

Summer Training Report



Good quality for all

**GHC Drugs and Pharmaceuticals
Pvt Ltd**



10th May to 02nd July 2021

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TABLE OF CONTENTS

1. Introduction
2. Observational Learning
 - General findings on Learning
 - Conclusive Learning
 - Limitations
 - Suggestions
 - Brand Plan and Digital Marketing
3. References
4. Annexure



01

INTRODUCTION

GHC Drugs and Pharmaceuticals Pvt Ltd



Vision

Good Quality For All

Mission

We Promise to provide G3
Good Product
Good Science &
Good Relationship through H3
Purpose of Happiness
Culture of Helpfulness &
Philosophy of Honoring Healthcare Heroes

Goal

To be in top 10 ranking in IPM by 2030



PRODUCTS

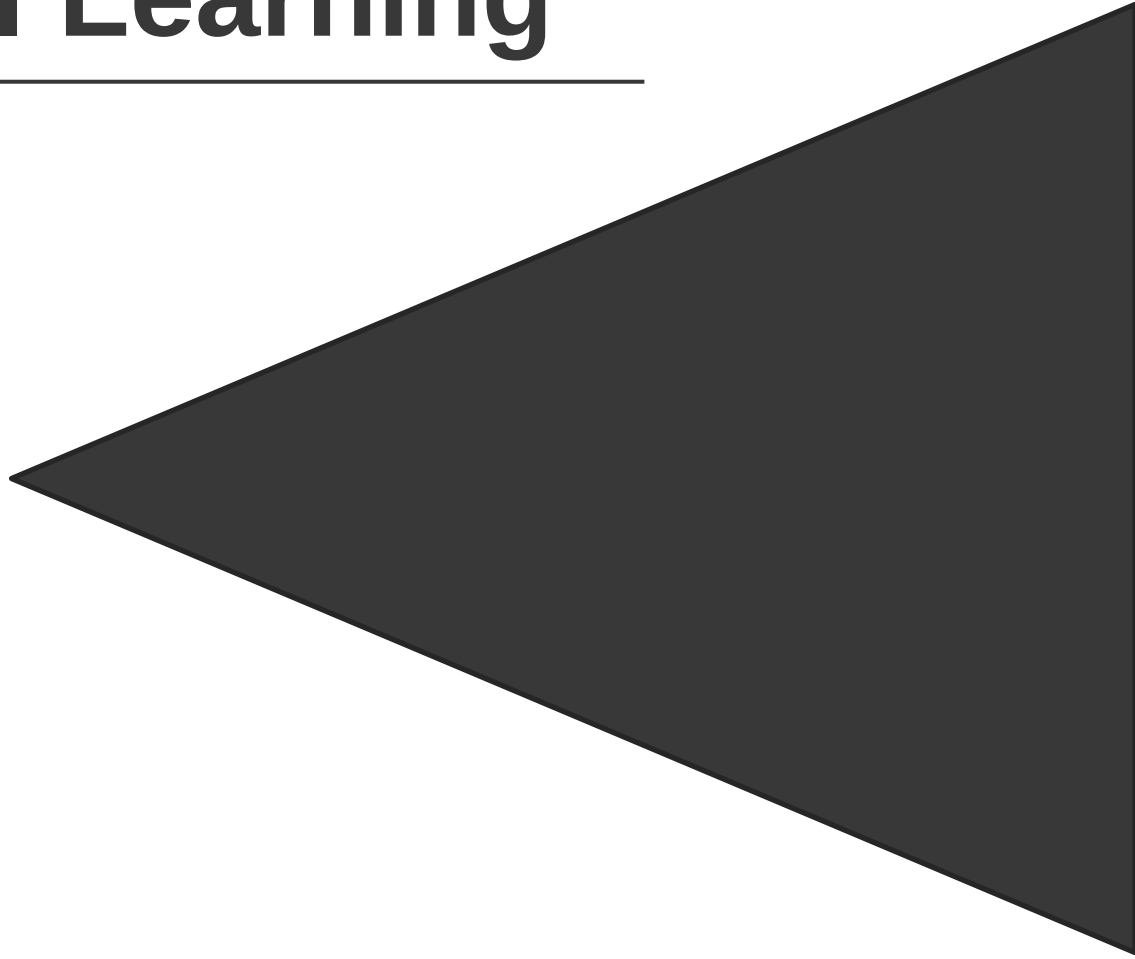
GHC Drugs and Pharmaceuticals has its products in Ortho and Pedia range.

