

Internship Training

at

Cognitrex Consultants Pvt. Ltd.

Perception of Rosuvas Sales Force of Sun Pharma

by

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PG/21/058

Under the guidance of

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PGDM (Hospital & Health Management)

2021-23



International Institute of Health Management Research, New Delhi

The certificate is awarded to

Meghna Bhatia

In recognition of having successfully completed his/her internship in the department of

Healthcare Practice Department

And has successfully completed her Project on

Perception of Rosuvastatin Sales Force of Sun Pharma

13th January 2023 – 12th April 2023

At

Cognitrex Consultants Pvt. Ltd.

She comes across as a committed, sincere & diligent person who has a strong drive & zeal for learning.

We wish her all the best for future endeavors.



Head-Human Resources



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The Candidate has successfully carried out the study designated to her during internship training and her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements. I wish her all success in all her future endeavors.



Dr. Sumesh Kumar
Associate Dean, Academic and Student Affairs
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Mentor
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Certificate from Dissertation Advisory Committee

This is to certify that Ms. Meghna Bhatia, a graduate student of the PGDM (Hospital & Health Management) has worked under our guidance and supervision. She is submitting this dissertation titled "Perception of Rosuvas Sales Force of Sun Pharma" at "Cognitrex Consultants Pvt. Ltd." in partial fulfillment of the requirements for the award of the PGDM (Hospital & Health Management).

This dissertation has the requisite standard and to the best of our knowledge no part of it has been reproduced from any other dissertation, monograph, report or book.



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Mr. Manas Hanjan Rout
Founder And CEO
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**INTERNATIONAL INSTITUTE OF HEALTH MANAGEMENT RESEARCH,
NEW DELHI**

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled "**Perception of Rosuvas Sales Force of Sun Pharma**" and submitted by **Meghna Bhatia** Enrollment No. **PG/21/058** under the supervision of **Dr. Preetha G.S.** for award of PGDM (Hospital & Health Management) of the Institute carried out during the period from 13 January 2023 to 12 April 2023 embodies my original work and has not formed the basis for the award of any degree, diploma, associate ship, fellowship, titles in this or any other Institute or other similar institution of higher learning.


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FEEDBACK FORM

Name of the Student: Meghna Bhatia

Name of the Organization in Which Dissertation Has Been Completed:

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Area of Dissertation: Healthcare Practice Department

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Mansu
Signature of the Officer-in-Charge/ Organization Mentor (Dissertation)



Date: 3 July, 2023

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PREFACE

ABSTRACT

Market research refers to the systematic process of gathering, analyzing, and interpreting data about a specific market, industry, or target audience. It involves studying various factors that influence consumer behavior, market trends, and competitive landscapes to make informed business decisions. Market research provides valuable insights into customer preferences, market demand, and opportunities, enabling businesses to develop effective marketing strategies, launch successful products, and stay ahead of the competition.

The primary objectives of market research include:

1. **Understanding Customer Needs and Preferences:** Market research helps businesses gain a deep understanding of their target customers, their preferences, buying behavior, and pain points. This knowledge allows companies to tailor their products, services, and marketing efforts to meet customer expectations effectively.
2. **Identifying Market Opportunities:** By conducting thorough market research, businesses can identify unmet needs, emerging trends, and untapped market segments. This information enables companies to seize opportunities and develop innovative products or services that cater to specific customer demands.

3. **Assessing Market Viability and Potential:** Market research helps evaluate the feasibility and potential success of a product or service in the marketplace. It provides insights into market size, growth rates, market saturation, and competitive dynamics, helping businesses make informed decisions about market entry, expansion, or diversification.
4. **Monitoring Competitors:** Understanding the competitive landscape is essential for businesses to differentiate themselves and develop effective strategies. Market research enables companies to analyze their competitors' strengths, weaknesses, pricing strategies, marketing tactics, and product offerings, allowing them to position themselves advantageously in the market.
5. **Evaluating Marketing Effectiveness:** Market research helps assess the effectiveness of marketing campaigns, advertising efforts, and promotional activities. By collecting and analyzing data on brand awareness, customer satisfaction, and purchase intent, businesses can measure the impact of their marketing initiatives and make necessary adjustments to optimize results.

Market research methods can vary, including both qualitative and quantitative techniques. Qualitative research involves gathering insights through techniques such as interviews, focus groups, and observations, providing a deeper understanding of consumer motivations and perceptions. Quantitative research, on the other hand, involves collecting numerical data through surveys, questionnaires, and statistical analysis to measure market trends, customer preferences, and other quantifiable metrics.

