

SUMMER INTERNSHIP PROGRAM

at

Impeerical Consulting (Pvt) Ltd.



From 12th May 2025 to 21st July 2025

A REPORT BY

Druni Vinod Bari

Masters of Business Administration

(Pharmaceutical Management)

Roll no- 0624

2024-26

under the Mentorship of

Sudhinder Singh Chowhan





Impeerical Consulting (Pvt) Ltd.

CIN: U62099HR023PTC116760

Date: July 21, 2025,

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Druni Bari student of MBA-Pharmaceutical Management from IIHMR University, Jaipur has completed her internship program in Impeerical Consulting (P) Ltd. from May 12, 2025 to July 21, 2025 with our entire satisfaction.

During her internship period she has completed all the assignments with complete dedication and best of her knowledge.

Wishing her a great success in her future endeavors.

For Impeerical Consulting (P) Ltd.,

A handwritten signature in blue ink, appearing to read 'Ila Rout', written over a horizontal line.

Ms. Ila Rout

Authorized Signatory



IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Druni Vinod Bari** of academic year 2024-26 of **School of Pharmaceutical Management** has prepared a poster with respect to her summer internship held during May 2025 - July 2025.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date: 25/07/2025

A handwritten signature in blue ink, appearing to read 'Sudhinder Singh Chowhan'.

Dr. Sudhinder Singh Chowhan

Associate Professor

IMPEERICAL CONSULTING

Imperial Consulting established in 2003 is a market research company with a significant presence in healthcare industry. we have completed 100+ projects for over 20+ clients in the past year providing market analysis and business strategy development for healthcare and pharmaceutical companies

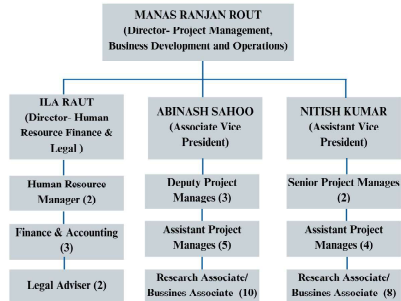
MISSION

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

VISSION

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, hospital etc.

ORGANIZATION STRUCTURE



STRENGTH

- Leading position in India's healthcare and life sciences industries for primary competitive and market intelligence
- A large and varied clientele of more than 150, including prestigious businesses.
- High accuracy of data in all research endeavors.
- Cooperative setting to effectively manage a variety of projects

WEAKNESS

- Operational efficiency is impacted by a lack of employee experience.
- Issues with employee satisfaction and retention.
- Reduced visibility on LinkedIn and other social media
- Lack of market awareness
- An excessive dependence on central leadership

OPPORTUNITY

- Enter the MedTech category, which includes surgical instruments, equipment, and devices.
- Produce additional reports that concentrate on government categories, such as Ayushman Bharat, Railways, State Medical Corporations, CGHS, ESIC, and Defense.
- Should introduce Industry Dashboards and Tech Analytics

THREAT

- Large Market Research and Consulting MNCs entering the Market Research & Competitive Intelligence space pose an increasing threat to the market.
- possible difficulties in protecting the privacy of data.
- Due to a heavy reliance on primary methods, industry trends favoring diversified research methodologies pose a risk.

KEY LEARNINGS



MASTERY OF MARKET RESEARCH

- Used both primary and secondary research techniques in ongoing projects.
- Conducted enlightening interviews with medical professionals and patients.



DATA ANALYSIS & STRATEGIC ASSISTANCE

- Supported strategic decision-making with data analysis.
- Created strategic recommendations that can be implemented in the pharmaceutical and healthcare industries.



IMPROVED SOFT AND TECHNICAL SKILLS

- Enhanced proficiency with PowerPoint and Excel.
- Greatly improved communication, presentation, and market research abilities.



UNDERSTANDING THE HEALTHCARE SECTOR

- Carried out studies tailored to the pharmaceutical and healthcare services industries.
- Demonstrated knowledge of the practices and therapies used by doctors when prescribing



RCPA EXPERTISE

- Competent in using RCPA to obtain competitive intelligence and prescription data.