- ✓ Pedia – 28 SKU's
- ✓ Ortho – 12 SKU's
- ✓ 10 more SKU's of pedia and ortho, 10 injectables in discussion
- ✓ 14 Pedia and 7 Ortho products already launched

Sr.No	Products
1	GOODMINIC SYRUP
2	GOODMINIC DROPS
3	GOODMINIC DX SYRUP
4	GOODMINIC LS SYRUP
5	GOODMINIC LS DROPS
6	GOODMINIC LS+ SYRUP
7	GOODMINIC P Susp.
8	GOODMINIC P250 Susp..
9	GOODCLAUSI
10	GOODMOX CV
11	GOOD D3 Drops
12	AZIGOOD 100/200 Susp.
13	AZIGOOD 200 Susp.
14	GOODFLEX T Tab
15	GOODFLEX SP Tab
16	DICLOGOOD T Gel
17	LIDOPENT Gel
18	GOODNERV Tab
19	GOODNERV PLUS Tab
20	GHCAL K2 Tab
21	GHCAL XT Tab

Observational Learning

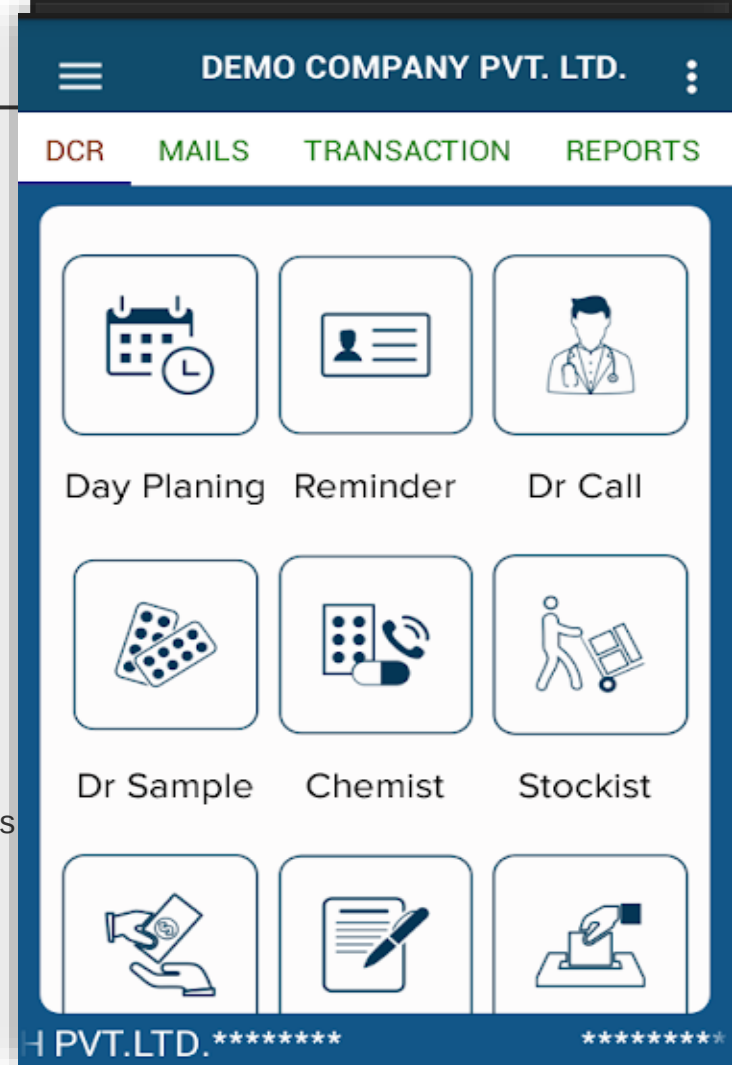
- Data collection
- General findings on learning



DATA COLLECTION

Mode Of Data Collection

- ✓ **CBO** software lets pharmaceutical companies control important aspects of their business ranging from daily activities.
- ✓ Keeping **daily records** and daily planning of visits to physicians.
- ✓ **Time and date** of visits are daily marked by MR.
- ✓ After visit, MR needs to update in the app.
- ✓ Products **selected by physicians** are entered in the app by MR.
- ✓ Designation of the person who will go for visit are mentioned before going to visit like area manager, MR.
- ✓ **Name** of the **doctors** and their details are also mentioned in the app.
- ✓ **Reminders** are also set by the app for physician visits.
- ✓ Details and complete data regarding Dr sample, chemist, stockiest, and mails are also included and used for the further process of company.



2. For digital marketing and content creation of allotted brand

Industrial documents used to collect data

- Visual aids
- Visual aid detailing document
- LBL
- Covered Market excel sheet

Other

- Articles
- Newsletter
- Research Papers
- Websites for specific diseases

GENERAL FINDINGS ON LEARNING

- **Knowledge about products and its availability to the consumers.**
- **Learning from field work**
- **Stockist details**

