

**AN OVERVIEW OF
MARKETING
DEPARTMENT OF
INCEPTA
PHARMACEUTICALS
LTD.**

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An Internship Report on
**"An Over view Marketing Department of Incepta
Pharmaceuticals Ltd."**

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Date: 29th August, 2019.

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Subject: Submission of internship report on “An over view on Marketing Department of Incepta Pharmaceuticals Ltd.”

Dear Sir,

It is my pleasure to present you the complete internship report titled ‘An overview on Marketing Department of Incepta pharmaceutical Ltd.’ where I have been assigned to complete my internship training as a requirement for completion of business administration degree. During this time, I have gathered firsthand experience of work place and have been able to apply my knowledge gathered during my undergraduate course in practical field. Internship program provides the perfect opportunity to correlate theoretical knowledge with practical work.

It is a matter of great fortune and honor that I have been able to complete my internship in a reputed organization of Bangladesh. Under the directives of my supervisor, I have accumulated knowledge requirement for my career development and my personal improvement as well. This report summarizes my experience gather during this period.

I am humbled by the kindness and co-operation you have shown me during this time. I shall remain grateful if you kindly allot some of your precious time to go through the report and oblige thereby.

Sincerely yours,

Md. Mesbah Ul Haque Ghalib,

Id number: 111 143 207

Acknowledgement

From the core of my heart, I express my gratitude to the Almighty Allah for He has granted me the opportunity to come to the last phase of my under graduate course. I am grateful to all the people who have helped me during the journey. My acknowledgement begin with thanking my supervisor Mr. Mia Mohammad Badruddoza who has been kind and most sincere the whole time and who dedication and patience has always motivated me to do better.

My express my sincerest thanks to Mr. KH. Mainul Islam, General Manager of Incepta pharmaceutical who has been kind enough to guide me through my brief professional period. Under his appropriate directions, I have been able to gather different experiences in short time. I would like thank all the personnel of Incepta pharmaceutical Ltd. for their friendly and co-operative attitude. Last but not least, Mr. Zakir Khan, Senior Manager of Human Resources Department, whom I owe the opportunity of being able to work as an intern in the 2nd largest pharmaceutical company of Bangladesh.

For the information and technical support, my sincerest gratitude goes to Md. Zakaria, without his vast knowledge in the area, my internship report would not have been this much informative. Last but not least, I would like to convey my gratitude to the Incepta Pharmaceutical for allowing me to complete my internship program here.

Executive summary

The report titled ‘An over view on Marketing Department of Incepta Pharmaceutical Ltd’ has been completed with the intention to fulfill the requirement of bachelors in business administration of business faculty of UIU. I have the opportunity to complete my internship in one of leading drug manufacturers of Bangladesh by which I have been able to observe their marketing department closely and gather the necessary information required to make the report. I have learned the internal workings and marketing strategy of this organization.

The report starts with the rationale, methodology and limitations of the study. This observation type of study has been made during the 4 months I have been assigned as an intern. .

In this report, I have added a brief overview on growth of pharmaceutical industry of Bangladesh followed by in details structure and history of Incepta pharmaceutical Ltd. I have mentioned my job description and the duties I have performed as an intern. The learnings I have gathered from here was co related with the theoretical knowledge. I have included as much information as possible in this scope of this report.

In the end, I have pointed some aspects of this organization which could use some review and I have made my personal recommendations as well. The report contain conclusion by connections in line with references mentioned after.

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Chapter 1: Introduction

1.1: Rationale of the study

As a requirement for completion of Bachelors in Business Administration from the Business faculty of United International University, Dhaka, I was assigned as an Intern in the Department of Marketing of Incepta Pharmaceutical Ltd. This report “An overview of Marketing Department of Incepta Pharmaceuticals Ltd.” has been completed during my internship period and summarizes the knowledge and experience I have gathered from that.

1.2: Objectives of the Study

General Objective:

- To fulfill the requirement of completing the Bachelors in Business Administration.

Specific objectives:

- To study the Marketing Department of Incepta Pharmaceuticals and learn practical work firsthand.
- To relate and properly apply the theoretical knowledge gathered during the study period of under graduate course with practical work experience.

1.3: Limitations of the study

This is an internship report based on my experience during the period I have worked as an Intern at Incepta Pharmaceuticals Ltd. While conducting my study, I faced some limitations which I could not overcome while I worked there.

1. Limited time: To gather and explore the 2nd largest pharmaceutical company, 3 months is not enough. However, I have tried to collect as much possible within the time limit.
2. Lack of transport: While attending class in main campus and moving to incepta head office was very difficult in the scorching heat of traffic stuck Dhaka. I am grateful to my teachers for the flexibility they have permitted.
3. Confidentiality of Data: One of the major limitation of the report has been data confidentiality. Though it is not known in our country to have corporate espionage, it is for the safety of the clients and staff to have this confidentiality. So my work is limited to the only publicly published materials and my personal experience.
4. Lack of information: Even though all the personnel of Incepta Pharmaceuticals have been very friendly and co-operative, some information gathering is limited only to public available information.

1.4: Methodology

This is an observational type of study. All the data were collected during the time when I was assigned to work at the Marketing Department of Incepta Pharmaceutical as an Intern. Both primary and secondary research were conducted and data were collected from primary and secondary sources.

(a)Primary data:

Primary source is from where the data is generated. It is collected by a researcher directly from primary sources by conducting interviews, surveys etc. for this study, Primary data was collected from the personals of Incepta Pharamaceutical Ltd by interviews, face to face conversation and by working alongside with them.

