

Praktik kerja profesi di corporate business development PT. Kalbe Farma, Tbk. periode bulan Maret-April tahun 2017 = Internship at corporate business development PT. Kalbe Farma Tbk. period of March -April 2017

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Abstrak

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Praktik Kerja Profesi Apoteker PKPA di Corporate Business Development PT. Kalbe Farma, Tbk. dilaksanakan dengan tujuan agar mahasiswa Program Studi Profesi Apoteker memahami tugas dan peran apoteker di industri farmasi terutama pada bidang pengembangan bisnis, juga memperoleh wawasan dan pengalaman praktis bekerja di corporate business development industri farmasi. Tugas khusus dibuat untuk memberikan rekomendasi pengembangan bisnis dari produk perawatan kesehatan kulit berbasis herbal berdasarkan analisis situasi pasar menggunakan analisis strategik yaitu analisa eksternal dan internal PT. Kalbe Farma, Tbk.

ABSTRACT

Pharmacist Internship Program at Corporate Business Development PT. Kalbe Farma, Tbk. was held with the aim that students of Apothecary Study Program understand the duties and roles of pharmacist at the pharmaceutical industry especially in the field of business development, also gain insight and practical experience working in the business development of the pharmaceutical industry. Specific assignment are created to provide business development recommendations of herbal skincare products based on market analysis using strategic analysis i.e. external and internal analysis of PT. Kalbe Farma, Tbk.