SUGGESTIONS FOR IMPROVEMENT

Improved Cooperation & Communication

- Use a platform that facilitates collaboration for project management and reporting.
- Stress prompt action or task follow-up.

Improve Market Performance

- Establish attainable project deadlines to boost output and raise your company's profile in the marketplace.

Adopt a Hybrid Work Model

- Employees can increase employee satisfaction and productivity by implementing a flexible hybrid work model that gives workers autonomy and a work-life balance.

Boost Engagement & Retention

- Encourage a positive work atmosphere to increase engagement, morale, and eventually retention.

Boost Improvement Projects

- To enhance managerial abilities, offer leadership training.

CHALLENGES FACED

Obstacles in Primary Research

- Encountered challenges when attempting to extract data through primary research because of organization's poor online visibility

Work-Life Harmony

- Mastered the difficulty of juggling personal and professional obligations while allotting enough time for each task.

Training Sessions

- Training sessions of Excel, Dashboard, Competitive Intelligence were not conducted as promised.

VALUE ADDITION

- Market Research & Analysis
- Professional Growth
- Networking and Connection Building
- Client Interaction
- Skills Enhancement

COMPETITIVE ASSESSMENT OF PANTOCID AND PANTOCID DSR

Sales Structure of Pharma Division

- The Sales force structure of Pharma Division is placed below:
 - National Sales Manager: 1
 - Zonal Sales Managers: 3
 - Regional Sales Managers: 20
 - Area Sales Managers: 74
 - Sales Executives: 330

Region	Sales Executives	Pantocid DSR Sales in Crs.	Pantocid DSR Sales in Lakh	Pantocid DSR Sales in Crs.	Pantocid DSR Sales in Lakh
North	81	87.00	2.67	85.00	2.59
South	76	76.00	4.33	85.00	5.06
West	74	65.00	7.09	70.00	7.98
East	67	60.00	5.75	66.00	6.32
Total	330	288.00	22.72	316.00	25.95



COMPANY OVERVIEW

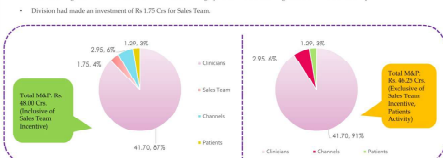
- Key Brands & Sales:** Sun Pharma's targeted brands, Pantocid and Pantocid DSR, achieved sales of 316 Crs and 288 Crs, respectively.
- Marketing & Promotion:** The Pharma Division managed an M&P spend of Rs. 48.00 Crs, accounting for 8% of total sales, indicative of their promotional investment.
- Extensive Sales Force:** A robust sales team comprises 5 Zonal, 20 Regional, 74 Area Sales Managers, and 330 Sales Executives, ensuring wide reach.
- Broad Doctor Coverage:** The company maintains significant doctor coverage across India, reaching 14,850 CPs, 11,220 GPs, 4,290 Gastroenterologists, and 3,300 Orthopedists.

M&P MAY MAT 2025

- Doctors:** Receiving the dominant share at 79.28% of total M&P, this segment saw major investments in fostering professional relationships through collaborations with medical bodies (30.25%, Rs. 14.52 Crs) and comprehensive residential CME events (28.90%, Rs. 13.87 Crs).
- Channel Partners:** Accounting for 6.14% of M&P, investment here was primarily weighted towards engaging distributors (5.34%, Rs. 2.56 Crs) through promotional inputs, schemes, and "Get Together" events to strengthen partnerships.
- Patients:** A more modest 2.55% of total M&P was dedicated to direct patient engagement, including Patient Awareness Camps/GIFD Camps (1.23%, Rs. 0.59 Crs) and Patient Education Streams (0.90%, Rs. 0.43 Crs).
- Sales Team:** A significant 3.65% (Rs. 1.75 Crs) of the M&P budget was specifically allocated to the sales force, channeled into incentives, gifts, trips, and awards to motivate their performance.