(b)Secondary data

This type of data is collected by others and used with reference in a study with the purpose to clarify and enlighten the different aspects and also support the inferences made. For this study, secondary data has been collected from various sources mentioned below:

- Annual Reports of the company.
- Published documents and brochures
- National Drug Policy, 2005
- Reports of Export Promotion Bureau
- Different Websites

Chapter 2: An Overview of the

Pharmaceutical Industry of Bangladesh

2.1: Pharmaceutical Industry: A matter of great pride

Bangladesh has reached the landmark of crossing over the least developed countries and has successfully full filled all the requirements set by UN to be recognized as a developing country. While many sectors have contributed to the economic growth of Bangladesh, two major sectors stand in the top, one of them is the Pharmaceutical industry. It is one of the success stories of Bangladesh and a matter of great pride.(UN recognizes Bangladesh as a “Developing Country” n.d.)

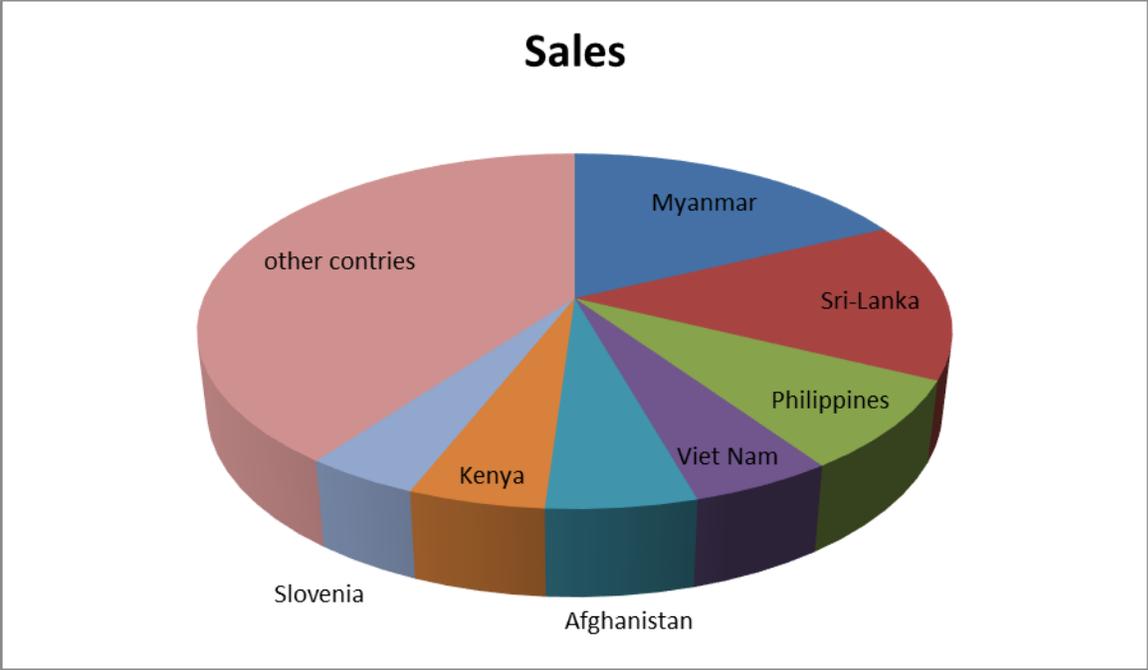
With the aim to improve the drug and health sector of Bangladesh, our Government has implemented the Drug ordinance act in 1982, which has been applauded internationally and has been the turning point for the pharmaceutical industry. (Drugs (Control) Ordinance, 1982 (Ordinance No. VIII of 1982). n.d.). National Drug policy, 2005 has further solidified the position.

Some key points can be isolated for the rapid growth of this industry over the past decade. Our country has made to the lower-middle income group and expected to enter the high middle income group by the year of 2021. GDP has increased over 5% in the last decade and expected to hit a record high of 8.13%—the highest ever in the country’s economic history in the current fiscal year (FY2018-19). (GDP growth 8.13%, breaks previous records 2019) With higher per capita income, individuals and Government can spend more for the health and drug sector. High population

growth rate also contribute to the increasing market size of pharmaceuticals. Being the 'hi-tech' sector, this industry conducts research and can adopt to the modern health care facilities quickly. Increasing life expectancy and growing health awareness are two more significant reasons behind this rapid and successful growth of this industry.(Good Prospect for Pharmaceutical Sector n.d.)

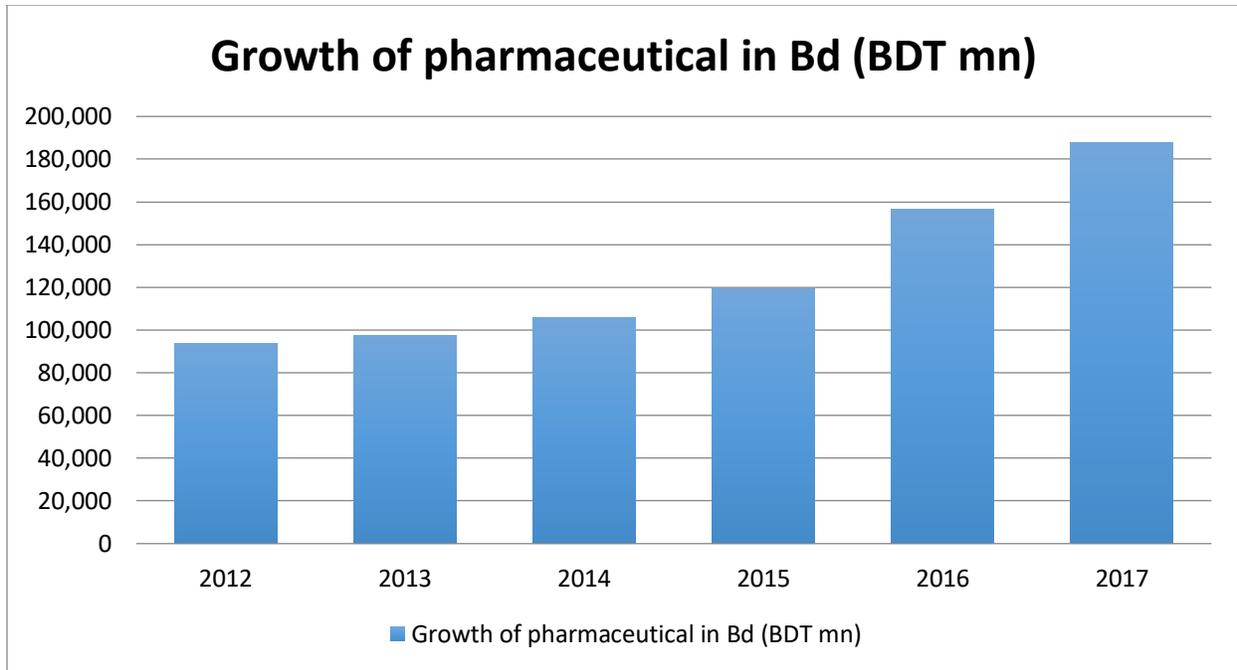
With the steady success and contribution in the country's economy, this industry has also been able to attract the attention of academics who are relentlessly studying the strategies employed in this sector and working improving the existing methods. (Amir Sharif 2018)

