

**School of Business Management MBA Pharmaceutical Management**

# Submission of Progress Report (2022-24 Batch)

*(To be emailed to your Company Guide & Chairperson/Course Coordinator latest by 17th may 2023)*

**Name of Student:** Leenet Edward Kennedy

**Roll Number:** A049

**Title of Project**

**Project 1-** Pharmacoeconomic factors and prescribing patterns of rosuvastatin: *a study among HCPs in Indian Market*

**Project 2**- Mapping Patient psychography- Perception and awareness of therapy

**Name of Company Guide, Designation, Function:** Shveta Chaturvedi, GPM, Marketing

**PROGRESS REPORT**

During the initial phase of the project, an extensive literature review was conducted to collect comprehensive information on rosuvastatin. Scientific literature, medical databases, and reputable online sources were thoroughly examined to establish a solid understanding of the drug's properties, usage, benefits, and potential drawbacks. This research serves as the cornerstone for subsequent analysis and comparison with competitor drugs.

Upon completing the desk research, a meticulous data analysis was carried out to evaluate rosuvastatin's competitors. The analysis aimed to identify and assess the strengths, weaknesses, market presence, and regional variations of these competing drugs.

In addition to the ongoing project tasks, the data provided by my mentor underwent a sorting and cleaning process. This involved eliminating duplicate entries, resolving inconsistencies, and validating data sources to ensure data integrity.

Two questionnaires were developed to collect primary data for the project. These questionnaires were designed to gather insights from healthcare professionals and patients regarding their experiences, perceptions, and preferences related to rosuvastatin and other competing drugs.

The project is progressing as planned, and the upcoming stages will go deeper into the market dynamics, offering further valuable insights.

**Signatures**

**Student: Company Guide:**

**Date: 17-05-2023**