

INTERSHIP REPORT HALEON FINAL

Introduction -

As part of my academic requirements, I completed a six-month internship with Haleon India, a major FMCG healthcare firm. The internship was designed to provide real experience with sales, marketing techniques, and customer behaviour in the healthcare industry. This report summarizes my internship experience, project engagement, and insights.

Haleon is a global consumer healthcare firm that focuses on goods that meet people's daily health requirements. Sensodyne, Crocin, Eno, Voltaren, and Otrivin are among its best-selling brands. These items are commonly available in retail pharmacies, supermarkets, and internet shopping sites. Haleon promotes its products using a variety of marketing channels, including internet marketing, product sampling, awareness campaigns, and retail promotional offers.

Tertiary sales in the FMCG industry are the final stages of the sales process, where the product passes from the retailer or pharmacy to the real customer. Tertiary sales data analysis can aid in understanding marketing approaches' efficacy. It demonstrates if promotions and advertising initiatives are truly resulting in product purchases.

Objective of Internship -

1. Understand how FMCG marketing methods are used in the real world.
2. To examine how tertiary sales and promotional activities are carried out on-site.
3. To assist and assess Haleon's customer engagement activities.
4. To contribute to a research dissertation assessing the effectiveness of marketing strategies in influencing customer purchasing behaviour.

Organization profile –

Haleon India is a worldwide consumer healthcare firm that owns popular OTC products including Sensodyne, Eno, Crocin, Otrivin, and Voltaren. Haleon focuses on allowing customers to control their own health through science-backed solutions and consumer trust.

Industry: FMCG Healthcare

Headquarters in Gurugram, Haryana, India.

Global Reach: Present in more than 100 countries

Mission: Healthy Living with Humanity.

Service Provided by the Organization –

Haleon offers a number of services through its goods and operations, including:

Production and distribution of over-the-counter healthcare items.

Sales promotion and visibility efforts.

Professional conversations with healthcare providers.

Digital and conventional advertising initiatives.

Customer awareness and health education efforts.

Key Activities Performed During Internship- During my internship, I participated in the following main activities:

1. Observing Tertiary Sale and marketing processes at retail stores and pharmacies.
2. Supporting Sensodyne and Eno brand advertising initiatives.
3. Monitoring SKU availability and visibility in Retail stores.
4. Primary data is collected from customers using structured surveys.
5. Working with sales personnel to better understand product positioning and shelf strategy.
6. Participating in field trips to better understand local market problems.

Projects Work under the Internship –

During the internship, I contributed to dissertation research named "The Impact of Haleon's Marketing Strategies on Consumer Purchasing Decisions in the FMCG Healthcare Sector."

The study surveyed 50 customers in East and West Delhi to see how marketing strategies such as TV commercials, medical recommendations, discounts, and internet campaigns impact purchasing decisions. It also includes non-buyer comments to help identify gaps in brand knowledge and marketing reach .

This investigation helped to examine the real-world effectiveness of Haleon's marketing strategy at the tertiary sales level.

Key learnings From the Internship –

1. I had practical experience with the sales and distribution dynamics of FMCG healthcare .
2. Recognized the significance of customer trust and professional endorsements in health-care product sales.
3. I learned how to collect data, do market research, and analyze customer behaviour .
4. I learned how on-site marketing, packaging, and visibility affect tertiary sales. Realized the difficulties in converting non-buyers and the importance of brand recognition.
5. Improved my communication, teamwork, and field coordination skills.

