

Internship Report Submitted to



The IIHMR University, Jaipur

for the partial fulfilment for the award of the
degree of Master of Business Administration
(MBA)

in

Pharmaceutical Management

by

ANUPRIYA R

Under the Supervision and Guidance of

Dr ASHOK PEEPLIWAL

Associate Professor

School of Pharmaceutical Management

IIHMR University

2021

INTRODUCTION

I, Anupriya R, pursuing MBA Pharmaceutical Management in IIHMR University was placed in Group Pharmaceuticals Pvt Ltd., as 'Regional Product Executive- Chennai' through campus placement drive where I was accepted for Internship and Dissertation as well from 22 March 2021 to 19 June 2021. My faculty mentor was Dr Ashok Peepliwal, Associate Professor, School of Pharmaceutical Management, IIHMR University and organization mentor was my reporting Manager himself – Mr Laxmikant P Sugandhi, Associate Vice President- Sales and Marketing, Group Pharmaceuticals.

OBJECTIVES OF INTERNSHIP

- Actively work on product and business strategies to recommend new strategies or improvements to the current ones.
- Collaborate with internal and external stakeholders and develop a communication system for instant information feedback.
- Defining and analysing product metrics and analytics.

ORGANISATIONAL PROFILE

Group Pharma is an innovative pharmaceutical company having 40 years of proven expertise in dental and oral care.

At Group Pharma they develop, manufacture, market and export a wide range of niche oral care products that cater to consumers with specific dental and oral conditions combining newly researched ingredients as well as nature's goodness.

The facilities in addition to being ISO 9001:2015, ISO:22716 and ISO:13485 certified are WHO cGMP and PIC/S compliant. This enables to consistently deliver the best products to the dental fraternity, consumers and also to contract, develop and manufacture for large Indian and multinational companies.

Group Pharmaceuticals constantly keep upgrading technologically and streamline our operations to ensure best industry practices. They are dedicated to over 800 employees, their families and all our stakeholders. Group Pharmaceuticals is driven by our purpose of delivering 'the best' for good oral health, well-being of the society at large and the growth of their people.

SERVICES PROVIDED BY ORGANIZATION

- Manufacturing and marketing of their own range of Dental and Multi-specialty health products in the market.
- Contract manufacturing

KEY ACTIVITIES/ PROJECTS UNDERTAKEN OTHER THAN DISSERTATION

- Brand plan to develop product and marketing strategy for the next 3 years.
- Digital marketing and social media engagement with customers/consumers.
- Chemist visual aid preparation
- Visual aid detailing preparation
- Verbatim detailing video presentation
- Product training sessions to field staffs
- Copyrighting for posts and posters
- Joint field work (12 days a month)
- Brand performance analysis
- Input Distribution strategy
- Ideation and execution of sales marathon

KEY LEARNINGS FROM INTERNSHIP

- Importance of team work and time management
- Scientific copyrighting skills
- Primary. Secondary, stock and input analysis
- Sample allocation
- Internal stakeholder engagement
- Internal branding
- Digital marketing strategies

***** End of report*****