1. KNOWLEDGE ABOUT PRODUCTS AND ITS AVAILABILITY TO THE CONSUMERS.

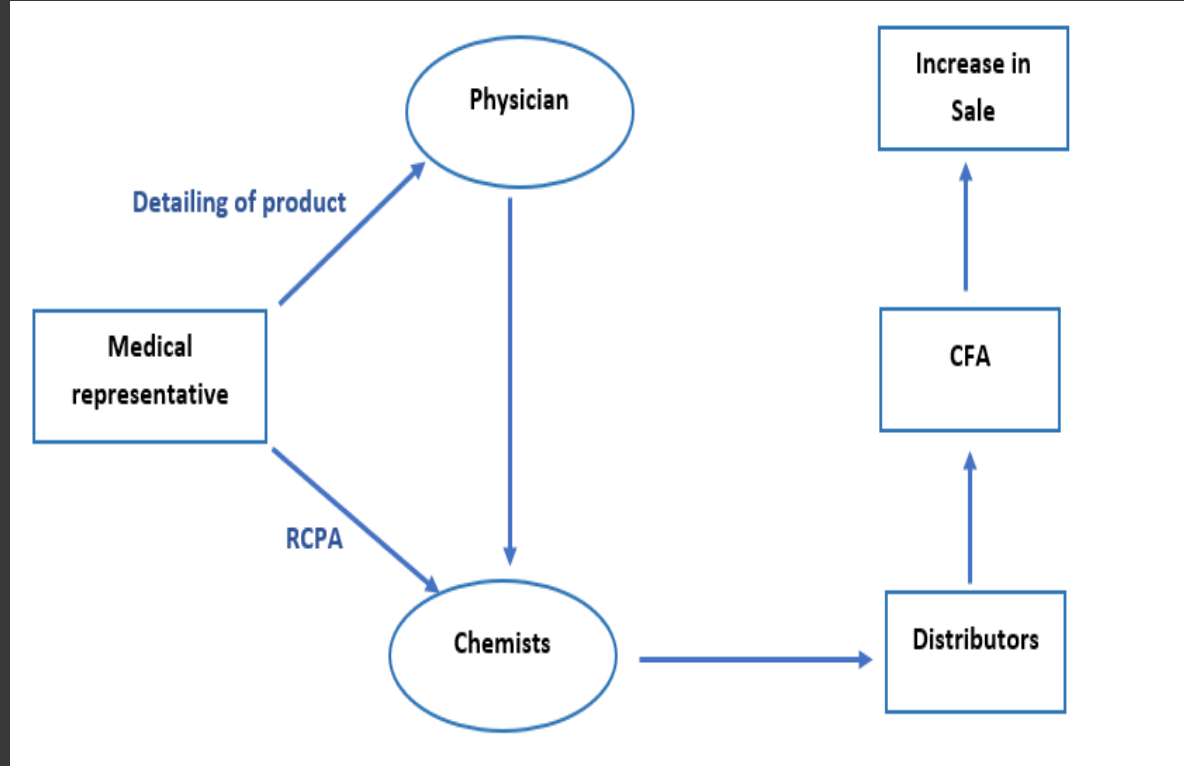
We got to know about products of the company from 3rd party manufacturing and how it is made available to the consumers.

Basically, it is divided in 3 parts as primary, secondary and tertiary part.

- ✓ Primary –Supply of products from manufacturing company to the distributors
- ✓ Secondary – Distribution of products from distributors to the chemist
- ✓ Tertiary- Saling of products from chemists to the consumer

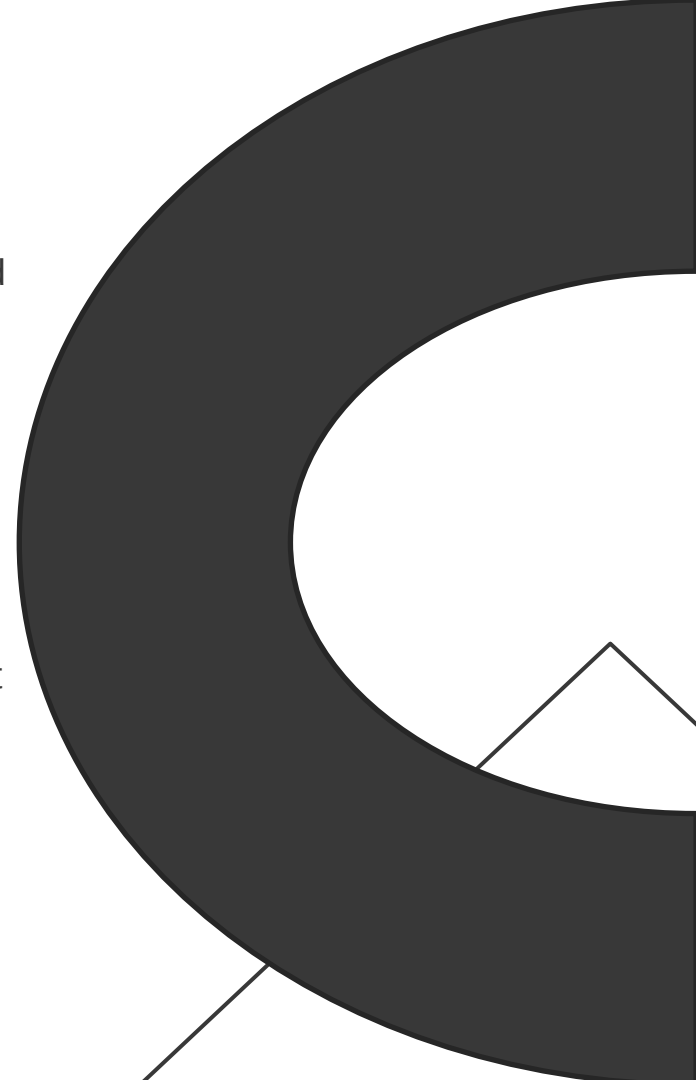


While working in the field with our area manager, we got to know the process of salesforce and how is the structure of salesforce -



