

# **SUMMER INTERNSHIP PROGRAM**

**at**

**Impeerical Consulting Pvt Ltd  
(Cognitrex Consultants Pvt Ltd)**

From 1<sup>st</sup> May 2024 to 30<sup>th</sup> June 2024

**A REPORT BY**

**Akshit Singla**

**Master of Business Administration**

**(Pharmaceutical Management)**

**2023-25**

**under the Mentorship of**

**Dr. Kajal Sitlani**



# Impeerical Consulting Private Limited

CIN No: U62099HR2023PTC116760



Date: July 01, 2024

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that Akshit Singla student of MBA-Pharmaceutical Management, IIHMR University, Jaipur has successfully completed his internship program in our organization from May 01, 2024 to June 30, 2024 with our entire satisfaction.

During his internship period he has completed all the assignments with complete dedication and best of his knowledge.

Wishing him the best of luck in his future endeavors.

For Impeerical Consulting (P) Ltd.,

Ms. Ila Rout

Authorized Signatory



## IIHMR University Faculty Mentor Approval

This is to certify that **Mr. AKSHIT SINGLA** of academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL 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: 19/07/2024.

A handwritten signature in blue ink, appearing to read 'K. Sitlani'.

**Dr. Kajal Sitlani**

**Assistant Professor**

**IIHMR University Jaipur**

# Poster



## SUMMER INTERNSHIP – POSTER PRESENTATION ON MARKET ASSESSMENT OF STAMLO BRAND

Made By:- Akshit Singla (MBA-PM 15)  
Roll No- IIHMR-U/02/2023-25/0476

Industry Mentor:- Nitish Kumar      University Mentor: Dr. Kajal Sitlani



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

### Vision Statement:

"To be the leading provider of innovative and comprehensive market research, market intelligence and competitive intelligence solutions, empowering life science companies such as pharmaceutical, medical device, medical equipment, hospitals etc. to make informed decisions, drive growth, and improve patient outcomes in India and worldwide."

### Mission Statement:

"Our mission is to deliver high-quality, actionable insights and strategic guidance to life science companies, enabling them to make informed decisions, optimize market strategies, and enhance patient care. We are committed to excellence, integrity, and innovation in all our research endeavors, ensuring that our clients can navigate the complexities of the pharmaceutical landscape with confidence."

### Key Learning

- Secondary Research
- Primary Research
- Data Management
- Market Assessment
- Clinicians' Perceptions
- Market and Competitive Intelligence
- Brand Intelligence
- Division Intelligence
- Doctor Profiling
- Hospital Intelligence
- Institutional Tracking

### Projects Worked On:

- Brand Intelligence
- Market Intelligence (Gastroenterology)
- Clinicians' Perceptions (Oncology)
- Division Intelligence (Dermatology)
- Prescription Tracker
- Database Management
- Oncology Brands
- Radiation Oncologist
- Doctors Database

### 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 specialty 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 Medical 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 Australian Shant 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 skipping 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

### Brand Executive Summary

Sales in Q4, FY2023: Rs. 276 Cr.  
Growth in Q4, FY2023: 15.2%  
Sales in FY2023: Rs. 1,012 Cr.

Stamlo is a leading brand in the oncology market, known for its innovative treatment solutions and strong clinical evidence. The brand has a wide distribution network across India and is supported by a dedicated sales and marketing team.

| Category  | Q4 Sales (Rs. Cr.) | Q4 Growth (%) | Q4 Volume (Units) |
|-----------|--------------------|---------------|-------------------|
| Chemicals | 7.8                | 12.5          | 7.8               |
| Devices   | 10.1               | 18.1          | 10.1              |

Key Challenges: High competition, limited awareness in certain regions, and complex regulatory environment.

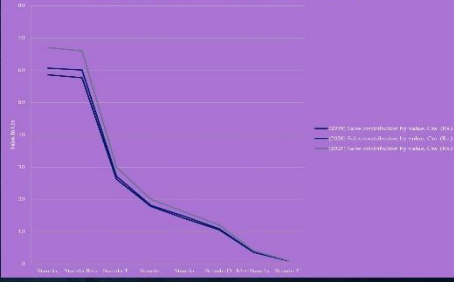
### Brand Executive Summary (Cont'd)

Stamlo's market performance is driven by its strong brand equity and innovative product portfolio. The company has a robust distribution network and a dedicated sales and marketing team.

| Category  | Q4 Sales (Rs. Cr.) | Q4 Growth (%) | Q4 Volume (Units) |
|-----------|--------------------|---------------|-------------------|
| Chemicals | 7.8                | 12.5          | 7.8               |
| Devices   | 10.1               | 18.1          | 10.1              |

Key Challenges: High competition, limited awareness in certain regions, and complex regulatory environment.