Marketing and Promotional Spent May MAT 2025

- Pharma Division invested Rs. 48.00 Crs. for Pantocid DSR marketing and promotional activities during June 2024 to May 2025. The M&P is 6% of the total sales.
- The highest investment has made for the doctors which is 85% of the total M&P spent.
- The second highest investment was made for Sales Team category which was contributing to a 6% % of the total M&P spent.
- Distribution had made an investment of 0.5% Crs for Sales Teams.



PRACTICAL VS THEORETICAL UNDERSTANDING

Practical Exposure

- Real-time branding campaign implementation and impact measurement using a variety of data sources.
- To verify industry trends, market research was carried out and industry experts were consulted.
- collected clinical feedback through surveys and face-to-face conversations with clinicians.

Theoretical Understanding

- Utilizing data and graphics to gauge campaign outcomes and enhance tactics is known as applied marketing analytics.
- using primary and secondary research techniques to find and confirm market threats and opportunities.
- Knowing how healthcare professionals (HCPs) make decisions and establishing enduring connections using CRM and B2B marketing

Reporting Format

Week 1

Name of the Organisation: Impeerical Consulting

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Druni Bari

Roll no: 0624

Stream: MBA PM16

Week no: 1

From: 12/5/2025 to 17/5/2025

Activity Done	• An introduction to the various tools that the company uses. • Project Regression and Project Altitude were initiated. • I worked with a variety of AI tools.
Linking theory (Classroom learning) with practice at your organisation	• Applied presentation and communication skills acquired in the classroom within the company. • Organizational implementation of pharmaceutical industry knowledge.
Gaps identified on the working area.	• A communication breakdown amongst physicians during the primary market research data collection process
Suggestions for improvement	• A suitable platform that allows us to schedule appointments with specialists from different hospitals.
Plan for the next week	• Project Regression and Project Altitude Data Analysis.

Week 2

Name of the Organisation: Impeerical Consulting

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Druni Bari

Roll no: 0624

Stream: MBA PM16

Week no: 2

From: 19/5/2025 to 23/5/2025

Activity Done	• Developed a database of Bengaluru City's best hospitals. • RCPA fieldwork in Hyderabad is scheduled. • Contributed to an anti-obesity medication project
Linking theory (Classroom learning) with practice at your organisation	• Employed a variety of Microsoft Office tools to analyze the data. • Organizational implementation of pharmaceutical industry knowledge.
Gaps identified on the working area.	• Cultural and geographic obstacles to efficiently acquiring the data. • Effective time management for a variety of projects.
Suggestions for improvement	• Better prioritization of projects with the earliest due dates.
Plan for the next week	• Field work: Bengaluru's RCPA • Data gathering by means of physicians.

Week 3

Name of the Organisation: Impeerical Consulting

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Druni Bari

Roll no: 0624

Stream: MBA PM16

Week no: 3

From: 26/5/2025 to 31/5/2025

Activity Done	• Performed field visits with Hyderabad medical professionals and retail chemists. • Gathered information on stockist interactions, substitution trends, and recommended brands. • Examined the influence of MR visits and the relationships between prescribers, brands, and chemists. • Detailed research on competitors and doctor-brand affinity.
Linking theory (Classroom learning) with practice at your organisation	• MRs observed in-store brand placement and brand push tactics. • Recognized the brand or pharmaceutical company preferences of chemists and prescribers. • Acquired knowledge about supply chain dependencies and the relationships between stockists, chemists, and prescribers. • During RCPA, structured interviews and primary data collection methods were used.

Gaps identified on the working area.	• Chemists do not have standardized prescription tracking tools. • Some retailers' limited cooperation because of privacy and confidentiality issues. • Variability in the documentation of MR activities. • Chemist inventory data is not fully digitalized, which slows down analysis. • Teach interns how to establish a basic rapport with prescribers and chemists.
Suggestions for improvement	• Teach interns how to establish a basic rapport with prescribers and chemists. • To increase credibility during visits, think about presenting ID cards or official authorization letters.
Plan for the next week	• Start comparing the performance of brands in various therapeutic areas. • Create a report summarizing your findings thus far, then present it to your instructor for input. • Utilizing the data gathered, map the linkage networks between prescribers and chemists.