In summary, market research is a vital tool for businesses to gather actionable information about markets, customers, and competitors. By leveraging the insights gained through market research, companies can make well-informed decisions, minimize risks, and maximize their chances of success in a dynamic and competitive business environment.

1. DISSERTATION TRAINING

1.1 INTRODUCTION

Established in 2015, Cognitrex Consultants is a market research, market intelligence, competitive intelligence and consulting company with substantial presence in healthcare domain which includes pharmaceuticals, medical devices, medical equipment, consumables etc. Company studies markets in more than 30 countries to help healthcare and pharmaceutical clients to access the market dynamics, analyze, competitive activity and develop business strategies.

SEGMENTS COVERED:

- Pharmaceuticals/Biopharmaceuticals –
 - Chronic Segments – Oncology, virology, nephrology, diabetology, cardiology, neurology etc.
 - Acute Segments – Vaccine, antibiotics, dentistry, urology, pain management, respiratory etc.
- Medical Devices – Ortho, cardiology, wound care, minimally invasive surgery, ophthalmology, audiology, aesthetics etc.
- Medical Equipments – MRI, CT, Cath-lab, nuclear medicine, ultrasound, X-Ray etc.
- Medical Consumables – Syringes, needles, sutures, staples, packaging, tubing, catheters, medical gloves, gowns, masks, adhesives, sealants for wound dressing.

- Clinical Research – Pharmaceuticals, biopharmaceuticals, devices etc.

- Path-Labs – Pathological Diagnostics, diagnostic imaging, molecular and genetic diagnostics.

- Hospitals –
 - Private – Clinics, nursing homes, standalone large hospitals, multispecialty hospitals, corporate hospitals.

 - Government – Hospitals, teaching institutes cum hospitals, reimbursement institutions.

2. DISSERTATION REPORT

2.1. Introduction

In the pharmaceutical sector, market evaluations are essential for assessing the potential of a certain product or therapy, spotting market possibilities, and formulating well-informed business choices. Here are some important elements and factors to take into account while conducting a market analysis for the pharmaceutical sector:

Market Size and Growth: Evaluate the size of the entire market for the particular therapeutic area or illness indication, both in terms of revenue and patient population. Forecast future growth patterns by analyzing previous data and taking into account variables including patient demographics, epidemiology, and healthcare spending.

Competitive Landscape: Identify and evaluate existing competitors operating in the target market. Analyze their market share, product portfolios, pricing strategies, and market positioning. Assess the strengths and weaknesses of each competitor to understand the competitive dynamics.

Unmet Needs: Find out what medical needs exist in the target market that are unmet. Assess the possibility of novel goods or therapies to fill in the gaps in the available therapeutic alternatives. It is essential to this assessment that you comprehend patient choices, therapeutic problems, and healthcare practitioner viewpoints.

Regulatory Environment: Analyse the regulatory environment, taking into account the approval procedures, intellectual property protection, and any possible entrance hurdles. Know

the specifications for clinical trials, the rules governing safety, and the possible effects of regulatory changes on product development and market access.

Pricing and Reimbursement: Analyze the target market's price and reimbursement environment. Examine the price policies of current treatments and take into account how payers and reimbursement organizations see the value of future goods. Recognize the opportunities and possible pitfalls associated with assessments of health technology, access to reimbursement, and price negotiations.

Market Segmentation: Based on elements like illness severity, patient characteristics, and treatment preferences, divide the target market into pertinent categories. Determine the most appealing target segments for your product or therapy by examining the size, growth potential, and unique requirements of each segment.

Market Entry Strategy: Develop a comprehensive market entry strategy based on the assessment findings. Determine the optimal positioning for your product or therapy, taking into account competitive advantages, differentiation factors, and potential partnerships or collaborations.

Market Trends and Future Outlook: Identify emerging trends, technological advancements, and shifts in treatment paradigms that may impact the target market. Consider the potential impact of digital health solutions, personalized medicine, or other disruptive factors on market dynamics.

Stakeholder Analysis: Identify the major players in the target market, such as payers, regulatory organisations, patient advocacy organisations, and healthcare professionals. Recognise their viewpoints, pursuits, and possible impact on product acceptance and market adoption.

Financial Projections: Create financial predictions based on the market analysis, taking into account revenue projections, price suppositions, market penetration rates, and anticipated return on investment. This will make it easier to assess the product's or therapy's potential for commercial success and profitability.