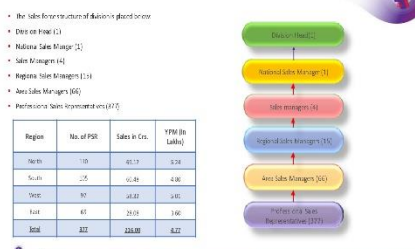
### Comparative Analysis of Targeted Brands Across 3 FYs



The graph illustrates the sales performance of Stamlo and its key competitors over a three-year period. Stamlo shows a consistent upward trend, indicating strong market growth and brand acceptance.

### Sales Structure of Zenura Division

The Zenura Division's sales structure is organized into a hierarchical framework, starting from the Division Head and moving down to various sales and marketing roles.



Key roles include Division Head, Sales Manager, Sales Representative, and various support functions.

### PAN India Doctor Coverage and Clinicians' Profile and Segmentation

This section provides a detailed analysis of doctor coverage across India, including the number of doctors, their specialization, and their geographic distribution.

| Region | No. of Doctors | Specialization   | Geographic Distribution                                                                            |
|--------|----------------|------------------|----------------------------------------------------------------------------------------------------|
| North  | 100            | General Medicine | Delhi, Mumbai, Kolkata                                                                             |
| South  | 120            | General Medicine | Chennai, Bangalore, Hyderabad                                                                      |
| West   | 80             | General Medicine | Pune, Ahmedabad, Jaipur                                                                            |
| East   | 60             | General Medicine | Kolkata, Bhubaneswar, Patna                                                                        |
| Total  | 360            | General Medicine | Delhi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Pune, Ahmedabad, Jaipur, Bhubaneswar, Patna |

### Doctor Coverage, Visit Pattern

This section details the visit patterns of doctors, including the frequency of visits, the duration of visits, and the number of patients treated.

| Category  | Q4 Sales (Rs. Cr.) | Q4 Growth (%) | Q4 Volume (Units) |
|-----------|--------------------|---------------|-------------------|
| Chemicals | 7.8                | 12.5          | 7.8               |
| Devices   | 10.1               | 18.1          | 10.1              |

THANK YOU

# Reporting Format (Weekly)

**Name of the Organisation:** Impeerical Consulting Pvt. Ltd. (Cognitrex Consulting Pvt. Ltd.)

**Area/ Department/ Project of Summer Internship Program:** Market Research

**Name of the Student:** Akshit Singla

**Roll no:** 0476

**Stream:** MBA-PM (Batch 15)

**Week no:** 1

**From:** 1<sup>st</sup> May to 5<sup>th</sup> May

|                                                                               |                                                                                                                                                                                                      |
|-------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>- <b>Induction Program</b></li><li>- <b>Interaction with mentors</b></li><li>- <b>All required Documentation</b></li><li>- <b>Secondary Research</b></li></ul> |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | <ul style="list-style-type: none"><li>- <b>Research Methodology</b></li><li>- <b>Secondary Research</b></li><li>- <b>Market Analysis</b></li></ul>                                                   |
| <b>Gaps identified on the working area.</b>                                   | <ul style="list-style-type: none"><li>- <b>No gaps found apart from the physical interaction with the team because of Work from Home format.</b></li></ul>                                           |
| <b>Suggestions for improvement</b>                                            | <ul style="list-style-type: none"><li>- <b>Collaborative platform should be established for easy accessibility of data</b></li></ul>                                                                 |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"><li>- <b>Moving forward to do the primary research and analysis of the data as last week was completely involving secondary research.</b></li></ul>                |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

