

INTERNSHIP REPORT



Company: Mectec Pharmaceuticals Pvt. Ltd.

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Roll No.: 0474/2023-25

Program: MBA (Pharmaceutical Management)

Duration: March 10 – May 31, 2025

Submitted to: IIHMR University, Jaipur

DECLARATION

I hereby declare that this report titled 'Internship Report at Mectec Pharmaceuticals Pvt. Ltd.' is the outcome of my own work and the information provided in this document is true to the best of my knowledge. This work has not been submitted elsewhere for any degree or diploma.

Akshat Geete

Roll No.: 0474/2023-25

ACKNOWLEDGEMENT

I express my sincere gratitude to Mectec Pharmaceuticals Pvt. Ltd. for giving me the opportunity to undertake a internship in their organization. I am particularly thankful to my industry mentor and the field team for their continuous support and guidance throughout the internship period. I also extend my heartfelt thanks to my faculty mentor Ashok Peepliwal Sir and placement cell of IIHMR University, Jaipur, for their constant encouragement and facilitation.

EXECUTIVE SUMMARY

This report outlines my internship experience at Mectec Pharmaceuticals Pvt. Ltd., Indore, from March 10 to May 31, 2025. As a Sales Executive Intern, I was responsible for engaging in field-based pharmaceutical sales activities, brand promotion, scientific detailing, and prescription generation. My core tasks included doctor segmentation, product detailing, sample distribution, competitor analysis, CRM tracking, and stockist interaction.

During the internship, I handled the entire product portfolio of Mectec, spanning across therapeutic categories such as orthopedics, antibiotics, nutraceuticals, appetite stimulants, pain management, and pediatric care. I visited 40+ doctors across Indore, Ujjain, Dewas, Sanawad, and Mhow, and helped generate new prescriptions and chemist orders. The internship enabled me to practically apply academic tools such as SWOT, BCG, CRM Funnel, and Market Mapping. This experience has significantly enhanced my understanding of pharmaceutical marketing and built my confidence in customer-facing roles.

COMPANY PROFILE

Mectec Pharmaceuticals Pvt. Ltd. is a mid-sized pharmaceutical company based in Indore, Madhya Pradesh. With over a decade of operational experience, Mectec focuses on ethical marketing practices and caters primarily to Tier-2 and semi-urban healthcare markets. The company has built a strong reputation among general practitioners, orthopedic surgeons, pediatricians, and other specialists across central India.

The organization's product portfolio spans multiple therapeutic segments including:

- Orthopedics: Macosteo, Rosyne
- Antibiotics: Moxtec LB, Ornitec
- Nutraceuticals: Glucomac, Villivita
- Appetite Stimulants: Ceepromac
- Pain Management: Enzotech SP, Mactepan DSR
- Pediatric Care: Bioninja, Ceepromac Syrup

Mectec operates through a field-force-led model with defined SWP (Standard Work Plans), CRM practices, and a growing distribution network in Indore, Dewas, Ujjain, and nearby towns. The company emphasizes relationship-building with physicians, sample-based engagement, and product trust to drive prescriptions.

Internship Objectives

- To understand real-world sales and marketing dynamics in the pharmaceutical industry.
- To engage in field-level doctor interaction, product detailing, and brand promotion.
- To study pricing structures, schemes, and competitor strategies.
- To observe and analyze CRM practices and MR planning cycles.

- To align academic learnings with real-time market strategy implementation.
- To contribute meaningfully to Mectec's prescription growth and branding efforts.

Scope of Work

As a Sales Executive Intern, my responsibilities were entirely field-based and covered the following:

- Geographical coverage: Indore, Rau, Mhow, Dewas, Ujjain, Sanawad, Barwah
- Products handled: Entire Mectec portfolio across orthopedics, antibiotics, pain relief, appetite stimulants, nutraceuticals, and pediatric medicines
- Doctors visited: Over 40 doctors across specialties including general physicians, pediatricians, gastroenterologists, and orthopedic surgeons
- Activities performed: Scientific detailing, LBL distribution, sample dropping, stockist coordination, prescription tracking, CRM data collection, feedback analysis, competitor observation

Activities Performed

During the internship period, I was actively engaged in on-field marketing and sales operations under the guidance of Mectec's Indore team. Key activities included:

- Segmentation and profiling of doctors into Tier A, B, and C based on prescribing volume
- Detailed brand presentations using Leave Behind Literatures (LBLs) for all Mectec products
- Scientific engagement through Mechanism of Action explanations and case-based detailing
- Distribution of product samples to doctors and tracking response on subsequent visits

- Competitor benchmarking by collecting MRP, PTR, and scheme data for similar products
- Field visits to chemists and stockists to ensure product availability and support order flow
- Feedback documentation to capture objections, usage patterns, and brand recall among prescribers
- Data collection for SWOT, CRM Funnel, and Brand Mapping required for my dissertation analysis

Academic Learnings Applied

This internship allowed me to apply multiple strategic and marketing frameworks learned during the two years of MBA (Pharmaceutical Management).

- SWOT Analysis was used to evaluate internal strengths and market threats for brands like Macosteo and Ceepromac.
- The BCG Matrix helped categorize the Mectec portfolio into Stars, Cash Cows, Question Marks, and Dogs.
- Ansoff Matrix was applied to suggest product/market growth strategies such as diversification in gynecology.
- CRM Funnel stages (Sampling → Trial → Repeat → Loyalty) were directly mapped in my field experience.
- Doctor Persona profiling was created to design targeted engagement plans for GPs vs Orthopedic surgeons.
- Market mapping and territory planning were conducted using CRM logic from academic field planning modules.
- The GE–McKinsey Matrix was implemented to guide brand investment focus based on therapy area attractiveness.

Key Outcomes & Orders Achieved

Over the course of my internship tenure at Mectec Pharmaceuticals, I was able to create measurable impact in both sales outcomes and strategic field observations, thanks to structured planning, CRM efforts, and clinical engagement. Some key deliverables include:

- **Macosteo** emerged as a strong performing brand in the orthopedic segment. I was able to convert 5+ **orthopedic surgeons and general physicians** who began trial prescriptions after scientific detailing and patient-based storytelling.
- **Ceepromac Syrup**, after detailed explanation of its appetite stimulation properties and post-viral fatigue benefit, gained acceptance among pediatricians and GPs. **Over 8 doctors** provided verbal or written feedback, and 3 of them placed repeat prescriptions within the internship period.
- **Glucomac**, as an energy supplement, was strategically pitched during summer OPD rounds and in camp awareness drives. I personally facilitated **4 chemist orders** by coordinating between field demand and stockist availability.
- **Enzotech SP**, being a pain-relief combination, was introduced in multiple surgical clinics. I achieved **successful recommendations from 3 orthopedic doctors**, particularly in trauma and post-surgical recovery.
- **Moxtec LB** gained recall in 2 new clinics that hadn't previously stocked Mectec antibiotics. Through consistent follow-up and sample-based detailing, I ensured they received trial packs and gave positive feedback.
- Additionally, **30+ doctors' feedback forms** were collected, reviewed, and coded as part of CRM Funnel analysis in my dissertation, helping track prescription funnel stages and MR performance gaps.

Challenges Faced

During the course of my internship, I encountered several practical field-level challenges that helped me grow and adapt as a pharmaceutical sales professional. Each challenge was addressed using logical planning, interpersonal skill, and academic knowledge.

1. Handling High-Volume OPDs (Limited Interaction Time)

Many doctors in busy areas like Cloth Market and Vijay Nagar had high OPD volumes, limiting the time available for product detailing.

Solution: I focused on 2-minute, high-impact detailing using infographics and MOA storytelling. I also pre-highlighted key benefits on the LBL to make the message clear even during quick visits. I scheduled follow-ups during low-OPD hours and shared WhatsApp-based LBLs post-visit for reinforcement.

2. Building Rapport with First-Time Doctors

Some doctors were unfamiliar with Mectec's brands and needed assurance before trial.

Solution: I used my academic understanding of positioning to connect Mectec products with patient outcomes (e.g., Macosteo for post-fracture calcium needs). I provided **trial samples**, followed up after 3–5 days, and shared positive case examples, which increased their trust and openness.

3. Addressing Chemist Stock Resistance

In some clinics, doctors were willing to prescribe but local chemists did not stock our products.

