

Praktek kerja profesi di corporate business development PT. Kalbe Farma, Tbk. periode bulan Februari-Maret 2016 = Profession internship at corporate business development PT. Kalbe Farma Tbk in February - March 2016

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Abstrak

Praktek kerja profesi di industri farmasi dilaksanakan di Corporate Business Development PT. Kalbe Farma, Tbk. selama 2 bulan. Pada praktek kerja profesi ini, mahasiswa dapat mengetahui peran Apoteker sebagai Business Development di industri farmasi. Tugas dari Business Development adalah mengembangkan bisnis dengan inovasi dan melihat tren kesehatan sehingga memiliki daya saing yang tinggi dan menjaga pertumbuhan perusahaan tetap berjalan. Tahapan dari Business Development adalah pencarian ide, pematangan dan penilaian ide, pengambilan keputusan bisnis layak atau tidak layak, persiapan rencana bisnis, pembuatan formulir usulan produk baru, persetujuan dari berbagai departemen yang terkait, dan yang terakhir eksekusi ide serta pengawasan ide sampai peluncuran produk

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Profession internship in the pharmacy industry was held at Corporate Business Development PT. Kalbe Farma, Tbk. for two months. In this internship, student knows that the Pharmacist works as business development in pharmacy industry.

The duties of business development is to develop business with innovation to health trends that have high competitiveness and maintain the growth of the company afloat. The stages of Business Development is the search of ideas, ripening and assessment of ideas, business decision-making feasible or not feasible, the preparation of business plans, creation proposal form of new products, approval of the various departments involved, and the last execution of ideas as well as the supervision of an idea until the launch of the product