2. Learning from field work

- RCPA- Retail Chemist Prescription Audit
 - Feedback and tentative market analysis of the product before and after visiting the chemist.
- Detailing:
 - Brief intro about company
 - Detailing about the SKU's by showing VA
 - Detailing about specific product by showing VA
 - Intro about special offerings, activities by the company. For GHC, it included detailing about the GHC flagship program that is HHH.
 - Gifting (in some cases)
 - Giving LBL to the physician



3. STOCKIST DETAILS

- In the start of the month, how much quantity of the product is required is noted and demand of that quantity is made.
- Selling of that quantity is done during whole month and field work is done for increasing the sale of that quantity.
- At the end of the month, an email is generated by stockist and sent to the area manager.
- Area manager analyses the total sale and hence place order according to previous sale

RUDRAKSH PHARMA

SHOP NO-1 GR FLR, FIRST FLR & SEC FLR HEM VARSHA BUILDING, SURVEY NO 622/6B/, 665/10 GHAR NO-704/0480/K/002 GOLE COLONY NASHIK

Phone : 0253-2316711/12/13/98/9823222381 E-Mail : rudrakshpharma@gmail.com

D.L.No. : MH/NZ1/20B-361223/21B-24/20C-25/20D-26/20F-27

GHC DRUGS AND PHARMACEUTICALS PVT.LTD STOCK & SALES STATEMENT 01-06-2021 - 30-06-2021

PRODUCT DESCRIPTION	OPENING STOCK	OPENING VALUE	RECEIVE QUANTITY	RECEIVE VALUE	ISSUE QUANTITY	ISSUE VALUE	CLOSING STOCK	CLOSING VALUE
DICLOGOOD T 30 GM 30GM								
GOODCLAUSI 5ML SUSP 10*5ML								
GOODFLEX SP TAB 10S								
GOODFLEX T TAB 10S								
GOODMINIC DROP 15ML								
GOODMINIC DX SYRUP 100ML								
GOODMINIC LS DROPS 15ML								
GOODMINIC LS PLUS SYRUP 100ML								
GOODMINIC LS SYRUP 60ML								
GOODMINIC P 250 SYRUP 60ML								
GOODMINIC P SYRUP 60ML								
GOODMINIC SYRUP 60ML 60ML								
TOTAL								

Limitations

- Time required for detailing.
- Visiting time and date given by physicians.
- Chemist feedback.
- Information given by MR during detailing.
- Restrictions due to COVID-19

Suggestions for improvement

- Stay updated by competitor's brand in more effective way like focusing more on chemist feedback.
- Keeping information about activities performed by competitors for physician.
- Need to focus on in-clinic effectiveness

