

History & Description

Established in 2023, **Impeerical Consulting** is a specialized market research and consulting firm with a strong focus on the healthcare sector, including pharmaceuticals, medical devices, equipment, and consumables. We offer a comprehensive suite of services spanning market intelligence, competitive intelligence, and strategic consulting. In just one year, we have successfully delivered over 100 projects for more than 20 clients, providing actionable insights and supporting business strategy development for leading healthcare and pharmaceutical companies.

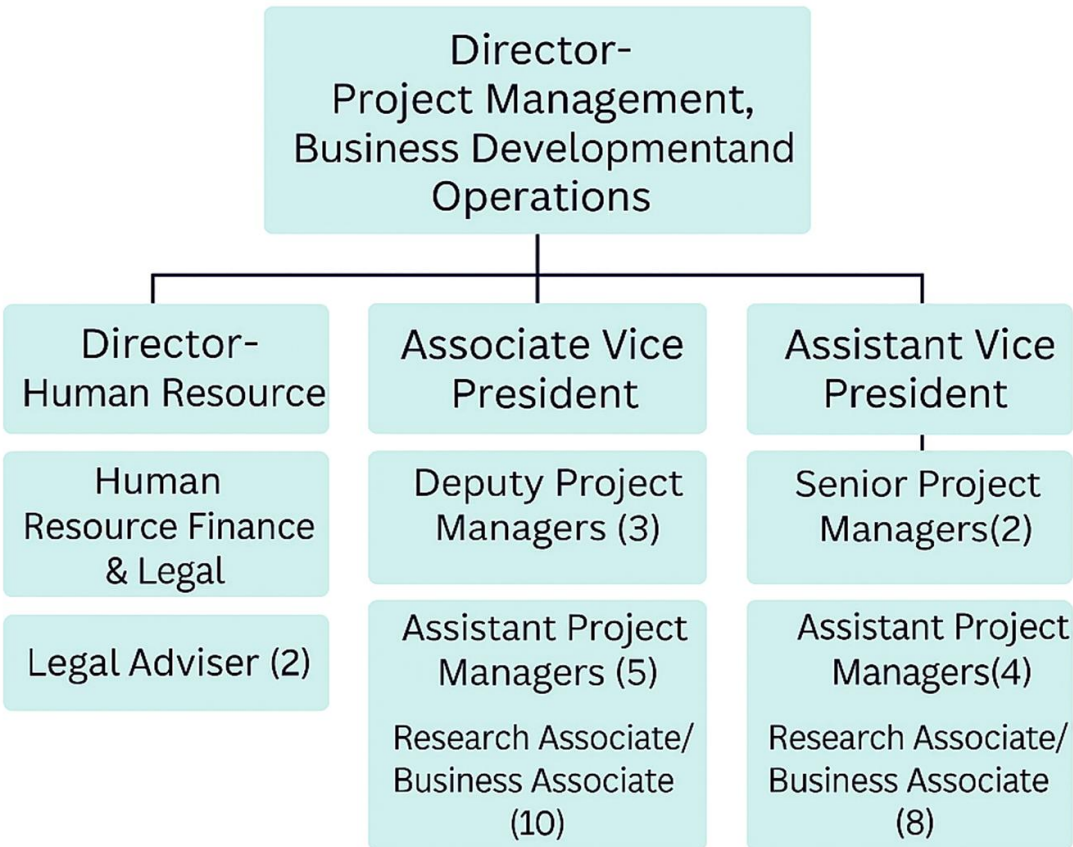
Vision

To be the leading provider of innovative and comprehensive market research, market intelligence and competitive intelligence solutions, empowering life science companies such as pharmaceutical, medical device, medical equipment, hospitals etc. to make informed decisions, drive growth, and improve patient outcomes in India and worldwide.

