

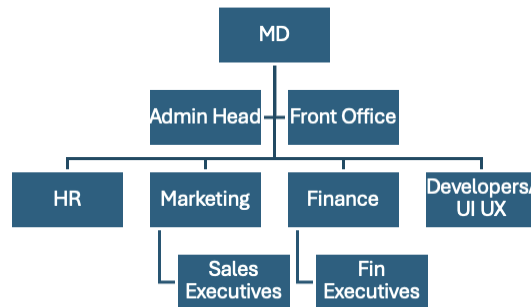
History and Description

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

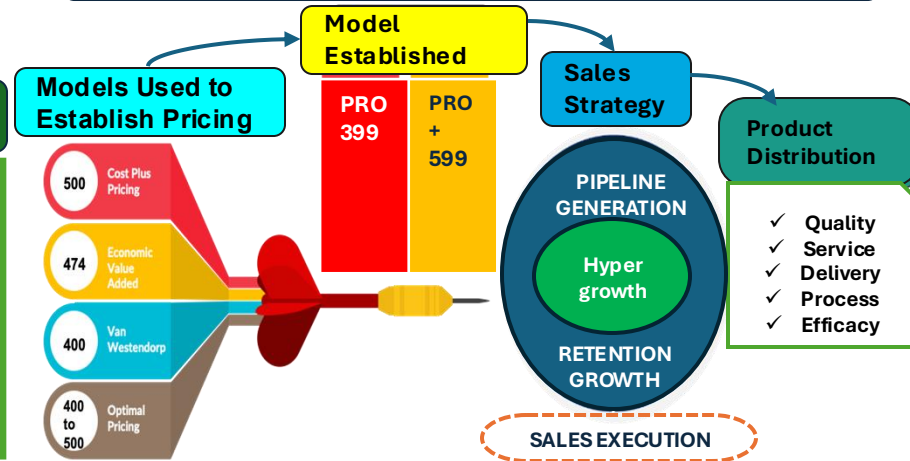
Methodology

- 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W - Employees are not tech savy - Data not captured properly - Outdated Systems	T - Product easily replicated - AI might make low skilled labour out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 theorectical 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