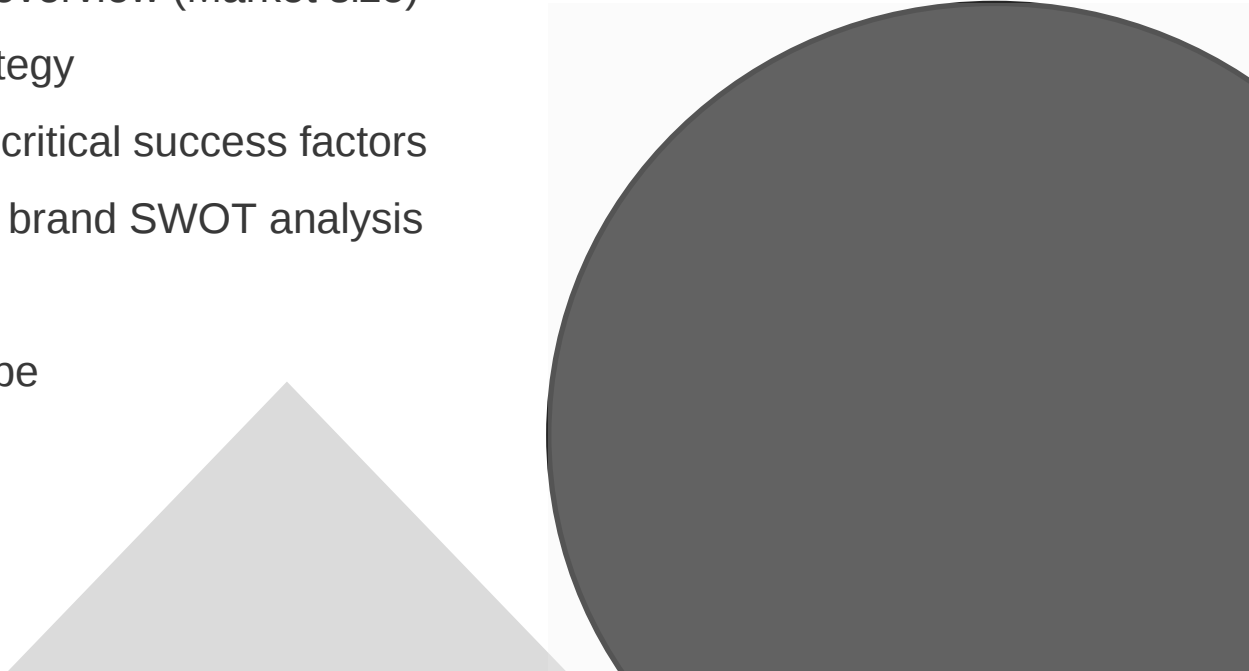
CRITICAL FACTORS AFFECTING THE FUNCTIONING OF THE DEPARTMENT

- Miscommunication between distributors, chemists, CFA agents.
- Improper detailing about product.
- Change in visiting schedule (irregular visits)
- Lack of competitors brand knowledge. It should be regularly updated
- during performing analysis of products while taking feedback from chemists.
- Activities done by other competitors.
- 10% change might occur due to seasons.

Brand Plan

We made annual operating plan for Goodcos 3 Syrups & Drops and it's one more SKU.

In this, we worked on:

- Insights and Market overview (Market size)
 - Communication Strategy
 - Key Challenges and critical success factors
 - Brand objective and brand SWOT analysis
 - Segmentation
 - Competitive landscape
- 

PRODUCT

SKU- Composition

Year of launch

Goodcos -3 Syrup

2021-22

200 ML SYRUP

Goodcos -3 Drops

2021-22

30 ML DROPS



DIGITAL MARKETING

- Brand Awareness
- Generate Lead
- Drive traffic to company website
- Increase reach of Honour your Heroes programme
- Educate community
- Build a trustworthy brand
- Relationship building with community

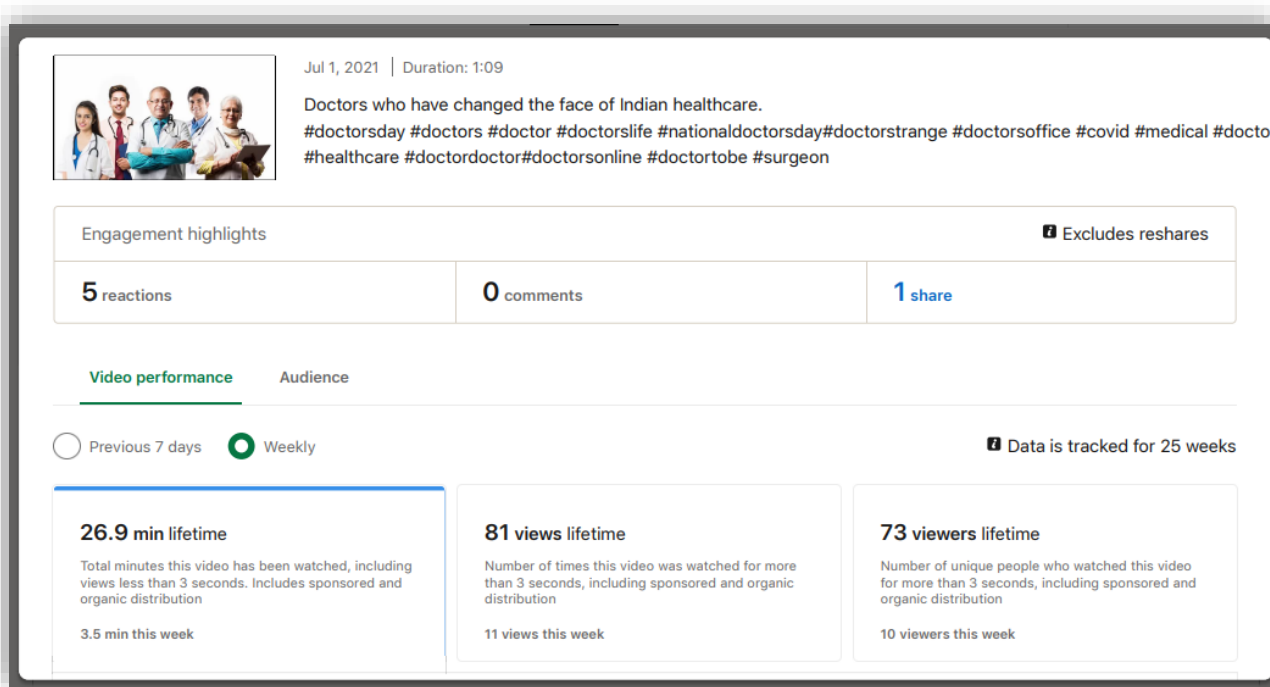
Social Media platforms used for Digital Marketing

