

SUMMER INTERNSHIP PROGRAM

at

Hychem Sainor Chemicals Pvt. Ltd.

From 15th May, 2025 to 29th July, 2025

A REPORT BY

Alka Gautam

Master of Business Administration

Hospital and Health Management

Roll No- 1900

2024-26

Under the Mentorship of

Dr. Vinod Kumar SV



IIHMR University Faculty Mentor Approval

This is to certify that **Dr. Alka Gautam** of the academic year 2024-26 of Institute of Health Management Research, has prepared a poster with respect to her summer internship held during May-July 2025.

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

Date: 07.08.2025

A handwritten signature in blue ink, appearing to read 'Dr. Vinod Kumar SV', written over a horizontal line.

Signature of Faculty Mentor

Name: Dr. Vinod Kumar SV

Designation: Professor



Hychem Sainor Chemicals Pvt. Ltd.

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State Code : 36
PAN : AACCH2029R
CIN : U24100TG2009PTC063214

Regd. Office : S.V.R. Sadan, S.R.T. - 31 B, Jawahar Nagar, Road No. 5, Chikkadpally, Hyderabad - 500 020.

INTERNSHIP COMPLETION CERTIFICATE

This is to certify that **Dr Alka Gautam**, a student of IIHMR University pursuing an MBA in Hospital Management, has successfully completed an internship at **Hychem Sainor Chemicals Pvt Ltd**

- **Internship Duration:** May 15th, 2025 - July 29th, 2025
- **Project:** Developing Go-To-Market (GTM) strategies for Supply Synapse - Order Management Tool

During this period, **Dr Alka Gautam** displayed exceptional dedication and professionalism while contributing valuable insights into the GTM strategy for the Supply Synapse platform.

Her role included market analysis, competitive assessment, and formulation of actionable strategies, significantly benefiting the project objectives.

We appreciate her commitment and wish her every success in future endeavors.

Date of Issue: July 29th, 2025

Authorised Signatory

Kalyan Shekhani
Managing Director
Hychem Sainor Chemicals Pvt Ltd

History and Description

Hychem Sainor laboratories was set up in 2005 by Group of people who are in to manufacturing and commercials of pharmaceuticals – APIs, Drug intermediates, Excipients

Mission and Vision

- Hychem's **vision** is to be a leading pharmaceutical company in India and to become a **significant global player** by the turn of the decade
- Hychem's **mission** is To be an **innovative and integrated partner** to the global pharmaceutical industry. To create a profitable enterprise with due respect to stakeholders interest

Organizational Structure



Learnings: IIHMR vs Intern

Theory:

- Set Systems and Processes
- Documentation & Structures-prerequisites
- New technologies and industry trends
- Harmony between teams

Practical:

- Flexible Systems and Processes needed
- No proper documentation- lot of time spent on sorting
- Need to work with old systems, processes
- Very less coordination between teams- egos etc

Objective

- To establish complete GTM strategy which includes: pricing strategy- subscription or one time fee , identification of target market, segmentation analysis
- Industry identification: Chemicals/Fertilizers/Pharma- MSMEs Specific- which one?
- Perform a detailed competitor analysis before GTM

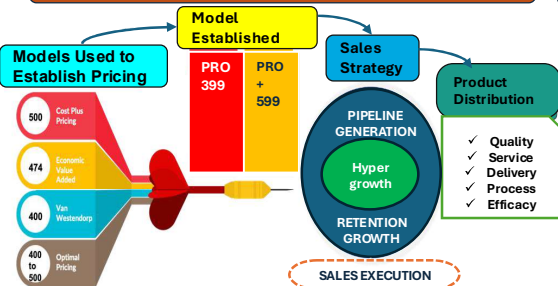
Methodology

- Research Methodology:** Primary Research- Google Form floated to MSME companies in and around Hyderabad
- Number of Companies who responded:** 15
- Reason for Selecting this cohort:** To identify key pain points, understand the tools used thereby establishing a product- market fit. Also helped us evaluate the adaptability willingness of companies

Identified Gaps

Price Competitive Segment, No subscription-based Competitors, Data Integration a big hassle, Missing Data

Solution Implemented



SWOT

S - Bootstrapped-no debt - Business model is lean - Loyal Clientele - Very low attrition		O - Great scope for upselling - Has the budget to capture market share
W - Employees are not tech savvy - Data not captured properly - Outdated Systems		T - Product easily replicated - AI might make low skilled labour out

