



United International University
QUEST FOR EXCELLENCE

Internship Report

Title of the Report: Marketing Strategies of United Pharma and Healthcare Limited (UPHL)

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Letter of Transmittal

February 28, 2023.

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Subject: **Submission of Internship Report**

Dear Sir,

I hereby submit my Internship Report, "Marketing Strategies of United Pharma and Healthcare Limited (UPHL)" which is a requirement for the BBA Program. Working under your active supervision is a big accomplishment.

I worked in the marketing department of Wellbeing Pharmacy at United Pharma and Healthcare Limited for twelve weeks, reporting to Mr. Asif Nahin Taposh. This project gave me academic as well as practical experience. First and foremost, I learned about one of the country's most prominent current pharmaceutical enterprises' organizational culture. In addition, the program gave me the opportunity to network within the corporate world. I would appreciate it if you could evaluate this report and provide your valuable feedback. It would be my delight if you found this research useful and illuminating in acquiring a good understanding of the subject.

Sincerely Yours,

Mohammed Ali-Shah

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Executive Summary

A modern pharmacy is a retail establishment that offers drugs and other lifestyle items. In modern pharmacy, A pharmacist is in charge of making sure medical prescriptions are completed correctly and he is available to advise individuals on prescription and over-the-counter drugs, as well as health and wellness problems. We would always find a modern pharmacy in a community's commercial district. United Pharma and Healthcare Limited (UPHL) a concern of United Group, has been operating its modern pharmacy chain brand Wellbeing Pharmacy (WB) since April 2018. Wellbeing pharmacy is contributing in expanding the quality services to the patients and meeting the developing needs of the customers living in the remote areas, therefore adding to country's economy. Essentially, it is a private restricted organization, which is made particularly to give modern healthcare products and services in Bangladesh. Its primary goal is to give moderate, appropriate, helpful and reliable healthcare and lifestyle products and services towards the consumers. I put together this report as a part of the educational requirement for the Bachelor of Business Administration (BBA) course regarding my internship experience with United Pharma and Healthcare Limited. The Marketing Division selected me. Assigned specific duties involving subscription sales and customer satisfaction in Business and Marketing Strategies, to help senior staff comply with the UPHL's set guidelines and regulations. The paper also summarizes UPHL's history and organizational backdrop. Additionally, I have included every detail of the duties and obligations that I had to follow during my three-months internship period. There is a quick factual review of my department and its organizational structure. UPHL aspires to be a well-known national brand pharmacy that promotes healthcare for all via consumers' health focused products and services. They are concerned with ensuring that their patients receive high-quality treatment and service. They make certain that their consumers receive the health care items and resources they want on time. Pharmacists' professional knowledge is leveraged completely to assist consumers with healthcare difficulties.

Chapter One: Introduction

1.1 Background of the Study

A brief time of work offered by a corporation to a potential employee is referred to as an internship.

A paid or unpaid internship is a position that places more of a focus on on-the-job training than just employment. It can help an individual to acquire the practical knowledge of his or her learnings. As a requirement of BBA program, United Pharma and Healthcare Limited was the right place for me to gather a practical knowledge in accordance with my major subject marketing. United Pharma and Healthcare Limited has been operating its pharmacy chain brand Wellbeing Pharmacy since 2018. It was established in Bangladesh as a promising modern pharmacy organization which is located at Dhaka as private limited company. Since the business environment is highly competitive, customer are the kings according to most of the companies. As a result, every company are trying their level best of coming up with the best quality products to satisfy customer needs. United Pharma and Healthcare Limited is also maintaining the quality assurance of their product at its best and maintain a strong bondable relationship with customers. Wellbeing Pharmacy is very well known as a community-based modern pharmacy that be of medical care service to people around the neighborhood of Dhaka. Among its responsibilities are the careful, accurate, and lawful compounding, consulting, checking, and prescribing of prescription drugs to patients.

I worked with the Marketing Department of United Pharma and Healthcare Limited. So, I got the opportunity to experience and to learn by working with all the people in the particular department. It was a tremendous life time learning experience.

1.2 Objective of the Study

The main purpose of the internship is to gather practical knowledge about the internal and external knowledge of a company. The purpose of preparing this report is to acknowledge my experience and practical knowledge that I have gained about Marketing activities and analysis of Marketing strategies practices that is being applied by the United Pharma and Healthcare Limited for the enhancement of their business. Other specific objectives are given below

- To know about the Marketing strategy of United Pharma and Healthcare Limited.
- To know the subscription sales policy of United Pharma and Healthcare Limited.
- To learn about advertising, promotion and business development method at UPHL.
- To enquire about the sales person's welfare and safety environment and compliance for them.
- To deal with the corporate clients of UPHL.
- Inspection of subscription program of UPHL.

1.3 Scope of the Study

- The scope of the study is limited to United Pharma and Healthcare Limited.
- I had a great opportunity to learn about marketing strategies related activities of UPHL from marketing department.
- There I learnt, acquisition between pharmacist technicians and management, consumer management, Campaign sorting and analysis, pharmacists, on-boarding corporate clients, managing the subscription program.

1.4 Methodology of the Study

This report is prepared on the basis of experience gathered during the period of 12 weeks' internship starting from 28th October 2021 to 28th January 2022. For preparing this report I have undertaken group discussion, participated in some training session doing some internal survey then I collected data from worker, officer, and other employee. During the internship I have collected data from following sources and those sources are given below:

1. Primary Data
2. Secondary Data

1.4.1 Primary Sources

- Oral interview of the responsible representative Asif Nahin Taposh Marketing Executive of United Pharma and Healthcare Limited
- Official record of Marketing Department of United Pharma and Healthcare Limited.
- Practical Knowledge gathered from different assignment during internship period assign from the company representative like work life balance, performance

management, promotion and marketing activities and consumer handling training and development.