1. Email Marketing
2. LinkedIn Marketing
3. Facebook Marketing



DATA ANALYSIS OF SOCIAL MEDIA POSTS

Analysis of LinkedIn post



Your post posted on June 22, 2021



11 reactions

2 people from GHC Drugs and Pharmaceuticals Private Limited viewed your post

IIHMR University 3

SUN PHARMA 3

Micro Labs Limited 3

Pharmaceutical Company 2

Cipla 2

Shah TC 2

IPGA Student Forum 2

Indian Immunologicals Limited 2

38 people who have the title Business Owner viewed your post

Salesperson 34

Student 19

Business Development Specialist 14

Executive Director 11

Marketing Specialist 11

Export Sales Specialist 5

Business Strategist 5

32 people viewed your post from Mumbai Area, India

Ahmedabad Area, India 21

Hyderabad Area, India 21

New Delhi Area, India 14

Surat Area, India 7

Bengaluru Area, India 6

Vadodara Area, India 5

Chennai Area, India 5

Indore Area, India 4



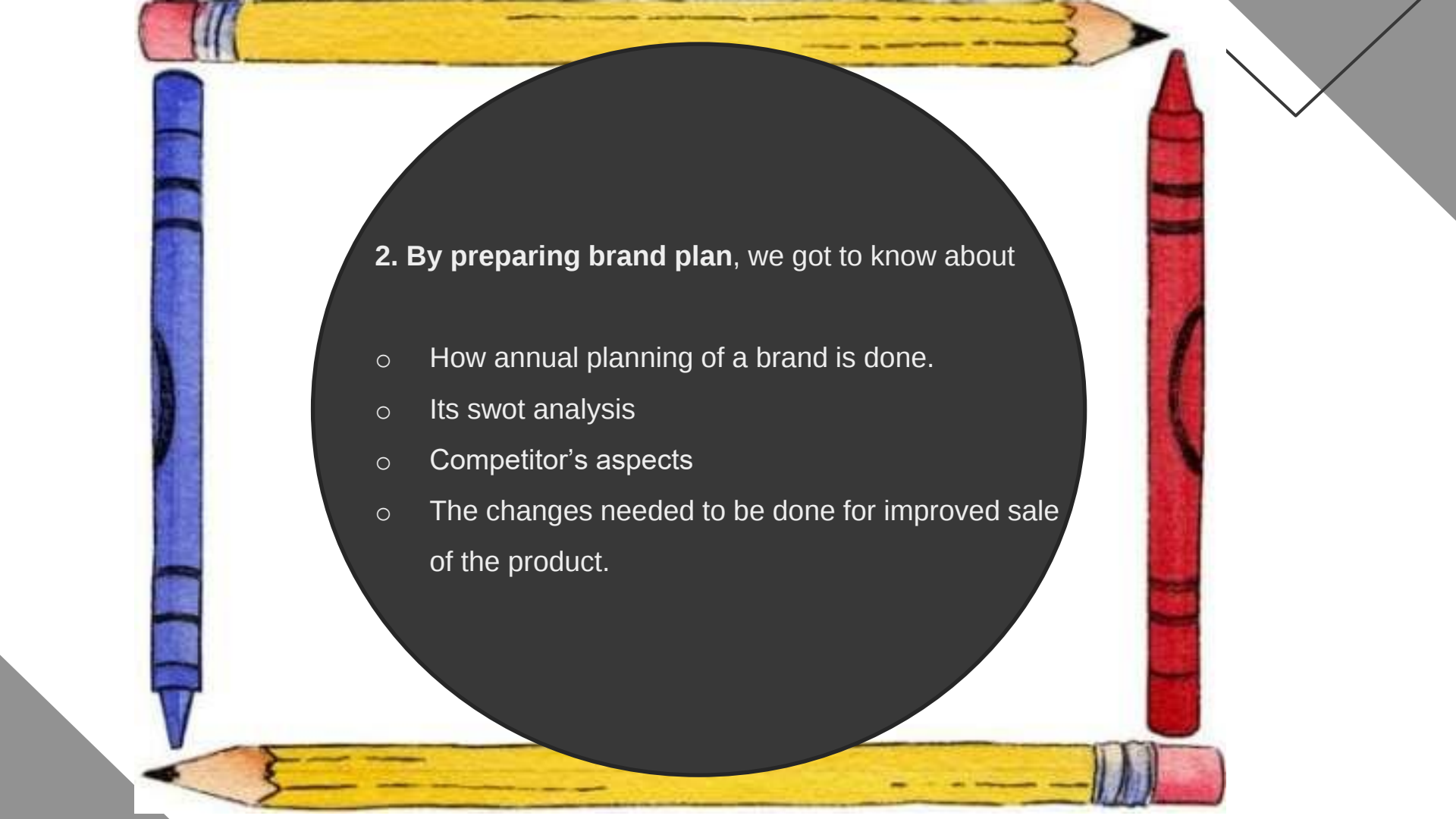
CONCLUSIVE LEARNING

1. **Performing field work**
2. **Preparing brand plan**
3. **Preparing digital marketing strategies**

1. By performing field work, we got to know about

- Salesforce structure
- Detailing of the product
- Current market analysis by keeping our product in mind
- Competitor's analysis
- Communication aspects while detailing process of demand
- Supply of the product in detail.