Challenges Faced

- No end-to-end **SAAS** to capture data
- Difficult Market** to execute new strategies- as the market is tightly regulated
- Knowing the **local language** would have made interactions easy
- No new **technologies** and innovation observed

Learnings & Suggestions

- Validated the product by primary research from focus group of Chemical Companies
- Team Collaboration, Setting right systems and processes
- Used the theoretical aspects PESTEL, SWOT, Porters 5 forces
- Suggested Documentation templates
- Recommended Sales Week to motivate employees
- Implemented training programs for Sales teams
- Suggested latest tools and technologies relevant for Hychem

Week - 1

Name of the Organisation: Hychem Sainor Chemicals Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Developing GTM for Supply Synapse- Order Management Tool

Name of the Student: Dr. Alka Gautam

Roll no: 1900

Stream: MBA-HM-29

Week no: 1

From: 15th May to 17th May, 2025

Activity Done	• Understood the business • Interacted with various teams • Understood the organizational structures • Workflows of Companies, POCs and Project brief
Linking theory (Classroom learning) with practice at your organisation	• Used communication and effective communication strategies to interact with the teams • Effective feedback mechanism and collaboration concepts were used real time. • Planning and Management for the project
Gaps identified on the working area.	• Raw data was in very crude form • Traditional communication systems with strict Data Confidentiality this made seamless navigation through teams difficult • No proper sanctity of data was maintained
Suggestions for improvement	• Made templates in standardized form • Used a simple Excel and google forms to help capture data from teams • Cross functional communication channels established through internal systems
Plan for the next week	• Understand project requirements • Meet with Senior Management team • Work on Primary Data and requirements • Make a project plan and get it approved by mentor

Signature of the Student

Approved by the IIHMR University's Mentor

Week - 2

Name of the Organisation: Hychem Sainor Chemicals Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Developing GTM for Supply Synapse- Order Management Tool

Name of the Student: Dr. Alka Gautam

Roll no: 1900

Stream: MBA-HM-29

Week no: 2

From: 19th May to 24th May, 2025

Activity Done	• Objective: To Simplify the Order to Cash (O2C) part of process • Competitor Analysis: Identification of existing tools- Excel, Zoho which cater to only specific objectives • Pricing Analysis: Compare with Competitors • Research: Primary- Customer feedback
Linking theory (Classroom learning) with practice at your organisation	• Data Analysis, Primary research using Focus group discussions • Effective communication channels established • Data oriented Decisions were taken and presented to management • Studied about economies of scale
Gaps identified on the working area.	• Missing data of the softwares • Glitches in ERP tool used • Beta Testing not completed for the tool • Sign off from management missing in some key components of the tool
Suggestions for improvement	• Suggested Lean softwares • Helped upgrade systems used and suggested them to increase the RAM of systems • Worked with tech team to complete Beta Testing • Apprised higher management to signoff pending documents • Helped pick upgraded internet connection
Plan for the next week	• Scoping set ups to be established • Competitor Analysis to establish marketing strategies • Study various pricing models and get signoff from top management • Identify Product Benefits and showcase demos

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Week – 3

Name of the Organisation: Hychem Sainor Chemicals Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Developing GTM for Supply Synapse- Order Management Tool

Name of the Student: Dr. Alka Gautam

Roll no: 1900

Stream: MBA-HM-29

Week no: 3

From: 26th May to 31st May, 2025

Activity Done	• Attending Product Demos of Competitors to understand detailed functioning • Surveys floated to customer segments identified- Hypothesis Validated • Key business outcomes identified- Lead-times improvement, end to end tracking • Draft Subscription based model prepared
Linking theory (Classroom learning) with practice at your organisation	• Research Methodologies were used • Could establish demographic analysis • Customer Persona was established to help identify target audience • Evaluated various marketing strategies before establishing GTM • Competitor Analysis
Gaps identified on the working area.	• QA & QC teams lapses were observed • Consistent Glitching of the Supply Synapse software was observed • Pricing clarity was not there • Competitors were using AI to power the systems
Suggestions for improvement	• Suggested them to arrange a meeting with tech team • Pricing methodologies were suggested • Gave product demo feedback to higher management • Prepared a sales pitch deck
Plan for the next week	• Have a meeting with tech team • Budget planning meeting with tech, sales and higher management • Diverse Focus group discussion to realign the model • Fix the price of the product – Supply Synapse