Solution: I proactively coordinated with the nearest stockists and chemists, explaining current schemes, margins, and product rotation potential. This built confidence, and I successfully facilitated order placements for **Glucomac and Ceepromac**.

4. Seasonal Coverage Issues (Heat & Travel Constraints)

High temperatures in late April and May made continuous fieldwork physically demanding, especially in semi-urban belts.

Solution: I optimized my route planning by clustering doctors in nearby zones and maintained hydration and time discipline. I also used **early morning OPD timings** to ensure maximum productivity.

5. Managing Multiple Brand Portfolios in a Day

Handling the complete Mectec portfolio across 10+ brands required efficient recall and message clarity.

Solution: I grouped brands by therapeutic segment for each visit (e.g., Orthopedic + Pain Management together) and created **cheat-sheets for LBL highlights**. This helped me structure my pitch efficiently and maintain engagement without overwhelming the doctor.

6. Real-Time Feedback Documentation

Capturing doctor feedback post-sample delivery and prescriptions was a challenge in high-paced field routines.

Solution: I developed a habit of recording notes after every visit, using short codes and forms. This allowed me to maintain CRM funnel data accurately, which was later analyzed in my dissertation.

Key Learnings

This internship gave me **firsthand exposure to the intersection of classroom knowledge and field dynamics**, and significantly shaped my personal and professional growth:

- I learned that **doctors respond not just to product quality, but to confidence, clarity, and consistency** in communication. A well-prepared MR with scientific reasoning always stands out.
- I developed strong **interpersonal and objection-handling skills**. Doctors often challenge your narrative, and it requires presence of mind, product confidence, and real-world examples to convince them.
- I learned that **sampling without follow-up is wasteful**. True CRM happens when you return to the doctor after prescription, track usage, and resolve questions with respect.
- Concepts like **BCG Matrix, CRM Funnel, SWOT, and Doctor Persona profiling** came to life during brand targeting decisions. These were not just academic tools — they shaped my daily strategy.
- I understood how **internal coordination with stockists and distributors** is just as important as customer engagement. Without ensuring backend support, even the best detailing goes unrewarded.
- Personally, I learned **discipline, resilience, and adaptability** — travelling alone, managing rejection, and maintaining performance even on low-response days.

Recommendations to Mectec Pharmaceuticals

Based on my field insights, product feedback, and strategic evaluation, I would like to propose the following **improvement strategies** for Mectec's future sales planning:

- **Revise and modernize LBLs** with evidence-backed claims, infographics, and QR links to MOA videos or product monographs.
- **Digitalize CRM operations** through app-based MR call logging, doctor feedback tracking, and real-time prescription follow-ups.
- **Expand scientific engagement initiatives** such as CME sponsorships, joint OPD camps, and branded awareness drives, especially for Macosteo and Enzotech.
- **Launch regional seasonal campaigns**, particularly for Glucomac (summer hydration drive) and Ceepromac (post-viral nutritional recovery).
- **Reposition Villivita and Bioninja** through digital LBLs, doctor webinars, and patient education cards to improve recall and repeat trials.
- **Improve scheme communication** at chemist and stockist levels through WhatsApp broadcasts and field partner training.
- **Expand coverage** into nearby towns like Barwah and Sanawad by recruiting zonal MRs or using current MR routing re-optimization.
- **Implement a structured CRM funnel dashboard**, to track each doctor's stage and ensure personalized re-engagement.

Conclusion

This internship has been a **transformational bridge** between academic theory and industry practice. At Mectec Pharmaceuticals, I was not just an observer but an active participant in field operations — from scientific brand detailing to market mapping, from CRM tracking to prescription generation.

The challenges I faced honed my resilience; the successes I achieved strengthened my confidence. I now understand that **pharma marketing is a balance of science, empathy,**

and strategic repetition. My experience affirmed that effective selling is not pushy, but **value-driven and relationship-based.**

As I move forward in my career, I carry with me the foundational truth that success in this industry comes not from shortcuts, but from consistent engagement, real solutions, and the ability to adapt one's message to every stakeholder's mindset.

This internship has equipped me to take on roles in product management, brand strategy, or field marketing with preparedness, humility, and passion.