A decorative border of four colored pencils (yellow, blue, red, and yellow) surrounds a central dark gray circle. The pencils are oriented vertically and horizontally, with their tips pointing towards the center. The central circle contains text.

2. By preparing brand plan, we got to know about

- How annual planning of a brand is done.
- Its swot analysis
- Competitor's aspects
- The changes needed to be done for improved sale of the product.



3. By preparing digital marketing strategies, we learnt various key points of digital marketing.

- Content creation
- Social media handling
- Marketing using different social media like Facebook, email, LinkedIn etc and strategies which should be implemented for successful digital marketing.

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Annexure

Visited physicians with our area manager, marketing head and medical representative.

Details of the visit are given below

Sr. No.	Area Manager	STATE	Doctor Name	Speciality	Area
1	Rahul Patil	MAHARASHTRA	AARTI SURANA IDS	GENERAL PHYSICIAN	NASHIK
2	Rahul Patil	MAHARASHTRA	ABHIJEET M CHAUDHARI	PEDIATRICIAN	NASIK ROAD
3	Rahul Patil	MAHARASHTRA	TUSHAR P BHOGE	GENERAL PHYSICIAN	NASIK ROAD
4	Rahul Patil	MAHARASHTRA	BHUSHAN SALUNKE	PEDIATRICIAN	SINNAR
5	Rahul Patil	MAHARASHTRA	JITEN KSHATRIYA	PEDIATRICIAN	SINNAR
6	Rahul Patil	MAHARASHTRA	SANJAY S NATHE	GENERAL PHYSICIAN	NASIK ROAD
7	Rahul Patil	MAHARASHTRA	PRAMOD PATIL	GENERAL PHYSICIAN	NASIK ROAD
8	Rahul Patil	MAHARASHTRA	DEEPAK AVHAD	PEDIATRICIAN	SINNAR
9	Rahul Patil	MAHARASHTRA	MILLIND GANGURDE	PEDIATRICIAN	NASHIK
10	Rahul Patil	MAHARASHTRA	SUJIT GANGADHAR PHADKE	PEDIATRICIAN	NASHIK
11	Rahul Patil	MAHARASHTRA	YOGESH ARUN PATIL	PEDIATRICIAN	NASHIK
12	Rahul Patil	MAHARASHTRA	RAVINDRA SONAWANE	PEDIATRICIAN	NASHIK
13	Rahul Patil	MAHARASHTRA	SAGAR V SONAWANE	PEDIATRICIAN	NASHIK
14	Rahul Patil	MAHARASHTRA	MILIND BADRINARYAN BHARADIA	PEDIATRICIAN	NASHIK
15	Rahul Patil	MAHARASHTRA	JAYANT RANDHIVE	PEDIATRICIAN	NASHIK
16	Rahul Patil	MAHARASHTRA	SANGITA LODHA	PEDIATRICIAN	NASHIK
17	Rahul Patil	MAHARASHTRA	SURESH AHER	GENERAL PHYSICIAN	NASIK ROAD
18	Rahul Patil	MAHARASHTRA	SANJAY S MHASKE	GENERAL PHYSICIAN	NASIK ROAD
19	Rahul Patil	MAHARASHTRA	ASHOK NIRGUDE	GENERAL PHYSICIAN	NASIK ROAD

21	Rahul Patil	MAHARASHTRA	HARSHAD ADHAV IDS	ORTHOPAEDIC	NASHIK
22	Rahul Patil	MAHARASHTRA	VIJAY KAKATKAR IST	ORTHOPAEDIC	NASHIK
23	Rahul Patil	MAHARASHTRA	RAVINDRANATH GAIKWAD IDS	ORTHOPAEDIC	NASIK ROAD
24	Rahul Patil	MAHARASHTRA	VIJAY NEMADE IDS	ORTHOPAEDIC	NASHIK
25	Rahul Patil	MAHARASHTRA	KEDAR MALWATKAR	PEDIATRICIAN	NASHIK
26	Rahul Patil	MAHARASHTRA	ROHAN SHAH	PEDIATRICIAN	NASHIK
27	Rahul Patil	MAHARASHTRA	KRUSHNA GORE	PEDIATRICIAN	NASHIK
28	Rahul Patil	MAHARASHTRA	YOGESH V HANODE	PEDIATRICIAN	SINNAR
29	Rahul Patil	MAHARASHTRA	ARTI V SURANA	GENERAL PHYSICIAN	NASIK ROAD
30	Rahul Patil	MAHARASHTRA	MANJU K GUPTA	PEDIATRICIAN	NASIK ROAD
31	Rahul Patil	MAHARASHTRA	NITIN S MEHKARKAR	PEDIATRICIAN	NASHIK
32	Rahul Patil	MAHARASHTRA	MANISH DEORE	PEDIATRICIAN	NASHIK
33	Rahul Patil	MAHARASHTRA	RAHUL PATIL	PEDIATRICIAN	NASHIK
34	Rahul Patil	MAHARASHTRA	C G LAKARIYA	GENERAL PHYSICIAN	BHAGUR
35	Rahul Patil	MAHARASHTRA	SANJAY WADEKAR	GENERAL PHYSICIAN	NASHIK
36	Rahul Patil	MAHARASHTRA	VISHNU . DHADHWAD	PEDIATRICIAN	SINNAR
37	Rahul Patil	MAHARASHTRA	NITIN BIRLA	PEDIATRICIAN	NASHIK
38	Rahul Patil	MAHARASHTRA	ANUPAMA ATUL DAHALE	PEDIATRICIAN	NASHIK
39	Rahul Patil	MAHARASHTRA	ANIKET K GANGURDE	CONSULTING PHYSICIAN	NASHIK
40	Rahul Patil	MAHARASHTRA	RAKESH PATIL IDS	CONSULTING PHYSICIAN	NASIK ROAD

