

**Summer Training
At
MICROLABS**

From Date

10th May 2021 to 29th June 2021

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**MBA in Pharmaceutical Management
2020-22**

ACKNOWLEDGMENT

The internship opportunity I had with MICROLABS with my mentor who is affable and amiable personality **Sir Tavinder Jit Singh** and as well as our honorable faculty and guide **Sir Sandeep Narula** was a great chance for learning and professional development, also I would extend a heartfelt thanks to my mentor **Mr. Rahul Sharma whose guidance helped me for the accomplishment of internship.** Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who guided me through this internship period.

OBSERVATIONAL LEARNINGS:

ORGANIZATION PROFILE

Micro Labs Limited is a multi-faceted healthcare organization with a proficient marketing team, state-of-the-art manufacturing facilities and R&D centres that are at par with international standards. All this, robustly backed by a strong distribution network and path-breaking research work has placed us amongst India's fast growing transnational healthcare organizations.

The company is also at the forefront in social contribution, striving to be a model corporate citizen in terms of Environmental Protection & Social Initiatives with significant contributions in the areas of education and health. Micro Labs is poised to achieve unparalleled status in the global pharmaceutical industry. Backed by a profound and resolute vision.

Vision

Our vision is built around a desire to being not just the best, but a leader in the development, manufacture and sales of premium pharmaceutical products. We wish to raise the flag of Micro Labs in India as well as abroad. Micro Labs is dedicated to manufacturing medicine of the highest standard and market it at affordable prices across the globe.

Aspirations

To become an organization answering to the highest standards of professionalism, Micro Labs aspires to deliver value through high quality pharmaceutical products and

MODE OF DATA COLLECTION

Data has been collected via online searching,from going through hundred of websites in details and also through reading some research papers.

Since the fatal covid 19 was at its peak so no data was collected from going in field,

GENERAL FINDINGS ON LEARNING

I was provided with the opportunity with the 2 months of internship in which I learnt really unremarkable and useful things .The department allotted to me was International Marketing.

I learnt about various topics and my knowledge was really expanded as I learnt about

