



Integrated Marketing Strategies for Diagnostic Lab

Presented By : Kriti Shrivastava
Mentor : Dr. Sudhinder Singh Chowhan
Industry Mentor: Mr. Akhil Dave



TRIZONE HEALTHCARE CONSULTANTS

- Knowing is knowing, doing is doing” is something Trizone Healthcare strongly believes in, which means ‘Knowledge without application is the same as having no knowledge at all’.
- Trizone Healthcare Consultants LLP, founded in March 2020 by Mr. Akhil Dave (Founder and Principal Consultant) and Mr. Niraj Upadhyay (Co-founder), is a healthcare consulting firm which uses 360-degree marketing approach, and provide various services including strategy consulting, marketing, advertising and communication design, content writing, digital marketing, social media marketing etc.
- Trizone follows six different approach : Listen and Understand, Analyse and Research, Design and Develop, Aim and Shoot, Review Results & Discover and Reinvent.

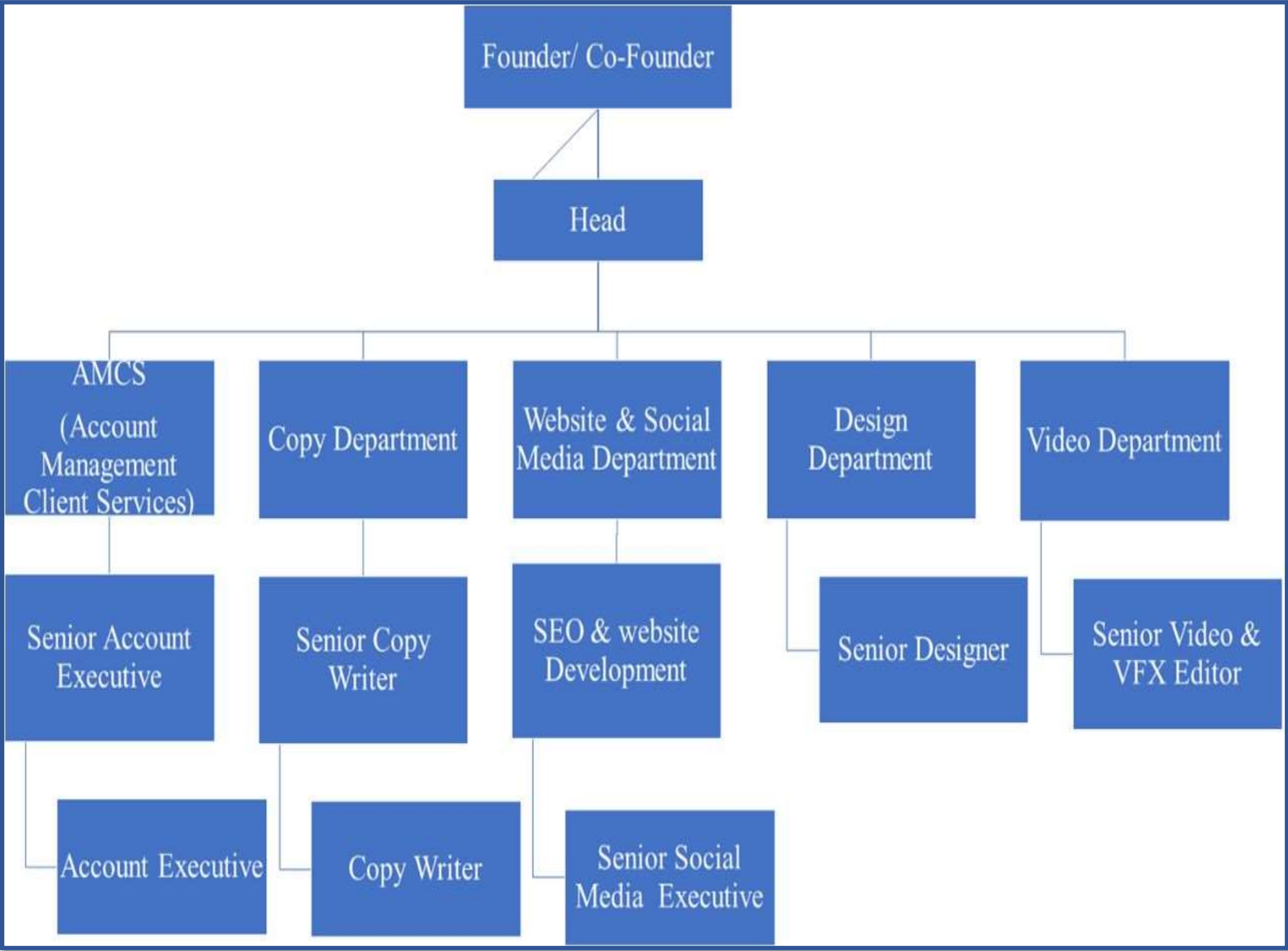
MISSION

To establish ethical & right marketing practices in the healthcare industry and to be the trusted partner for healthcare providers, by providing comprehensive and innovative marketing solutions.

VISION

To be the leading healthcare marketing consultancy firm, transforming healthcare businesses through effective 360-degree marketing solutions that increase brand visibility, drive growth, engagement and turn patients into brand ambassadors for our clients.

ORGANIZATION STRUCTURE



A CONCISE OVERVIEW OF MY PROJECT

- Conducted secondary market research for a diagnostic lab, gathering information on aspects such as location, packages, and target populations.
- Performed a competitor analysis, focusing on health packages offered by other labs, as well as promotional materials like glass boards and standees.
- Based on the research findings, developed and categorized health packages into segments, including basic, advanced, and senior citizen packages, catering to the diverse needs of customers.
- Utilized the insights gained from the analysis to create an effective marketing strategy aimed at raising awareness about the diagnostic lab and attracting a larger customer base.
- The project aimed to enhance the lab's visibility, improve customer engagement, and ultimately contribute to its overall growth and success.

LEARNING & VALUE ADDITIONS

SWOT ANALYSIS

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1. Good brand image
2. 24/7 service
3. 2000 capacity of analyzing the sample.
4. Advanced equipment's.

