

INTERNSHIP AT
Impeerical Consulting Pvt. Ltd., New Delhi.

By
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Introduction

During my internship, I had the privilege of working as a **Management Trainee at Impeerical Consulting Pvt. Ltd.**, where I contributed to multiple high-impact projects across the pharmaceutical and healthcare analytics sectors. Over the course of three months, I was deeply involved in research-driven assignments that significantly strengthened my strategic thinking, data interpretation, and client-oriented communication skills.

My core responsibilities included conducting **in-depth primary and secondary market research**, assisting in the development of **market intelligence and competitive intelligence reports**, and preparing **comprehensive strategic analyses** tailored to specific client needs. I worked closely with senior consultants to identify market trends, profile key competitors, and evaluate brand positioning, particularly in therapy areas such as **pharmaceuticals, calcium supplements, and nutraceuticals**.

As part of cross-functional project teams, I contributed to the **design of client-ready deliverables** including **competitive benchmarking reports, therapy landscape analyses, and SWOT/Porter's Five Forces/VRIO framework analyses**. I also participated in the coordination and analysis of **primary surveys with healthcare professionals and industry stakeholders**, which helped extract qualitative insights to assess **brand perception, customer satisfaction, and unmet market needs**.

These experiences equipped me with a holistic understanding of **pharmaceutical market research and healthcare consulting**, enhanced my proficiency in **analytical methodologies and strategic frameworks**, and prepared me to effectively deliver value in high-stakes business environments.

Objectives of the Internship

- To gain practical exposure to market research and competitive intelligence within the pharmaceutical and healthcare sectors.
- To understand the processes involved in healthcare consulting, including data gathering, analysis, and strategic insight generation.
- To develop hands-on experience in conducting primary and secondary research, including stakeholder surveys and desk-based analysis.
- To contribute to the preparation of client-ready strategic deliverables such as market assessment reports, competitive benchmarking studies, and brand evaluation frameworks.
- To enhance analytical, communication, and critical thinking skills by working on real-world consulting projects in therapy-specific and brand-specific domains.
- To bridge the gap between academic knowledge and industry practice by collaborating with professionals in a dynamic, data-driven consulting environment.

Organization Profile

Established in 2023, **Impeerical Consulting Pvt. Ltd.** is a market research, market intelligence, competitive intelligence, and consulting company with a substantial presence in the healthcare domain, encompassing pharmaceuticals, medical devices, medical equipment, consumables, and more. The company studies markets across more than 10 countries, helping healthcare and pharmaceutical clients access market dynamics, analyze competitive activity, and develop business strategies. Within its first year, Impeerical has successfully completed over 100 projects for more than 20 clients.

Vision

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

Mission

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. Impeerical is committed to excellence, integrity, and innovation in all research endeavors, ensuring that clients can navigate the complexities of the pharmaceutical landscape with confidence.

Services Provided by the Organization

1. Market Research & Consulting

- o Comprehensive Market Studies: Qualitative and quantitative research, including market sizing, intelligence, opportunity assessment, and clinician perceptions.
- o Segment Coverage: Industries include pharmaceuticals, medical devices, equipment, consumables, hospitals, diagnostics, surgical, and more.
- o Expertise Areas: market & competitive intelligence, opportunity assessment, market entry strategy, database management, tracking & benchmarking, win-loss analysis, and profit/loss mapping.

2. Secondary Research

- o Tailored Secondary Reports: Public-domain data syntheses focused on market sizing, trend analysis, government initiatives, and regulatory dynamics.
- o Specialized Tracking: Pipeline intelligence (molecule types, development stages, trial centers) and social media activities (CME events, awareness campaigns).

3. Government Business Facilitation

- o Liaison & Advisory Services: Facilitates interactions and business with central/state governments and public sector units for pharmaceutical, medical device, and equipment sectors.
- o Assists in tenders, rate contracts, local purchase, stakeholder engagement, distributor identification, and payment follow-ups.

4. Medical Event Management

- o End-to-End Event Execution: Planning and delivery of CMEs, workshops, and symposia in partnership with hospitals and associations, covering logistics, content, and speaker coordination.

5. Licensing Opportunities

- o In-Licensing & Collaboration Facilitation: Helps multinational and Indian companies identify partners and seize licensing opportunities to introduce innovative pharmaceuticals, devices, and equipment in the Indian market.

6. Healthcare Technology & Digital Services

- o Digital Event Services: Provides web transmission and virtual event infrastructure (webinars, virtual product launches, international speaker programs) via satellite-backed solutions.
- o Digital Marketing: Alongside web transmission, supports digital promotional activities in the healthcare domain.

