully and there are compliance issues with MNCs as well
Large MNCs of Market Research and Consulting stepping foot prints in Market Intelligence and Competitive Intelligence. Hence raising the issues of competitive threats.

DIFFERENCES in THEORETICAL & PRACTICAL EXPOSURE

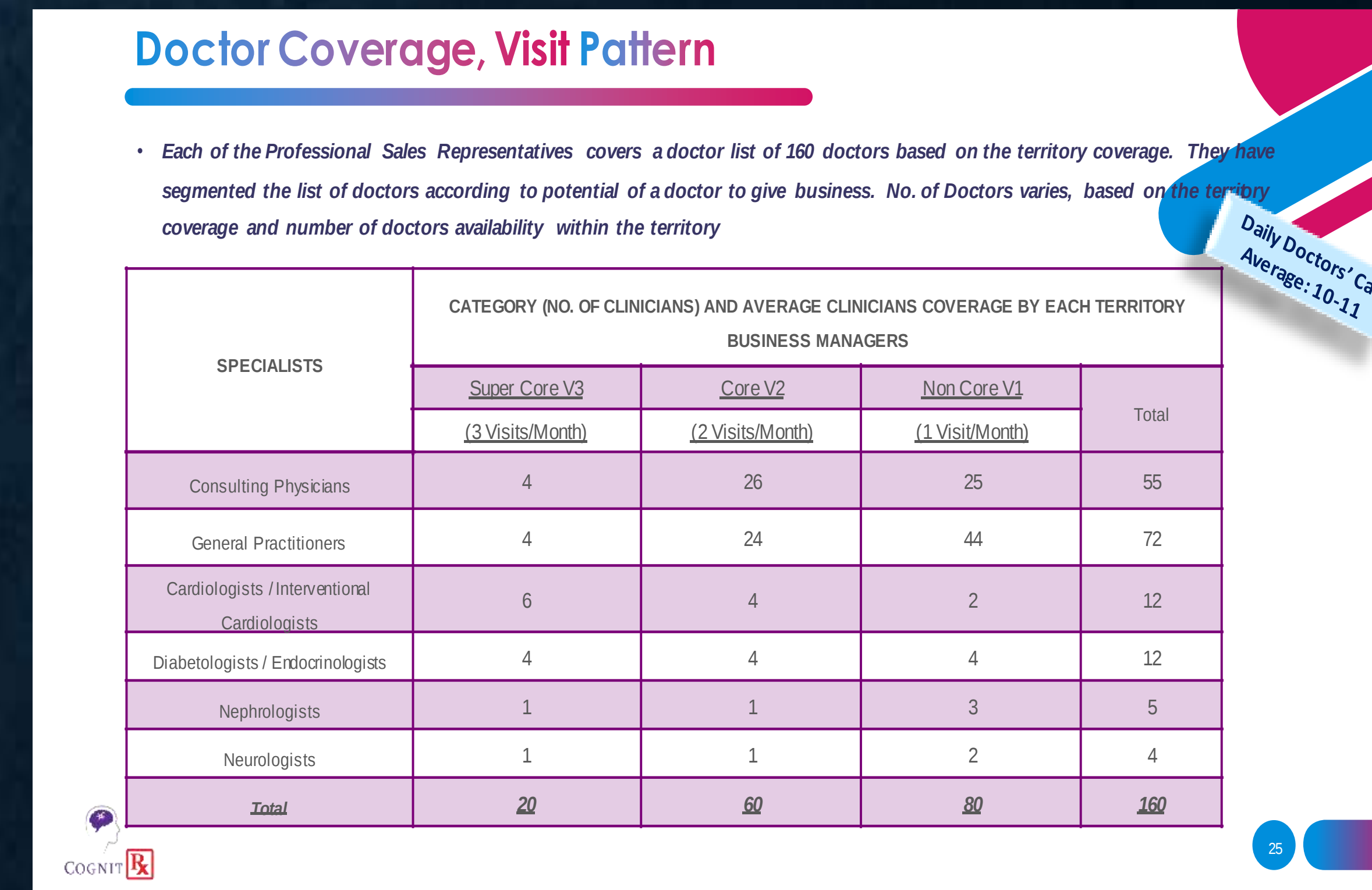
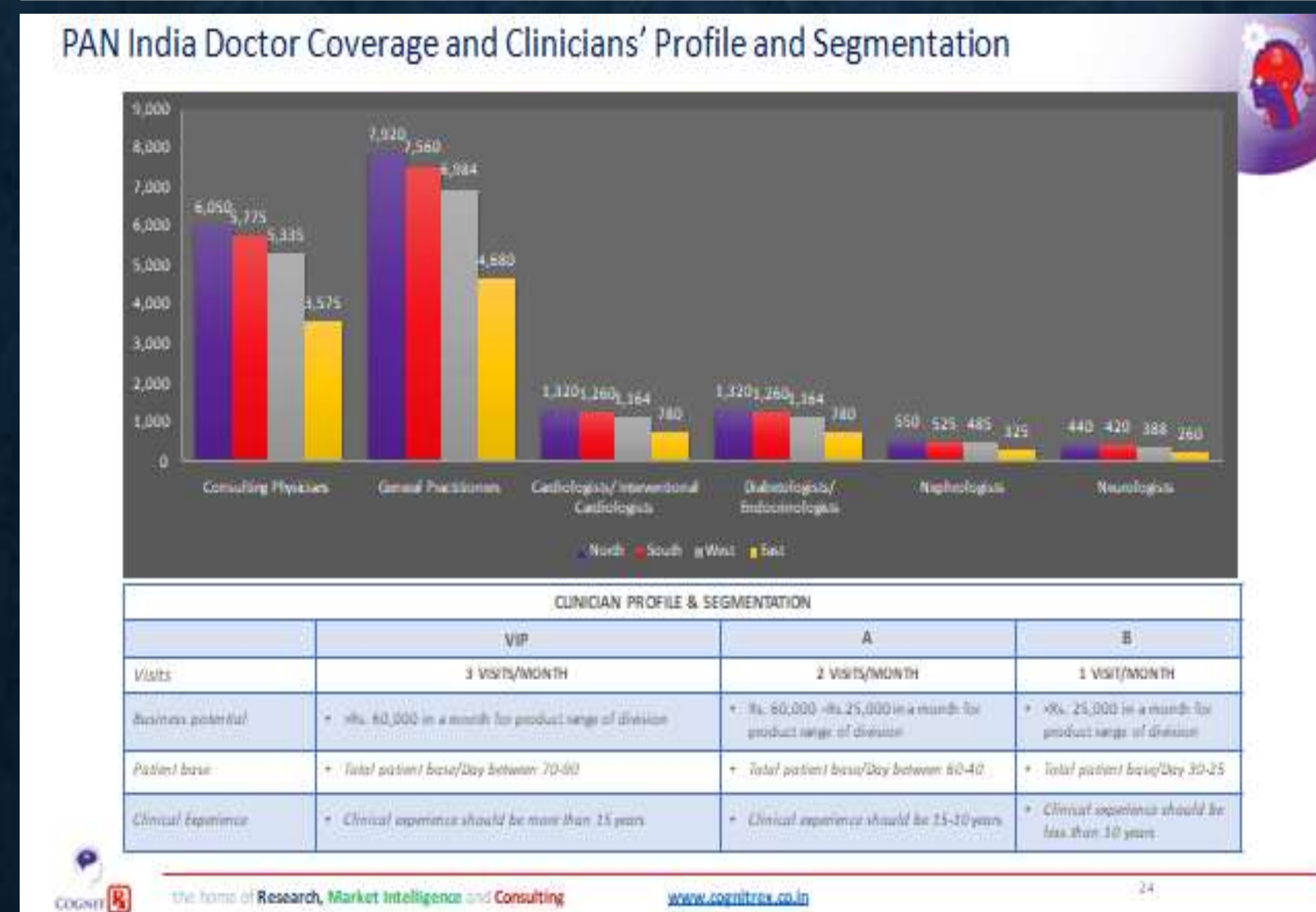
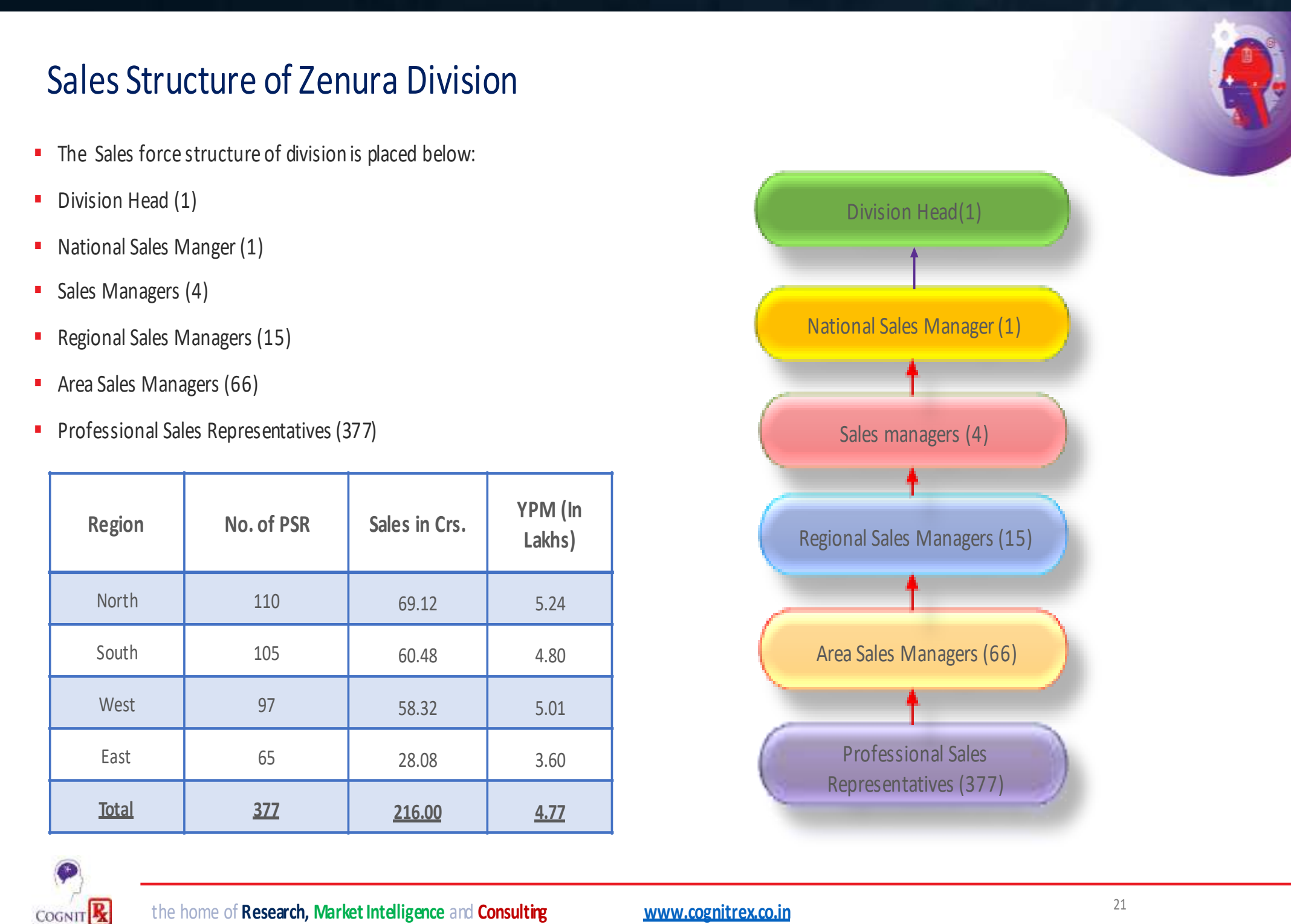
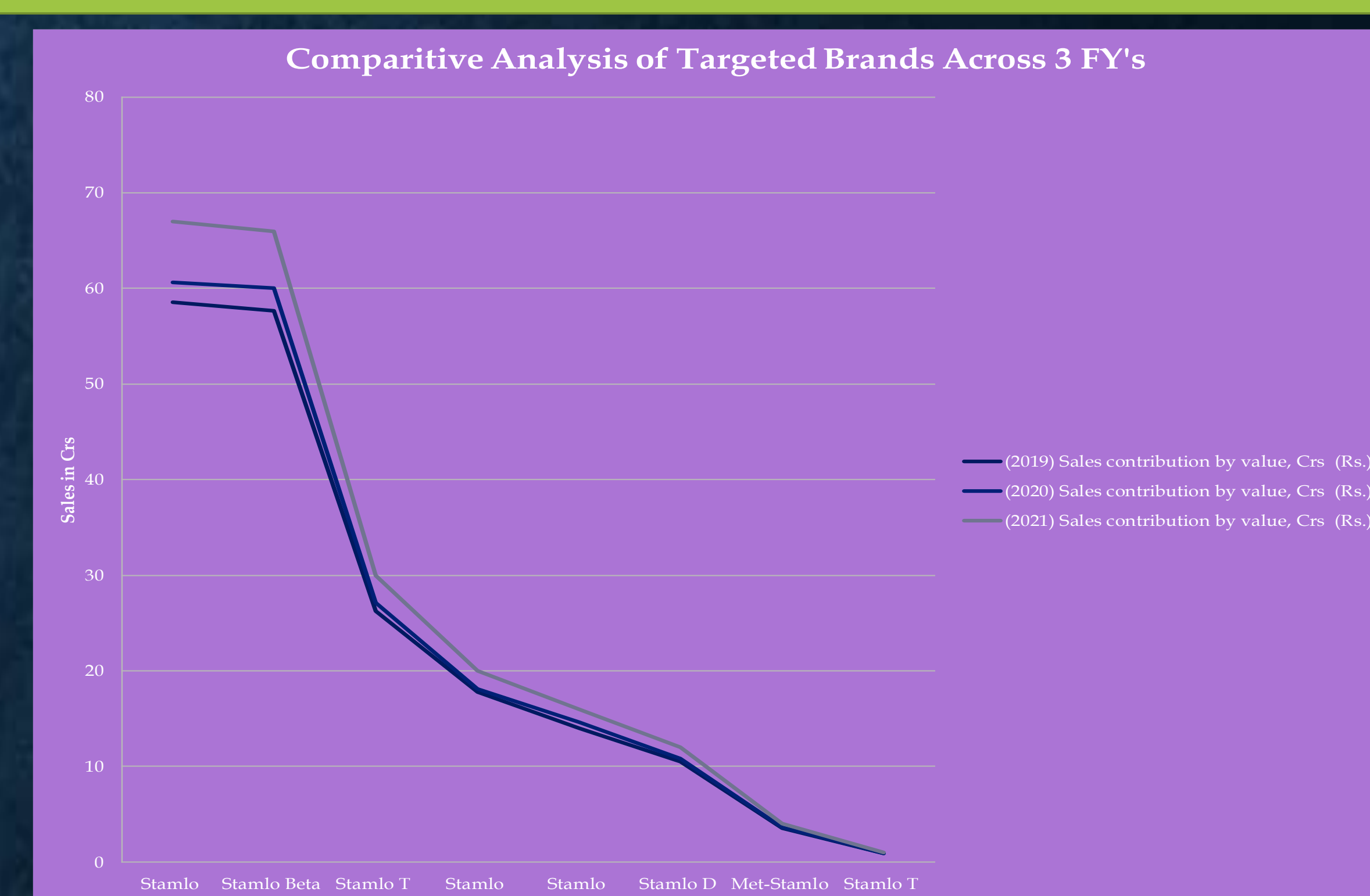
