

INTRODUCTION

Trizone healthcare consultants is a Vadodara based firm established in 2019 which works with 360 degree approach and helps in defining brand goals that create a niche for client partners. This organization works with unique approach they are Listen and understand, analyze and research, design and develop, aim and shoot, review results and discover and reinvent. This organization is into strategy consulting, marketing, branding, website development, content writing, digital marketing, social media marketing and advertisement and communication design.

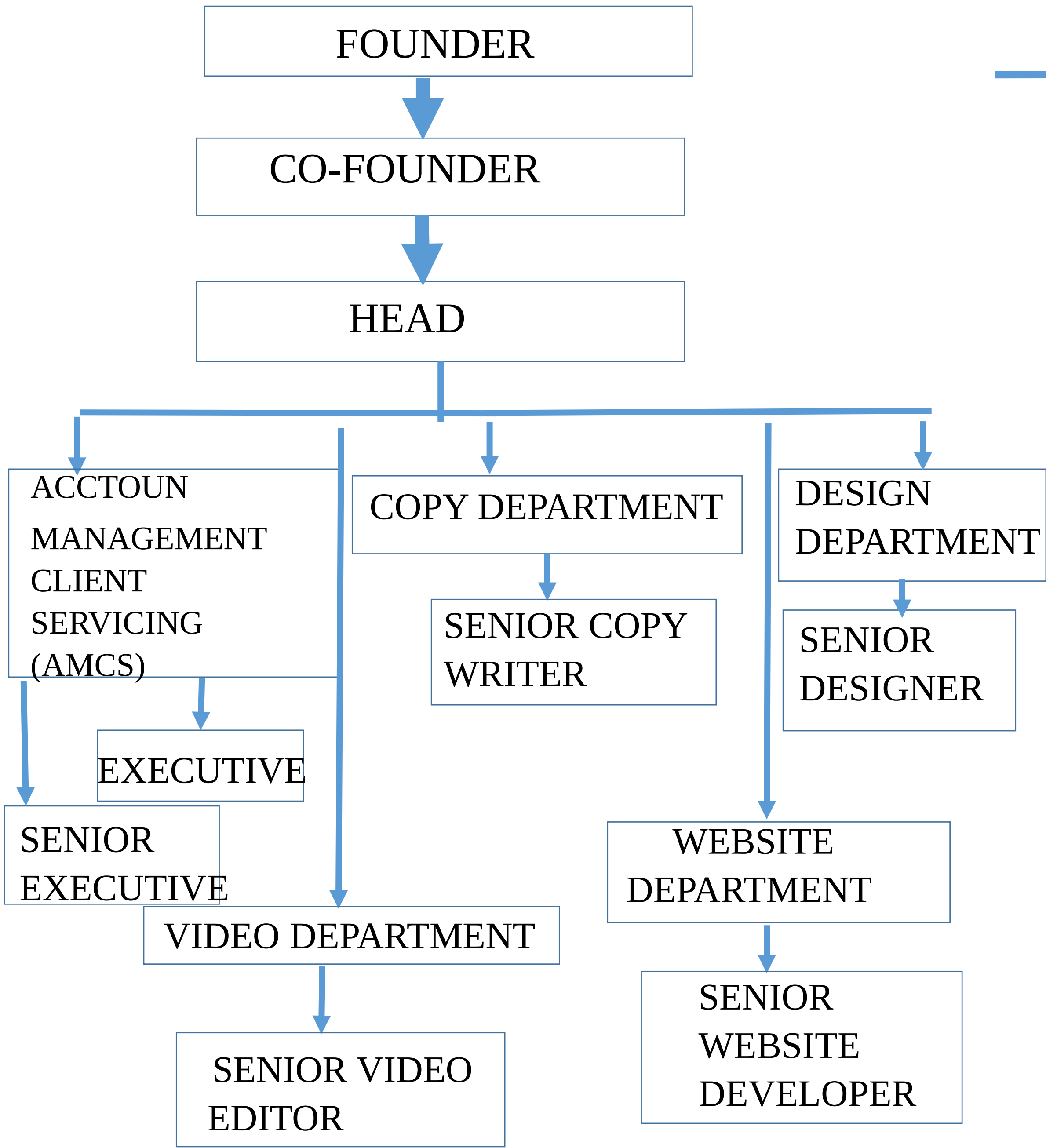
MISSION

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 for healthcare providers, promoting their brand, services, and expertise to reach the right audience and drive growth.

VISION

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

ORGANIZATION STRUCTURE



RIEF DESCRIPTION ABOUT PROJECT

- ❖Dr. Vaidya’s Lab was Established in 1979, has been serving the community for over four decades, offering high-quality diagnostics services, including home collection services, online reporting, and a professional team of experienced technicians.
- ❖Dr. Vaidya’s Laboratory has grown to become a trusted name in diagnostic services in Thane, Borivali, Ambernath, and across Mumbai.
- ❖The laboratory was the first to acquire the NABL accreditation in the year 2006 and continues to comply with the ISO 15189 regulatory standards. It has been classified as a large laboratory as per NABL criteria and is progressing steadily towards the “Very Large Laboratory category”. The laboratory is also an ICMR approved COVID laboratory.

LEARNING AND VALUE ADDITION

THEORETICAL KNOWLEDGE	PRATICAL EXPOSURE
Theoretical concepts do not retain in our mind for long until they are revised.	When the concepts are implemented in the field, it stays with us for a long time.
Deals with documentation of file	Deals with implementation of work.
Working conditions of organization are not discussed.	Teach how to adapt working conditions of an organization.