The hematinic

Prevalence of Hematinic

Presented how my brand Hemohike is better than others hematinic

PESTLE of Hematinic

Learnt how to give brand name

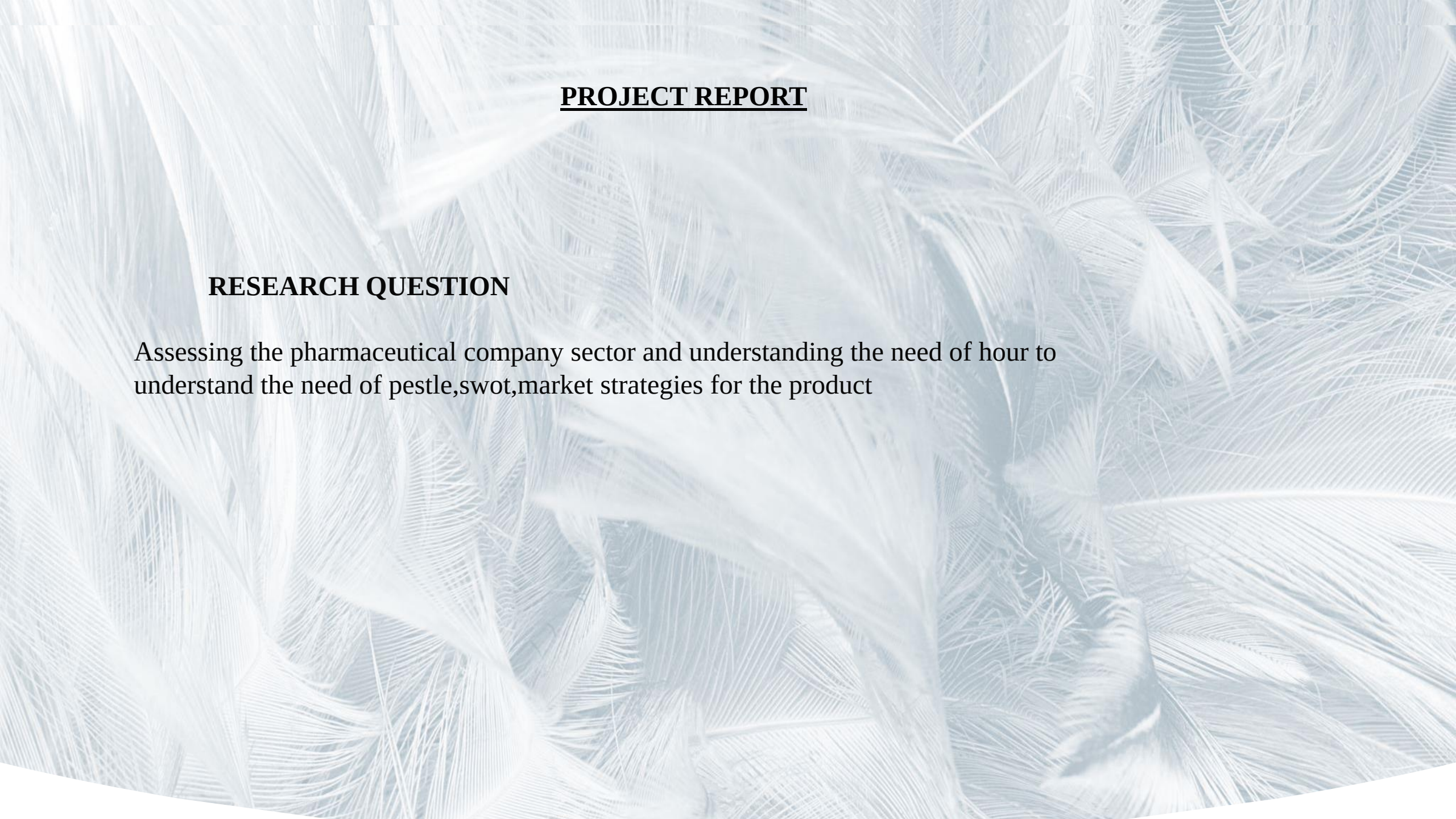
Learnt about Trade mark

Learnt to make leave behind literature

Learnt Market Strategies

OBJECTIVE

- 1.To learn about the need of hematonic
- 2.To learn the need of SWOT analysis
- 3.To learn the need of PESTLE analysis
- 4.To learn how to make the leave behind literature
- 5.To learn how to make market strategies
- 6.To learn how to give brand names
- 7.To learn about the trademark
- 8.TO learn about demographic analysis
- 9.Learnt about the unique selling point of product



PROJECT REPORT

RESEARCH QUESTION

Assessing the pharmaceutical company sector and understanding the need of hour to understand the need of pestle,swot,market strategies for the product