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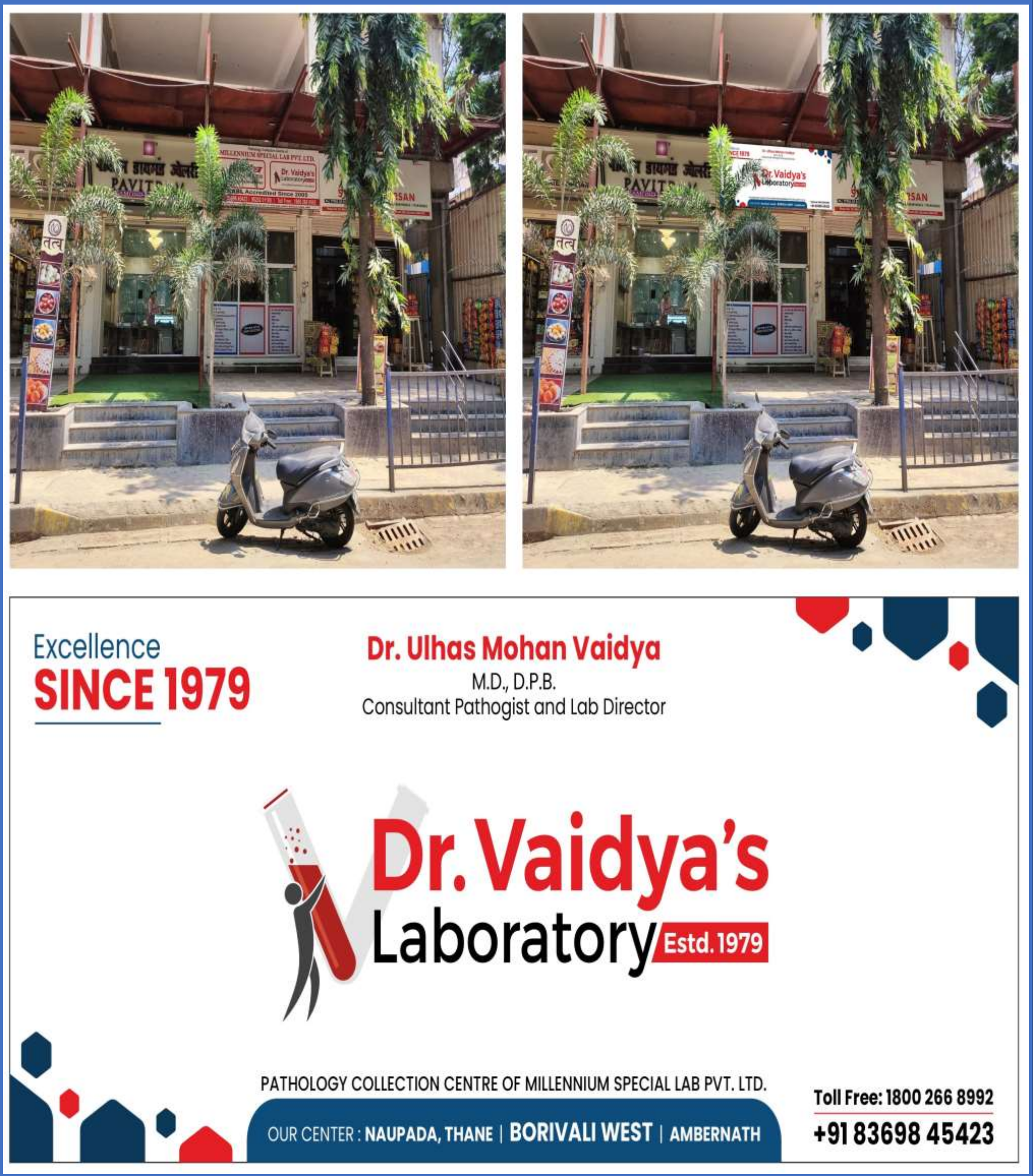
1. Poor promotional activity.
2. Competitor have more Test Profile.
3. Health packages are not Appropriate.