Keep in mind that accurate data sources, market research methods, and expert advice should all be used while doing market evaluations. The market landscape must also be periodically updated and reevaluated as new information becomes available.

2.2. Literature Review

With more than 60000 brands competing for a share of the lucrative 36.5 billion dollar market, India's pharmaceutical industry is now oversaturated and fiercely competitive. Just 300 products represent more than 45% of overall sales among this confusing array of 60000 weird brands. In the study, several brand names and the way these bands interact with doctors are explored. Primary information is acquired by interacting with product managers and marketing experts of major pharmaceutical companies in Hyderabad as well as some information from doctors in Vijayawada. Secondary information is gathered by consulting with numerous publications and websites.

All brand managers ensure that the information about their products—such as the chemical name, dose, medication class, therapy, or use—is communicated to the doctor in the product names. What precisely does a name mean? Someone once said that all there is is a name. The brand name speaks for itself in the current "me too" culture. The name of a product is an essential tool for navigating the confusion and unpredictability of the market, where there seem to be an increasing number of brands. In the case of prescription medications, the doctor is the real customer and the patient is the consumer because the sale of the medication is only inflated by doctor prescriptions. Each day, at least 10 to 12 medical reps visit with the doctor and pitch at least 5 goods. The doctors are unable to remember the brand name, dosage schedule, ingredients, and class of drug molecules. That's why brand communication will place a vital role in remembering the brand by doctors.

2.3. Methodology

- **Study location:** Cognitrex Consultants

- **Study Design** - Study is Retrospective in nature.

- **Selection Criteria** –

Inclusion Criteria - Include all the Ex-Sales Force People who were promoting the brands Rosuvas of Sun Pharma.

Exclusion Criteria - Present sales force people currently serving in sun pharma

- **Sampling Technique** – Convenience Sampling
- **Sample size** – Sample size is of 12. Sample size was selected as per the company SOP's.
- **Technique of Collection** – In-Depth Interview
- **Study Method and Tool to be used** –
 1. **Primary Data** – In-depth interviews were conducted to collect the data.
 2. **Secondary Data** – Checklist were used to collect information about conferences, CMEs and other promotional activities.
- **Study Tool** - Checklist method used to collect information about conferences, CMEs and other promotional activities.
- **Study Analysis:** Microsoft Excel

Name of Conference	
Date of Activity	
Venue	
Specialty Focused	
Brand Focused	
Organized By	

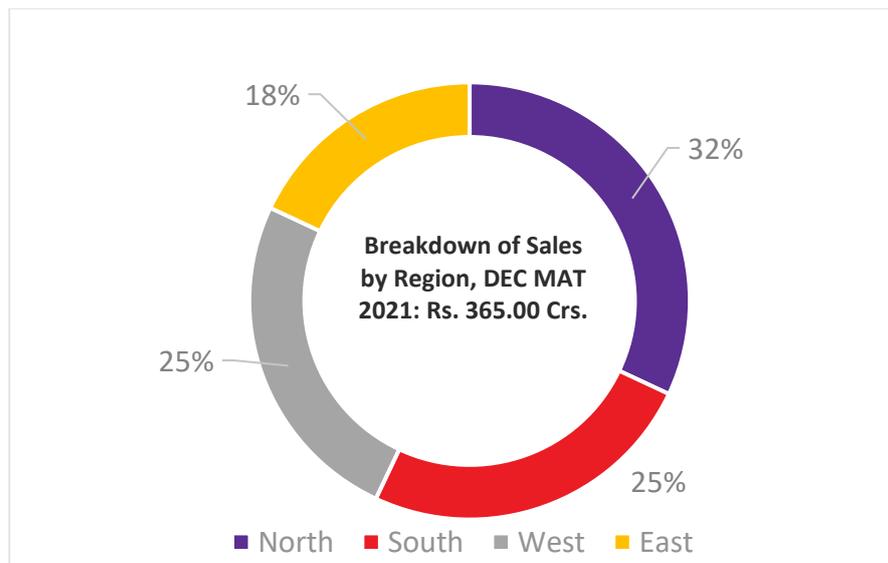
Checklist for the study

2.4. Results

1. Sales Assessment

After conducting interviews and analyzing the data, it was found out that,

- Sales of Rosuvas was maximum in North region which contributed to 32% of total sales.
- This was followed by South region and West region as both of them contributed to 25% of total sales respectively.
- East region contribution was minimum which was 18% only.