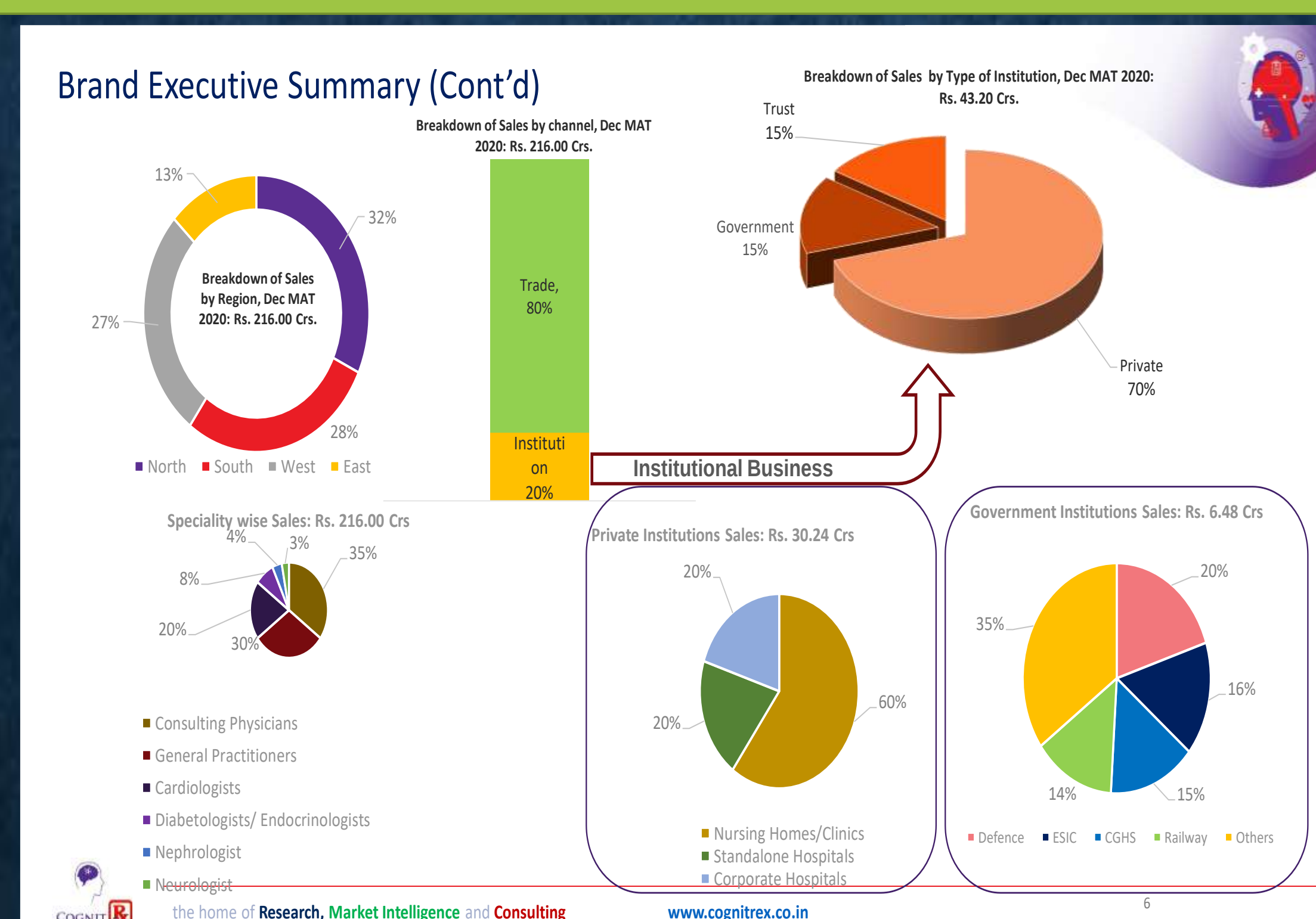
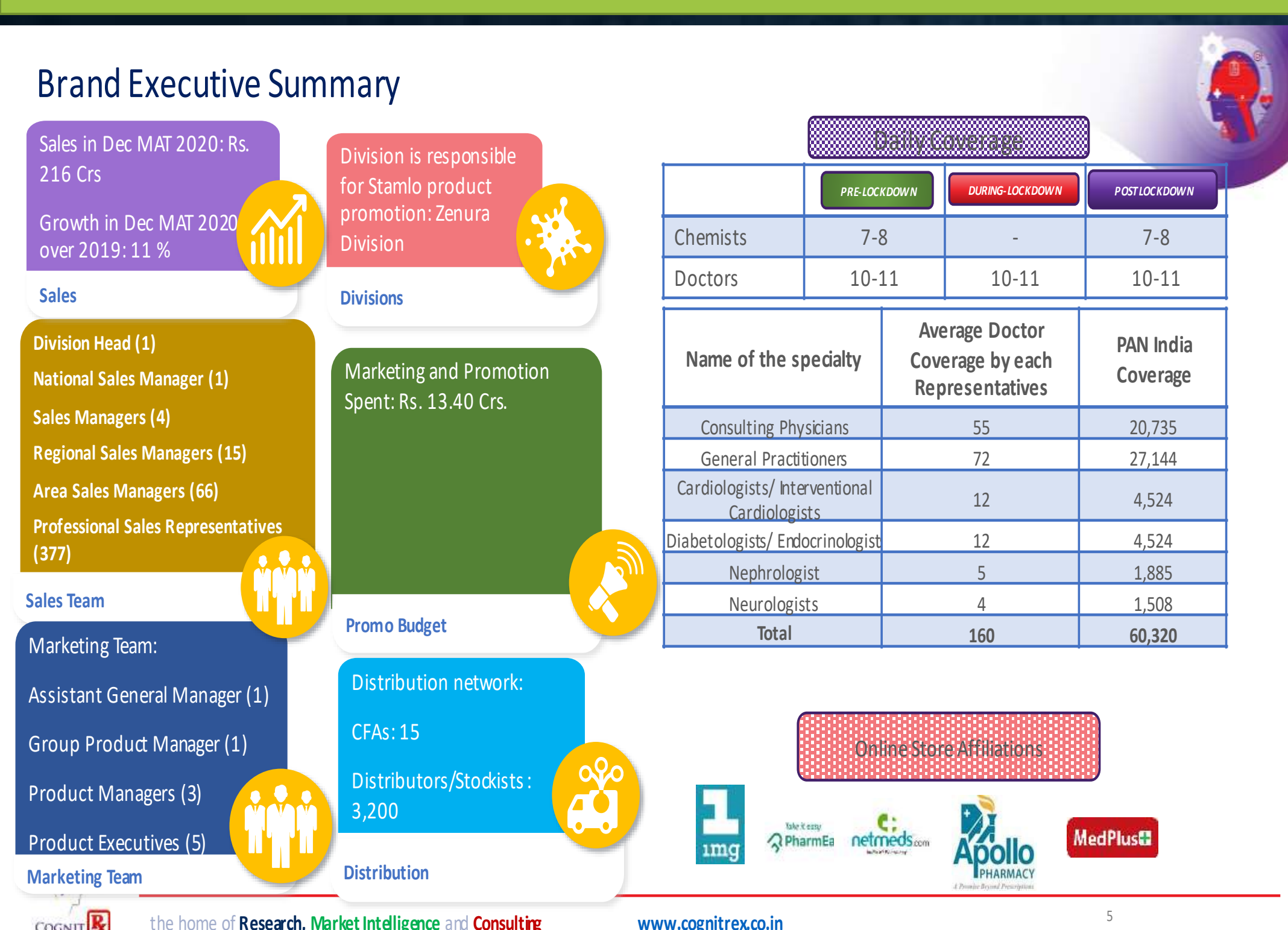
Theoretical:-

- Knowledge of branding strategies and effectiveness.
- Understanding of market trends, growth drivers, and challenges.
- Insight into clinicians' experiences with different oncology brands.
- Knowledge of treatment protocols and product usage.
- Understanding factors influencing prescribing behavior.

Practical:-

- Implementing and measuring the impact of branding campaigns in real-time.
- Conducting market research and engaging with industry stakeholders to validate trends
- Conducting surveys and direct interactions with oncologists to gather feedback.
- Engaging with dermatologists to understand real-world application of treatments.
- Utilizing tracking tools to analyze real-world prescription data and trends.

GLIMPSES ON MARKET ASSESMENT OF STAMLO BRAND



THANK YOU