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Week - 4

Name of the Organisation: Hychem Sainor Chemicals Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Developing GTM for Supply Synapse- Order Management Tool

Name of the Student: Dr. Alka Gautam

Roll no: 1900

Stream: MBA-HM-29

Week no: 4

From: 2nd June to 7th, 2025

Activity Done	• Scoping Documentation-broke down into process steps and established planning maps • Budget allocation for each marketing step • Identified diverse Focus groups for product Validation • Work Flows Allocation of tech and marketing team
Linking theory (Classroom learning) with practice at your organisation	• HR management principles were used in this week- understood why some employees were slacking • Communication with a personalized touch depending on dynamics of teams • Data Management and Analysis • Scoping and Planning complete
Gaps identified on the working area.	• Tech team was understaffed • Difficulty in diversifying focus groups • Focus was on legacy projects and not on new ones like these • Slow servers
Suggestions for improvement	• Quotations for Servers- Hosting for upgraded systems • Suggested few more people and convinced them for focus group discussions • Reiterated the importance of this project and convinced marketing team saying it will be a cornerstone in future
Plan for the next week	• Review UI /UX – give suggestions • Conduct focus group discussions and finalise the price • Develop training modules for marketing teams • Ensure beta is complete and product is live

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Week - 5

Name of the Organisation: Hychem Sainor Chemicals Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Developing GTM for Supply Synapse- Order Management Tool

Name of the Student: Dr. Alka Gautam

Roll no: 1900

Stream: MBA-HM-29

Week no: 5

From: 9th June to 14th, 2025

Activity Done	• Basic Prototype developed by Developer was enhanced– UI/UX feedback was given after consultation with management and testing was done • Review with focus group and areas of improvement identified • Legal Terms and advice were reviewed • Developed training modules for teams • Ready for re-launch
Linking theory (Classroom learning) with practice at your organisation	• Week by week improvement in communication channels • Week by week improvement in data management • Understood the importance of training and documentation • Sales should be made simple and client should understand- treat them like a toddler: Zero to advance features
Gaps identified on the working area.	• Legal aspects were overlooked • Training modules comprehension by team was difficult- they were using age old methods like flyers, posters • Pricing gap was identified
Suggestions for improvement	• Spoke with legal team to iron out legal lapses • Made simple but effective decks to help tech team present to HNI clients • Recommended higher level management to upsell and cross-sell to existing clients
Plan for the next week	• Identify success drivers • Do a segmentation analysis • Establish a business model canvass

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Week - 6

Name of the Organisation: Hychem Sainor Chemicals Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Developing GTM for Supply Synapse- Order Management Tool

Name of the Student: Dr. Alka Gautam

Roll no: 1900

Stream: MBA HM-29

Week no: 6

From: 16th June to 21st June, 2025

Activity Done	• Identified success drivers • Performed a segmentation analysis • Establish a detailed business model canvass • 47% of the companies facing delivery issues which could be solved by our BYOP • 80% showed willingness to be a part of focus groups/ try our product • Only one company in our cohort had an ERP tool but still at a nascent stage
Linking theory (Classroom learning) with practice at your organisation	• Segmentation Analysis • Primary and secondary research • Used PESTEL, 7 Ps strategies • Communication channels became smooth
Gaps identified on the working area.	• Lack of industry level data as the product is niched • Estimations vs actual costs spiralling out of control • Delay in getting approvals and final sign offs
Suggestions for improvement	• Suggested top level management to be more involved in cadence meetings • Established a weekly cadence call on this project • Training for sales staff every alternate days
Plan for the next week	• Establish product positioning • Devise a product and a brand marketing strategy • Set up sales out reach programs • Final Marketing plan sign off from management

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Week - 7

Name of the Organisation: Hychem Sainor Chemicals Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Developing GTM for Supply Synapse- Order Management Tool

Name of the Student: Dr. Alka Gautam

Roll no: 1900

Stream: MBA HM-29

Week no: 7

From: 23d June to 28th June, 2025

Activity Done	• Product Positioning: We identified the following attributes (execution) with regards to Inventory Team, Fulfillment team and Customer with a focus on: ○ User Experience ○ Accessibility ○ Innovation ○ Price ○ Service and Support • Product and Brand Market Strategy: ○ Free Trial for initial Focus group ○ Focus is on Stickiness of the initial users ○ Complete visibility and customized controls for various stake holders ○ Webinars, Sales outreach and workshops
Linking theory (Classroom learning) with practice at your organisation	• Communication, Coordination and Execution skills – mastered them through the first 7 weeks • Used many more marketing frameworks and linked it to real life scenarios • Was involved in HR policy making for maintaining effective engagement
Gaps identified on the working area.	• Product Market fit was yet to be tested- needed cadence • Examined documents and observed some errors in testing- need to raise issues in cadence calls • Understaffed in Tech team
Suggestions for improvement	• Top level management started getting involved in cadence • Drove the Weekly cadence call on this project • Training for sales staff every alternate days commenced • Helped the recruiting team hire another resource
Plan for the next week	• Establish final positioning statement • Develop Product Market Strategy