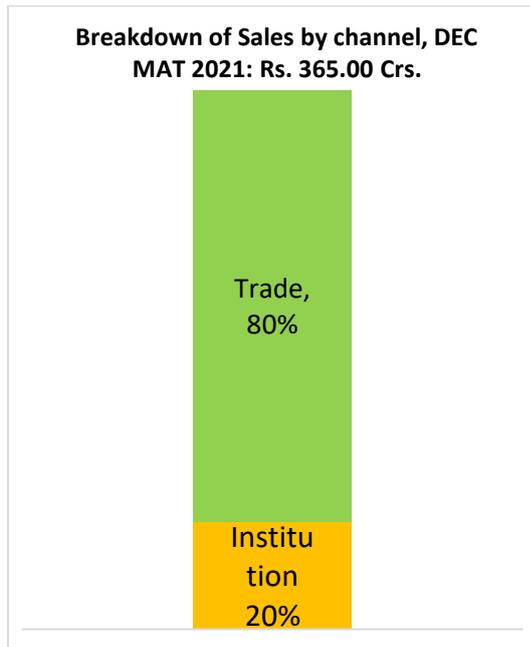


Figure 2.3.1.

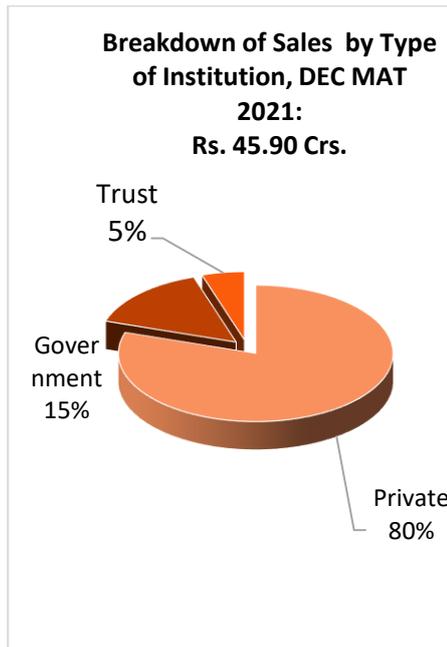


Figure 2.3.2.

- In Figure – 2.3.1

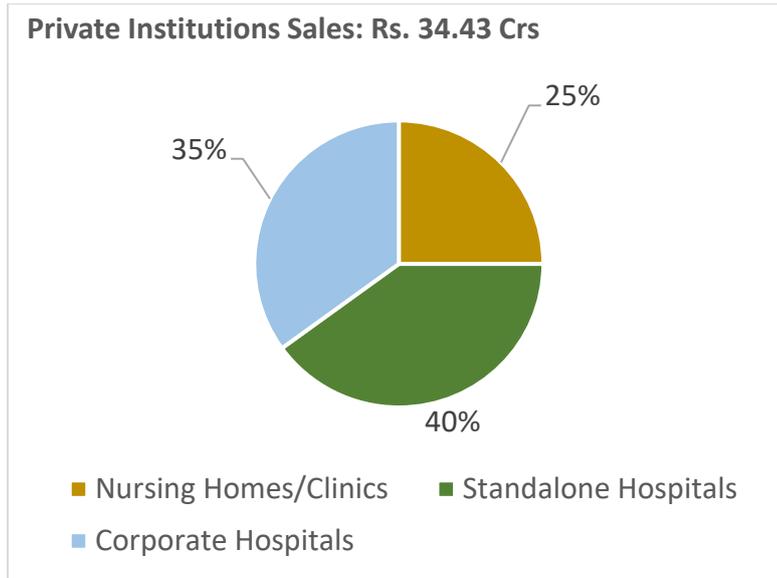
The breakdown of total sales according to business from trade and institution is given: -

- Trade contributed the highest percentage of sales business i.e., 80%.
- Whereas institution contributed to 20% of the total sales business.

