

Summer Training Report

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Introduction

- **Title of the project:** To prepare Sales and Marketing strategies for pharmaceutical products.
- **Organisation profile:** Atisa life sciences is a Non-govt company which deals with onco segment providing Anti-Cancer drugs.
- Established in Hyderabad as its main base and operates its functions globally.

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- Atisa Life sciences strives to provide a better quality of life by innovating, discovering, developing and manufacturing world-class oncology drugs. They aim to transform and ease medical care for people with life-threatening diseases such as cancer, by prioritizing our core capabilities.
- Atisa expanded its business operations in North India too.

Overview

- Preparing Marketing and Sales strategies for Injection and Tablets in a different manner that it suits to the present scenario.
- Positioning of product and generating prescriptions helped us to distinguish them in a unique way that it benefits patients as well as organisation.
- Disease Management is very empirical to analyse and learn with the benefits to use the learned strategies effectively and efficiently in the future.

Objectives

- To prepare brand remainders Inj Bortizomib, Inj Temolzoomide, and Cap Abiraterone Acetate.
- To understand the market and align new Strategy according to it.
- How to position the products: Inj Bortizomib, Inj Temozolomide, and Cap Abiraterone Acetate to several brand leaders.
- How to generate Prescriptions from Doctors in all levels ?
- Understanding Disease Management.

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- To design strategies where the Patients will get benefits financially when they will be treated with oncology products.
- To design strategies where the Customers will get benefits when they will treat with oncology products
- To what benefit the sales person will get if the oncology products will sale?

Methodology

- The data was collected from various sources by collecting the no of possible ways that a product can excel the market.
- From published journals, articles, literature reviews, tracking apps, and empirical studies.
- By searching the key terms related to **Sales and Marketing** to understand its performance on onco drugs.

Learnings

- During my internship, I learned time management and planning skills and meeting the goals every single day.
- Working in a team, coordinating with office colleagues virtually seeking guidance and completing the task before a given timeline.
- Learned to take initiative and always be curious to learn and understand new things.
- Learned how to be stable in the market by sustaining strongly even during these pandemic times. However suggested some plans to improve the growth of the company.
- Attended webinars hosted by the industry experts , how one should change from product specific to Customer-Specific. Dealt with several issues and concerns raised by others.

Observations

- Traditional techniques may give or may not give appropriate result during this tough times. Marketing and Sales strategies should be changed according to times as any competitor may change or consume the entire industry.
- Market potential depends on the stages of severity, grade of individual cancer and affordability of the patients.

Conclusion

- I have worked as a Management Trainee in Atisa Life Sciences.. I have worked with Sales team and learnt about mapping and developing strategies that helps both customers and organisations. Along with that, in an ongoing research project of **“Price Impact of API after Covid”** . These projects helped me to understand the work ethics and the working system of a developmental organization. It took little time to understand the organization's culture. Hesitation in asking questions, competitive Co-Interns, issues with network connections were some of the challenges I faced.
- I have learned to take initiative and curiosity to learn and understand new things. Being responsible, adaptable, and curious were some of the key learnings. Sometimes working with unexpected tasks was challenging. It also allowed me to find out my strengths and weaknesses. This helped me to define what skills and knowledge I should improve in the coming time. This experience has been quite good and helped me where I stand and how can I improve myself. Needless to say, the technical aspects of the work I've done are not flawless and could be improved provided enough time.

Report on Online Course

- **Name of the course:** Marketing using digital tools in the Digital World.
- **Course Description:** It is an interactive course on marketing from that has 24 modules to explore, which are all created by Mckeesarak trainers with full of practical exercises and live examples to turn the knowledge into action.

Objectives of the course

- It is a 40-hour course that aims at developing an overall understanding of digital tools , mainly web analytics, SemRush, Hubspots , Creating New Domains and marketing through search engines, search engine optimization, mobile marketing, email marketing and other strategic techniques.

Learning methodology

- The course has video lectures with practical examples and assignment questions at the end of every topic and every module.
- It also has examples to solve after every topic.
- At the end of the course it also has an exam.

Key learnings

- Had a clear view of using Digital Tools.
- Have a mission statement and to understand the USP of the business.
- Start small and can grow sooner and you do not need to spend lots on digital marketing.
- SEO- Learn and understand gets you a higher ranking in search engine results.
- SEM- learn and creating Domains can make understand how to pick longer tail, and suitable competitive keywords to target and make stand above competitors.

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- Digital tools marketing focuses on improving test results and making work simpler.
- Digital Tools helps us make easier to perform marketing actions quicker.
- Creating of Domains to improve the product or service.
- Usage of analytics to assess, test, and then improving digital marketing efforts by interpreting the analytics.

Thank you