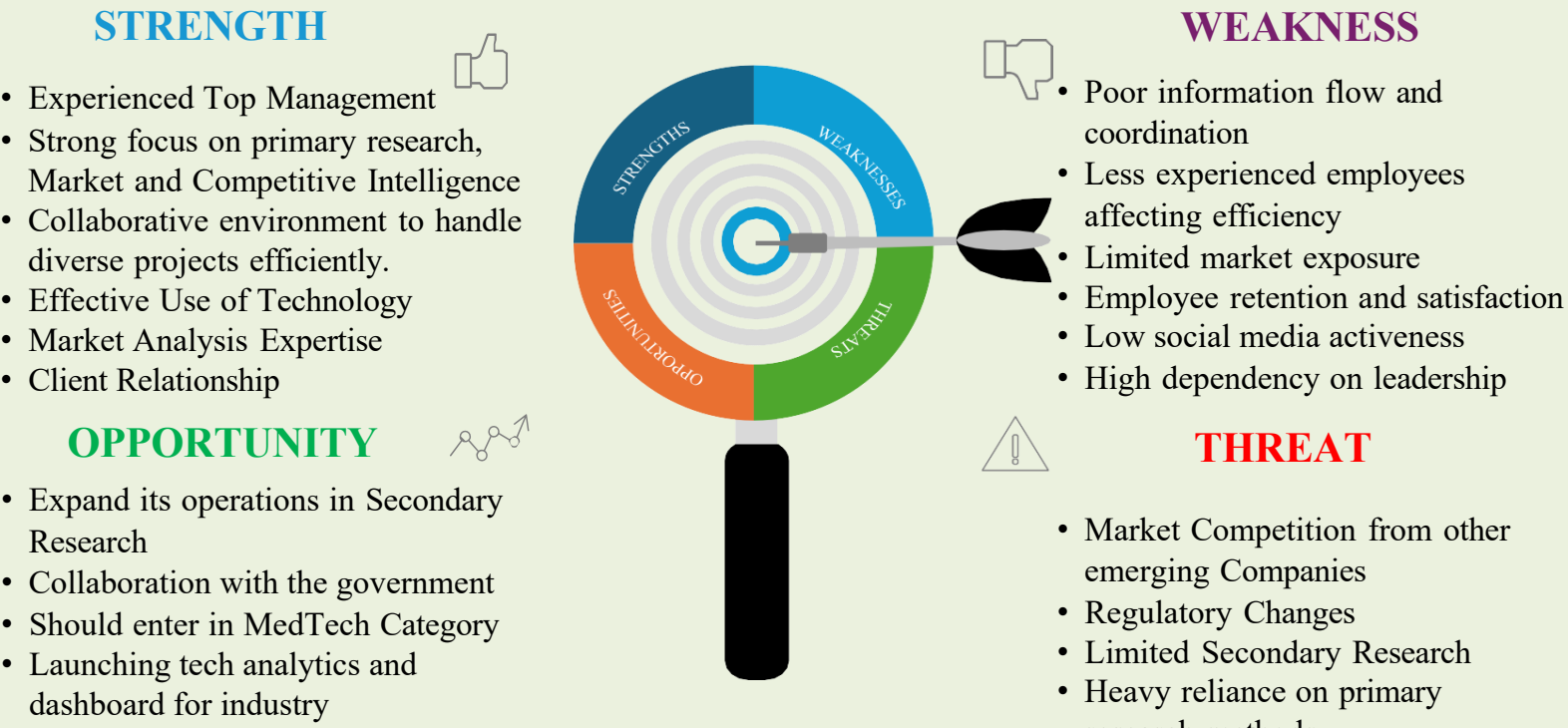
Mission

Our mission is to deliver high-quality, actionable insights and strategic guidance to life science companies, enabling them to make informed decisions, optimize market strategies, and enhance patient care. We are committed to excellence, integrity, and innovation in all our research endeavors, ensuring that our clients can navigate the complexities of the pharmaceutical landscape with confidence.