1.4.2 Secondary Sources

- Written document of Marketing Department of United Pharma and Healthcare Limited
- Annual report of United Pharma and Healthcare Limited.
- Monthly project & campaign map conducted by the Marketing Department of United Pharma and Healthcare Limited.
- Company Daily Activities Statement.

1.5 Limitation of the Study

I tried my best to use the time and collect the maximum information from United Pharma and Healthcare Limited but this report is not free from short faults. While preparing the report I faced some problems. These are as follows:

- The study is based on only one single region that is Dhaka.
- The study was limited to only one organization.
- Some data could not be collected for their confidential documents.
- For the purpose of the secrecy and company marketing policy, United Pharma and Healthcare Limited could not share some area.
- Lack of adequate time also caused some constraints to my study.
- Even though the program lasted for three months, the marketing department's operations are so extensive that three months would not be sufficient to fully understand all of them.
- This amount of time is insufficient for a thorough and understandable examination. Even though there were numerous restrictions, I made an attempt to provide the report as best I could.

Chapter Two: United Pharma & Healthcare Limited (UPHL)

2.1 Company Profile

United Pharma and Healthcare Limited (UPHL) a concern of United Group, has been operating its drugstore chain brand Wellbeing Pharmacy (WB) since April 2018. The company is specializing in bringing authenticity to all kinds of Medical instruments & Lifestyle Products with authenticity and trust ability. They flatter themselves on furnishing substantiated services for the original community and maintaining a friendly environment while furnishing professional healthcare services and advice. Like other enterprises of United Group, Wellbeing Pharmacy is also working for drawing a distinguishable mark of the brand by furnishing top quality products, services, and results to its valued guests. Toward the start of the time 2022, the chain runs with eight outlets and one substitute channel of item conveyance.

UPHL's staff works tirelessly to assure the authenticity and quality of the items that our customers get from us. However, it is not new to the company that a considerable number of the items in Bangladesh's medical industry are counterfeit/substandard/refurbished about the products. Furthermore, it can be added that, many wholesalers and merchants do not take adequate procedures to ensure the quality of their items. Due to their excellent procurement cost position, these merchants may give clients/consumers exceptional pricing benefits. In such a market, it is extremely difficult to maintain a constant focus on quality and authenticity over price. Wellbeing Pharmacy has been carrying out this difficult task with the utmost sincerity and honesty. Simply because Wellbeing care about their customers, neighbourhood, and most important the nation, they are always learning and improving themselves by bringing innovation in their operations. Wellbeing have a sincere commitment to both quality & authenticity as well as welfare. UPHL is collaborate with more than 100 pharmaceutical firms and more than 50 top-tier brands for lifestyle items. It now has 8 stores in various prime locations around Dhaka City, with over 38,000 active WB cards and about 3500+ subscribers.

Wellbeing is a neighbourhood pharmacy that serves people in the surrounding region with their utmost care. Customers' well-being and a healthy society will always be our top priorities. Its responsibilities include compounding, consulting, checking, and distributing prescription pharmaceuticals to patients with care, precision, and legality. The company

endeavour to deliver nothing but the finest in order to serve anyone's well-being. While attending to the requirements of customers, Wellbeing pharmacy are also making efforts to fulfil their larger societal responsibilities.

2.2 Company Culture

United Pharma and Healthcare Ltd (UPHL) believes that everyone has the right to live their lives as they see fit, which may include the freedom to live in one's own home or the right to live a fulfilling life. Whatever a customer's needs are, we believe that by providing the necessary care, support, and help, people may live freely, safely, and securely.

- They believe that whatever we do should be done with the utmost honesty and trustworthiness.
- They believe in treating all of our customers and co-workers with kindness.
- They lay a high value on the authenticity and trustworthiness of the items, without which there would be no Wellbeing pharmacy.
- They believe in providing opportunities for all employees to strive and accomplish.
- They believe in the effectiveness of company structures and procedures, in addition to the need of following them at all times.
- They adhere to maintaining fair and affordable rates while offering superior services and products.
- They are committed to identifying and supporting chances for progress.
- They feel that conquering hurdles gives UPHL more strength.
- They think that only by embracing our views and collaborating with each other can their purpose be realized.

Quote from the CEO:

“At UPHL, we encourage a positive culture of sharing best practices as we believe it forms a key part which attributes to the success of any organisation. Similar to the old saying, “Learn from other’s mistakes,” it’s important to learn from individual experiences, but it’s much easier and more effective to learn from the experiences, mistakes and successes of others = positive problems!”

2.3 Overview of pharmacy business in Bangladesh

In terms of the parallelism of investment and production, Bangladesh's pharmacy business is one of the most lucrative. Owning a pharmaceutical firm in Bangladesh is not only a profitable venture, but it is also a rewarding one for you. This is the organization for customers looking for a dependable service. However, starting a business is a difficult task. Market research, financial structure, trade licensing and product licensing, hiring important personnel, and other tasks must be completed throughout this procedure. Medicine is a life-saving substance that is essential in our everyday lives, especially in impoverished countries like Bangladesh where numerous fatal diseases are prevalent. In the current pandemic scenario, the world economy has been profoundly disrupted, while online medication stores are experiencing significant growth. As consumer behaviour has changed significantly, people are now thinking about not going out and shopping physically, which has a significant influence on the vendor and buyer's conventional path.

Nevertheless, the dispensary shop sector in Bangladesh is mainly uncontrolled and unsupervised, leading to irrational drug consumption and significant out-of-pocket healthcare expense. These stores are staffed by salespeople who have little or no professional certification in administering. The owner and salesman were the same individual in 76% of the stores, and more than 90% of them were around 30 minutes' walkable distance of a public healthcare institution. The certification procedure was regarded to be onerous, time-consuming, and costly. The drug auditors' visit to the shop was quick, unstructured, and there was no issue solving. Merely 9% of stores kept a stock inventory, and 10% kept a medicine sales chart. In all, 65% of customers went to a drugstore without a medication. 49 percent of the salespeople had no official dispensing training and learnt the occupation through experience with fellow drug sellers (42%), families (18%), and village doctors (16%), among others. The majority of the people who frequented the drug stores were unconcerned about dispensing training, drug store licensure, or purchasing medications without a prescription. Customer-dispenser interactions were found to be mostly focused on money transactions, unless the client actively sought guidance about the drug's use.

