

Praktek kerja profesi di corporate business development pt. kalbe farma, tbk. periode bulan 2 april - 1 juni tahun 2018 = Internship at corporate business development pt. kalbe farma, tbk. period 2 april - 1 juni 2018

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Abstrak

Praktek Kerja Profesi di Corporate Business Development PT Kalbe Farma, Tbk. Periode Bulan 2 April - 1 Juni Tahun 2018 bertujuan untuk mengetahui dan memahami tugas dan tanggung jawab apoteker di industri farmasi dalam bidang Business Development. Calon apoteker juga memperoleh gambaran nyata tentang beban kerja dan tanggung jawab seorang business development dan strategi pengembangan produk baru. Tugas khusus yang diberikan yaitu berjudul "Produk Suplemen Sebagai Solusi Penuaan dan Pengkerutan Kulit Dari Resveratrol". Tujuan dari pelaksanaan tugas khusus di PT Kalbe Farma, Tbk. adalah pematangan informasi dalam rangka peluncuran produk baru yaitu suplemen Resveratrol dengan cara melaksanakan studi literatur dan pemantauan kondisi produk kompetitor sebagai pertimbangan mengenai posisi produk yang akan dibuat. Calon rekomendasi terkait calon produk melalui studi literatur dan analisis produk kompetitor sebagai pertimbangan ndash; pertimbangan peluncuran produk baru.

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Internship at Corporate Business Development PT. Kalbe Farma, Tbk. Period 2 April - 1 Juni 2018 aims to understand the job desk and responsibilities of pharmacists in the pharmaceutical industry at Corporate Business Development. The pharmacist candidate acquired practical insight of job desk and responsibilities of Business Development officer in the pharmaceutical industry. The assignment titled is "Resveratrol as Supplement Product for aging and skin aging". The purpose of this special assignment is to prepare the factual data in order to release new potential product, the resveratrol supplement. The data were gathered by literature study and monitor the current condition of similar product or competitor in market as considerations for product release to market. The recommendations from the deep data review and competitor analysis were used to justify and as consideration for the new potential product release.