Why Impeerical Stands Out

- Pan-Asia Reach: Active across India, Nepal, Sri Lanka, Southeast Asia, including Africa recently.
- Extensive Empanelment: Over 63,000 healthcare professionals across specialties (oncology, cardiology, ENT, etc.).
- 24/7 Support & Experienced Team: Ensures timely, high-quality delivery on market research and consulting projects.

Summary Table

Service Area	Key Activities
Market Research & Consulting	Strategy, intelligence, profiling, tracking, P&L
Secondary Research	Data mining, trend/pipeline analysis
Govt. Business Facilitation	Policy liaison, PSUs coordination
Medical Event Management	CMEs, workshops, symposia
Licensing Opportunities	Partner ID, in-licensing deals
Healthcare Tech & Digital	Virtual events, satellite streaming, digital marketing

Key Responsibilities and Contributions:

1. Brand & Competitive Intelligence

I was actively involved in conducting **in-depth secondary and primary research** to support strategic consulting deliverables for pharmaceutical clients. This included gathering market intelligence through industry databases, company reports, and scientific literature to analyze **brand dynamics, competitive strategies, market positioning, and therapy area landscapes**, particularly in the calcium supplement and nutraceutical segments.

2. Strategic Framework Analysis

I contributed to strategic assessment projects, wherein I assisted in applying **Porter's Five Forces, SWOT, and VRIO frameworks** to evaluate competitive positioning and brand equity for clients. I also mapped **go-to-market strategies**, identified Key Opinion Leaders (KOLs), and assessed product positioning to deliver actionable insights for pharmaceutical brand teams.

3. Primary Research Support

I participated in **primary survey coordination** with healthcare professionals and industry stakeholders, and analyzed qualitative and quantitative responses to assess **brand perception, customer satisfaction, unmet needs**, and market receptivity to specific pharmaceutical products. I helped prepare structured questionnaires and summarized key insights in a client-ready format.

4. Data Interpretation & Report Development

My role also involved **data cleaning, analysis, and visualization**, where I translated primary and secondary data sets into **structured reports and summary presentations** using Excel and other analytical tools. These outputs demonstrated client-specific insights such as **brand usage patterns, physician feedback, and competitive benchmarking metrics**.

5. Report Preparation and Client Communication

I helped in the **drafting of client deliverables**, including slide decks and final reports, integrating data-driven insights with strategic recommendations derived from Porter's Five Forces, SWOT, and VRIO analyses. These were presented to senior consultants and formed the basis of brand and market strategy decisions for pharmaceutical companies.

Projects Other than Dissertation:

1. Strategic & Competitive Assessment — Torrent Pharmaceuticals (Shelcal Brand)

- o Conducted comprehensive secondary and primary research to assess the competitive landscape of Torrent's Shelcal brand within India's calcium supplement market.
- o Applied Porter's Five Forces, SWOT, and VRIO frameworks to evaluate brand equity, resource capabilities, and competitive positioning relative to key rivals such as Gemcal (Abbott) and Supracal (Sun Pharma).
- o Surveyed 50 healthcare professionals and industry stakeholders pan-India to gather primary insights on physician preference, brand recall, and prescription drivers.

2. Pharmaceutical Market Intelligence — Calcium Supplement Segment

- o Contributed to a market sizing and segmentation study for the calcium and bone-health therapeutic segment in India.
- o Analyzed competitor brand portfolios, pricing strategies, formulation variants, and distribution networks to benchmark Torrent's Shelcal against market peers.
- o Synthesized AIOCD–AWACS data and published market research to map brand-wise market share trends across urban and semi-urban geographies.

3. Primary Research — KOL Surveys & Insight Extraction

- o Supported the design and execution of structured questionnaires targeting physicians, medical representatives, and key opinion leaders across India.
- o Documented and analyzed responses to extract insights on brand loyalty, prescribing behavior, pricing perception, and suggestions for product improvement.
- o Converted qualitative and quantitative feedback into structured reports that directly informed brand positioning and go-to-market recommendations for the client.

Key Learnings:

- Strengthened skills in **competitive intelligence, brand assessment, and strategic planning** using frameworks such as Porter's Five Forces, SWOT, and VRIO.
- Gained hands-on experience in analyzing real-world pharmaceutical market data, improving **data interpretation and insight generation** capabilities.
- Improved understanding of **stakeholder management and cross-functional collaboration** in a healthcare consulting environment.
- Enhanced abilities in **report writing, data analysis, and creating client-ready deliverables** aligned with industry standards.
- Acquired experience in designing and executing **primary research with healthcare professionals and KOLs**, including questionnaire design and response analysis.
- Developed in-depth knowledge of **pharmaceutical brand dynamics, calcium supplement market structure**, and competitive benchmarking methodologies.
- Improved **time management and multi-tasking skills** by handling multiple high-priority research projects under tight deadlines.
- Strengthened **professional communication and client-oriented thinking**, focusing on actionable and insight-driven strategic recommendations.