Founding a pharmaceutical business in Bangladesh is generally complicated, but not inconceivable. As a result of increased regulation, this industry offers a huge opportunity to improve community health. This suggests that the government has emphasized the informal sector in Bangladesh, which includes retail medicine businesses. It is good news for the country's healthcare business. Pricing is another critical consideration that every pharmacy

should have in mind. People in Bangladesh, particularly in cities, are extremely price sensitive, and illnesses are prevalent. Many individuals will buy medicine from pharmacy shops if they can offer it at a reduced price and deliver it to their customers' houses. Bangladesh's online pharmacy market has recently started to grow; however, it is still quite modest. So the greatest moment to start an online pharmacy in Bangladesh is right now. Gaining the trust of your clients will be simpler for you because there is still less competition. Online pharmacy will provide people of all category who are now engrossed in the bustle of city life with a much-needed break. They will have the flexibility to purchase medications from an online pharmacy whenever they want, from wherever they are, which is a great chance for both sides to advance the pharmacy sector.

2.4 Company Vision

“Being the most renowned provider of healthcare products and services distribution to consumers.”

United Pharma and Healthcare Limited are concerned with ensuring that patients obtain high-quality drugs and service. They ensure that the customers get the authentic and reliable products and supplies they need on time. Future-focused, UPHL wants to rank among the top companies in Bangladesh for the delivery of best healthcare supplies. In order to fully satisfy the demands of their customers and business partners, they want to continually improve and optimize their company business strategy.

2.5 Company Mission

“Continue to be a leader in the Bangladesh's healthcare sector product distributor. Excellence in terms of facilities, management, expertise, and service quality.”

Its goal is to promote success by fostering cooperation, engagement, and trust among individuals as well as other healthcare organizations in an atmosphere of mutual respect and sharing. In addition to that, they wish to be a well-known national brand pharmacy that supports healthcare for all by offering consumer-focused goods and services. In order to deliver the best possible patient care, UPHL expects the rigorous quality for customer satisfaction, staff morale, and connections with colleagues and clients. They always promise to strengthen their position as market leaders via ongoing innovation and development.

2.6 Core values of the company

2.6.1 People-Centeredness

We respect one another, value variety, and promote happiness at work.

2.6.2 Integrity

We pledge to uphold the highest standards of products and services and also moral behaviour in the workplace.

2.6.3 Compassion

We are kind, humble, and empathic when we care.

2.6.4 Stewardship

Care for our patients, community, and society is under our purview.

2.7 United Pharma and Healthcare Limited Product and Services

2.7.1 Medicines on Prescription, Transitions, & Refills

The customers bring their prescriptions in, and the assigned pharmacist or pharmacist technician attend the customer and fill them. All of the main pharmaceutical firms' prescription drugs are available, and if it's not available then the supply chain department will get it for the customer. Beside Wellbeing can transfer all the prescribed medicine if any customer is presently needing them. All it takes is a phone call. Simply ask anything and Wellbeing will take care of it.

2.7.2 Medications available over the counter and front-shop goods

We provide a comprehensive selection of over-the-counter medicines and front-shop supplies to meet all of your medical requirements, including:

- Anti-allergy drugs
- Cold and cough remedies
- Diabetes meters, strips, and syringes
- additions to the diet, nutrition, and meals
- family preparation
- Home health care
- Personal grooming
- skin care

- drugs for acid reflux and the stomach
- Vitamins

2.7.3 Patient Counselling

If any patient has queries regarding their medications, then the patient can inform the qualified pharmacists that is assigned for the patient in order to response and suggest any instructions for the queries that is being made by the patients or customers.

2.7.4 Drug Detoxification

Don't ever throw a medication down the crapper, wash it down the sink, or dispose of it in the trash. Bring in any outdated or expired drugs, and Wellbeing dispose of them properly for the safety of patients.

2.7.5 City-Wide Delivery Is Free

Having trouble getting to the store? Wellbeing can arrange their personal delivery service for free delivery of any customers' prescription drugs, over-the-counter medicines, and front store goods.

2.8 Organization Structure

United Pharma and Healthcare Ltd is divided into many divisions, which are further subdivided into several departments. Moreover, the departments are divided into a few channels. The following are some of the UPHL branches and their assignments:

2.8.1 Department of Human Resource

The division of human resource is in charge of enrolling, screening, and assessing personnel, as well as compensation, training, and employee benefits. Recruitment and choosing, training and progression, salary and enthusiasm, and so on are all subcategories of HR management.

2.8.2 Department of Sales

The Sales Department is in charge of identifying the company's aim, selecting systems for target attainment, inferring methodology, and reaching sales targets. There are several sales teams for diverse objectives, such as an E-commerce team known as the Additional

Development Corporation team (ADC), supporting workers known as pharmacy technicians, branch managers, and qualified pharmacists to handle patients or clients with care. Each department is in charge of on boarding different types of potential partners.

2.8.3 Department of Marketing

The marketing department is responsible for public relations, coordinated branding, product and service promotion, lead and demand creation, digital advancement, content development, Customer relationship management, database administration, and so on.

2.8.4 Department of Supply Chain

The supply chain department is in charge of planning all the coordination related to the distribution network, ensuring all the demandable medication available in all the outlets for example, source from country pharmaceuticals companies such as like incepta, square, beximco, healthcare, etc. and also sourcing from overseas with meeting all the legal requirements, partnering with lifestyle companies such as like Bangla shoppers, The mall, shop shajgoj etc.

2.8.5 Department of Account and Finance

The accounts and finance department is totally in charge of the organization's large number of records as well as all monetary product and service exchanges. Accounts payable and receivable tracking, monthly and yearly income tracking, dealing with payrolls, describing and recording medical product and service related transactions, and so on are examples.