Bangladesh Association of Pharmaceutical Industries (BAPI) record says, in last 2 years, approximately 1,200 pharmaceutical products received registration for export. Bangladesh exported pharmaceuticals product to 107 countries in the fiscal year 2016-17. Among 107 exporting countries, top 7 countries are Myanmar, Sri Lanka, Philippines, Vietnam, Afghanistan, Kenya and Slovenia listed by Bangladesh Export Promotion Bureau which constitute 60.32% of total pharma export. (Bangladesh pharmaceutical industry blooms bigger 2019)



Export concentration in pharmaceutical industries in 2016-17.

According to the report of IMS report 2017, Bangladesh Pharmaceutical Industry has grown 2012 to 2017, historical five years CAGR was 15% and from 2014 to 2017, historical three years CAGR was 21%.^[5]



Experts says, pharmaceutical industry will grow 15 percent year-on-year to reach \$5.11 billion by 2023 and market size will be more than doubled than it is now. (Pharmaceuticals Industry of Bangladesh.pdf n.d.)

2.2: Regulatory bodies

One Government and one Autonomous organization act as the regulatory authorities for the pharmaceutical industry of Bangladesh.

The directorate general of drug administration is the Government organization which works directly under the Ministry of Health and Welfare, is authorized to regulate all activities related to import and export of raw materials, packaging materials, production, sale, pricing, licensing, registration of all kinds of medicine. Many committees work alongside DGDA including the Drug Control Committee work as advisor for the licensing authority regarding drug and medicine. The officers of DGDA are known as Drug inspectors who are responsible for any and all activities related to licensing and implementing the drug ordinance act properly.

The autonomous organization known as, 'Pharmacy Council of Bangladesh (PCB)' also functions under the Ministry of Health and Welfare, though it mainly supervises the pharmacy education and practice. It was established under the Pharmacy Ordinance of 1976. (Pharmacy Ordinance, 1976 (Ordinance No. XIII of 1976). n.d.)

2.3: Market size

The market size of pharmaceutical products in Bangladesh was \$2.35 billion with yearly growth rate of 8 percent in the last quarter of FY 2017-18. (Bangladesh's present GDP growth rate 7.86pc in 2017-18 - Daily Star n.d.) After meeting the domestic demand, this sector has been able to export to many countries earning Bangladesh \$103.46 million in the last fiscal year.(Pharma winning global markets 2018) This year is also showing great promise with already generated \$30 million, up by 24.55% from the same period in FY18. Export Promotion Bureau (EPB) reports say, In FY17, pharmaceutical sector exports generated \$89.17 million. (Bangladesh's burgeoning pharmaceutical sector 2018) According to Star business report, 2018, Bangladesh's pharmaceuticals sector will grow 15 percent year-on-year to reach \$5.11 billion by 2023. (Local pharma market set to hit \$5.11b by 2023 2018)

Currently there are 257 Manufacturer, approximately 29 thousand registered Drugs and more than 100 thousand Retail Pharmacy present in our country for allopathic medicines. Pharmaceutical companies in Bangladesh usually provide branded-generic products. According to IMS Health Care Report Q2, 2017 top 10 companies hold 68.49% of market share. Factoring in next 10 companies, the market share goes to more than 86% leaving only 16% for the rest. 97% of the local market is controlled by the local companies and entry of new companies are highly restricted owing to large capital requirements and Government legislation.(Express n.d.)

2.4: Top Pharmaceutical Companies of Bangladesh

Two types of medicine can be found in the market. One is the generic type with no manufacturers' indication present. Our government hospitals usually supply this formulation to their patient.

However, the second type, the branded medicine is more available in the market and within the reach of people. Since, branded medicine, like any other brand name, runs on the image and standard of the company, pharmaceutical company can manufacture drugs with their brand name and charge accordingly.

Pharmaceutical industry of Bangladesh is dominated by the top 10 companies which hold around 67% of the market share, leaving the rest for other. This sector is getting more competitive day by day and entry of newer company is being more difficult due to requirement of large capital for the start up.