Week 4

Name of the Organisation: Impeerical Consulting

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Druni Bari

Roll no: 0624

Stream: MBA PM16

Week no: 4

From: 2/6/2025 to 10/6/2025

Activity Done	• Performed both primary and secondary research for the "Radiation" project. • Started the initial tasks and preparations for a new project called "Reactive." • To learn about project deliverables and expectations, I participated in team meetings and progress review sessions. • Gathered and examined pertinent data to back up project goals.
Linking theory (Classroom learning) with practice at your organisation	• Designed and carried out primary research using market research techniques that were taught in academic courses. • Assessed research findings in practical contexts by applying data analysis and critical thinking abilities. • To start organizing the framework and schedule for the "Reactive" project, I used my communication and project management abilities. • Linked theories of innovation strategy and consumer behavior to the "Radiation" and "Reactive" projects' directions.

Gaps identified on the working area.	• Time-consuming searches result from the absence of a centralized repository for historical project data. • Periodic departmental communication lags that affect project goal alignment.
Suggestions for improvement	• Establish a digital repository or shared knowledge base for previous project reports, studies, and references.
Plan for the next week	• Complete the "Radiation" research phase and deliver the results to the project manager. • Establish the goals, deliverables, and schedule for the brand-new "Reactive" project. • To learn more about user needs for the "Reactive" project, conduct stakeholder interviews. • Start writing the project brief and problem statement for "Reactive."

Week 5

Name of the Organisation: Impeerical Consulting

Area/ Department/ Project of Summer Internship Program: Market Research Name of the Student: Druni Bari

Roll no: 0624

Stream: MBA PM16

Week no: 5

From: 9/6/2025 to 13/6/2025

Activity Done	• Examined Physician Referral Patterns: This entailed talking to physicians to learn about their standards and methods for making referrals to other specialized hospitals. Our goal was to determine the variables affecting their referral decisions. • Assessed Patient Experience: In order to document patients' firsthand accounts of their experiences at these specialty hospitals, from the referral phase to treatment and discharge, I also spoke with patients in interviews. This enabled us to better comprehend how they felt about the general level of satisfaction and the quality of the care they received. • Conducted Interviews and Transcribed Data: I conducted in-person interviews with patients and physicians in order to accomplish these objectives. After these discussions, I painstakingly converted the audio recordings into written form, producing an in-depth document for further examination.
Linking theory (Classroom learning) with practice at your organisation	• Used qualitative research techniques, such as interviews. • Related to ideas in healthcare marketing. • Made use of data transcription methods. • Enhanced patient-centered care principles.

Gaps identified on the working area.	• It was difficult to completely reach data saturation. • Transcribing by hand took a long time. • Inadequate integration of secondary data right away. • Problems with scalability for extensive qualitative analysis.
Suggestions for improvement	• To save time, use AI transcription software. • Create a framework for integrating data. • Take into account a phased research strategy (first qualitative, then quantitative). • Examine software for qualitative data analysis (QDA).
Plan for the next week	• Write a summary of the preliminary findings. • Arrange and store all research data. • Start writing the project brief and problem statement for "Reactive." • Writing a project report.

Week 6

Name of the Organisation: Impeerical Consulting

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Druni Bari

Roll no: 0624

Stream: MBA PM16

Week no: 6

From: 16/6/2025 to 21/6/2025

Activity Done	• Creating a brand profile for a pharmaceutical company's urology segment product was my primary assignment for this week. This required creating a thorough presentation that covered a number of important topics: • Product Sales Overview: I examined and discussed the urology product's current sales results. • Patient-Focused Marketing Initiatives: I described particular marketing tactics intended to inform and assist patients while taking into account their particular requirements and the best ways to interact with them. • Clinician-Focused Marketing Initiatives: I also described marketing strategies designed for medical professionals, with an emphasis on how to successfully educate and involve physicians and experts regarding the advantages of the product and its clinical applications.
Linking theory (Classroom learning) with practice at your organisation	• Used marketing management to segment and brand. • Employed marketing messaging for focused campaigns. • Worked on presentation and data analysis abilities. • Took into account unspoken rules governing pharmaceutical marketing.