CHALLENGES FACED DURING INTERNSHIP

- ❑ Adapting the organization environment was challenging.
- ❑ Language barrier as most of the people were speaking Gujrati.
- ❑ To submit the assigned target on time.

LEARNINGS DURING INTERNSHIP

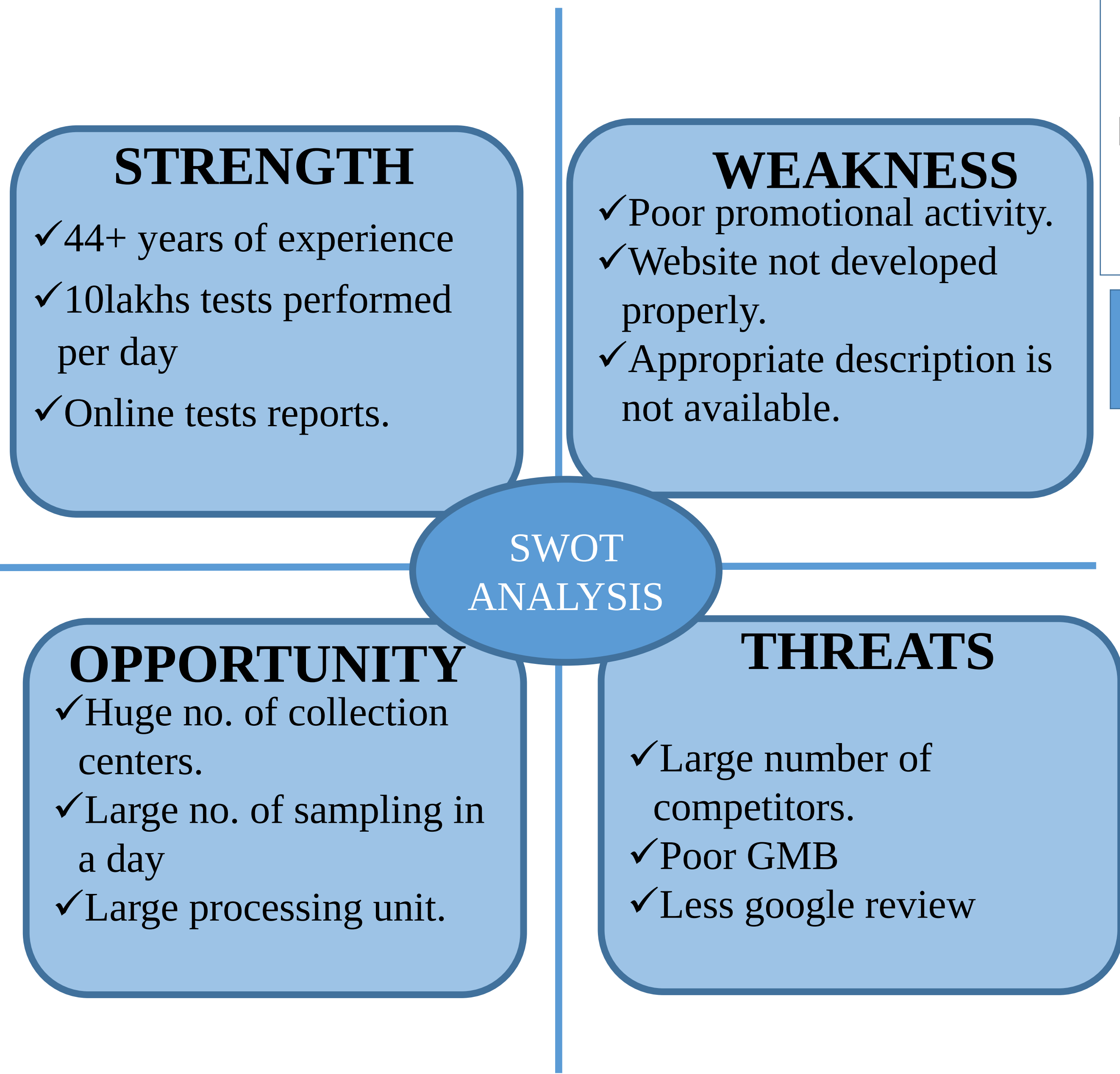
- ❑ Understanding of working culture.
- ❑ How to handle client through meeting.
- ❑ How to communicate and take decisions at right time.
- ❑ Learn how to do secondary market research and collect appropriate data.

USEFULNESS OF INTERNSHIP

- Got opportunity to meet people from different background.
- Practical exposure to understand things in a better way.
- Learnt how to work in a team.
- How to implement pricing strategy.

CONCLUSION

- Did secondary market research of laboratory with this we can conclude that they should focus more on the population of Thane district to increase the footfall of patients. Did secondary market research for a laboratory and searched about the target population, location and competitors
- Did SWOT analysis for the laboratory and prepared action plan that they should focus more on website development and also use various social media platform for promotion. Moreover, they should also use billboards to increase the visibility of a laboratory.



Competitors Name	Packages	Price
Redcliff	Basic health screening package Diabetic screening Women smart health Full body male	299 499 2499 2899
1 mg	Good health smart package Diabetes package advance Women wellness premium package men health advance package	399 1099 1829 1429
Dr. vaidya	Arogya Basic (Basic Health Package) Madhumeha Mukta (Diabetes Profile Package) Stree Swasthya Prarambha (Women Wellness Basic Package) Purush Swasthya Pragati (Men Health Advance Package)	1299 1999 2849 5299