List of top companies are given below:

1. Square
2. Incepta pharma
3. Beximco
4. Opsonin pharma.
5. Renata
6. Healthcare pharma
7. A.C.I.
8. Aristopharma
9. Eskayef
10. Acme
11. General
12. Radiant pharma
13. Drug international
14. Sanofi bangladesh

- 15. Popular pharma
- 16. Unimed & unihealth
- 17. Novo nordisk
- 18. Sun pharma
- 19. Novartis
- 20. Ibn sina

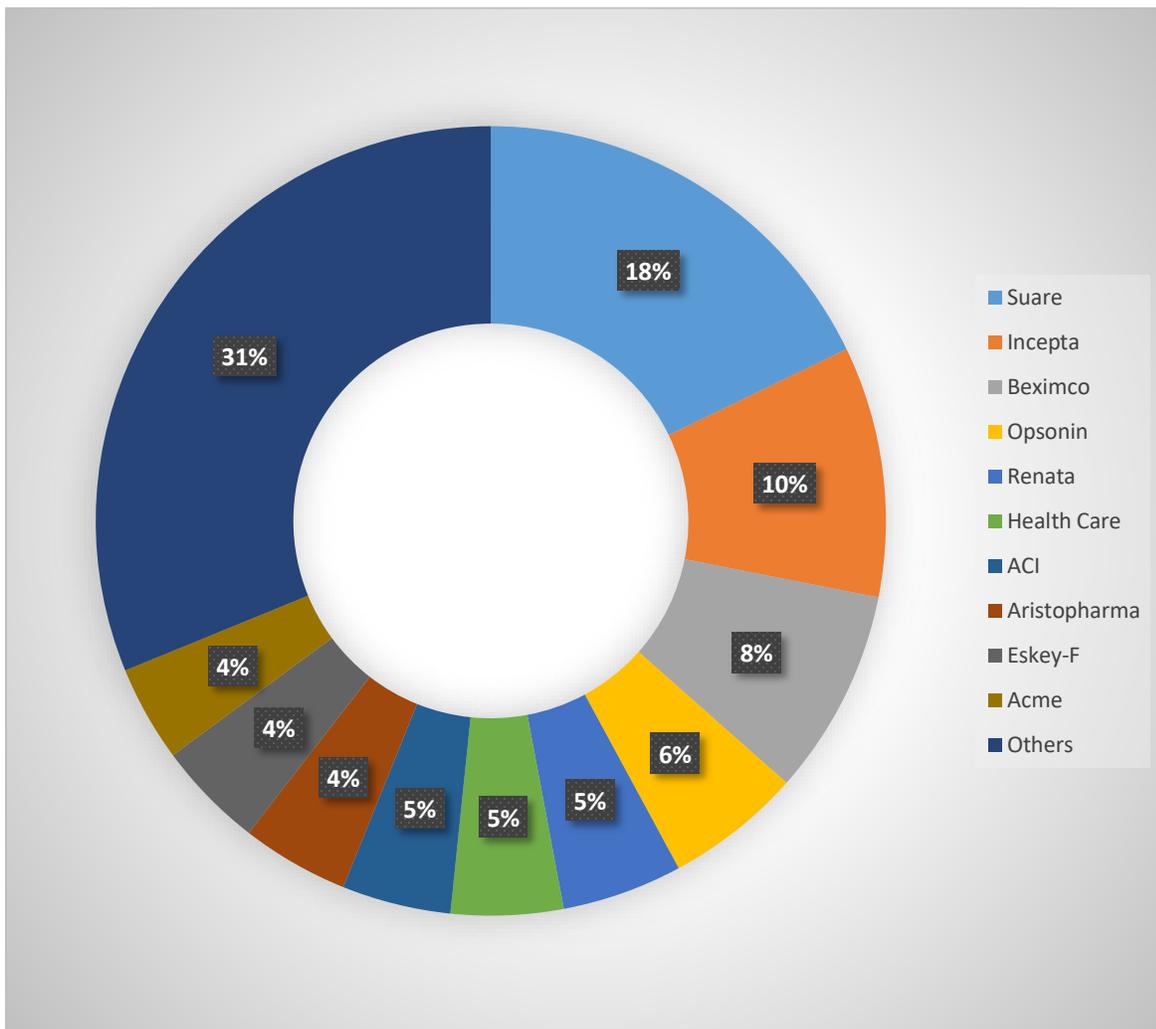


Fig: Top 10 Pharmaceutical companies according to their market size.

Chapter 3: An overview on Incepta

pharmaceutical ltd.

3.1: The beginning of the voyage

Established in 1999, Incepta Pharmaceutical Ltd. has climbed the ladder rapidly to be recognized as one of the top 10 pharmaceuticals of our country. Proper strategic planning and market orientation has enabled them to achieve the rapid growth. They are continuously researching their currency market need and coming up with newer products to satisfy the local and demand. With the aim to create new values around health-related products through science and advanced technology, they are working relentlessly to improve health and wellbeing of the people around the world.

3.2: Location

Incepta Pharmaceutical Ltds' head office is located at the center of Dhaka city, the capital of Bangladesh. This head office oversees and regulates all the business and other branches scattered in the whole country. Two factory in Dhamrai and Zirabo produce the products with the help of state of the art technology and modern equipment. Incorporating the advanced technology and the brilliant minds of the Research and Development side of the organization, they have achieved to produce more than 853 products of 35 different therapeutic types.

3.3: Production Facilities

Zirabo plant:

This modern and advanced hi tech factory is located 35 Km north of Dhaka, in Savar. The factory premise comprises of six multistoried buildings in an area of 100 thousand square meter. The buildings have been built by following the rules of cGMP guidelines for environmental requirements of the manufacturing and packaging area and also follows the requirement of EHS (ENVIRONMENTAL, HEALTH AND SAFETY).

The buildings have many different sectors dedicated to solely concentrate on a single type of product and research to help achieve better result and reduce the risk of cross contamination. They have devoted building only for the production of cephalosporin. An antibiotic that saves thousands of lives each day. A specialized manufacturing building for the production of lyophilized products, insulin and amino acids and recently built liquid and semisolid manufacturing building and large warehouse are part of the factory structure. R&D building is located here also with a canteen facility so that the staff have access to lunch and snacks at affordable price. All the products are supplied from these two factories but the majority portion comes from the Zirabo plant.

The different facilities the premise houses are:

1. Bio-tech facility: run by a multi-disciplinary team, this facility continues to work on development of glycosylated bio-molecules by using molecular biology knowledge, experience, cell culture and analytical expertise. The development of monoclonal antibodies and insulin analogues such as aspart, glargine, detemir and degludec are their another work of interest. It runs all the quality control system to ensure the safety and security of the 3 Ps, the premise, the product and the people.