About HEMOHIKE

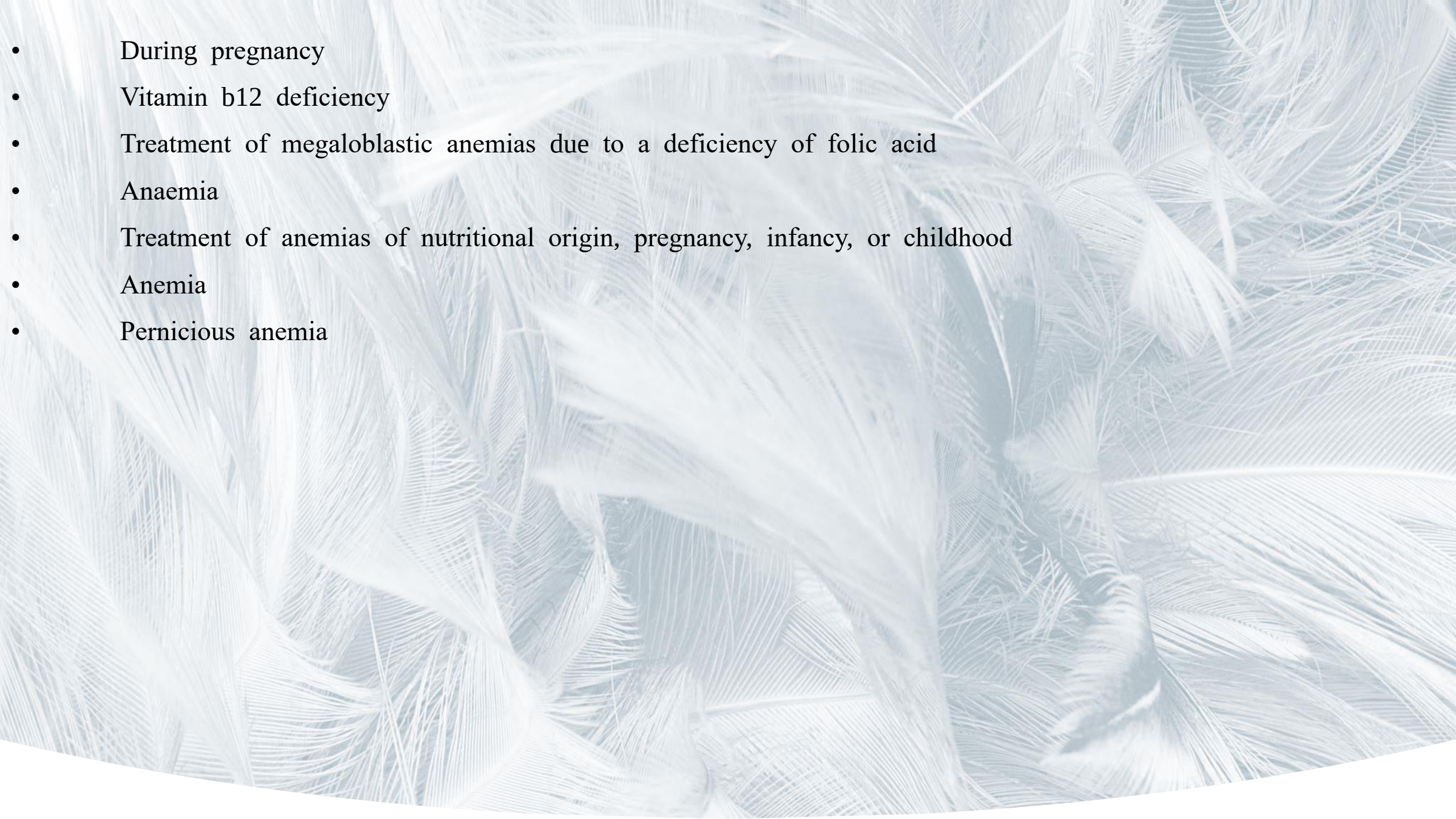
Hemohike contains 300mg of Ferrous fumarate, 1.5mg Folic acid and 15mg Vitamin B12.

Hemohike is a form of iron that improves energy in the body. Iron transports oxygen throughout the body and maintains red blood cells, thus making an individual feel energetic and preventing anemia. Folic acid is essential to numerous bodily functions ranging from nucleotide biosynthesis to the remethylation of homocysteine. It is especially important during periods of rapid cell division and growth. Both children and adults require folic acid to produce healthy red blood cells and prevent anemia. Vitamin B12 will help with producing healthier blood cells not impacted by anemia.

Hemohike is a haematinic and can be used during pregnancy or while in convalescence. Hemohike tablet helps with restoring iron stores in the body and is particularly effective for adolescent children and the elderly. It also helps with blood loss during surgery.

Uses

Hemohike Tablet is used for the treatment, control, prevention, & improvement of the following diseases, conditions and symptoms:

- 
- During pregnancy
 - Vitamin b12 deficiency
 - Treatment of megaloblastic anemias due to a deficiency of folic acid
 - Anaemia
 - Treatment of anemias of nutritional origin, pregnancy, infancy, or childhood
 - Anemia
 - Pernicious anemia

DEFINITION

Hematinics are substances that are essential to the proper formation of the components of blood. Examples of hematinics include folic acid, vitamin B12, and iron. In addition, vitamin D, which helps maintain the health of bones—the reservoirs of new blood cells—may also have a role in protecting hemoglobin and in stimulating the formation of new blood cells.