# Reporting Format (Weekly)

**Name of the Organization:** Impeerical Consulting Pvt. Ltd. (Cognitrex Consulting Pvt. Ltd.)

**Area/ Department/ Project of Summer Internship Program:** Market Research

**Name of the Student:** Akshit Singla

**Roll no:** 0476

**Stream:** MBA-PM (Batch 15)

**Week no:** 2

**From:** 6th May to 12th May

|                                                                                           |                                                                                                                                                                                                                            |
|-------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                                      | <ul style="list-style-type: none"><li>- <b>Primary Research</b></li><li>- <b>Secondary Research</b></li><li>- <b>Ran Questionnaire.</b></li><li>- <b>Clinical Survey</b></li></ul>                                         |
| <b>Linking theory<br/>(Classroom learning)<br/>with practice at your<br/>organization</b> | <ul style="list-style-type: none"><li>- <b>Research Methodology</b></li><li>- <b>Secondary Research</b></li><li>- <b>Primary Research</b></li></ul>                                                                        |
| <b>Gaps identified on the<br/>working area.</b>                                           | <ul style="list-style-type: none"><li>- <b>No gaps found apart from the physical interaction with the team<br/>because of Work from Home format.</b></li></ul>                                                             |
| <b>Suggestions for<br/>improvement</b>                                                    | <ul style="list-style-type: none"><li>- <b>Collaborative platform should be established for easy accessibility of<br/>data</b></li></ul>                                                                                   |
| <b>Plan for the next week</b>                                                             | <ul style="list-style-type: none"><li>- <b>Moving forward to do the same clinical survey and run questionnaire.<br/>Primary and Secondary research for new project as a part of<br/>competitive intelligence</b></li></ul> |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

# Reporting Format (Weekly)

**Name of the Organization:** Impeerical Consulting Pvt. Ltd. (Cognitrex Consulting Pvt. Ltd.)

**Area/ Department/ Project of Summer Internship Program:** Market Research

**Name of the Student:** Akshit Singla

**Roll no:** 0476

**Stream:** MBA-PM (Batch 15)

**Week no:** 3

**From:** 13th May to 19th May

|                                                                               |                                                                                                                                                                                           |
|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>- Customer Patient Survey</li><li>- Patient Interviews</li><li>- Doctor Interviews</li><li>- Ran questionnaire.</li></ul>                           |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | <ul style="list-style-type: none"><li>- Research Methodology</li><li>- In depth patient interviews</li><li>- Questionnaire</li></ul>                                                      |
| <b>Gaps identified on the working area.</b>                                   | <ul style="list-style-type: none"><li>- No gaps found apart from the physical interaction with the team because of Work from Home format.</li></ul>                                       |
| <b>Suggestions for Improvement</b>                                            | <ul style="list-style-type: none"><li>- Earlier there was the gap of one collaborative platform but now as the organisation has worked on it by making one. So, no suggestions.</li></ul> |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"><li>- I will continue to actively engage in learning new concepts and methodologies relevant to my role.</li></ul>                                      |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

# Reporting Format (Weekly)

**Name of the Organization:** Impeerical Consulting Pvt. Ltd. (Cognitrex Consulting Pvt. Ltd.)

**Area/ Department/ Project of Summer Internship Program:** Market Research

**Name of the Student:** Akshit Singla

**Roll no:** 0476

**Stream:** MBA-PM (Batch 15)

**Week no:** 4

**From:** 20th May to 26th May

|                                                                               |                                                                                                                                                                                                                         |
|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>- <b>Certain Benchmarking projects</b></li><li>- <b>Collection of data by the doctors</b></li><li>- <b>Collected all this data from various cardiologist (Repeated)</b></li></ul> |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | <ul style="list-style-type: none"><li>- <b>Market Trends Analysis</b></li><li>- <b>Learning Outcome Measurement</b></li></ul>                                                                                           |
| <b>Gaps identified on the working area.</b>                                   | <ul style="list-style-type: none"><li>- <b>No gaps found apart from the physical interaction with the team because of Work from Home format.</b></li></ul>                                                              |
| <b>Suggestions for improvement</b>                                            | <ul style="list-style-type: none"><li>- <b>Earlier there was the gap of one collaborative platform but now as the organisation has worked on it by making one. So, no suggestions.</b></li></ul>                        |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"><li>- <b>Will be continuing with this project itself</b></li></ul>                                                                                                                    |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