2. Ceoahalosporin production facility: A whole building dedicated to this purpose signifies the importance of this single type of antibiotic in health sector. Incepta has become the first and foremost choice of the physician while prescribing this genre of medicine as they have maintained their standard and made sure to avoid any and all cross contamination with other beta lactam and non-beta lactam antibiotics. This facility completely follows the regulations of cGMP.
3. Lyophilized products unit: being the first manufacturer of this genre of drug, Incepta has set up the facility in a clean room environment with all highly sophisticated equipment to assure the highest degree of quality.
4. Nasal sprays and drops production unit: Housed in the factory premise, it is isolated to minimize microbial and particulate contamination.
5. Ophthalmic Products unit: also located in the Zirabo plant, it is also top-notch and maintains standard quality. It uses fully automated homogenizer to produce the drugs in an aseptic condition
6. Pre filled syringe production unit: Under all aseptic condition, the pre filled syringe filling technology functions as a close system for utmost sterility. It has all the modern technology and equipment which can fill up to 0.01 ml of product.
7. DPI (Dry powder inaler).

3.4: Research & Development Facility.

With the aim to produce better and more affordable drug, Incepta pharmaceutical ltd has a dedicated R&D facility where around 200 brilliant minds work together to deliver affordable but

advanced machineries in health sector. It is also responsible to assess the internal quality control and all technical documents for regulatory submission.

3.5: Warehouse.

Equipped with all modern technology, this ware house is a close system storage unit which limits the entry of any trespasser to ensure the security and integrity of the unit. It hosts different protection unit for example in case of any unwanted occurrence, the main storage unit will go under lock down to protect the products inside. It also has fire extinguisher system to control any short to medium fire along with easy access to local fire brigade.

3.6: Vision

Incepta pharmaceutical set their vision as ‘to become a trusted healthcare company to ensure better health for everyone, everywhere’. True to their word, they are working to achieve this goal every day and we must say they are almost there.

3.7: Mission

‘Provide quality healthcare products and services for the benefit of humanity in the best possible way through innovation and diversification’ is the mission statement of the organization.

3.8: Incepta in Time line.

Year 1998: the construction of the main pillar of the organization that is the main factory in Zirabo, Savar began

Year 1999: is marked with the beginning of this spectacular journey.

Year 2000: the year began with the launch of the sale with the product Osartil. After that many followed. A total of 23 new generics with 35 different formulations were launched including 4 new products. Incepta had not had to look back since then. They took the 31st rank in the first year of their sale.

Year 2001: the company was restructured with sales team, distributions, marketing team having their own organized sectors.

Year 2002: with the addition of 32 new generic drug including 4 first ever in Bangladesh, Incepta was ranked as a top 10 companies of the country.

Year 2003: new office for sales was launched in dhanmondi and Incepta was awarded as the 8th top rank company in Bangladesh.

Year 2004: Incepta launched 6 more first ever drugs in Bangladesh which marks the total of newly launched drug of that year to 17. Incepta climbed the ladder further and secured the 5th rank this year.

Year 2005: accepted as a supplier for UNICEF & UNDP and ranked 3rd in the country.

Year 2006: Successfully started overseas marketing.

Year 2007: started the production of Biotech and Lyophilized products. Set up a office in Myanmar.

Year 2008: was awarded European "Certificate of GMP Compliance" & GMP (Cephalosporins) from Ethiopian Ministry of Health. Became the 2nd largest company of Bangladesh.

2009: the new venture started in the sector of vaccine.

2010: awarded GMP certificate from Uganda, National Drug Authority in 2010.

2011: a contract was signed between Sanofi-Aventis Ltd and Incepta Pharmaceutical to manufacture and supply its global brand Clexane.

Year 2012: the Honorable Health & Family Welfare Minister Prof. Dr. A. F. M. Ruhul Haque MP inaugurated the first ever vaccine plant of Incepta and they supplied their vaccine of Hepatitis B later that year.

Year 2013: Vaxite-IG and Rabix-IG were introduced by Incepta Vaccine.

Year 2014: Neocare Baby diaper was launched by the sister concern of Incepta pharma, named Incepta Hygiene & Hospicare Ltd,

Year 2015: Animal health product was launched with a full dedicated sector engaged in this side.

Year 2016: In Savar, they launched the bulk vaccine production unit inaugurated by the Honorable health Minister Mohammed Nasim, MP

Year 2017: RaniVax Plus Initial, RaniVax Plus Booster, GumboMed and GumboMed Plus named poultry vaccines were launched along with a new baby diaper named Aspire. For their contribution into the country's export section, they were awarded National Export Trophy in the pharmaceuticals products.

Year 2018: another international certificate FREISTAAT SACHSEN, was added to the leaderboard of Incepta Pharmaceutical Ltd.

3.9: Achievements of Incepta Pharmaceuticals Ltd.:

Since its birth, Incepta has been working towards its goal to contribute in the national and international health sector. They have been working dedicatedly to produce newer formulations of drugs and launched hundreds of first ever drugs in Bangladesh. During its journey, it has received many recognitions nationally and internationally. Some significant awards are mentioned here:

1. The financial Mirror Business Award: in the year of 2002
2. Arthakantha Business AwardL in 2002
3. Bangladesh Business Award: 2004
4. Export Trophy: for three consecutive fiscal year: 2013 to 2017.

