SUMMER INTERNSHIP IN WINGLOBE HEALTHCARE

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BRIEF HISTORY ABOUT WINGLOBE HEALTHCARE

Winglobe is one of the emerging medical device company located in Bangalore, India. Established in the year 2016, by an elite team of global industry leaders. It was Founded by Kunal Kishore.

By Analysing the hand instrument and capital equipment in market, Winglobe primarily focuses on the design, development, and affordability of Cautery machines and high quality 4k camera systems.

Industry structure: Oligopolistic industry

MISSION

Preferred choice for surgeons using Energy based devices and intelligent camara systems to positively impact surgical outcomes for more patients.

VISION

To be recognised as comprehensive surgical solutions provider for innovative technologies for patients worldwide.

VALUES

Patient centric care, Excellence, Innovation and Safety.

SWOT

STRENGHTS

- High product differentiation
- Strong technical knowledge
- Advance Technology.

WEAKNESS

- Weak sales channel
- Overdependent on existing dealer.
- Product Compatibility

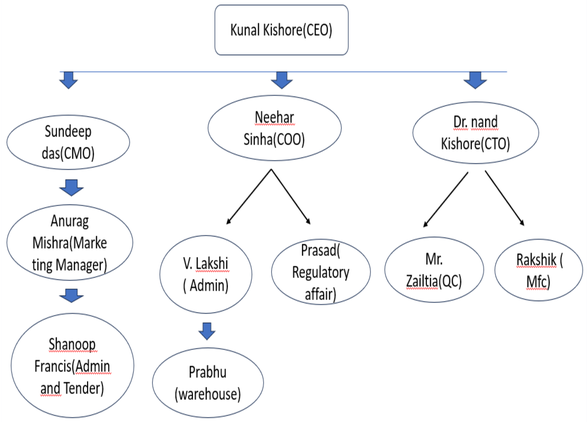
OPPORTUNITIES

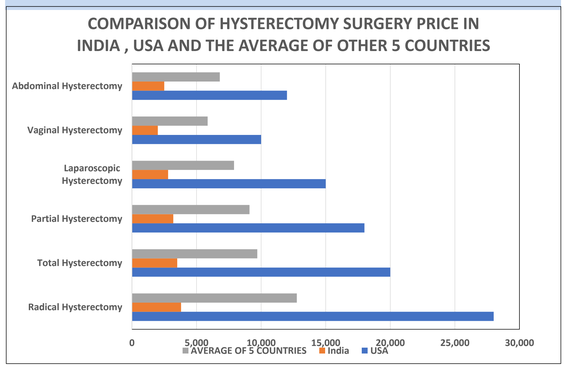
- Strong Health sector growth in India
- Opportunity to reach global market.
- Government support for MSME.

THREATS

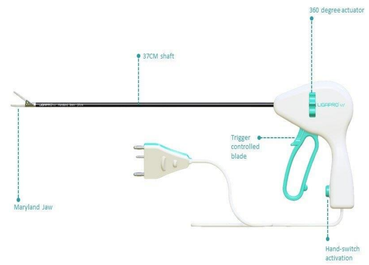
- Intense competition.
- Regulatory Challenges

Organization Structure





Product Ligapro VS



Ligapro is a lap sealer cum divider which comes with cold blade dissection for vessel upto 7mm. It helps in vessel sealing in many laparoscopic procedures and is widely used in gyne procedure like Total laparoscopic hysterectomy(TLH). It works on the principle of heat and helps in cut and coag of vessels. It helps in fast recovery of patient and comes under MIS- minimum invasive surgery.

Product Strom 2.0

Strom 2.0 is advance 400W ESU which helps in vessel sealing and it is also compatible with simple monopolar and bipolar resection. Strom 2.0 have PRECQM and STST technology which helps in fast and efficient vessel sealing. It different power mode settings for different surgical procedures

Electriz 2.0

Eletriz 2.0 is basic 300w diathermy which helps in monopolar and bipolar cut and coag. It is operatable with foot switch activation and have different power settings for different surgical procedures.

Challenges faced

- To travel different location all over Hyderabad.
- Finding out qualifiable leads.
- Appointment with doctor.

Learning

- Schedule daily Activity
- Market research
- Cold calling
- Strategy Making
- Become more presentable.
- Interaction with Surgeon
- Mentality of doctor towards product.

USEFULLNESS OF INTERNSHIP:

- Field exposure.
- Knowing different type of personality.
- Time management. Interaction with field expert. Interaction with diff dep.

THEORY VS PRACTICAL

THEORICALLY

- Theoretical knowledge learnt at IIHMRU, has had a strong fundamental foundation for me which enabled me to perform confidently on my internship.
- Theory in terms of Marketing, pharma business environment acted as an integral component for me to analyse the market and situation.

PRACTICALLY

Practical exposure have enriched my confidence to apply the concepts which was learn in theory during my course. Practical exposure helped to understand those parts which cannot be understand by theoretical exposure like communication, product selling, how to behave in office , discipline , teamwork.

Suggestion

For Commercial Excellence

- Use premium sales force applications for managing the sales force,
- Training module of the sales force should be well designed for each segments

For Marketing

- Well define review and feedback system should be maintained.
- Company should concentrate of dealer's promotional activities.

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