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Week – 8

Name of the Organisation: Hychem Sainor Chemicals Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Developing GTM for Supply Synapse- Order Management Tool

Name of the Student: Dr. Alka Gautam

Roll no: 1900

Stream: MBA HM-29

Week no: 8

From: 30th June to 5th July, 2025

Activity Done	Positioning Statement: Supply_synapse will be a competitively priced, highly accessible, easy to use application for various stake-holders of a typical O2C part of Supply Chain Point of Purchase of the Product: (POPs) • Low Cost- Compared to the competitive products • Features related to a traditional O2C • Easy of Data Flow Point of Differences: (PODs) • Accessibility: One stop app from Inventory Management, Suppliers upto end user • Data Driven Decision making: Empowered Front lines with data based decision making • Client oriented Service and Support: Quick resolution of tickets which would help increase the customer satisfaction scores (CSAT scores) Why it will work? Our PODs will help solve the key issue of SLAs compliances. Our data driven insights will help recalibrate benchmark numbers and our dashboards will help in taking calculated decisions thereby easing the process flow
Linking theory (Classroom learning) with practice at your organisation	• Applied marketing concepts in pricing • Used Rootcause analysis and Points of difference analysis • Established good communication channels in cross functional teams
Gaps identified on the working area.	• Final sign off from Marketing head was pending • Extra work burden on employees – could sense visible frustration
Suggestions for improvement	• Incentives for teams • Project based sprint time lines for GTM • Employee of the week initiative to motivate employees
Plan for the next week	• Develop Product Market Strategy and brand strategy

Signature of the Student

Approved by the IIHMR University's Mentor

Week – 9

Name of the Organisation: Hychem Sainor Chemicals Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Developing GTM for Supply Synapse- Order Management Tool

Name of the Student: Dr. Alka Gautam

Roll no: 1900

Stream: MBA HM-29

Week no: 9

From: 7th July to 12th July 2025

Activity Done	• The sales organization for the product may include a mix of Executive and Manager sales roles. • Sales Executive may handle initial outreach and qualification of leads while Sales Managers may be responsible for more complex sales and relationship management • The sales process may involve a consultative approach, with sales representatives working closely with potential customers to understand their specific supply chain challenges and how the product can help address them • Direct Sales: Through sales team • Online Sales: Through company website or a third-party marketplace & also attracting leads through value added content marketing • Partnership: We could partner with a logistics provider or supply chain consulting firm to offer the product as part of their suite of services. • Trade shows & Events: Showcasing the product at trade shows, industry events, and other in-person events. • Referral Sales: Leveraging existing customers to refer new business to the company by offering rewards or discounts. • It is important to identify the most effective sales channels for the product and allocate resources accordingly to maximize sales and revenue.
Linking theory (Classroom learning) with practice at your organisation	• Used effective communication • Product Market mix concepts were helpful • Sales channels for B2B concepts were used
Gaps identified on the working area.	• Product needed customisations for clients • Needed metrics to track brand loyalty
Suggestions for improvement	• Sales team to be trained for customized demonstrations • Metrics like number of repeat clients, activity time on app were introduced and tracked
Plan for the next week	• Final GTM strategy and distribution strategy • Final sign off from management

Signature of the Student

Approved by the IIHMR University's Mentor

Week - 10

Name of the Organisation: Hychem Sainor Chemicals Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Developing GTM for Supply Synapse- Order Management Tool