2.9 WHY Wellbeing?

Wellbeing, the caring company has big aspirations and quite simple aims to be renowned for providing the best quality healthcare personnel and care services in the market of pharmacy business. The UPHL sales territory continues to grow, not just with branches, but with their service partners as well. The head office team has worked tirelessly to position Wellbeing as a household name within the branded healthcare sector. The healthcare product distributor needs to change, with clear inefficiency causing huge monetary losses, there is a call and always will be, for more effective healthcare product and service delivery. Together

Wellbeing intend to continue to be that company and much more. Following are some key reasons why Wellbeing is doing better than their competitors:

- Increased Productivity & Efficiency
- Better Morale & Drive
- Reduce Costs
- Increased Profits
- Better Safety
- Improved Customer Service
- Better Retention

2.10 United Pharma and Healthcare Limited (UPHL) marketing strategies:

United Pharma and Healthcare Limited's marketing strategy explores the brand via a variety of promotional strategies, including price strategy, promotion planning, and creative goods. The UPHL marketing strategies contributes to the brand's, competitive company's market position and the attainment of its business goals and objectives. Some of the Wellbeing Pharmacy marketing strategies are:

2.10.1 UPHL Product Strategy

Wellbeing Pharmacy provides both pharmaceutical items and medical services. The bulk of regular consumer goods sold at Wellbeing pharmacy are drugs and lifestyle items. The rising healthcare industry in Bangladesh has aided Wellbeing Pharmacy to rapid growth. It is the one of the largest drug facility network and provider of prescription medications. It offers a variety of items and services that assist make high-quality services affordable. Because of the years of partnership with firms like as Incepta, Square, Ribana, Body Shop, Bangla shoppers, Beximco, Healthcare, and others, they have such a strong and distinct presence in the modern pharmacy sector. They give home - based care to older people in order supply lengthy healthcare. The fundamental goal of Wellbeing is to offer high-quality, affordable healthcare services in a convenient setting.

2.10.2 Customer Relationship Management Strategy

CRM technology is crucial to the success of any pharma company marketing strategy. It assists businesses in acquiring and acting on information about their leads in order to develop solid and long-term connections. CRM system collects and organizes data on media choices, social experience, online activities, and so on. Examples of applications for this information include:

- delivering targeted email messages based on webpage visits.
- cross-selling new medications and treatments based on prior adoption.
- Wellbeing tailor each recipient's experience with the customers by sending them notes on their birthdays and other significant dates.
- delivering after-sales many healthcare related assistance.
- delivering gifts of different events of Wellbeing.

In order ensure the success of CRM the UPHL company has collaborated with many mobile operator companies such as like Robi Axiata, Grameenphone, Banglalink, and also partnering with some financial institution like Premier Bank, Lanka Bangla Finance, United Commercial Bank, Asian Development Bank etc. where they send many greetings to the customers on their special events.

2.10.3 Social Media Marketing Strategy

In today's technologically evolved environment, pharmacy social media marketing is a powerful method. To advertise Wellbeing pharma, they made their own company pages and profiles. It's a terrific marketing strategy because of its affordability and accessibility. Wellbeing uses sites like Facebook, Instagram, and YouTube, as social media plays a significant role in their pharmaceutical marketing strategy. They provide information on social media about grand openings, vaccinations, updates, promotions, and more. To be customer-centric, they constantly keep the following in mind to attract consumers' interest and attention:

- Attractive pictures and colours used to create awareness of various medication, medical items and services and many other lifestyle products.
- Informative posts to better the knowledge of customers' wellbeing.
- To maintain their pace in the success of their marketing strategy, they have teamed up with a social media handler generator.

- They always follow the law and carry out their marketing initiatives in the most moral manner possible.
- Always monetise to see if medical and drug-related information is true and correct.
- They always good to hear both positive and negative feedback.
- Celebrities endorsement of the product

2.10.4 In-Store event marketing strategy

Every month, United Pharma and Healthcare Limited hold an in-store healthcare event at each Wellbeing shop. The marketing department organized the makeover event, which was carried out by the pharmacist, pharmacist technicians, and managers of each separate location. The event takes place in-store, where some of United Hospital's specialist doctors offer diabetes consultation days, full body check-ups, diet charts, and many other health-related concerns. Wellbeing showcases their new diabetic line of goods while also providing a lot of value at this event. In addition, Wellbeing held an event specifically for job holders, home, family, and elderly persons in each of their individual stores.

Face-to-face marketing is the best type of marketing. Wellbeing has its own applications and social media platforms such as Facebook and Instagram to assist organize and advertise the healthcare campaign. Such campaigns foster trust, repeat purchases, customer loyalty, positive word of mouth, and recommendations to others all of which contribute to the expansion of Wellbeing and its establishment as one of Bangladesh's modern multi-chain pharmacy.

2.10.5 The infrastructure strategy

If the client has a positive experience in the store, they will return again and again. The vivid colour schemes, great design, well-dressed workers, and eye-catching signage of Wellbeing Pharmacy make the store acceptable and enticing to the clients. All of the lifestyle items, such as skin care products, medical instruments, medication, certain vital products, vitamins, and many others, have been properly classified so that they are easily apparent to the customers. Wellbeing pharmacy partners with other local businesses such as Ribana, Bangladesh edible oil, Sini Care, Marico, and others as part of a program known as Advertising & Promotion (A&P) partner. Aside from that, they provide a lucrative exhibition

of their A&P partners' products to convey to clients that they, too, advocate shopping locally. A prosperous design approach was critical to Wellbeing Pharmacy's effective marketing campaign since it was able to get customers into the shop and engage them to buy while they were there.



Chapter Three: My Experience

3.1 My activities, duties, and accountabilities

Throughout my internship, I was given a variety of assignments. My initial responsibilities were to assist my seniors with their day-to-day work and obligations. I have attempted to assist my seniors in completing any job by the deadline. Throughout my internship, I assigned the following duties and responsibilities.