O

1. Huge no. of collection centers.
2. Target hospitals for patients.
3. Large processing unit

T

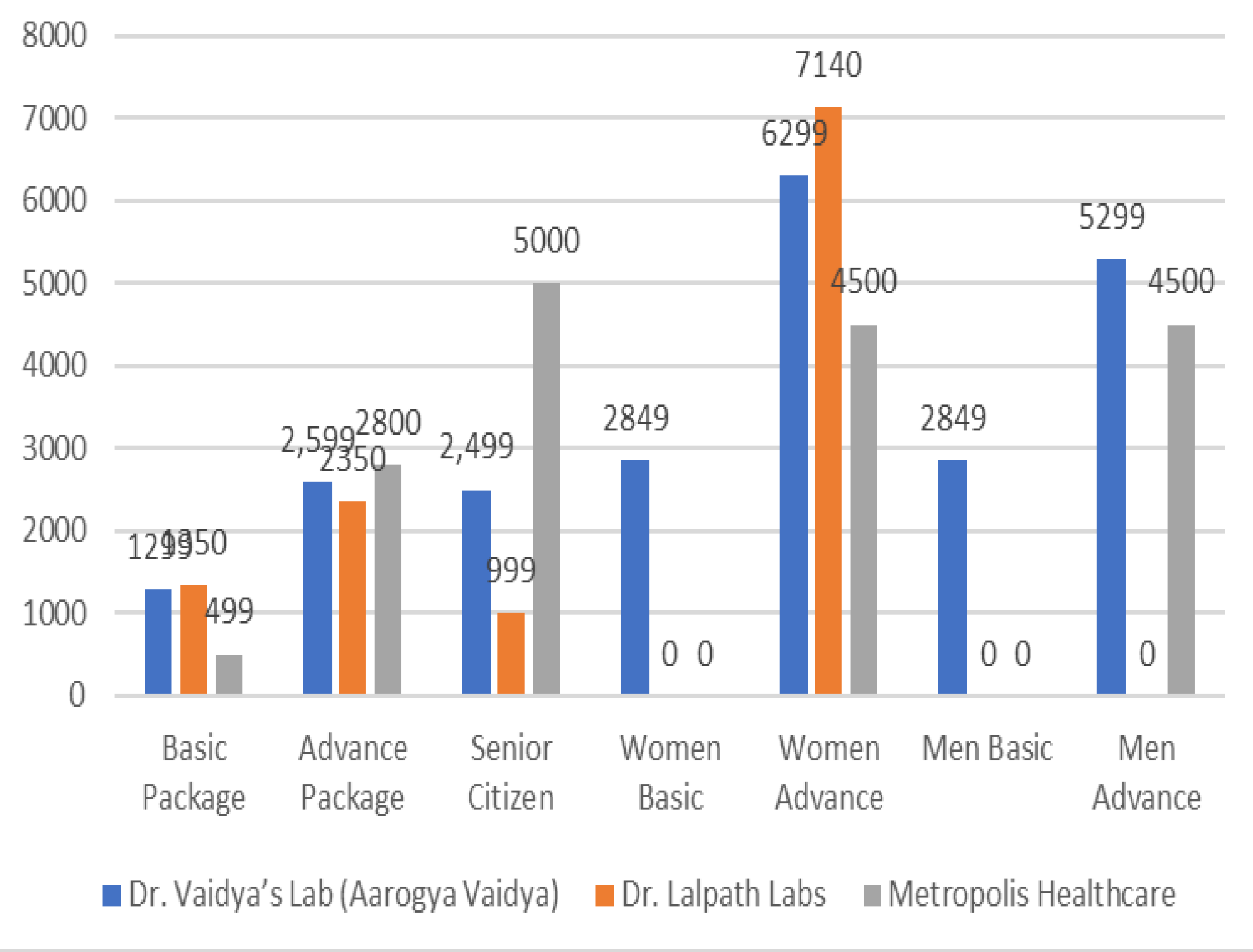
1. Large no. of competitors.
2. Poor focus on Search Engine Optimization.



COMPETITORS ANALYSIS

Package's Name	Dr. Vaidya's Lab (Aarogya Vaidya)	Dr. Lalpath Labs	Metropolis Healthcare
Basic Package	1299/- (44 Test)	1399/- (51 Test)	499/- (4 Test)
Advance Package	2599/- (70 Test)	2599/- (75 Test)	2800/- (69 Test)
Senior Citizen	2499/- (73 Test)	999/- (58 Test)	5000/- (82 Test)
Women Basic	2,849/- (74 Test)	-----	-----
Women Advance	6299/- (95 Test)	7140/- (79 Test)	5000/- (75 Test)
Men Basic	2,849/- (63 Test)	-----	-----
Men Advance	5,299/- (97 Test)	-----	4500/- (75 Test)

GRAPHICAL REPRESENTATION OF COMPETITORS ANALYSIS



CHALLENGES

- Language barrier was also one of the challenge that I faced.
- Obtaining comprehensive and reliable information about competitors' strategies, pricing, and offerings proved to be a challenging task during my internship.

USEFULNESS

- Skill development and practical experience.
- Industry insights and exposure.
- Networking for future opportunities.
- Enhanced resume and career prospects.

SUGGESTION

- In comparison to their competitors, they should focus on designing more creative content to effectively drive growth and engagement.
- The Design Department needs to be more open to the ideas of others.

THEORETICAL KNOWLEDGE

- Focuses on understanding concepts, principles, and theories through studying.
- Theoretical knowledge provides a foundation for understanding.

PRACTICAL EXPOSURE

- Involves hands-on experience and direct engagement with real-world scenarios.
- while practical exposure enhances skills and offers a deeper understanding of how theoretical knowledge is applied in practice.