Name of the Student: Dr. Alka Gautam

Roll no: 1900

Stream: MBA-HM-29

Week no: 10

From: 14th July to 19th July 2025

Activity Done	• This week was completely about presenting my project work • Feedback from Mentors and top management was taken
Linking theory (Classroom learning) with practice at your organisation	• Complete 1st year of my MBA was useful for preparing the final presentation – used a mix of communication, marketing, HR, and strategy concepts to work on a project which pushed my limits • Learnt the importance of taking feedback from all stakeholders through the project
Gaps identified on the working area.	• No gaps as it was presentation week
Suggestions for improvement	• Helped them set cadence calls- weekly, monthly, and quarterly • Establish clear communication channels so that cross functional teams work effectively • Created sales pitch decks for Sales teams • Helped them create an effective GTM for the product
Plan for the next week	• Final Signoff and poster approval from the Mentor

Signature of the Student

Approved by the IIHMR University's Mentor

Week - 11

Name of the Organisation: Hychem Sainor Chemicals Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Developing GTM for Supply Synapse- Order Management Tool

Name of the Student: Dr. Alka Gautam

Roll no: 1900

Stream: MBA-HM-29

Week no: 11

From: 21st July to 29th July 2025

Activity Done	• Took final feedback from the mentor • Oversaw execution of GTM first phase • Interacted with on ground sales teams and took feedback from them • Final signoff from mentor and Top management
Linking theory (Classroom learning) with practice at your organisation	• Complete 1st year of my MBA was useful for preparing the final presentation – used a mix of communication, marketing, HR, and strategy concepts to work on a project which pushed my limits • Learnt the importance of taking feedback from all stakeholders through the project
Gaps identified on the working area.	• As it was the final week everything was smooth
Suggestions for improvement	• Got good constructive feedback after submitting the poster • Made those changes and completed the final poster
Plan for the next week	• Report to mentor

Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Reporting

Name of the Organization: Hychem Sainor Chemicals Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Developing GTM for Supply Synapse- Order Management Tool

Name of the Student: Dr. Alka Gautam

Roll no: 1900

Stream: MBA-HM-29

Activity Done

- Understood the business
- Interacted with various teams
- Understood the organizational structures
- Workflows of Companies, POCs and Project brief· Objective: To Simplify the Order to Cash (O2C) part of process·
- Competitor Analysis: Identification of existing tools- Excel, Zoho which cater to only specific objectives·
- Pricing Analysis: Compare with Competitors
- Research: Primary- Customer feedback· Attending Product Demos of Competitors to understand detailed functioning
- Surveys floated to customer segments identified- Hypothesis Validated
- Key business outcomes identified- Lead-times improvement, end to end tracking
- Draft Subscription based model prepared· Scoping Documentation-broke down into process steps and established planning maps
- Budget allocation for each marketing step
- Identified diverse Focus groups for product Validation
- Work Flows Allocation of tech and marketing team
- Basic Prototype developed by Developer was enhanced–UI/UX feedback was given after consultation with management and testing was done
- Review with focus group and areas of improvement identified
- Legal Terms and advice were reviewed
- Developed training modules for teams
- Ready for re-launch· Identified success drivers
- Performed a segmentation analysis
- Establish a detailed business model canvass
- 47% of the companies facing delivery issues which could be solved by our

	BYOP • 80% showed willingness to be a part of focus groups/ try our product • Only one company in our cohort had an ERP tool but still at a nascent stage • Product Positioning: We identified the following attributes (execution) with regards to Inventory Team, Fulfillment team and Customer with a focus on: ○ User Experience ○ Accessibility ○ Innovation ○ Price ○ Service and Support • Product and Brand Market Strategy: ○ Free Trial for initial Focus group ○ Focus is on Stickiness of the initial users ○ Complete visibility and customized controls for various stake holders ○ Webinars, Sales outreach and workshops • Positioning Statement: Supply_synapse will be a competitively priced, highly accessible, easy to use application for various stake-holders of a typical O2C part of Supply Chain • Point of Purchase of the Product: (POPs) ● Low Cost- Compared to the competitive products ● Features related to a traditional O2C ● Easy of Data Flow • Point of Differences: (PODs) ● Accessibility: One stop app from Inventory Management, Suppliers upto end user ● Data Driven Decision making: Empowered Front lines with data based decision making ● Client oriented Service and Support: Quick resolution of tickets which would help increase the customer satisfaction scores (CSAT scores) • Why it will work? Our PODs will help solve the key issue of SLAs compliances. Our data driven insights will help recalibrate benchmark numbers and our dashboards will help in taking calculated decisions thereby easing the process flow. The sales organization for the product may include a mix of Executive and Manager sales roles. • Sales Executive may handle initial outreach and qualification of leads while Sales Managers may be responsible for more complex sales and relationship management • The sales process may involve a
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Linking theory (Classroom learning) with practice at your organisation	● Used communication and effective communication strategies to interact with the teams ● Effective feedback mechanism and collaboration concepts were used real time ● Planning and Management for the project· Data Analysis, Primary research using Focus group discussions ● Effective communication channels established ● Data oriented Decisions were taken and presented to management ● Studied about economies of scale· Research Methodologies were used ● Could establish demographic analysis ● Customer Persona was established to help identify target audience ● Evaluated various marketing strategies before establishing GTM ● Competitor Analysis· HR management

