

SALES AND MARKET ACCESSMENT OF LIGAPRO VESSEL SEALER MANGLORE-HUBLI-DHARWAD

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WINGLOBE HEALTHCARE PVT LTD is one of the pioneer med-tech solutions company, with its Research and Development Centre & corporate office in Bengaluru, India. Winglobe Healthcare Mainly focuses on the development, manufacturing, and marketing of the Elektriz® & Strom® range of Electrosurgical systems and the Argus 4k Imaging platform Which is Their Upcoming 4k Endoscopic Camera System.

Winglobe Healthcare Founded in 2016 by an elite team of Industry stalwarts, Winglobe HC has been constantly pursuing meaningful technological advancements to improve the outcomes & efficiency of the surgical procedure thereby offering superior clinical benefits for the operating room.

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

VISION:
To be recognized as a comprehensive surgical solutions provider for innovative technologies for patients worldwide.



LIGAPROTM VS

Product Features

- Lightweight Ergonomic design
- 360 degrees continuous shaft rotation
- Tactile feedback of activation switch
- Operated by both hand & foot switch

Lap Surgeries

Targeted Surgeries

Gynae.

Radical Hysterectomy, TLH

GI

Splenectomy, Colectomy, Whipple Procedure

Onco

All Onco. Procedures

Uro

Cystectomy

Ordering information

WINLIGVSL	BOX
WINLIGVSO	6 Pcs
WIN-CB-BP	6 Pcs
	1 Pcs

LIGAPROTM VS

Open Surgeries

Targeted Surgeries

GI

Abdominal Gastrectomy, Colectomy, Splenectomy

Gynae.

Radical & Open Hysterectomy

Uro

Nephrectomy, Cystectomy

Onco

All Onco. Procedures

Paedia

All Paediatric lap Procedures

WINGLOBE

WINGLOBE HEALTHCARE PVT. LTD.

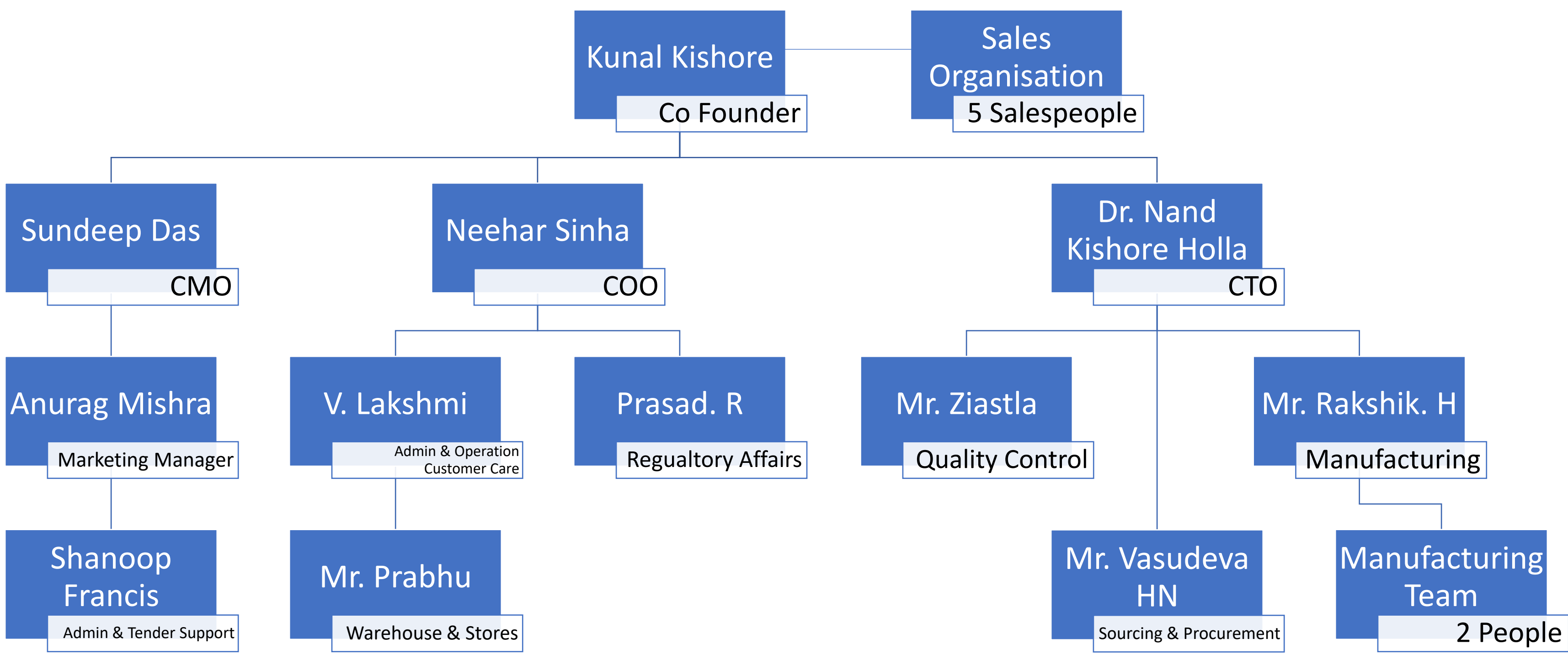
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Product Description

- Ligapro VS is a vessel-sealing instrument designed for sealing and dissecting vessels up to and including 7mm, tissue bundles, and lymphatics.
- It is equipped with a proprietary coating and advanced micro blockers to achieve optimum temperature and uniform pressure distribution for assured and permanent vessel sealing.
- Collectively these features enhance the dynamics of vessel sealing with the ease of procedural steps by minimizing eschar buildup, low tissue adherence, and less lateral thermal damage by maintaining a low-temperature profile.
- It is one of the most ergonomic devices available with light weight for easy handling & can be connected with any other Indian vessel sealer device.