- In Figure – 2.3.2

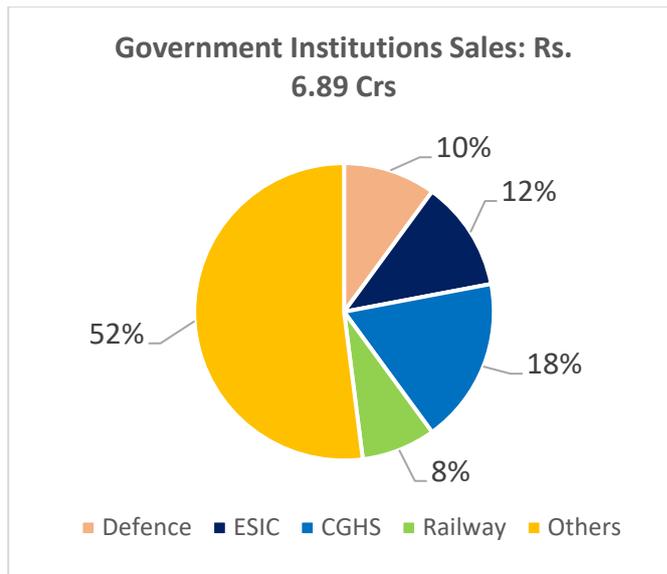
The breakdown of institutional sales into sales from trust, government and private institution is given: -

- Highest contribution was by the private sector which contributed about 80%.
- Government sector contributes about 15% in institutional sales.
- Trust's contribution was considerably low as 5% of the institutional sales.



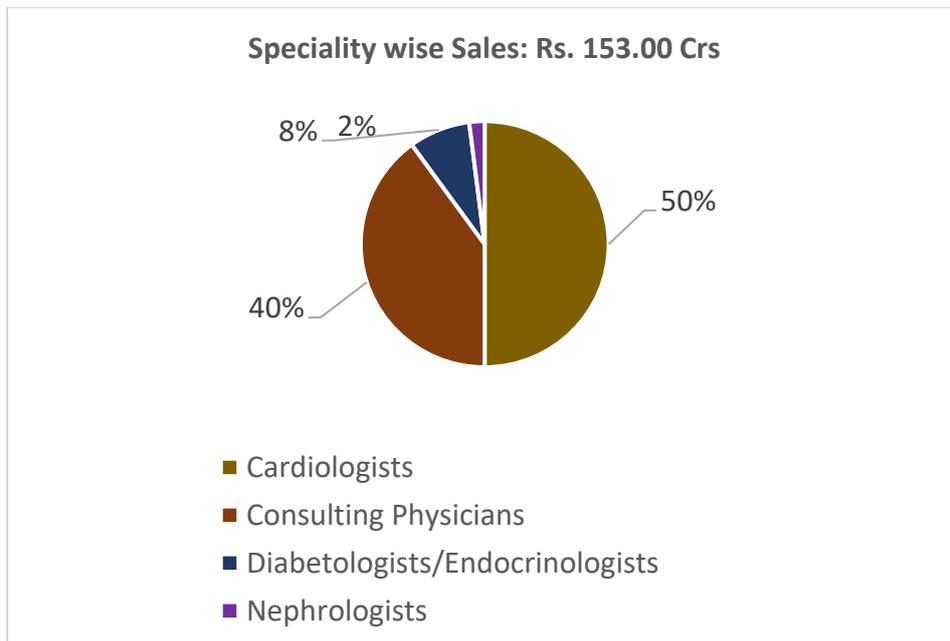
Breakdown of private sector sales into sales by nursing homes, standalone hospitals and corporate hospitals is given as follows: -

- Standalone hospitals being the highest contributor of sales contributed to 40% of total sales.
- This was followed by Corporate hospitals as they contributed to 35% of total sales.
- Contribution of nursing hoomes was minimum as they contributed only 25% of total sales.



Breakdown of government sector sales into sales by defence, CGHS, railways, ESIC, and others is as follows: -

- CGHS and ESIC are the highest contributors with 12% and 18% each of the overall sales among the government sector.
- Followed by defence which contributed to 10% of total sales of government sector.
- Contribution from the railways was minimum with only 8% of contribution to the total sales.



This chart represents the breakdown of total sales of rosuvastatin according to the specialty of doctors that are prescribing it: -

- Cardiologists contributes maximum to the sales of rosuvastatin with 50% of contribution.
- This is followed by Consulting Physicians as they contribute to 40 % of total sales.
- Rest of the sales contribution is made by Diabetologists/Endocrinologists and Nephrologists.

2. Sales Structure of Division

- **The Sales force structure of division promoting rosuvas is placed below:**
- Cluster Head: 1
- Division Head: 1
- National Sales Manager: 1
- Zonal Sales Managers: 4
- Regional Sales Managers: 16
- Area Sales Managers: 67
- Sales Officers: 280

Region	No. of Sales Officers	Sales in Crs.	YPM (In Lakhs)
North	90	116.80	10.81
South	70	91.25	10.86
West	70	91.25	10.86
East	50	65.70	10.95
<u>Total</u>	<u>280</u>	<u>365.00</u>	<u>10.86</u>

Figure 2.3.1.