	principles were used in this week- understood why some employees were slacking • Communication with a personalized touch depending on dynamics of teams • Data Management and Analysis • Scoping and Planning complete· Week by week improvement in communication channels • Week by week improvement in data management • Understood the importance of training and documentation • Sales should be made simple and client should understand- treat them like a toddler: Zero to advance features· Segmentation Analysis • Primary and secondary research • Used PESTEL, 7 Ps strategies • Communication channels became smooth • Communication, Coordination and Execution skills – mastered them through the first 7 weeks • Used many more marketing frameworks and linked it to real life scenarios • Was involved in HR policy making for maintaining effective engagement· Applied marketing concepts in pricing • Used Rootcause analysis and Points of difference analysis • Established good communication channels in cross functional teams· Used effective communication • Product Market mix concepts were helpful • Sales channels for B2B concepts were used • Complete 1st year of my MBA was useful for preparing the final presentation – used a mix of communication, marketing , HR and strategy concepts to work on a project which pushed my limits • Learnt the importance of taking feedback from all stakeholders through the project· Complete 1st year of my MBA was useful for preparing the final presentation – used a mix of communication, marketing , HR and strategy concepts to work on a project which pushed my limits • Learnt the importance of taking feedback from all stakeholders through the project
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Gaps identified on the working area.	• Raw data was in very crude form • Traditional communication systems with strict Data Confidentiality this made seamless navigation through teams difficult • No proper sanctity of data was maintained· Missing data of the softwares • Glitches in ERP tool used • Beta Testing not completed for the tool • Sign off from management missing in some key components of the tool· QA & QC teams lapses were observed • Consistent Glitching of the Supply Synapse software was observed • Pricing clarity was not there • Competitors were using AI to power the systems· Tech team was understaffed • Difficulty in diversifying focus groups • Focus was on legacy projects and not on new ones like these • Slow servers· Legal aspects were overlooked • Training modules comprehension by team was difficult- they were using age old methods like flyers, posters • Pricing gap was identified· Lack of industry level data as the product is niched • Estimations vs actual costs spiralling out of control • Delay in getting approvals and final sign offs· Product Market fit was yet to be tested- needed cadence • Examined documents and observed some errors in testing- need to raise issues in cadence calls • Understaffed in Tech team· Final sign off from Marketing head was pending • Extra work burden on employees – could sense visible frustration· Product needed customisations for clients • Needed metrics to track brand loyaltyNo gaps as it was presentation weekAs it was the final week everything was smooth
Suggestions for improvement	• Made templates in standardized form • Used a simple Excel and google forms to help capture data from teams • Cross functional communication channels established through internal systems· Suggested Lean softwares • Helped upgrade systems used and suggested them to increase the RAM of systems • Worked with tech team to complete Beta Testing • Apprised higher management to signoff

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Key Learnings	• Understand project requirements • Meet with Senior Management team • Work on Primary Data and requirements • Make a project plan and get it approved by mentor· Scoping set ups to be

	established • Competitor Analysis to establish marketing strategies • Study various pricing models and get signoff from top management • Identify Product Benefits and showcase demos· Have a meeting with tech team • Budget planning meeting with tech, sales and higher management • Diverse Focus group discussion to realign the model • Fix the price of the product – Supply Synapse· Review UI /UX – give suggestions • Conduct focus group discussions and finalise the price • Develop training modules for marketing teams • Ensure beta is complete and product is live· Identify success drivers • Do a segmentation analysis • Establish a business model canvass· Establish product positioning • Devise a product and a brand marketing strategy • Set up sales out reach programs • Final Marketing plan sign off from management· Establish final positioning statement • Develop Product Market StrategyDevelop Product Market Strategy and brand strategy • Final GTM strategy and distribution strategy • Final sign off from management· Final Signoff and poster approval from the Mentor· Report to mentor
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Signature of the Student

Approved by the IIHMR University's Mentor