3.1.1 Subscription Program

The UPHL subscription program describes it as a service supplied to consumers who require medications at regular intervals throughout a time period. So we enrol them in the subscription service and send them the recommended medications for which they have signed up, and we provide them every month on that day whenever the clients require them. Since there were more than 3500 subscribed clients, the pharmacists logged the customers purchase data on a google excel sheet, and I needed to ask about the sales to the pharmacists, which I had to cross-match with the google sheet data. In addition, I need to persuade the pharmacist to sign up at least four new consumers for the subscription service. Once a week, I receive fresh forms from all of the outlets, and I review the forms for any errors. If there are no errors, I must send it to the ADC department to cross-check the forms by phoning the client, and if there are any errors, I must send it to the respective outlet's pharmacist to fill out the form again.

3.1.2 Sales Campaign

I was given the responsibility of running "Health Check Day," an event we hosted in conjunction with United Hospital during my internship. Since the marketing department was in charge of the event so I required the input of my seniors in order to conduct the event. The finance department gave us the tools we needed, such as table toppers, X-banners, cut-outs, pamphlets, and posters, among other things. After everything was fixed, I was given the responsibility of doing field duty throughout the event to monitor the proceedings and collect client feedback. When clients had questions about the event or needed help getting a health check, members of our team from UPHL and the United Hospital team were on hand to answer them. Besides UPHL went to a show at the Sheraton as part of a "Women

Empowerment" event. I was chosen to represent Wellbeing Pharmacy at that occasion and I along with the help of my supervisor did all the arrangements, decoration, banners, festoon cut-out lighting etc. for the event.

3.1.3 On-Boarding partners

I was tasked with listing some corporate and A&P partners for UPHL. Meeting the deadline was a challenge because there were so many tasks to perform in such a short period of time. However, I was able to name a few business partners, including Premier Bank, Robi Axiata, Pathao, Sir John Wilson School, and Banglalink. I was also given a list of A&P partners to contact over the phone in order to on-board them with UPHL and was also assigned to nurture some of our existing A&P partners. Before making the phone calls, I received instructions from my supervisor, and by following his guidelines, I communicate with the A&P partners and corporate partners and briefed them on our services and the benefits that they will receive.

3.1.4 Documents collection and Meeting Partners

For doing business with UPHL, I had to collect various officials document from new A&P and corporate partners. Documents like trade license, NID, bank declaration format, memorandum, partnership deed, authorization letter etc. It was very challenging to convince partners and manage meetings with them. Even I faced various several questions.

3.1.5 Outlets Visitation

I went to each store and checked every item that had been divided up based on the planogram that my managers had created. Additionally, my boss gave me considerable latitude to make changes if anything didn't blend with the design of the outlets. He also gave me the job of managing the product segmentation for the A&P partners. I was able to speak with my co-workers, pharmacy techs, and the manager of the stores during my visit which also created a strong bond between me and my colleagues.

3.2 Development of personality

This work experience allowed me to improve and have my various communication skills, professionalism, timeliness, and teamwork abilities, all of which have a significant impact on

my career which will also benefit my professional progress. Some of the primary abilities I feel I have gained are as follows:

3.2.1 Communication Skill

Everyone who wishes to work in corporate culture has to improve their communication skills. Yet, this internship program assisted me in professionalizing my communication skills. United Pharma and Healthcare Limited assisted me in learning how to speak professionally with co-workers. I also communicated with the managers of different branded companies of our country, which really enhanced my English Speaking skills.

3.2.2 Technical Skills

Considering my major is Marketing and my minor is Finance, I must maintain proficiency in Microsoft Excel, PowerPoint, and Word. I now have the opportunity to have these skills. First, I observed how my seniors worked as the majority of the work is done in Google Excel Sheet, it is vital to understand Excel shortcut methods to complete the task fast. In that situation, my seniors were quite helpful. They showed me how to accomplish the assignment swiftly by utilizing certain Excel terminology. In addition, I have enhanced my Microsoft Power Point abilities. Working with data allowed me to acquire my Google excel sheet program skills.

3.2.3 Efficiency level

United Pharma and Healthcare Limited places a high value on professionalism. I had to talk and engage with a large number of individuals while adhering to a strict clothing code. This formal communication and clothing code assisted me in improving my efficiency.

3.2.4 Punctuality

I had to go to the workplace every day for the last 12 weeks. I had to be in the workplace from 9 a.m. to 6 p.m. This time management technique assisted me in becoming more prompt.

3.2.5 Team Player

I had to interact with my co-workers on several occasions. I had to assist some of my fellow junior consultants when they were having difficulty understanding anything, and I also assisted my superiors in completing their jobs. This aided me in becoming a better team player.

3.2.6 Capability to operate beneath pressure

I was sometimes required to tackle many tasks at once under pressure. This taught me how to accomplish tasks on time.

3.2.7 Important Remark

Throughout my internship, I discovered that the seniors are quite helpful. Juniors can learn from seniors, and seniors can help them without reluctance. Workers are really knowledgeable. Also, while working, I had to on-board the corporate partners in UPHL via phone calls, which made convincing them quite tough. As a result, I had to attentively study every circumstance in order to avoid making a significant error.

3.3 Setbacks and Challenges

While working as an intern at United Pharma and Healthcare Limited for marketing department I faced many challenges. As a part of my work I had to attend to many partners and corporate clients to their office. For this reason, I needed to contact with them over phone and had to fix meetings with them. But getting a convenient time from them was a hard task. I had to convince them about why they would choose Wellbeing as their A&P partners and what are the benefits. It wasn't easy to get any free schedule. Sometimes the given time used to clash with other schedules. So I had to come up with proper strategy to fix the timings. Sometimes the meeting doesn't go as it was pre planned meaning some documents might not be up to date for which we won't be able to proceed. In that case I had to fix those meetings again so that they can prepare the documents and agreements properly.