COMPOSITION OF HEMATINIC

1.Folic acid

Folic acid (pteroylglutamic acid) is necessary for the synthesis of nucleic acids and for cell replication. Folic acid deficiency results in an impaired maturation of red blood cells (erythrocytes). Foliates are synthesized by bacteria and plants and are hydrolyzed to folic acid in the intestine. Milk and fruit are the main sources of folic acid, providing on average 500 micrograms daily. Folic acid is stored in the liver.

2.Vitamin B12

Vitamin B12, also called cobalamin because it contains cobalt, is essential to the formation of blood cells. It is a coenzyme that assists the enzymes responsible for moving folate into the cell interior. Vitamin B12 is a product of bacterial metabolism. Although bacteria in the colon also produce vitamin B12, it cannot be absorbed at that site. Vitamin B12 occurs in a bound form in food and is liberated by proteolytic activity in the stomach and small intestine.

It then binds with intrinsic factor (IF), a glycoprotein produced by the same parietal cells that form hydrochloric acid. Intrinsic factor is essential to transport, and the B12 protein complex, known as transcobalamin II, is necessary to transfer the vitamin from the intestine to the rest of the body. Once the IF is attached, further proteolytic digestion of the bound vitamin is prevented. Absorption is confined to the distal 100 cm of ileum, especially the last 20 cm, where the complex binds to receptors in the brush border of the enterocytes. The process is slow; it takes three hours from its presentation in food to its appearance in the peripheral blood via the enterohepatic circulation and hepatic veins. The daily requirement of vitamin B12 is one microgram. Vitamin B12 is stored primarily in the liver