Gaps identified on the working area.	• Limited availability of detailed market insights, such as granular data. • Limited or unofficial stakeholder feedback loop. • The visualization of dynamic data was limited by standard tools. • A more thorough practical grasp of the subtleties of regulations is required.
Suggestions for improvement	• Make a request to access databases used for market research. • Establish a stakeholder review procedure. • Examine sophisticated tools for data visualization. • Look for internal instruction on pharma regulations.
Plan for the next week	• Get opinions on how the brand profile was presented. • Modify the presentation in light of the comments. • Start studying the urology competitive landscape. • For the upcoming project phase, communicate with the supervisor.

Week 7

Name of the Organisation: Impeerical Consulting

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Druni Bari

Roll no: 0624

Stream: MBA PM16

Week no: 7

From: 23/6/2025 to 27/6/2025

Activity Done	• Developing a thorough presentation that covered every facet of the brand. • Providing a comprehensive sales summary of the product's functionality. Defining particular marketing campaigns aimed at physicians and patients. • Creating portfolio slides that highlight how the product fits into the company's larger offerings. • Creating budget slides that are relevant to the suggested marketing initiatives. • Gathering the information and insights required for each section of the brand profile through primary and secondary research.
Linking theory (Classroom learning) with practice at your organisation	• Strategic Marketing's Branding: Developed a comprehensive brand profile by directly applying brand management, product positioning, and strategic marketing concepts learned in the classroom. • Market research methodologies: To collect reliable data for the profile, both primary (such as qualitative interviews and surveys) and secondary (such as literature reviews and data analysis) research concepts were used. • Financial Planning and Budgeting: incorporated financial forecasting and budget allocation theory into the actual process of creating budget slides for marketing campaigns.

Gaps identified on the working area.	• Principal Research Level: The breadth and depth of primary research were restricted by time constraints, which might have had an impact on the level of detail in patient/clinician insights. • Dynamic Budgeting Tools: To facilitate scenario planning and adjustments, the current budget planning and presentation tools could be more integrated or dynamic. • Real-time Market Data Access: Although secondary research was conducted, strategic decision-making could be improved by having faster access to more real-time, subscription-based market data platforms.
Suggestions for improvement	• Prioritize Primary Research Questions: To optimize insights within allotted timeframes, pre-define and rank important primary research questions for upcoming projects. • Examine Market Intelligence Subscriptions: For improved data access, suggest looking into subscriptions to specialized pharmaceutical market intelligence platforms.
Plan for the next week	• Get Input: Ask pertinent internal stakeholders for thorough input on the brand profile presentation. • Updates and Revisions: Take into account all of the input you've received to make the brand profile presentation better. • Investigate Next Task: As directed by the supervisor, start the preliminary study or familiarization for the upcoming task or segment.

Week 8

Name of the Organisation: Impeerical Consulting

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Druni Bari

Roll no: 0624

Stream: MBA PM16

Week no: 8

From: 30/6/2025 to 5/7/2025

Activity Done	• Project Arohan: Maintained primary research in several Indian hospitals. The goal was to gather comprehensive information about their pharmaceutical product buying habits, with a focus on examining the proportion of various pharmaceutical companies that were involved in their purchases. • Project Rising: Primary and secondary research were both used in this project. The objective was to gather detailed information about the infrastructure of different hospitals in India, including their revenue structures and specialty divisions (such as the departments of cardiology, oncology, and orthopedics).
Linking theory (Classroom learning) with practice at your organisation	• Applied Market Research: Directly applied what was learned in class about primary and secondary research techniques to gather data. • Employed Data Analysis: Theoretical frameworks were used to analyze sizable datasets, such as financial trends and market share. • Connected Healthcare Economics: Applied theoretical ideas about hospital operations and supply chains to actual purchasing and financial dynamics.