3.10: Marketing, Sales & Distribution

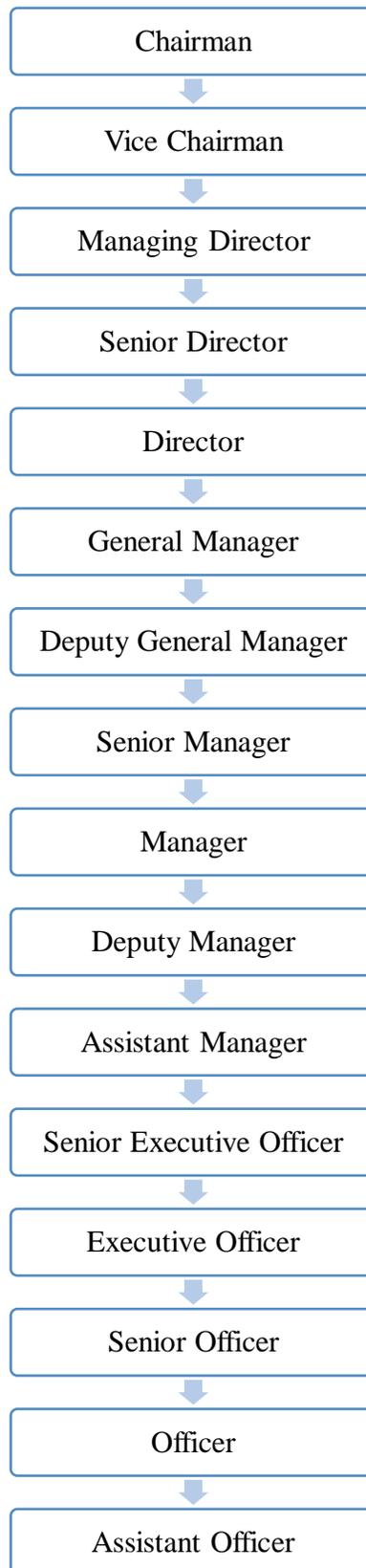
Under the directives of the dynamic Managing Director, Abdul Muktedir, Incepta has the most brilliant minds working in the different sectors for the betterment of the organization and the country as well. The dedicated sales team devote their time for the promotion of newly launched and existing drug. They reach to the points of car corner of the country to interact directly with the clients and other significant influencers of the product sale. Approximately eight thousand brilliant minds work under the umbrella of this organization including business administration graduates, microbiologist, pharmacist, accountants, physicians and many others.

3.11: Organization structure:

Incepta Pharmaceuticals Ltd. has 15 departments, which are:

- Marketing Strategy Department
- Medical Service Department
- Human Resource Department.
- Administrative Department
- Commercial Department
- Sales Department
- Distribution Department
- Regulatory Affairs Department
- Finance and Accounts Department
- Financial System Department
- Management Information System Department
- Production Department
- Quality Control Department
- Production Development Department
- International Marketing Department

3.12: Organogram of the organization:



3.13: Products.

Capsules, tablets, intravenous medicine, whatever the formulation of the drug it is, they are trying their hands in it and have achieved desired success. Drugs produced in their factories are top notch in this sector and internationally recognized. Now, with the help of advanced technology and specialized instrument they possess, they are working on high technology dosage formulations, like sustained released tablets, effervescence tablet, pre-filled syringe etc. their main target is to eliminate or reduce potential problems that might reduce the bio-availability of the drug. They are also working on masking unwanted tastes to increase patient compliancy by producing flavoured product.

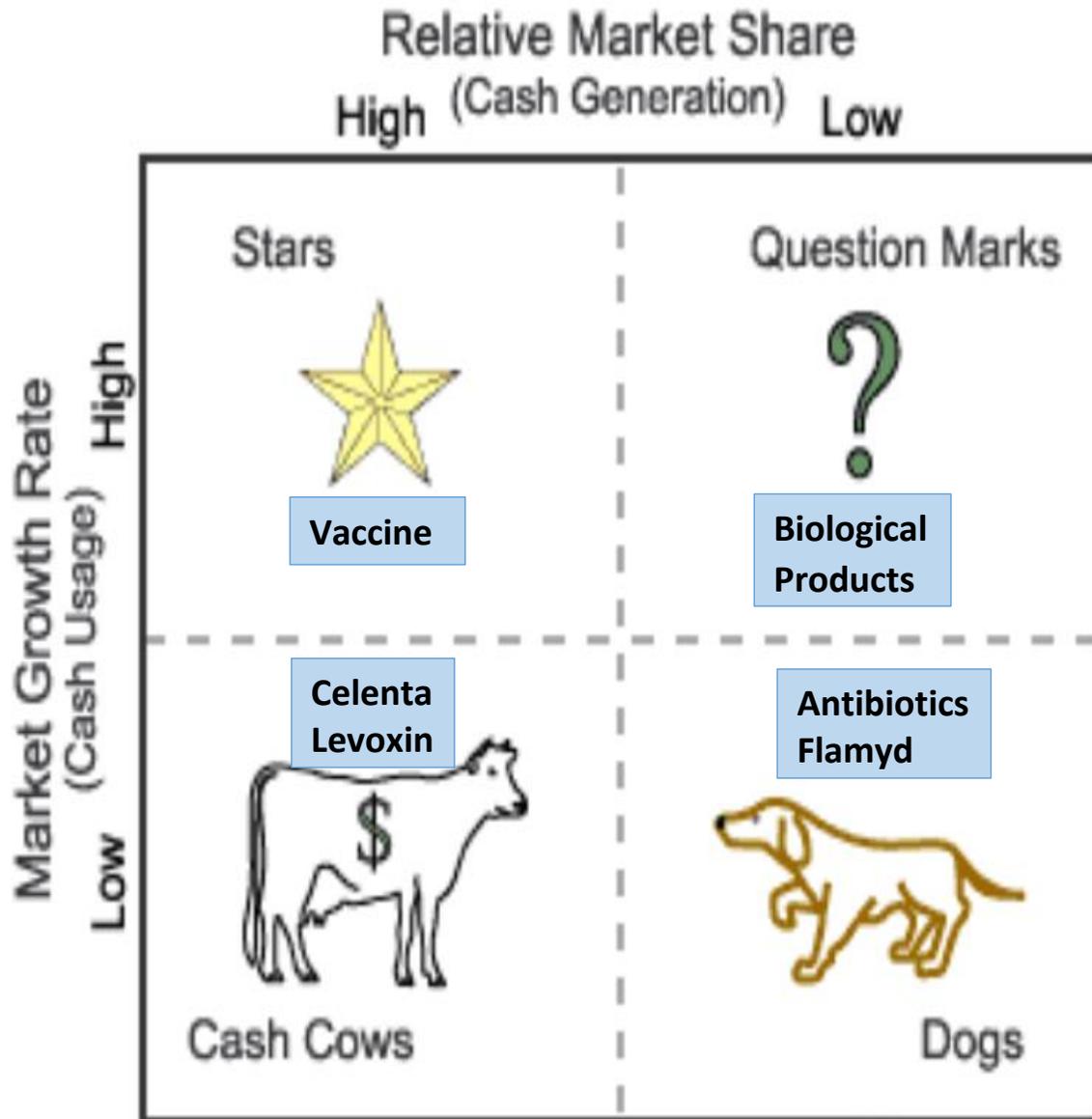
List of products produced by the company:

A wide range of products are being manufactured by this pharmaceuticals, namely Antihypertensive, Diuretics, Antihistamines, Antiparkinsonism, Antiulcerants, Antibiotics, Iron supplement, Antiftrngals, Anxiolflics, Skin depigmenting agent, Antiarthritic, Pain killer, Antiflatulent, Antiplatelet, Nasal Spray, Antiasthmatics, Antiepileptic, Cough Expectorant, Sedative , Ovulation inducing agent, Prokinetic and Antiemetic, Drug for BPH, Anticoagulant, and Antidepressant which amount to over 300 brands of products in local and international market.

3.14: BGC Growth share matrix of Product strength of Incepta Pharmaceuticals Ltd. :

BCG matrix (or growth-share matrix) is a corporate planning tool, which is used to portray firm's brand portfolio on a quadrant along relative market share axis (horizontal axis) and speed of market growth (vertical axis) axis. If we consider the main products of Incepta Pharmaceuticals Ltd.

according to BGC matrix, we find that some of its antibiotics can be labeled as Cash generator while its vaccines and some other products are cash neutral. However, even with its own factory and dedicated stuffs, the biological products are still under the cash user section.



3.15: SWOT analysis of Incepta Pharmaceuticals Ltd. :

SWOT Analysis is a tool used for strategic planning and strategic management in organizations. It can be used effectively to build organizational strategy and competitive strategy. (Gürel 2017). The primary objective of a SWOT analysis is to help organizations develop a full awareness of all the factors involved in making a business decision. While Incepta Pharmaceuticals Ltd. is currently one of the top industries of this sector, a complete SWOT analysis helps identify its strength and weakness, and reveal pathways to new opportunities. SWOT analysis may also help take preventive measures by identifying the potential threats it may face.



Chapter 4: Job Description:

4.1. Duties as an intern.

As a requirement for Business Administration Bachelor's degree, I have been assigned as an intern in the marketing department of Incepta Pharmaceuticals Ltd. Though marketing is one of the major part of the organization, there was very little to learn in the marketing department of the head office, since it has already a very stable integrated marketing program in place. The main objective of my placement was to familiarize myself with the existing marketing strategy, work side by side with medical promotional office to learn firsthand how they are dealing with clients. First I had to do was, make myself familiar with the existing marketing strategy. I was assigned with a senior medical promotional officer with whom I have visited the factories and one more regional office of the organization.

General job description:

- To observe the marketing department of the Incepta Pharmaceuticals Ltd and to gain firsthand knowledge of practical work.

Specific job description:

- To find new client for the organization by directly interacting with them and presenting to them the details and information brief about the prospect of the company.
- To communicate with the local distributors and inform them regarding the newly added products and making strategic plan to increase sales revenue from the products.

- To establish a rapport with the physicians and local community since they are the most important variable that can have a direct impact on the sales.
- To input data into the company server and process requisition of the vendor.
- To submit weekly progress report mentioning the works I have accomplished the week.

4.2: Work related activities:

- I. Direct meeting with the clients: the pharmaceutical company is dynamic in a way that they have daily addition of newer client since many people are falling sick each and every day and the competitive market of Bangladesh pharmaceutical industry demands full dedication and concentration to stay in the top chart. I have been assigned with a senior medical promotional officer for a week, who has been kind enough to take me with him to the points of care center of nearby hospital. There, I have been able to observe his working process directly. His friendly attitude made him very much likable. I was also able to attend few meeting with the local and regional distributors where I have seen our sales manager deal with the distribution chain of the product.
- II. Submission of the weekly progress report: my job as an intern was ever changing. I have been part of the outdoor medical promotional team, visited the factories on site, visited the vaccine plant and attended meeting with the distributors. The weekly reports I have submitted to my supervisor in inception included the summary of all the works I have accomplished in the week.

- III. Data entry: For 2 days I was placed under an IT expert and learned firsthand the process of data entry into the company main server and then I was assigned to enter the sales data of a week of the Dhamrai area of Dhaka.
- IV. Other relevant activities:
- a. Collection of Medical Promotional Officers' Certificates: I along with some other interns, attended the certificate collection ceremony of the MPO's. We were able to interact with them and interview them regarding their ambitions, prospect in the company and why they have chosen incepta.
 - b. Attending training session: Incepta undertakes regular training program for their sales executives which I have been privileged enough to attend,
 - c. Paperwork assimilation: I have been assigned to collect the daily reports from the MPO's of the Dhamrai area. My job was to arrange them in proper order, label them and send them to the data entry sector for further processing.
 - d. Photocopying, printing and others.

4.3: Lessons learnt from the organization.