Organization Structure



SWOT Analysis



Competitive Assessment of PAN and PAN D in India

Sales Structure of Ace Suprema Division

- The Sales force structure of Ace Suprema division is placed below:
 - National Sales Manager: 1
 - Sales Managers: 4
 - Zonal Sales Managers : 10
 - Divisional Sales Managers: 28
 - Regional Sales Managers: 55
 - Field Sales Managers: 160
 - Marketing Executives: 775



Region	Marketing Executives	PAN		PAN D	
		Sales in Crs.	YPM (In Lakhs)	Sales in Crs.	YPM (In Lakhs)
North	215	166.00	6.43	141.00	5.47
South	185	166.00	7.48	129.00	5.81
West	170	120.00	5.88	111.00	5.44
East	205	213.00	8.66	205.00	8.33
Total	775	665.00	7.15	586.00	6.30

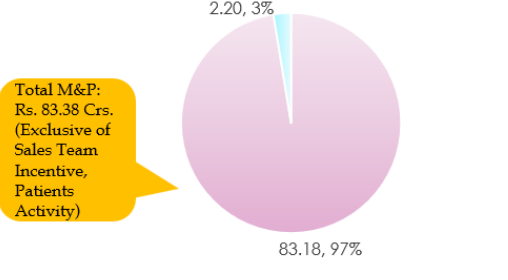
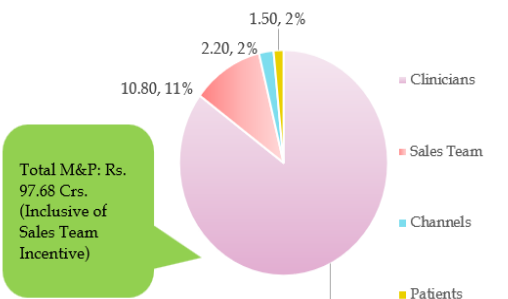


Sales Overview June MAT 2025: By SKUS(Value and Volume)

Brand	Molecule	Strength	Sales contribution by value, Crs (Rs.)	% Contribution by value	Sales Contribution by Volume, Units	% Contribution by volume
Pan	Pantoprazole	40 Mg	602	91%	55,082,807	89.82%
Pan	Pantoprazole	20 Mg	42	6%	5,185,185	8.45%
Pan	Pantoprazole	80 Mg	21	3%	1,060,606	1.73%
Total			665	100%	61,328,598	100%

Brand	Molecule	Strength	Sales contribution by value, Crs (Rs.)	% Contribution by value	Sales Contribution by Volume, Units	% Contribution by volume
Pan D	Domperidone, Pantoprazole	30 Mg, 40 Mg	586	100%	39,461,279	100%

Sales Overview June MAT 2025: By SKUS(Value and Volume)



Learning during Internship

- Improved Excel, PowerPoint, and data management skills.
- Applied market research through primary/secondary surveys and RCPA.
- Conducted insightful interviews with physicians, patients, and healthcare professionals.
- Gained exposure to market assessment and competitive intelligence.
- Worked on live projects with an MNC client.
- Enhanced communication, presentation, and networking skills.

Difference between practical exposure and theoretical understanding

Practical Exposure

- Direct industry projects
- Real-time problem-solving
- Collaborating with professionals
- Utilizing practical tools
- Designing and conducting structured interviews

Theoretical Understanding

- Classroom-based education
- Fundamental theories
- Market dynamics
- Data analysis
- Quantitative & Qualitative research methods

Challenges faced during internship

- Encountered ethical considerations while collecting primary data, especially related to patient and doctor confidentiality.
- Difficulty accessing accurate data and limited engagement from stakeholders.
- Struggled to maintain work-life balance during high-demand phases.
- Faced problems in interviewing KOL's due to low online presence of organization.
- Inadequate briefing or training before project assignments.

Value Addition

- Strengthened professional and interpersonal skills.
- Enhanced analytical, data management, and research skills.
- Access to Real time Data and insights.
- Strengthened project delivery with timely and well-structured reports.
- Received guidance and feedback through mentorship.
- Improved client communication and coordination.

Suggestion for Organization

- Pre-verify field locations to avoid delays.
- Analytical training in Excel/Power BI would improve data interpretation and reporting effectiveness.
- Suggested virtual calling tools to protect personal numbers.
- Advised keeping backup contacts for smoother outreach.