Number of sales officer and sales business of classic division was captured region wise and YPM was calculated.

YPM refers to Yield Per Month which is calculated as: -

$$\text{YPM} = \{\text{Sales in Crs}/\text{Number of sales officer}\}/12$$

3. Doctor Coverage and Brand Positioning:

CLINICIAN PROFILE & SEGMENTATION			
	Super Core	Core	Non-Core
<i>Visits</i>	3 VISITS/MONTH	2 VISITS/MONTH	1 VISIT/MONTH
<i>Business potential</i>	•>Rs. 20,000 in a month for product range of division	•Rs.10,000- 20,000 in a month for product range of division	•Rs. 2000- 10,000 in a month for product range of division
<i>Patient base</i>	• <i>Must be KOL in nature and have influence across various Specialty including Endocrinologists/Diabetologists, Cardiologists, Consulting Physicians, Nephrologists etc.</i>	• <i>Must have a healthy patient base which can fulfils the desired target business on conversion</i>	• <i>Those physicians who were having sufficient patient base for the desired business but doesn't prefer to meet field executives more than once in a month</i>
<i>Clinical Experience</i>	• <i>Clinical experience should be more than 15 years</i>	• <i>Clinical experience should be more than 10 years, but the main criteria is the generation of business</i>	• <i>Clinical experience is not in the criteria it may have more or even less experience than the prior two.</i>

A. Doctor Segmentation

- Above table represents the segmentation of doctors for the no. of visits being offered to them.
- Visit pattern has been segregated into 3 categories: -

- Super Core – Each doctor is provided 3 visits in a month.
 - Core - Each doctor is provided 2 visits in a month.
 - Non Core - Each doctor is provided 1 visit in a month.
-
- Criteria of segmentation is as follows:-
 - Super Core – Doctors that are giving business of more than Rs. 20,000 in a month and have a clinical experience of more than 15 years are placed under super core category.
 - Core – Doctors that are giving business of Rs. 10,000 – 20,000 in a month and have a clinical experience of more than 10 years are placed under core category.
 - Non Core – Doctors that are giving business of Rs. 2,000 – 10,000 in a month are placed under non core category.

Note – The main criteria of segmentation is generation of business.

B. Doctor Coverage, Visit Pattern and Brand Positioning

SPECIALISTS	CATEGORY (NO. OF CLINICIANS) AND AVERAGE CLINICIANS COVERAGE BY EACH Sales Officers				BRAND POSITIONING BY EACH SPECIALITY				
	Super Core	Core	Non- Core	Total	P1	P2	P3	P4	P5
	(3 Visits/M onth)	(2 Visits/M onth)	(1 Visit/Mo nth)						
Cardiologists	9	6	4	19	Rosuva Gold	Cardivas In	Inapure Er	Rosuvas Cv	Dabigo
Consulting Physicians	33	20	13	66	Rosuva Gold	Cardivas In	Rosuvas Cv	Inapure Er	Dabigo
Diabetologists /Endocrinologi sts	11	6	4	21	Rosuvas	Rosuva Gold	Dabigo	Cardivas	Inapure Er
Nephrologists	7	4	3	14	Rosuvas	Rosuva Gold	Dabigo	Cardivas	Inapure Er
<u>Total</u>	<u>60</u>	<u>36</u>	<u>24</u>	<u>120</u>					

- Each of the Sales Officers covers a doctor list of 120 doctors based on the territory coverage. They have segmented the list of doctors according to potential of a doctor to give business. No. of Doctors varies, based on the territory coverage and number of doctors availability within the territory.
- Specialty of doctors covered by sales officers for the promotion of rosuvas are – Cardiologists, Consulting Physicians, Diabetologists/Endocrinologists, and Nephrologists.
- Out of 120 doctors covered, 19 are cardiologists, 66 are consulting physicians, 21 are diabetologists/endocrinologists, and 14 are nephrologists.
- No. of doctors covered under super core category is 60 doctors out of 120 doctors.
- No. of doctors covered under core category is 36 doctors out of 120 doctors.