I was also assigned with a regular of taking updates of the subscription sales of previous days from all the pharmacists of all 8 outlets. I need to talk to them about the new subscription. Here the challenge was about the authenticity of the subscribe customers because regular customer can't be a subscriber. This subscription program was only for those who needs medicine on regular interval basis. So, for making this module authentic I need to talk with them and had to encourage them to work with dedication and honesty. The new subscriber form always comes to me for correction and there was a special requirement that needs to look after on the new forms. I must make no mistake while checking up the forms. Because if I found any mistake happens the form will be counted as rejected and will be returned to the respective outlets and asked the pharmacists for the correction. So to keep this work effective and efficient I was instructed not to make any mistake so that I can proceed with my other works.

Sometimes I was given a list of A&P partners and corporate partners leads to contact over phone. These lists were provided by my supervisor and these lists were the request from those partners who wanted to do business with UPHL. I had to contact them & gather information about their business product, their ownership pattern and business area. This wasn't an easy task I had to answer a lot of questions to them as the partners always wanted to know what is beneficiary from them. Sometimes I had to talk to one partners more than 20 minutes.

These are some of the setback and challenges I faced while completing my internship period. But after all these experiences I can say that I learned so many things and now I am a better version of myself. I have adapted myself to the corporate culture and developed myself to fit in any position.



Conclusion

Bangladesh's pharmacy industry has grown significantly since the Drugs Control Ordinance was passed. However, the prevalence of contaminated, counterfeit, and substandard pharmaceuticals, as well as the selling of drugs at prices higher than the maximum retail price, have been serious issues here. The recent introduction of model pharmacies is giving people optimism that they would be able to obtain safe medications at a fair cost. Wellbeing Pharmacy, a brand of United Pharma & Healthcare Limited focuses on delivering provenance to all clinical necessities & beauty products. Its mission is to portray the existing situation of model pharmacies in Bangladesh and to suggest modern and alternative systems that could be used in model pharmacies for better healthcare management and patient conformance. In accordance with the Pharmacy Ordinance of 1976, wellbeing pharmacies are contemporary pharmacies that have one A-grade pharmacist in each of their locations. However, during a recent visit, only a small number of A-grade pharmacists were seen in many modern pharmacies. Wellbeing Pharmacy offers the most genuine and trustworthy medical supplies, as well as documented inventory management, expiry product management, audits of the store, a facility for health checks, consultations with A-grade pharmacists, a subscription module for the customers, and many other facilities that deserve to be mentioned. You can also find medicines storage facilities at controlled temperatures in a pharmacy that follows by the modern pharmacy like Wellbeing. Wellbeing consistently buys medications directly from pharmaceutical companies that have been approved by the Directorate General of Drug Administration (DGDA), guaranteeing that the consumers receive high-quality medications. As they utilize the most recent medical technology for better patient care and patient management, Wellbeing pharmacies can always be trusted.

To wrap up, it can be said that although being in a critical position to be the industry leader, United Pharma and Healthcare Limited is still working hard to capture the whole market. Nonetheless, competition in this field is fierce. Despite being in a secure position in this business, UPHL is still developing innovative services in order to obtain market leadership. According to some research, the majority of individuals who live near model pharmacies do not visit them since they are ignorant of their presence. If Wellbeing pharmacy can continue to meet the demands of its clients as they are, they will have a great future.

Appendix of the Report

1 Weekly Journal-1

Date: 31st October, 2021 – 4th November, 2021

Company: United Pharma and Healthcare Limited.

Name: Mohammad Ali-Shah

ID: 111 181 110

Instructor: Muhammad Rehan Masoom

Overview of week 1:

I had an amazing experience during the first week of my internship program at UPHL. On the first day I was oriented with basic responsibilities and was assigned with my temporary Id card. They introduced me to my team head & my supervisor is Mr. Asif Nahin Taposh. He is the marketing manager of our team. Then I was introduced with my team and I will be working here under the marketing department. Basically the job responsibilities of our team is to communicate with different companies and to make them on board to Wellbeing and also to execute different marketing plan in order make Wellbeing pharmacy the modern pharmacy. After knowing my first job responsibilities I was asked to report to Mr. Asif Nahin Taposh who is the marketing manager of our team. During the first week I wasn't assigned with a lot of work but I got the chance to learn some interesting stuffs and one of them is how to fill up the customer on boarding form. We address the form as Customer Subscription Form (CSF) for the customers who needs medicine on medicine on regular interval after a time period. I learned how to communicate with the pharmacists and learned the depth about the model of subscription. The most interesting thing I get to learn in the first week is about the necessary documents. Then I met many people from other departments on my floor. On the first week I was briefed about my responsibilities and learn a lot of interesting thing and get the chance to blend with the office culture.

Tasks Performed During week 1:

Learned to inspect up the CSF form without making a single mistake and if any mistake happens then the form will not be considered valid and then I corrected up to 120 CSF forms in the first week. The mistakes form where again to the respective outlets to correction as this forms filled up the pharmacists.

Challenges During week 1:

The challenges I faced during my first week is to cope up with the culture but soon I become flexible around the other people. But inspecting up the CSF form without making a mistake was not an easy task and then contacting the pharmacist and explaining them about their mistakes was a tough work.

Learnings:

The first week at UPHL was more of an ice breaking session for me. The real task for me during this week was to get myself acclimated with various individuals. One of the significant learnings from this for me was to have the capacity to communicate before diversified individuals. Having the capacity to speak with them was additionally a learning for me. Aside from this, I have also taken in the way of life at UPHL, how they work and what the essential manners of corporate life are. I have found out about the responsibilities performed by my group.

2 Weekly Journal-2

Date: 7th November, 2021 - 11th November, 2021

Company: United Pharma and Healthcare Limited.