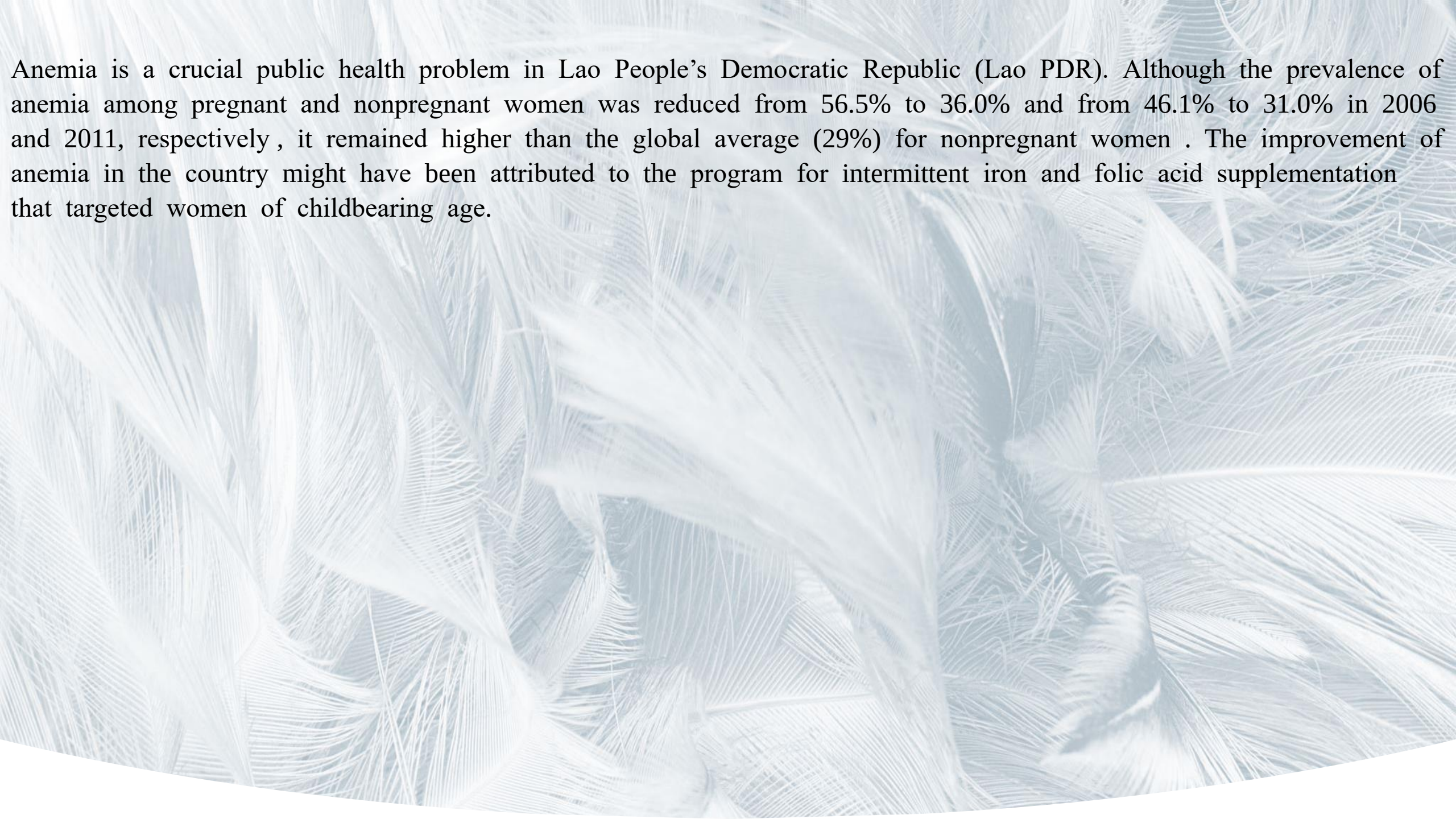
3.Iron

Iron is necessary for the synthesis of hemoglobin, the oxygen-carrying compound of the red blood cells. It also has an important role as a cofactor in intracellular metabolism. The main dietary sources are meat, eggs, nuts, and seeds. The average daily diet contains approximately 20 mg of iron; humans are unable to excrete iron that has been absorbed in excess of the daily requirement of 1 mg.

ABOUT ANEMIA AND ITS PREVALENCE

Anemia is a condition of red blood cells insufficient to meet the body's physiological demands. According to the World Health Organization (WHO), the threshold hemoglobin (Hb) level for anemia is less than 120 g/l for nonpregnant women and 110 g/l for pregnant women aged 15 years and above . Anemia is a global public health problem, with major consequences for human health as well as adverse impacts on social and economic development [2]. The WHO estimates two billion anemic persons and anemia is responsible for one million deaths a year, and about three-quarters of cases occur in Africa and Southeast Asia . The global prevalence of anemia in pregnant and nonpregnant women was 38% and 29%, respectively, in 2011, translated to about half a million anemic nonpregnant women and 32 million anemic pregnant women. Worldwide, 50% of anemia cases are caused by iron deficiency, and other important causes, including infections, nutritional deficiencies, and genetic conditions .

Several studies had found various factors associated to increase the risk of developing anemia in women of reproductive age (WRA) such as consumption of wells water as the sources of drinking water, having permanent sterilization, living in small and medium-sized cities, aged between 30–39 years, no or occasional smoking, spring and winter seasons, ethnicity, and having low education level. Moreover, older age, limited knowledge of anemia, pregnancy during the second and third trimesters, multiparity, and experience of abortions were more likely reasons of anemia in pregnant women and lactating women .

The background of the slide is a light blue-tinted photograph of numerous palm fronds. The fronds are long, feathery, and layered, creating a dense, textured pattern that fills the entire background. The lighting is soft, and the overall color palette is a range of light blues and whites.

Anemia is a crucial public health problem in Lao People's Democratic Republic (Lao PDR). Although the prevalence of anemia among pregnant and nonpregnant women was reduced from 56.5% to 36.0% and from 46.1% to 31.0% in 2006 and 2011, respectively, it remained higher than the global average (29%) for nonpregnant women. The improvement of anemia in the country might have been attributed to the program for intermittent iron and folic acid supplementation that targeted women of childbearing age.

