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Organization Name : Redcliffe labs

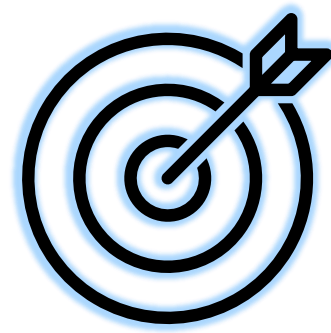


Healthy India ki Trusted Lab

Redcliffe Labs

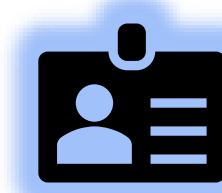
Redcliffe Labs is India's fastest growing technology empowered diagnostics service provider having its sample collection service in more than 220+ cities with 80 Labs and 1700+ Walk-in Wellness and Collection Centers across India. All labs and collection points follow NABL & ISO guidelines supervised by a medical team including 100+ Doctors & Scientists across pan India.

Vision: Most Trusted and Affordable Diagnostics Platform for Bharat - Empowering Health, Impacting Lives



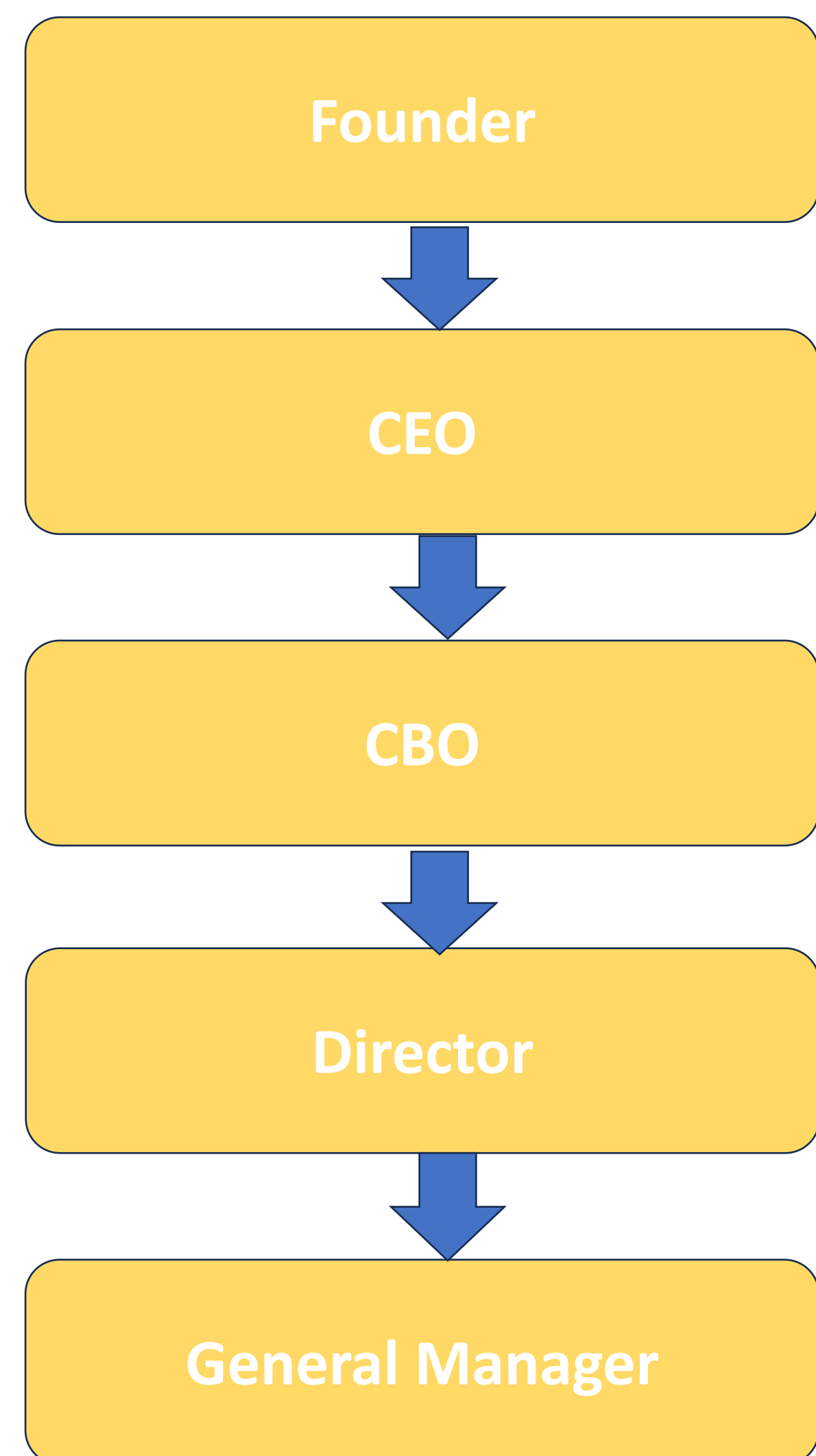
Mission: To serve 500 million Indians by 2030

Tagline- Healthy India Ki Trusted Lab



Redcliffe Labs is accredited by the National Accreditation Board for Testing and Calibration Laboratories (NABL) and the Clinical Laboratory Improvement Amendments (CLIA). The company is also a member of the Association of Medical Technologists of India (AMTI) and the Indian Society of Clinical Biochemistry (ISCB).