Name: Mohammad Ali-Shah

ID: 111 181 110

Instructor: Muhammad Rehan Masoom

Overview of week 2:

The 2nd week was a learning phase for me. I learned the module of subscription that is being provided to the customers. I was assigned with a google excel sheet where the purchase data of subscribe customers is given and on regular day regular task I had to check whether the pharmacist has properly entered the data on the sheet for both purchase history and the entry of data of new subscribe customers. Then I had to inspect up the SCF forms as I was briefed and practiced at the first week. The google excel sheet had to be checked with great care because I cannot make any mistake and if any mistake happens the file will be considered as a false data.

Tasks Performed During week 2:

Had to inspect all the up 8 outlets google excel sheets where there is more 3500 subscribe and also had to check whether the new subscribe customers' data are being entered or not.

Challenges During week 2:

The challenges I faced during my second week is to check up those 8 outlets google sheet without making a mistakes and this cannot be done without proper concentration in this work

Learnings:

During Second week I learned about the google excel sheet of the subscribed customers about their purchase data and also the data entry of new subscribed customers

3 Weekly Journal-3

Date: 14th November, 2021 – 18th November, 2021

Company: United Pharma and Healthcare Limited.

Name: Mohammad Ali-Shah

ID: 111 181 110

Instructor: Muhammad Rehan Masoom

Overview of week 3:

The 3rd week had been a very remarkable week. I was assigned to meet an Advertisement & Promotion partner (A&P) outside of office to collect some documents. I was given a contact

number of that partner and then I had to contact him to know properly about his address and where we can meet and to get a preferred flexible time and place. After discussing with him over the phone I was asked to go to his office which was at Gulshan 2. After fixing the meeting I contacted with my supervisor about the details. After two days I had to go to the meeting and for my convenience my supervisor arranged a car as my transport. When I went to the A&P partners' office, he greeted me very cordially. Then we talk about the proper way of preparing the documents. After lunch I collected the documents with precise and proper verification and then came to office.

Tasks Performed During week 3:

Have to fix a meeting with an A&P partner to collect documents regarding to on-board his products in our outlets.

Challenges During week 3:

The challenges I faced during my third week is to prepare for the meeting and as it was my first ever official meeting I was a bit nervous. But the cordial behaviour of the A&P partner soon makes me feel comfortable.

Learnings:

During third week I learned to how to build a communication with A&P partners.

4 Weekly Journal-4

Date: 21st November, 2021 – 25th November, 2021

Company: United Pharma and Healthcare Limited.

Name: Mohammad Ali-Shah

ID: 111 181 110

Instructor: Muhammad Rehan Masoom

Overview of week 4:

The 4th week of my internship period was full of responsibilities. I was assigned with an A&P partners list and I had to contact them over phone call in order to nurture them. Before making the phone calls I was instructed by supervisor. He instructed me about how will I contact them and in which manner I should speak with them. After the guidelines I contacted with the A&P partners and briefed them about our services and benefits that they will get by becoming our partners.

Tasks Performed During week 4:

I had to call 15 A&P partners over this week who were basically all from inside of Dhaka.

Challenges During week 4:

As I had to contact with many A&P partners and I had to brief them properly about our services and had to convinced them to sell their products in outlets.

Learnings:

During fourth week I learned the communication skills necessary for a salesperson and learned to deal with different partners with different manners.

5 Weekly Journal-5

Date: 28th November, 2021 – 2nd December, 2021

Company: United Pharma and Healthcare Limited.

Name: Mohammad Ali-Shah

ID: 111 181 110

Instructor: Muhammad Rehan Masoom

Overview of week 5:

The 5th week was very challenging for me. As I have completed my first one month as an intern I was getting to know more and more about the corporate culture. This week I was assigned to listing some corporate partners for UPHL. To meet the deadline was a barrier as it

was a lot of task to complete within a very short span of time. But I was able to list some corporate partners like Premier Bank, Robi Axiata, Pathao, Sir John Wilson School, Banglalink, within given deadline.

Tasks Performed During week 5:

I had to list the corporate partners for UPHL in this week with a deadline date.

Challenges During week 5:

To finish my work within the given deadline was a very difficult challenge for me. I enlisted some corporate organizations within deadline but failed to enlist some organization. So I wouldn't say this was a 100 percent success rate for me in this work.

Learnings:

During this week I learned about time management and to do work under pressure.

6 Weekly Journal-6

Date: 5th December, 2021 – 9th December, 2021

Company: United Pharma and Healthcare Limited.

Name: Mohammad Ali-Shah

ID: 111 181 110

Instructor: Muhammad Rehan Masoom

Overview of week 6:

In the 6th week I was assigned to 7 corporate partners from whom I had to collect some documents and the agreement papers. I made schedules of possible meeting timings with the corporate partners throughout this week. So most of the time throughout this week I was on the field meeting Corporate partners and documents work regarding agreements. After collecting the documents, I had to prepare a portfolio about the outcomes from those meetings.

Tasks Performed During week 6:

During this week I had meet with 7 corporate partners and had to collect documents and agreements from them and made portfolio based on the outcomes.

Challenges During week 6:

Managing time to meet the corporate partners was tough and the road condition of Dhaka city is a barrier to complete those tasks.

Learnings:

In this week I managed to know more about the meetings and more about customers. Each meeting enlightened me with great insights.

7 Weekly Journal-7

Date: 12th December, 2021 – 15th December, 2021

Company: United Pharma and Healthcare Limited.

Name: Mohammad Ali-Shah

ID: 111 181 110

Instructor: Muhammad Rehan Masoom

Overview of week 7:

During this week I went along with my supervisor to Brand and Marketing Chief of United Group Mr. Sheikh Mohammed Faruk in order to conduct some promotional activities in collaboration with Chef's table BD, Unimart and United Hospital. There I presented the marketing plan of UPHL to our Mr. Sheikh Mohammed Faruk and was attending his questions regarding his queries. I collected the feedbacks from Mr. Sheikh Mohammed Faruk and made summary based on that and then I presented the summary discussing it with my supervisor and presented to our UPHL CEO Mr. Golam Nakib

Tasks Performed During week 7:

I presented the marketing plan, answers all the queries of United Group Branding head Mr. Sheikh Mohammed Faruk and collected feedback from him and discussed it with my

supervisor and I had to make summary about the situations I've faced there and the overall scenario of that meeting place.