A TABLE DEMONSTRATING ABOUT PREVALENCE OF ANEMIA

Study on Population and Prevalence of Anemia (WRA=WOMEN OF REPRODUCTIVE AGE)
A total of 12,519 WRA 15–49 years were included in this study. The mean age of the participant was 30.1 (±9.76) years. Around 35.1% of women had primary education and were living in the richest households (23.2%), with more than 6 people (24.5%). More than half of the women were Lao-Tai (65.1%), were married (73%), resided in rural with road area (57%), and had improved source of drinking water (85.9%) and improved sanitation facility (77.9%)

Population group	Prevalence of anaemia		Population affected	
	Percent	95% CI	Number (millions)	95% CI
Preschool-age children	47.4	45.7-49.1	293	283-303
School-age children	25.4	19.9-30.9	305	238-371
Pregnant women	41.8	39.9-43.8	56	54-59
Non-pregnant women	30.2	28.7-31.6	468	446-491
Men	12.7	8.6-16.9	260	175-345
Elderly	23.9	18.3-29.4	164	126-202
Total population	24.8	22.9-26.7	1620	1500-1740

(HEMOHIKE TABLET VS OTHER HEMATINIC(DOSAGE FORM= TABLET))

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Being in the form of Tablet dosage form makes it economically affordable as compared to other dosage forms like capsules,liquid

Due to the lowest cost,profit Hemohike is attracting more and more customers which would ultimately eventually keep the organisation with the profit

Due to the lowest cost ,its availability is generally observed in all medical and Drugs stores which are adhering it in overcoming other hematinic companies

Hemohike also plays a great role in neuro marketing by attracting customers mind with a great and attractive packing

Its Tag line-We CARE FOR YOU,is creating an emotional connection and trust amongst all the customers

Hemohike provides a 30 percent discount to all consumers who are suffering from chronic Anemia disease

It also provides a Discount for old customers with 25 percent,which makes it a one-sided invincible winner of the hematinic world

BRAND NAME AND TRADEMARKS

For running any business or organization their products or services should be of utmost quality keeping other things aside. These products or services are known in commerce by their names. These names are called brand names and these are assigned by the owner or innovator or researcher or sponsor of that product or service depending on the type of products and various parameters. Though company introduces the brand in commerce but after its (brand's) establishment, brand becomes the identity of company. Brand names are the most important attribute of a product after its quality and packing from end user's (customer) point of view.

WHAT DO YOU UNDERSTAND BY BRAND NAME ?

A brand is a name, term, design symbol or any other stuff which is viewable and differentiates that stuff from other company's product or services. A brand is a trust imposed by its users in that product or service. This faith in the brand is accumulated over the years while using the same product again and again by the end user. A brand helps the consumers to identify and purchase a brand because of its quality and ability to satisfy the customers in a desired way. This basic principle also applies to pharmaceutical brands. In this case the customers are the patients who resort to medicines recommended by physicians.

A persuading and powerful brand name deliver immediate, direct benefits in terms of sales and consumer loyalty, as well as indirect competitive advantages when raising capital or offering shares of stock to the public.

TRADEMARK

A trademark (also written trademark or trademark) is a type of intellectual property consisting of a recognizable sign, design, or expression which identifies products or services of a particular source from those of others, although trademarks used to identify services are usually called service marks.[4][5] The trademark owner can be an individual, business organization, or any legal entity. A trademark may be located on a package, a label, a voucher, or on the product itself. For the sake of corporate identity, trademarks are often displayed on company buildings. It is legally recognized as a type of intellectual property.

USE OF TRADEMARK

A trademark identifies the brand owner of a particular product or service. Trademarks can be used by others under licensing agreements; for example, Bully land obtained a license to produce Smurf figurines; the Lego Group purchased a license from Lucasfilm to be allowed to launch Lego Star Wars; TT Toys is a manufacturer of licensed ride-on replica cars for children.[6] The unauthorized usage of trademarks by producing and trading counterfeit consumer goods is known as brand piracy.