- No. of doctors covered under non core category is 24 doctors out of 120 doctors.
- Total no. of doctors covered by each sales officer per day is 10 – 12 doctors.
- Total no. of chemists covered by each sales officer per day is 5 – 6 chemists.
- Rosuvas and its various SKUs are being promoted as priority 1 product to the doctors.

4. Tactics of promotion.

Tactics of promotion includes the various strategies or activities conducted by the organization to increase the sales of their key brands.

These activities can be; -

- Providing clinicians academic and promotional inputs.
- Participation in the Conferences
- Organising camps according to the specialities of the doctors targeted.

4.1 Academic and promotional inputs

- For academic and promotional purposes various journal reprints, case studies, product monographs, books are provided to clinicians on quarterly basis or upon their request.
- Brand reminders and LBL's (leave behind literature) is also provided to the clinicians for the promotion of their key brands.

Inputs	Units/Month	Frequency	Brand Focus/Division Focus	Specialties focused (All or any specific specialty)
LBL	120	Q	Brand Focused	Cardiologists, Endocrinologists/ Diabetologists, Nephrologists, Consulting physicians
Brand Reminders	240	Q	Brand Focused	Cardiologists, Endocrinologists/ Diabetologists, Nephrologists, Consulting physicians
Case Studies	60	Q	Brand Focused	Cardiologists, Endocrinologists/ Diabetologists, Nephrologists,

				Consulting physicians
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4.2 Participation in the Conferences

- Sun Pharma participates in various annual conferences for the promotion of their products.
- Pharma companies set up exhibition booths at conferences to showcase their products, services, and innovations. These booths allow them to engage with attendees, demonstrate their offerings, and provide educational materials. It's an opportunity for companies to interact with healthcare professionals, researchers, and potential business partners.
- Pharmaceutical companies often serve as sponsors for conferences. They provide financial support, which helps cover the costs of organizing the event. In return, sponsors receive various benefits such as prominent brand visibility, logo placement, exhibition space, and recognition in conference materials.
- Representatives from pharmaceutical companies may be invited to speak at conferences. They can deliver presentations on topics related to their company's research, drug development, clinical trials, or therapeutic areas of focus. These presentations allow companies to share their expertise, insights, and advancements with the conference audience.
- Conferences often include networking sessions, receptions, or social events where participants can interact and build connections. Pharma companies use these opportunities to network with key opinion leaders, researchers, healthcare providers, regulatory authorities, and potential collaborators. Such interactions can lead to partnerships, collaborations, or business opportunities.

- Overall participation in conferences allows pharma companies to establish their presence, network with industry professionals, promote their products, exchange knowledge, and stay updated with the latest advancements in the field.

4.2.1 23rd Annual Conference of Cardiological Society of India, Odisha Chapter and further details of the conference is mentioned in the table below:

Name of Conference	23rd Annual Conference of Cardiological Society of India
Date of Activity	6th – 7th November, 2021
Venue	Odisha
Specialty Focused	Cardiologists
Brand Focused	Division Focused
Organized By	Cardiological Society of India

4.2.2 17th Annual Conference of RSSDI Delhi Chapter was held at Hotel The Lalit, New Delhi and further details of the conference is mentioned in the table below:

Name of Conference	17th Annual Conference of RSSDI Delhi Chapter
Date of Activity	18 th - 19 th December, 2021
Venue	The Lalit, New Delhi
Specialty Focused	Cardiologists
Brand Focused	Division Focused
Organized By	RSSDI

4.3 Camps

- Pharmaceutical companies occasionally organize camps for doctors to enhance and provide benefits of the services to the patients as a part of their marketing and educational initiatives. These camps serve various purposes, such as medical education, product promotion, and relationship building. Here are some different types of camps organized by sun pharma for doctors: -

Name of Camp	Objective of the Camp
Lipid Profile Test	Aim of this camp is to find out the bad, good and triglycerides level. Sales Officers cover 20-25 patients in this camp they have lipid profile machine called as Mission Machine.

4.4 Webinars

- Webinars are conducted by Sun Pharma on various platforms including facebook, youtube, instagram for increasing awareness among patients regarding various types cardiological conditions.
- Speak Health is a webinar conducted by Sun Pharma and some examples of webinars are given below -



4.5 CMEs

Following Continuous Medical Education Programs are conducted by sun pharma for the promotion of rosuvas :-

Events	Objective
Regional Based CMEs	This session was conducted to discuss about Cardiac Problems & its management. In this session KOLs gave their valuable insights regarding Clinical Management, latest treatment and about effect of lifestyle change of the patients Having Heart Problems.
HQ Based CMEs	In this get together session, Sales Officers arranges lunch/dinner as per the event timing. Objective of this get together is to promote the brand to each clinician participated and generate new prescribers.