Challenges During week 7:

The most critical challenge was to give answer to every question United Group Branding head Mr. Sheikh Mohammed Faruk ask about UPHL marketing plan and I had to answer to them until he was satisfied with my answer.

Learnings:

During this week I learned to present marketing plan of a company and answers all the queries and clearing the doubts of the listeners.

8 Weekly Journal-8

Date: 19th December, 2021 – 23th December, 2021

Company: United Pharma and Healthcare Limited.

Name: Mohammad Ali-Shah

ID: 111 181 110

Instructor: Muhammad Rehan Masoom

Overview of week 8:

During the eight week I was assigned with the duties of “Health Check Day” an event in collaboration with United Hospital in one of our outlet. This work opportunity has made me able to communicate with United Group Brand department and finance department. I needed to get feedback from the brand department as they were in charge of marketing of our strategies and finance department provided us the necessary equipment such as table topper, X-banner, cut-outs, leaflets, posters etc. After fixing everything I was assigned with the task of giving on field duty during the event to monitor the events and had to take feedbacks from our customers. Some member from our team of UPHL and team from United Hospital was there to constantly support the customers if they have any doubts regarding the event and guided them properly for health check. UPHL attended an exhibition at Hotel Sheraton in an

event call “Women Empowerment”. I was assigned in that event in order to represent Wellbeing pharmacy.

Tasks Performed During week 8:

Meeting customers and work with different teams to collaborate our work progress by monitoring & field duty.

Challenges During week 8:

The most challenging moments in this week was the field duty where I had to be in support for the merchants and had to look for any kind of issues they were facing.

Learnings: During this week I learned to build strong relationship with the customers.

9 Weekly Journal-9

Date: 26th December, 2021 – 30th December, 2021

Company: United Pharma and Healthcare Limited.

Name: Mohammad Ali-Shah

ID: 111 181 110

Instructor: Muhammad Rehan Masoom

Overview of week 9:

During this week there was no work due from previous week. I was assigned to a project named gift campaign’21 of UPHL. The project was providing gifts to our regular purchaser from the subscription module. From the google excel sheet I enlisted almost more than 1500 customers throughout the 8 outlets. I was tied with the gift campaign project management from gift planning up to the delivery of the gifts to the respective outlets. In this project my supervisor guided me with all the necessary information and helped with the resources that I needed.

Tasks Performed During week 9:

Had to purchase gifts from different place in Dhaka city, then had to make design planning of the gift package, then collaborated with Pathao for the delivery of the gifts to the respected customers.

Challenges During week 9:

The most challenging work in this week was to check up on this huge numbers of products for the gifts, packaging it properly, delivering the gifts to the customers.

Learnings:

During this week I learned to handle and perspective of the big events organized by a company.

10 Weekly Journal-10

Date: 2nd January, 2022 – 6th January, 2022

Company: United Pharma and Healthcare Limited.

Name: Mohammad Ali-Shah

ID: 111 181 110

Instructor: Muhammad Rehan Masoom

Overview of week 10:

As I was already assigned with the winter campaign I had lots of tasks to complete within this week. We received complaints from some of the customers as they were interrupted with the calls for the gifts and some positive feedback were also there from the customers as they were astounded, appreciated and accepted our gifts with happiness and love. Then by supervisors advised me to divided the tasks among the pharmacists to again reconnect with the customers who didn't receive their gifts. Then I started working on solving the problems. It was very beneficial for us that we could finish all the works regarding these issues within this week.

Tasks Performed During week 10:

Had to solve customers' related various problems and then delegate the tasks of solution to the subordinates.

Challenges During week 10:

In this week I had to be a part of a large event where maintaining people and managing time and organized way to complete the tasks were challenging.

Learnings:

I learned to be a part of a team to work on a project.

11 Weekly Journal-11

Date: 9nd January, 2022 – 13th January, 2022

Company: United Pharma and Healthcare Limited.

Name: Mohammad Ali-Shah

ID: 111 181 110

Instructor: Muhammad Rehan Masoom

Overview of week 11:

This week's office activity was as usual. Aside from that, I was ordered to visit each store and inspect all of the items that were subdivided according to the planogram prepared by my supervisors. In addition, my supervisor granted some authority to me to make modifications if something does not fit with the structure of the outlets. He also assigned me the responsibility of overseeing the A&P partners' product segmentation. During this visit, I was able to talk with my co-workers, pharmacy technicians, and the manager of the outlets with whom I had previously communicated via phone calls.

Tasks Performed During week 11:

Had to visit every outlet in order to check the product segmentation and build a strong bonding with the co-workers.

Challenges During week 11:

Had to travel from once to place as one outlet where far from another.

Learnings:

I learned to communicate with co-workers even not working under same rooftop and learned sublime experience of working with different task.

12 Weekly Journal-12

Date: 16nd January, 2022 – 20th January, 2022

Company: United Pharma and Healthcare Limited.

Name: Mohammad Ali-Shah

ID: 111 181 110

Instructor: Muhammad Rehan Masoom

Overview of week 12:

Since this was my last week I wasn't assigned to complex responsibilities. But in the Middle of the week our UPHL team CEO called me and discuss with me regarding the riddles of these subscription module of the customers. He asked to talk through about the glitch of these module and asked to give feedback regarding the glitches. Then I went to meet my team members to let them know that this was my last day and I will be leaving. Then they all talked to me about their works, complemented me about my works and advised me many insightful things about the beginning of the career.

Tasks Performed During week 12:

Had to show some glitches to our CEO from the google excel sheet regarding the customer's subscription module.

Challenges During week 12:

In this week I wasn't ready to face a lot of document related works. But discussing the riddles of the subscription module was very flustered for me because I wasn't totally prepared from this discussion.

Learnings:

This week, I learnt to be self-assured in whatever scenario that arose.