The owner of a trademark may pursue legal action against trademark infringement. Most countries require formal registration of a trademark as a precondition for pursuing this type of action. The United States, Canada, and other countries also recognize common law trademark rights, which means action can be taken to protect any unregistered trademark if it is in use. Still, common law trademarks offer to the holder, in general, less legal protection than registered trademarks.

Leave Behind Literature



- Increased renal and nonrenal erythropoietin production
- Increased red cell survival
- Enhanced sensitivity of erythroid precursors to erythropoietin.



Helps to produce red blood cells

Treat or prevent low blood levels of iron

Prevents Anaemia

DIGITAL MARKETING STRATEGY

1. Don't Neglect Your Social Media Presence

Remember that content is crucial for attracting the attention of your prospects. Content is what drives engagements, so make sure that you strike the right balance between being overly promotional and publishing content that the viewer wants to see. As one of the newer pharmaceutical marketing tactics to be used by drug manufacturers, social media is often used to get attention online. Because many physicians use social media to market their practices, there is a high chance they will be checking social media. Patients also get information online about treatments for their health conditions, so be sure to address both audiences in your drug's social media campaigns.

2. Be Sure To Build Relationships

Having good relationships with physicians is a key aspect of being a successful pharmaceutical marketer. The reason is that physicians want to prescribe pharmaceutical products from sales reps that they know and trust. Physicians feel a sense of responsibility to their patients.

3. Offer Free Samples

Physicians who receive free samples of a product are more likely to prescribe it. They are able to hand these out directly to their patients who will be able to try your product for free without risk. This is one of the more traditional methods of

DIGITAL MARKETING STRATEGY

Reach Physicians Through Online Communities

One often-overlooked tactic is to reach physicians via online communities. Because physicians are early adopters of technology, they are always looking for new ways to connect with other professionals. These communities are the perfect place to reach these physicians directly. You can have conversations with physicians and patients alike to learn more about what they are looking to hear.

Create Visual Aids For Physicians

Remember that there is value in having visual aids for physicians to use in their offices. If you have an attractive educational poster, you will be able to have something of value that you can present to physicians' offices. Potential customers will see the value that you can provide and will want to connect with you.

Participate in Conferences and Events

Physicians always want to learn more about their field. One place where you can reach these individuals is at a professional conference. This is a great chance for you to interact with physicians

UNIQUE SELLING POINT OF HEMOHIKE

A unique selling point (USP), also called a unique selling proposition, is the essence of what makes your product or service better than competitors. In online marketing, communicating your USP clearly and quickly is one of the keys to getting potential customers to convert on your site.

Why Is A Unique Selling Point Important?

A unique selling point defines your company's unique position in the marketplace, getting at the heart of your business: the value you offer and the problem you solve. A strong USP clearly articulates a specific benefit – one that other competitors don't offer – that makes you stand out.

If all the products appear to be the same, your prospective customers won't know which one is right for them. Being clear about your unique selling proposition helps them differentiate between the variety of choices available to them. It is a crucial part of effective selling, especially online where consumers have so many options.

1) Due to the lowest cost ,its availability is generally observed in all medical and Drugs stores which are adhering it in overcoming other hematinic companies

2)Its customer compatibility with least side effect in consumers are showing unremarkable results

3)Hemohike also plays a great role in neuromarketing by attracting customers minds with a great and attractive packing

4)Its Tag line-We CARE FOR YOU,is creating an emotional connection and trust amongst all the customers

5)Hemohike provides a 30 percent discount to all consumers who are suffering from chronic Anemia disease

6)It also provides Discount for old customers with 25 percent,which makes it a one-sided invincible winner of hematinic world.

GENDER	FEMALE	MALE
	42%	30%

MENSTRUATING	LACTATING	PREGNANT
52%	34%	67%

AGE	<5 YEAR	5-15 YEARS	15-59 YEARS	>60 YEARS
	39%	48%	72%	45%

DWELLERS	URBAN	RURAL
	47%	53%