ORGANISATION STRUCTURE



Challenges faced during internship

- During This Internship I faced Some Challenges Mainly in Reception Department as They Usually Doesn't Respond to Availability of Doctors
- Difficulties in Finding Qualifiable Lead(Cautery Machine) Through OT In Charge
- Price of the Product was Biggest Challenge to While Convincing Customer(Doctors)
- Defending The Product as well as Maintaining the Costumer Relationship. If Any Fault Found in Product in Between Surgeries

Usefulness of Internship

- Learnt About Consultative Selling Skills.
- Improved Costumer Convincing Skills.
- Got to Know How Medical Device Works and Got to Know About Competitor.
- Costumer Behaviour, Situational Dealings, Patience.
- Principle of Electricity, Gynae Module, TLH,
- Got to Know Bit About How Hospital Works.
- Live Demos Laparoscopic Surgeries.
- Reporting to Manager on Daily Basis.

SUGGESTIONS

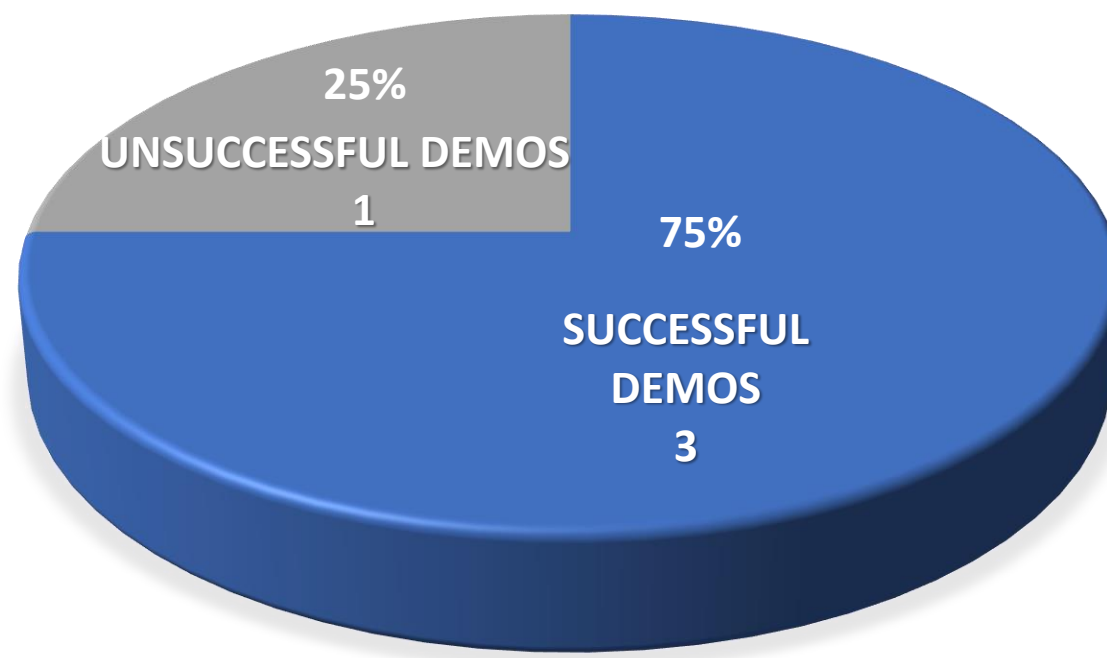
- As Product is in Launching Phase Some Issue in Product like Coating, Sharpness of Blade Should Make it Proper for Ease of Handling Products.
- Sticking of the Products Jaw to Tissue Should be Made Correct
- Company Should Work on Product Pricing Strategy Properly

PROJECT DETAILS

Expanding Distribution footprint

- Involved identification of relevant distributors using India Mart (keyword search)
- Systematic tele calling to identified distributors (tele-calling techniques) & engaging them by sending company & product introductory profiles (follow-up- sales)
- Market Promotion of Ligapro Vs to Gynae. Surgeons**
- Hospital identification via the internet & around respective locality & contact-based referrals.
- Initial screening of identified hospitals to verify them as qualifiable leads.
- Visit these hospitals and meet the gynae. surgeons to promote Ligapro vs & convince them for an OT evaluation of the product
- Post product evaluation – fill & complete the feedback form.
- Drive towards the objective of product sale.
- Working & collaborating with existing distributor
- Calls to surgeons convincing them to try Ligapro vs, OT evaluations with these surgeons & product sales- Ligapro vs

PRESENTATION OF SUCCESSFUL AND UNSUCCESSFUL DEMOS



- 03 Successful Demonstrations:**
1. PRASHANTH IVF FERTILITY, DHARWAD.
 2. MOON METERNITY HOSPITAL, HUBLI
 3. SeCure HOSPITAL
- 01 Unsuccessful Demonstration at-**
1. MANGLORE NURSING HOME, MANGLORE

- Visited 71 Hospitals in Last 2 months
- Total Calls of 167 in Last 2 Months
- Found 15 Qualifiable Leads
- Product Demonstration Done at 4 Hospitals

SWOT Analysis

STRENGTH	WEAKNESS
• Fast Vessel Sealing • First Indian Vessel Sealer. Cum Divider With Cold Blade Dissection.	• Pricing of The Product. • Built Quality of the Product.
OPPORTUNITIES	THREATS
• Growing market of advanced vessel sealer instrument. • Limited Indian Market Competition.	• Straight Competition For Ligapro VS From MNC's Company Ligasure From Medtronic. • Availability of Product With Same Features at Economical Price