4.6 RTMs

Following Round Table Meetings are being organized by sun pharma :-

Events	Objective
RTMs	The objective of round table meeting is to increase the sale of the Cardiac products in particular hospital. And to discuss points related to business.

5. SWOT Analysis

- **Strengths** –

1. Rosuvas is a legacy brand in this segment and Sun Pharma is running campaign to highlight the legacy as well.
2. Various promotional activities for the promotion of Rosuvas including conferences, CMEs, etc. are conducted

- **Weakness** –

1. Its price is a bit higher as compared to other cheaper brands which can be in some cases a threat for the sales.

- **Opportunities** –

1. A highly skilled sales force is deployed for the sales of Rosuvas which ultimately leads to increased sales.
2. Rosuvas being an antihypertensive has very vast segment of prescribers. For Example – cardiologists, diabetologists, endocrinologists etc.

- **Threats** –

1. There are a lot of competitive brands of rosuvas in the market.

2.5. Discussion

After evaluating the above data and verifying the results, it is seen that,

- **Sales of the division:** Rs 365 Crs.
- **Name of the division:** Classic Division
- **Sales Team (370)**
 - **Cluster Head (1)**
 - **Division Head (1)**
 - **National Sales Managers (1)**
 - **Zonal Sales Managers (4)**
 - **Regional Sales Managers (16)**
 - **Area Sales Managers (67)**
 - **Sales Officer (280)**
- **Marketing Team:**
 - **Marketing Head (1)**
 - **Product Managers (4)**
- **Distribution network:**
 - **CFAs: 25**
 - **Distributors/stockists: 2,100**

2.6. Limitations

- Information about the rosuvas was collected from the ex – employees of the sales team of rosuvas.
- Only 12 people were interviewed to collect the data points.

2.7. Conclusion

From the market assessment study of rosuvas, following things can be concluded –

- Rosuvas is a leading brand for the rosuvastatin drug.
- Sales of rosuvas has increased as compared to previous year.
- There was a huge reduction in the no. of doctors covered during covid time and the visit to chemists was almost null.
- The mode of promotion during lockdown and mode of communication with doctors was completely switched to digital mode.

Supplementary

Instrumentation – Questionnaire.

Name of the Division : _____
 Name of the respondent : _____
 Designation : _____
 Location : _____
 Total year of experience : _____
 Association with the company: _____

Sales and Portfolio detail

- Could you please advise us which are the division that is responsible for severe asthma product promotions in India?
 - What are the key brands?
- Which are the other products that are promoted by the division?

Brand	Molecule	Strength	Packaging	MRP, Rs	PTR, Rs	PTS, Rs

- What is the sales of the division in India/region (Both value and volume)?
 - 2021 - 2022: Rs ___CRs
- How the Sales of the Division Sales broken down by various regions and which are the key states?

Regions	% Contribution to region	Key States
South		
North		
West		
East		
Total		

- What is the total list of doctors and specialties that each of the sales executive covers? How various brands are positioned in order of priority for promotion? What the daily call average is of doctors that each of the sales executives follow? Is there

any category of doctors that are defined and how the categorization is made and how each of the category of doctors are visited in a month?

- Daily Call Average: __
- Category of doctors and their visit pattern:

Category	No. of visits/month	Definition
Class 1	3	Having business potential of more than Rs xx Lakhs in a month for diabetic products and with a patient footfall of xx per month
Class 2	2	
Class 3	1	

- Doctor coverage by each of the sales executives:

Specialties	Category (no. of clinicians)				Order of priority during promotion/detailing (As 1 st /2 nd /3 rd /4 th /5 th)
	Class 1	Class 2	Class 3	Total	
Specialist 1					
Specialist 2					
Specialist 3					
Specialist 4					
Specialist 5					
Specialist 6					
Specialist 7					
Specialist 8					
Specialist 9					
Total					

- Breakdown of sales by specialties?

	% contribution to total sales

	100%

Sales Structure of the Team

- How the sales structure looks like for the division? How the YPM looks like by each region and split of sales force in each region?

2.3.2 Bibliography

- . Pharmaceutical Branding Strategies and Communication International Journal of Pure and Applied Mathematics, Volume 118 No. 18 2018, 1209-1220
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