During my placement in incepta pharmaceuticals, I have been able to gather practical work place experience which while have many similarities with the theoretical knowledge gathered during my under graduate course but still felt vastly different as I have come to realize, real work place experience is an entirely different matter. Here, I was treated as an employee of the organization and I have to maintain utmost profession standard throughout the period.

- I. Punctuality: working in a private sector, it goes without saying that punctuality is the most valued trait here.
- II. Time management: to allocate the limited time I had and gather the most experience in the shortest time, I have to manage my time accordingly.
- III. Short listing and data entry.
- IV. Documentation.
- V. Communication skills: As I have been able to interact with many personnel of incepta and its clients directly, I have developed my communication skill and learned that in the business and marketing sector sometimes how you react in a situation is very important.
- VI. Working under pressure: to manage the works and my last semester study, I have learnt to cope up with stress and work under pressure.
- VII. Application of software: I have learnt to entry data into the company server and used MS excel to update the data file of local MPO sales.
- VIII. Networking: while working in many different sectors of the department I have come to value the connection made through networking.
- IX. Corporate culture: while working here, I have come to learn a lot about the current corporate culture and how to behave accordingly.
- X. Discipline: though always mentioned, people usually forget that having proper discipline in life makes everything achievable. Working with the wonderful people of incepta has reminded me of that simple but precious truth again.

All in all, I have learnt how to conduct myself in a professional work place and teamwork, value of punctuality, leadership and sincerity.

Chapter 5: Constrains and limitations.

5.1: Challenges faced in the organization.

While it was my privilege to be a part of Incepta Pharmaceuticals Ltd, some challenged I have faced which limits the scope of this report:

- a. The department I have been assigned to mainly work in reviewing and maintaining the already established framework of an integrated elaborate marketing strategy. They conduct monthly meetings to review the sales chart and weak areas that need attention. As a marketing major student, I had very limited scope to put any input into any development plan. I have done paper work and desk job mainly which would be better if there were more opportunity to work on the field directly.
- b. Transport: the company provides transport facility for its employees which the interns are not privileged to access. Regular journey to our main campus and incepta head office in traffic filled Dhaka city is one major limitation.
- c. Internet facility: In this era of digital Bangladesh, the company known as the 2nd largest pharmaceutical company should have a better internet facility. Their internet connection is slow comparatively and it requires a lot of time to compile the data processing with the present speed.
- d. Technical problems: two allocated scanner machines for the stuff in the Head office do not function properly and sometimes there is a long que of people pilling outside the office room. The photocopy machine is the same and it requires urgent attention.

- e. Recruitment process: whenever a position is vacant, the recruitment process is completed internally so meritorious ambitious fresh graduates have less opportunity without proper backing.
- f. New environment: the corporate culture was a bit unfamiliar to me since I have no such experience before. It took some to adopt but the amiable staff members of organization helped me through it.
- g. Storage facility: apart from the ware house established in Zirabo plant, the head office storage facility is not big enough to hold all the necessary documents and other relevant staffs.

5.2: Deficiencies in academic preparation.

1. Lack of knowledge in software: The undergraduate program of Business faculty of UIU covers almost all necessary courses require to achieve desired professional success. However, while working as an intern I have faced a lack of knowledge in the software programming and IT sector. Incepta uses their own licensed software to analysis data like annual sales and other. I have been taught how to use the program to input data into the main server. But if I had some basic knowledge before it would have helped me tremendously.
2. Courses studied not implied directly: undergraduate program theoretical course can be co related to the practical application. However, some discrepancies were observed.
3. Networking: while working as an intern, I had to interact with many different perosnnels specialized in different aspects of the organization. There were not many scope in the course period to learn how to build a strong network system.

Chapter 6: Conclusion

6.1: Conclusion.

Since the late 50s, pharmaceutical industry started the journey in Bangladesh. Since then, many companies were established. Some of them still stands. As dynamic and competitive industry it is, it requires constant research and planning for improvement and maintaining the top position. Incepta since its birth, has been working relentlessly towards their ultimate goal and proper strategic planning is the key behind the success of incepta Pharmaceutical Ltd.

With the aid of state of the art technology, incepta is working towards the discoveries of newer formulations of drugs, vaccines and baby products. They hope to produce sufficient amount of artificial insulin and insulin analogues to meet the local demand. Their cephalosporin has become a trusted name in the critical care of patients.

Under the strong leadership, Incepta has become the perfect example of success story of Bangladesh. They have significant contribution into the economy of the country and the health sector simultaneously. They are earning foreign currency and exporting their product to many countries. Incepta is now one of the trusted names in health sector.

With all the success, they have not forgotten their social responsibilities. To fulfill their commitment to the society, they donate medicine for National Disaster Control. They provide health and life insurance for their employees. Till date, they have properly paid their taxes and VAT to the Government of Bangladesh.

As the Chairman and Managing Director of Incepta Pharmaceutical, Abdul Muktedir says, ‘We’ll plough back money into science and generating knowledge. We’re going to educate people so that they become the best assets of the country.’” true to the word, Incepta is working for the betterment of the country and the society.

6.2: Recommendations

Incepta Pharmaceuticals Ltd. has become one of the top companies of our country in shortest possible time. Since its inception, it has been working hard to meet the local as well as international demand. It has contributed significantly in our economy. However, along with all the success comes some responsibilities. Their investment in Research & Development has yet to yield significant and long lasting result. Here is some of my humble recommendations for further betterment of this company:

1. Locating more reliable and less costly raw material sources.
2. Expanding the marketing section to the rural areas.
3. Experienced and more dedicated supervisor and Lab in charge for R & D.
4. Less allocation for recreation and entertainment purpose.
5. Less allocation for physicians' entertainments.
6. Collaborative research with foreign companies.
7. More allocation for training purpose of the already existing stuffs.
8. Publication of its research and ensuring the availability of the research to proper authority to take necessary measures.

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