Organization Structure



Learning and Value addition

Learning during Internship

- Complete Journey from appointment to report generation
- How Pre-policy medical checkup works and their questionnaire
- How to conduct Pharma Camps
- Home collection of various B2B clients- Healthi, Raphacure, Ekincare, Medibuddy.
- Sample handover and logistics
- Coordination with medical representative
- Mega camp Conduction of IJCP

The suggestions for Organization

- Working with API (Application programming interface will reduce the time and manpower)
- Larger network of phlebo will be required for successful collection of samples

Monthly Analysis of Redcliffe lab's Client Star Visit



Porter's five forces

Rivalry among existing competitors: The diagnostic laboratory industry in India is highly competitive so Redcliffe Labs faces a lot of pressure to keep prices low and offer innovative services in order to compete.

Threat of new entrants: The diagnostic laboratory industry in India is relatively easy to enter.

Bargaining power of suppliers: The bargaining power of suppliers in the diagnostic laboratory industry is relatively high. This is because the industry is dominated by a few large suppliers of medical equipment and supplies

Bargaining power of buyers: The bargaining power of buyers in the diagnostic laboratory industry is also relatively high. This is because hospitals, clinics, and other healthcare organizations are often large and have a lot of purchasing power

Threat of substitutes: The threat of substitutes in the diagnostic laboratory industry is relatively low. This is because diagnostic tests are often essential services that cannot be easily replaced.

SWOT ANALYSIS

Strength

Team of highly skilled professionals
Strong Client Relationships
Develop innovative and cutting-edge solutions to complex problems
Advanced technological capabilities

Weakness

Limited Market Presence
Resource Constraints
Lack of Diversification

Opportunity

Market Expansion
Partnerships and Collaborations
Capture the market of Pre-policy medical checkup

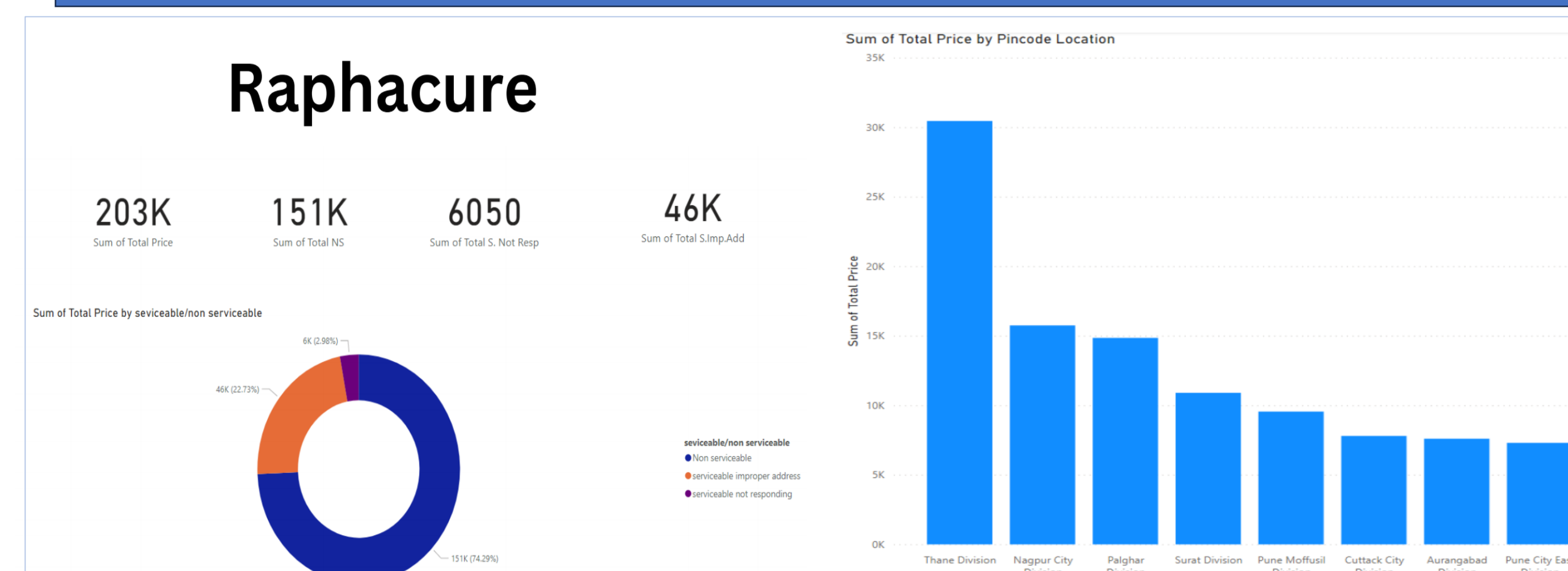
Threats

Intense Competition
Rapid Technological Changes
Economic Factors

Usefulness of Internship

- Internship provides the opportunity of getting the exposure of corporate environment
- I will work with other interns and with experienced professionals at Redcliffe Labs. This will help them to develop their teamwork skills and learn how to work effectively in a team environment.
- Communication skills are grown up because we need to talk with MR and Phlebo and HR of various organization for conduction of camp
- Multiple responsibilities since it is a start-up

Monthly Analysis of Redcliffe lab's Raphacure



Unfold
Health Mysteries
With Accurate
Diagnosis