Gaps identified on the working area.	• Data Validation: It can be difficult to guarantee the complete accuracy and consistency of primary data, particularly sensitive financial data. • Standardized Protocols: To improve consistency across data, more sophisticated, standardized primary research protocols are required. • Granular Financial Access: It can be challenging to find comprehensive, in-depth hospital revenue breakdowns by specialty. • Aggregation Efficiency: Without sophisticated tools, combining large amounts of primary and secondary data takes a lot of time.
Suggestions for improvement	• Put in place thorough data validation procedures for primary data. • Create thorough research playbooks to ensure reliable data gathering. • Examine publicly available financial reports and industry standards to augment revenue information. • For efficiency, use sophisticated data management and analysis software.
Plan for the next week	• Clean & arrange all of the primary data that was gathered for the two projects. • To find trends, start with preliminary data analysis. • Get the initial insights ready for team review. • For in-depth analyses, consult secondary research sources.

Week 9

Name of the Organisation: Impeerical Consulting

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Druni Bari

Roll no: 0624

Stream: MBA PM16

Week no: 9

From: 7/6/2025 to 11/7/2025

Activity Done	• Project Pulse: I conducted primary research in a number of Indian hospitals. Understanding how and why doctors refer patients to particular facilities was the main goal of the mapping out doctor referral patterns. I carefully checked the accuracy and completeness of every entry in the attached Excel sheet after the data was collected, ensuring the dataset's integrity. • Project Solis: I started concentrating on patient insights. In Jaipur, I interviewed ten patients in-depth. The primary objective was to collect comprehensive data regarding their most recent experiences receiving treatment. In order to determine their preferences for our target hospital and the elements that affect their decisions and general satisfaction, we looked into their most recent medical experiences.
Linking theory (Classroom learning) with practice at your organisation	• Applied Research Methodologies: For both projects, I directly used the qualitative primary research techniques (interviews, design) that I had learned in class. • Data Quality & Management: During Project Pulse's quality check, the classroom knowledge of data integrity and validation was applied. • Consumer Behavior & Healthcare Marketing: Interpreted Project Solis results using related theories of patient preferences and decision-making.

Gaps identified on the working area.	• Standardized Interview Protocols: There is a need for stricter, more uniform protocols to ensure consistency among interviewers in primary research. • Real-time Data Validation: To cut down on post-collection error correction time, there are opportunities for more in-field or real-time data validation. • Qualitative Data Analysis Tools: It was observed that manual analysis of qualitative data was time-consuming due to the lack of specialized software. • Cross-referencing Insights: More methodical cross-referencing of patient preferences for holistic viewpoints with physician referral patterns is required.
Suggestions for improvement	• Create thorough interview guides: For consistent data collection, create thorough guides with insightful questions and response classification. • Use Digital Data Capture with Validation: Look into digital survey instruments that enable real-time data validation while the data is being gathered. • Develop Integrated Data Dashboards: Suggest creating dashboards that analyze patient preference and physician referral data together.
Plan for the next week	• Transcribe & Arrange Solis Interviews: Finish transcribing Project Solis interviews and arrange information for examination. • Start the Pulse & Solis initial data analysis: To find early trends, begin a preliminary analysis of patient preference and doctor referral data. • Create First Draft Insights: For internal team review, create a preliminary synopsis of the main conclusions from both projects.

Week 10

Name of the Organisation: Impeerical Consulting

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Druni Bari

Roll no: 0624

Stream: MBA PM16

Week no: 10

From: 14/6/2025 to 19/7/2025

Activity Done	• Brand Profile: I contributed to the creation of a brand profile by using primary research to collect information on promotional activities. Understanding current marketing and advertising campaigns was necessary for this. • Project Endom: Managed and conducted interviews with specific hospitals' oncologists. These interviews required careful preparation and facilitation because the client was present. • Project Remission: The goal was to compile comprehensive data on doctors who specialize in surgical oncology. This necessitated using primary and secondary research methods to learn about their networks, practices, and profiles.
Linking theory (Classroom learning) with practice at your organisation	• Market research methodologies: To gather doctor data and promotional insights, primary research techniques taught in the classroom were used, such as interview design and execution. • Stakeholder Management: Practiced the communication and coordination skills required to interview key opinion leaders (oncologists) face-to-face. • Pharmaceutical Marketing Foundations: Connected the theoretical understanding of brand strategy and promotional tactics with the practical task of collecting brand profile data.