# Reporting Format (Weekly)

**Name of the Organisation:** Impeerical Consulting Pvt. Ltd. (Cognitrex Consulting Pvt. Ltd.)

**Area/ Department/ Project of Summer Internship Program:** Market Research

**Name of the Student:** Akshit Singla

**Roll no:** 0476

**Stream:** MBA-PM (Batch 15)

**Week no:** 5

**From:** 27<sup>th</sup> May to 2<sup>nd</sup> June

|                                                                        |                                                                                                                                                                                                    |
|------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Activity Done                                                          | <ul style="list-style-type: none"><li>- Certain Benchmarking projects</li><li>- Collection of data by the doctors</li><li>- Collected all this data from various cardiologist (Repeated)</li></ul> |
| Linking theory (Classroom learning) with practice at your organization | <ul style="list-style-type: none"><li>- Market Trends Analysis</li><li>- Learning Outcome Measurement</li></ul>                                                                                    |
| Gaps identified on the working area.                                   | <ul style="list-style-type: none"><li>- No gaps found apart from the physical interaction with the team because of Work from Home format.</li></ul>                                                |
| Suggestions for improvement                                            | <ul style="list-style-type: none"><li>- Earlier there was the gap of one collaborative platform but now as the organisation has worked on it by making one. So, no suggestions.</li></ul>          |
| Plan for the next week                                                 | <ul style="list-style-type: none"><li>- Will be continuing with this project itself</li></ul>                                                                                                      |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

# Reporting Format (Weekly)

**Name of the Organization:** Impeercal Consulting Pvt. Ltd. (Cognitrex Consulting Pvt. Ltd.)

**Area/ Department/ Project of Summer Internship Program:** Market Research

**Name of the Student:** Akshit Singla

**Roll no:** 0476

**Stream:** MBA-PM (Batch 15)

**Week no:** 6

**From:** 3<sup>rd</sup> June to 9<sup>th</sup> June

|                                                                               |                                                                                                                                                                                           |
|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>- Scheduled doctor interviews of different specialities</li><li>- Worked on obesity patient projects by taking doctor interviews</li></ul>          |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | <ul style="list-style-type: none"><li>- Research Methodology</li><li>- In Depth interviews</li><li>- Ran questionnaire</li></ul>                                                          |
| <b>Gaps identified on the working area.</b>                                   | <ul style="list-style-type: none"><li>- No gaps found apart from the physical interaction with the team because of Work from Home format.</li></ul>                                       |
| <b>Suggestions for improvement</b>                                            | <ul style="list-style-type: none"><li>- Earlier there was the gap of one collaborative platform but now as the organisation has worked on it by making one. So, no suggestions.</li></ul> |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"><li>- Will be continuing with this obesity project itself and data collection from doctors in oncology project.</li></ul>                               |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

# Reporting Format (Weekly)

**Name of the Organization:** Impeerical Consulting Pvt. Ltd. (Cognitrex Consulting Pvt. Ltd.)

**Area/ Department/ Project of Summer Internship Program:** Market Research

**Name of the Student:** Akshit Singla

**Roll no:** 0476

**Stream:** MBA-PM (Batch 15)

**Week no:** 7

**From:** 10<sup>th</sup> June to 16<sup>th</sup> June

|                                                                               |                                                                                                                                                                                                                        |
|-------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>- Worked on oncology project for collection of doctor data regarding cancer patients</li><li>- Interview of obesity patients</li><li>- Data analysis of these patients</li></ul> |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | <ul style="list-style-type: none"><li>- Research Methodology</li><li>- In Depth interviews</li><li>- Ran questionnaire</li></ul>                                                                                       |
| <b>Gaps identified on the working area.</b>                                   | <ul style="list-style-type: none"><li>- No gaps found apart from the physical interaction with the team because of Work from Home format.</li></ul>                                                                    |
| <b>Suggestions for improvement</b>                                            | <ul style="list-style-type: none"><li>- Earlier there was the gap of one collaborative platform but now as the organisation has worked on it by making one. So, no suggestions.</li></ul>                              |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"><li>- Will be continuing with this obesity project itself and data collection from doctors in oncology project.</li></ul>                                                            |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