41	Rahul Patil	MAHARASHTRA	ABHIJIT SADGIR IDS	CONSULTING PHYSICIAN	SINNAR
42	Rahul Patil	MAHARASHTRA	KUNAL NIKAM IDS	CONSULTING PHYSICIAN	NASHIK
43	Rahul Patil	MAHARASHTRA	JITENDRA VISHNU KODILKAR	CONSULTING PHYSICIAN	NASHIK
44	Rahul Patil	MAHARASHTRA	JITENDRA VISHNU KODILKAR IDS	CONSULTING PHYSICIAN	NASHIK
45	Rahul Patil	MAHARASHTRA	VIJAY SURANA IST	CONSULTING PHYSICIAN	NASIK ROAD
46	Rahul Patil	MAHARASHTRA	RAVINDRA CHAVAN IDS	ORTHOPAEDIC	NASHIK
47	Rahul Patil	MAHARASHTRA	JAYESH DHAKE IDS	ORTHOPAEDIC	NASHIK
48	Rahul Patil	MAHARASHTRA	SHRIKANT BHADANGE	PEDIATRICIAN	SINNAR
49	Rahul Patil	MAHARASHTRA	ANAND D NAGARE	PEDIATRICIAN	SINNAR
50	Rahul Patil	MAHARASHTRA	KUNAL NIKAM IDS	CONSULTING PHYSICIAN	NASHIK
51	Rahul Patil	MAHARASHTRA	JITENDRA VISHNU KODILKAR	CONSULTING PHYSICIAN	NASHIK
52	Rahul Patil	MAHARASHTRA	JITENDRA VISHNU KODILKAR IDS	CONSULTING PHYSICIAN	NASHIK
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55	Rahul Patil	MAHARASHTRA	JAYESH DHAKE IDS	ORTHOPAEDIC	NASHIK
56	Rahul Patil	MAHARASHTRA	SHRIKANT BHADANGE	PEDIATRICIAN	SINNAR
57	Rahul Patil	MAHARASHTRA	ANAND D NAGARE	PEDIATRICIAN	SINNAR
58	Rahul Patil	MAHARASHTRA	AMIT VIJAY DESHMUKH	PEDIATRICIAN	NASIK ROAD
59	Rahul Patil	MAHARASHTRA	HANUMANT SHRIRANG GIRI	E.N.T.	SINNAR
60	Rahul Patil	MAHARASHTRA	NARENDRA BAGUL	PEDIATRICIAN	NASHIK
61	Rahul Patil	MAHARASHTRA	ABHIJEET NAIK	PEDIATRICIAN	NASHIK
62	Rahul Patil	MAHARASHTRA	ABHIJIT NAIK	PEDIATRICIAN	NASHIK
63	Rahul Patil	MAHARASHTRA	KUNAL NIKAM IDS	CONSULTING PHYSICIAN	NASHIK
64	Rahul Patil	MAHARASHTRA	ROHAN SHAH	PEDIATRICIAN	NASHIK
65	Rahul Patil	MAHARASHTRA	KRUSHNA GORE	PEDIATRICIAN	NASHIK
66	Rahul Patil	MAHARASHTRA	YOGESH V HANODE	PEDIATRICIAN	SINNAR
67	Rahul Patil	MAHARASHTRA	ARTI V SURANA	GENERAL PHYSICIAN	NASIK ROAD
68	Rahul Patil	MAHARASHTRA	MANJU K GUPTA	PEDIATRICIAN	NASIK ROAD
69	Rahul Patil	MAHARASHTRA	NITIN S MEHKARKAR	PEDIATRICIAN	NASHIK
70	Rahul Patil	MAHARASHTRA	MANISH DEORE	PEDIATRICIAN	NASHIK
71	Rahul Patil	MAHARASHTRA	RAHUL PATIL	PEDIATRICIAN	NASHIK

Thank You!