Gaps identified on the working area.	• Efficiency of Interview Scheduling: Conducting oncologist interviews, especially in the presence of clients, identified areas for more effective scheduling practices. • Unified Data Repository: A more centralized, searchable repository would be advantageous for Project Remission's doctor profiling data, which was collected from numerous primary and secondary sources. • Client-Specific Interview Training: Giving clients specific instruction on how to conduct interviews in front of them could enhance dialogue and the process of gathering information.
Suggestions for improvement	• Use a Centralized Scheduling Tool: It is advised to use a shared digital calendar or scheduling tool to make it easier to coordinate interviews between patients and doctors. • Build a CRM-like Database: It is recommended to construct a simple, searchable database or CRM in order to efficiently store and retrieve doctor profiles and associated data.
Plan for the next week	End of Internship

Complied Report

Name of the Organisation: Impeerical Consulting

Area/ Department/ Project of Summer Internship Program: Market Research

Name of the Student: Druni Bari

Roll no: 0624

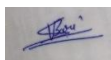
Stream: MBA PM16

Activity Done	• Market Research & Data Collection: Performed a great deal of primary and secondary research, including field visits to pharmacies and other healthcare professionals, doctor and patient interviews, and data collection on hospital operations, prescription trends, and brand preferences. Studies on anti-obesity medications, physician referral trends, patient experiences, and hospital pharmaceutical product purchase trends were among the projects. • Data Analysis & Compilation: entailed building databases, gathering and evaluating data, checking datasets for accuracy, and looking into purchasing and referral patterns. • Brand Profiling & Strategy: I helped create comprehensive brand profiles for pharmaceutical products that included budgetary considerations, sales summaries, and marketing campaigns targeted at patients and clinicians. • Project Management & Coordination: Showed coordination and facilitation skills by managing interviews, taking part in project groundwork, progress review sessions, and some client-facing interactions.
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Linking theory (Classroom learning) with practice at your organisation	• Market research methodologies: It include the direct application of primary and secondary research principles, qualitative techniques (interviews), and data analysis from academic learning to practical situations. • Strategic Marketing & Branding: Developed thorough brand profiles and initiatives by applying expertise in product positioning, marketing communication, brand management, and segmentation. • Healthcare Economics & Industry Knowledge: Linked theoretical knowledge of hospital operations, supply chains, and the dynamics of the pharmaceutical industry to real-world market insights. • Communication & Project Management: Improved presentation, communication, and project planning abilities through team meetings, stakeholder interactions, and report writing. • Financial & Budgeting Concepts: incorporated understanding of financial forecasting and budget allocation into useful project elements.
Gaps identified on the working area.	• Communication & Collaboration: Difficulties in primary research doctor communication and sporadic delays in interdepartmental communication. • Data Collection & Management: Consistent prescription tracking problems and retailer cooperation because of privacy concerns, lack of a centralized data repository, inconsistent documentation of MR activities, and incomplete digitization of inventory data. Data validation and consistency were difficult, and manual transcription took a lot of time.

	• Market Insights & Tools: There is a need for faster access to real-time market data, standard tools with limited dynamic data visualization, and limited access to granular market insights. • Time Management & Protocols: Managing time across several projects can be difficult, and more sophisticated, standardized primary research protocols are required.
Suggestions for improvement	• Collaboration & Communication: Establish shared knowledge bases for project reports and platforms for doctor's appointments. • Data Collection & Management: Teach interns how to establish rapport, give official permission letters for fieldwork, use AI transcription software, create data integration frameworks, investigate qualitative data analysis (QDA) software, put strong data validation checks in place, and create a CRM- similar to a database of medical profiles. • Market Insights & Tools: Look into market intelligence subscriptions, request access to market research databases, and experiment with sophisticated data visualization tools. • Time Management & Protocols: Create thorough research playbooks for reliable data collection and enhance project prioritization.

Signature of the Student



Approved by the IIHMR University's Mentor