## Reporting Format (Weekly)

**Name of the Organization:** Impeerical Consulting Pvt. Ltd. (Cognitrex Consulting Pvt. Ltd.)

**Area/ Department/ Project of Summer Internship Program:** Market Research

**Name of the Student:** Akshit Singla

**Roll no:** 0476

**Stream:** MBA-PM (Batch 15)

**Week no:** 8

**From:** 17<sup>th</sup> June to 23<sup>rd</sup> June

|                                                                               |                                                                                                                                                                                                                                                                                                                                                         |
|-------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• Contacting different hospitals in different cities to find out the availability of Immunological products.</li><li>• Formatting the data analysis sheet that is meant to be given to the client.</li><li>• Contacting various diagnostic companies to check which service they provide to the patient</li></ul> |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | <ul style="list-style-type: none"><li>• Integrated theoretical knowledge from MBA classes into practical tasks.</li><li>• Communication Skills.</li></ul>                                                                                                                                                                                               |
| <b>Gaps identified on the working area.</b>                                   | <ul style="list-style-type: none"><li>• None as of now.</li></ul>                                                                                                                                                                                                                                                                                       |
| <b>Suggestions for improvement</b>                                            | <ul style="list-style-type: none"><li>• None as of now.</li></ul>                                                                                                                                                                                                                                                                                       |
| <b>Plan for the next week</b>                                                 | <ul style="list-style-type: none"><li>• None as of now.</li></ul>                                                                                                                                                                                                                                                                                       |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

# Compiled Reporting Format

**Name of the Organization:** Impeerical Consulting Pvt. Ltd. (Cognitrex Consulting Pvt. Ltd.)

**Area/ Department/ Project of Summer Internship Program:** Market Research

**Name of the Student:** Akshit Singla

**Roll no:** 0476

**Stream:** MBA-PM (Batch 15)

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|-------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• Over the past eight weeks, I have engaged in a variety of challenging tasks centered around pharmaceutical and health research. Beginning with foundational training in corporate operations and social sciences, I focused on core values like honesty, rigorous inquiry, and data accuracy. This approach facilitated a comprehensive market analysis, including the collection of brand information, selling prices, and product offering dynamics, all under the guidance of experienced consultants.</li><li>• I conducted extensive primary and secondary research, interviewing patients and doctors in metropolitan and tier 1 cities. My research encompassed cancer clinics, treatment developments, cancer care, and drug availability. I thoroughly examined treatment outcomes, advancements, and patient satisfaction in cancer care technology.</li><li>• In addition to my work in cancer care, I expanded services related to mental health. I carried out research and conducted interviews with psychiatrists across various cities. I completed live projects on gastroenterology product, presenting my findings at various events. Furthermore, I collaborated with pharmaceutical companies to gather data and conduct research on oncology drugs, analyzing market trends in cities like Lucknow, Pune, Jaipur, and other tier 1 cities.</li><li>• Throughout this period, I have refined my research methodologies to ensure comprehensive and accurate results. My goal has been to provide actionable insights and strategic recommendations for pharmaceutical market research and health development.</li></ul> |
| <b>Linking theory (Classroom learning) with practice at your organization</b> | <p>Over the past eight weeks, I have applied theoretical skills from my MBA courses, such as Excel and PowerPoint, to practical scenarios. To understand the competitive dynamics in the pharmaceutical industry, I utilized market research concepts and conducted a study on obesity and cancer care. Through interviews with physicians and patients, I gained insights into treatments, management strategies, and drug availability. I also analyzed hospitals and used real-time data to draw logical conclusions. Additionally, I conducted extensive research on how psychiatrists prescribe medications and treatments for mental illness. These experiences have significantly enhanced my business, research, and communication skills, enabling me to provide actionable insights and strategic recommendations for pharmaceutical market research and healthcare services.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

|                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|---------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Gaps identified on the working area.</b> | <ul style="list-style-type: none"> <li>• The organization primarily operates in the northeast region.</li> <li>• Although the top management is highly experienced, the employees have less experience, which impacts efficiency and knowledge transfer.</li> <li>• The organization focuses heavily on primary research but could expand its market reach by incorporating more secondary research efforts.</li> <li>• There are few long-term employees within the organization.</li> <li>• Insufficient training and limited time for employees negatively affect their performance and productivity.</li> <li>• Ineffective communication within the management hinders the seamless flow of information and coordination of tasks, impacting project timelines and decision-making processes.</li> </ul>                                                     |
| <b>Suggestions for improvement</b>          | <ul style="list-style-type: none"> <li>• The organization should aim to expand its market reach by delving into secondary research.</li> <li>• Developing mentoring programs and training sessions will help bridge the experience gaps among employees and promote continuous learning.</li> <li>• Enhancing market share and performance across all sectors is crucial for the organization's growth.</li> <li>• Improving communication through regular meetings, clear processes, and collaborative tools will enhance information flow and decision-making.</li> <li>• Initiatives to boost employee engagement, offer career development opportunities, and improve retention rates are essential.</li> <li>• Properly allocating resources and time to comprehensive training programs will enhance employee productivity and job satisfaction.</li> </ul> |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**