

# A detailed study on D-fibroheal suture dress as post operative dressing

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## About Company:

Fibroheal Woundcare PVT. LTD. is a leading biotech & healthcare startup working into active & advance wound care using Silk protien

## Vision

To be the most innovative biotech Indian company that delivers clinical excellence.

## Mission:

To provide value added advance & active woundcare products

## SWOT Analysis

### Strength

- Silk: Natural biomaterial
- Incorporated with silver nanoparticles
- Adhesive so no secondary dressing required

### Opportunity

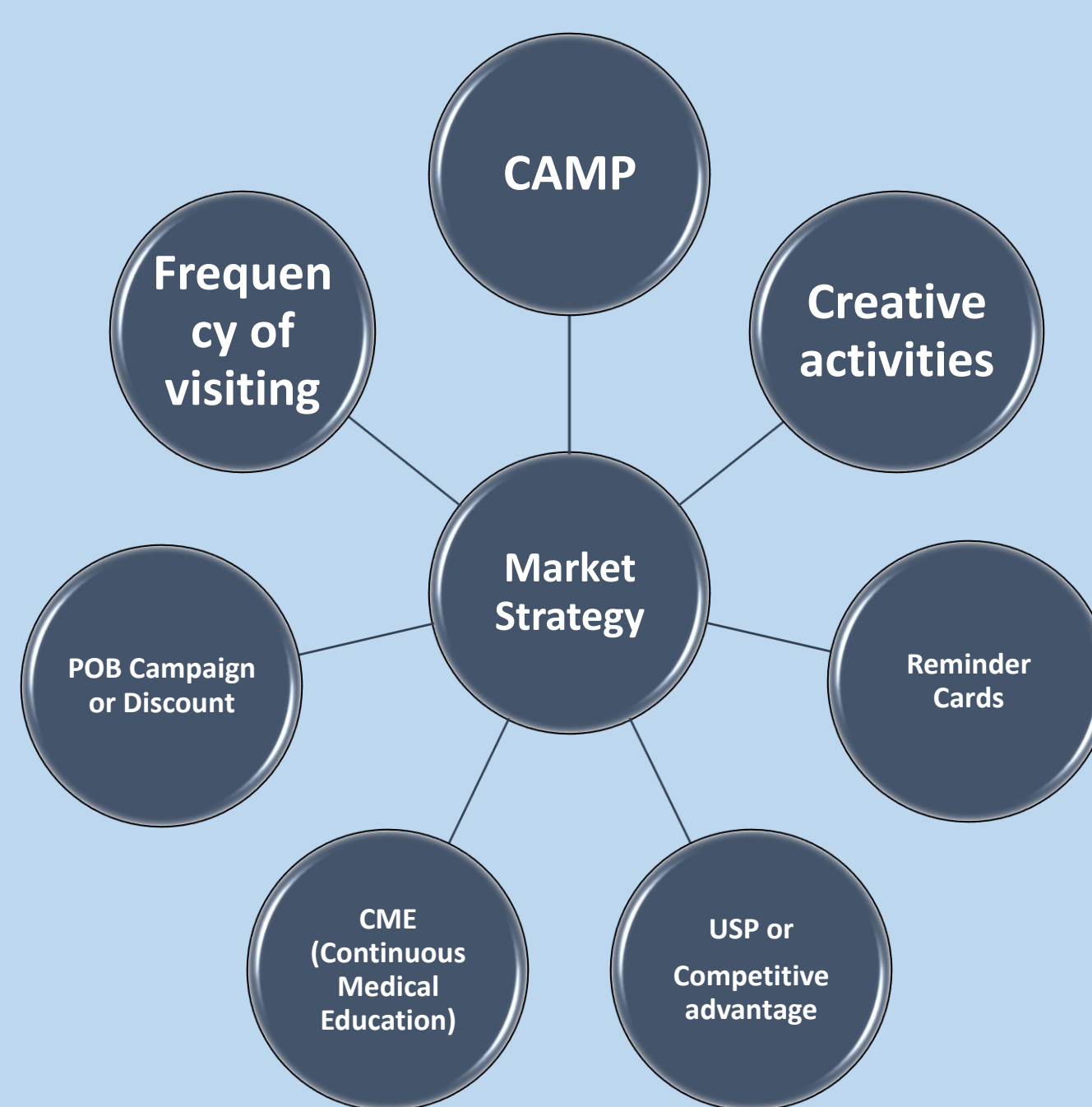
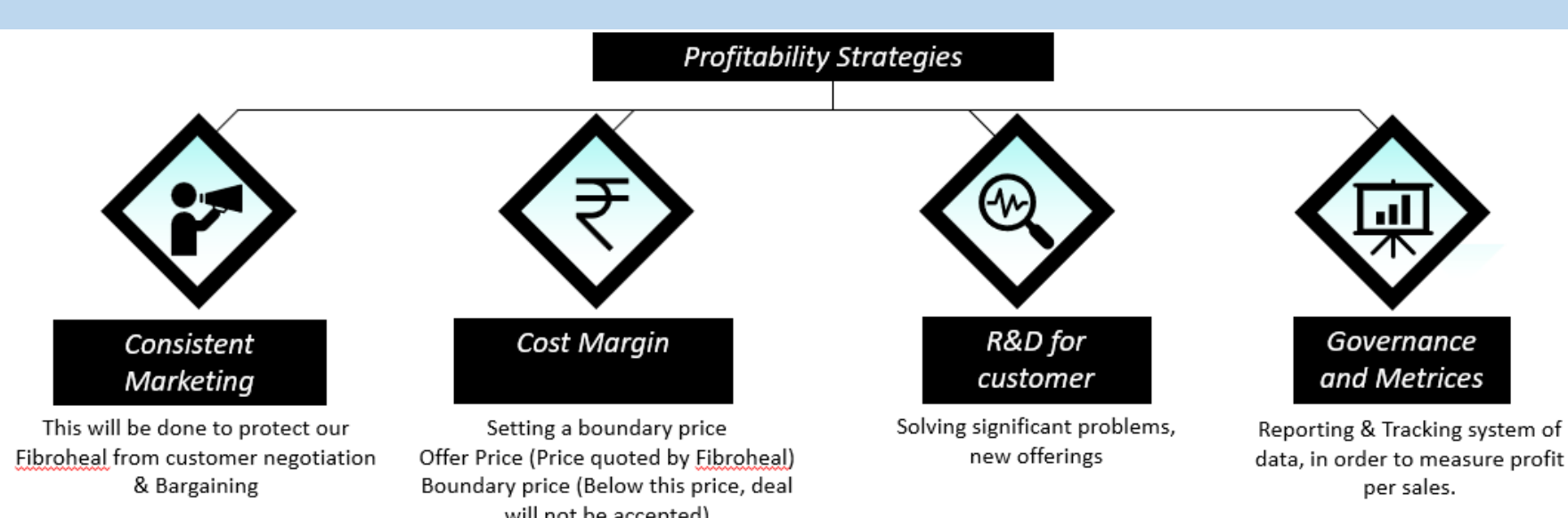
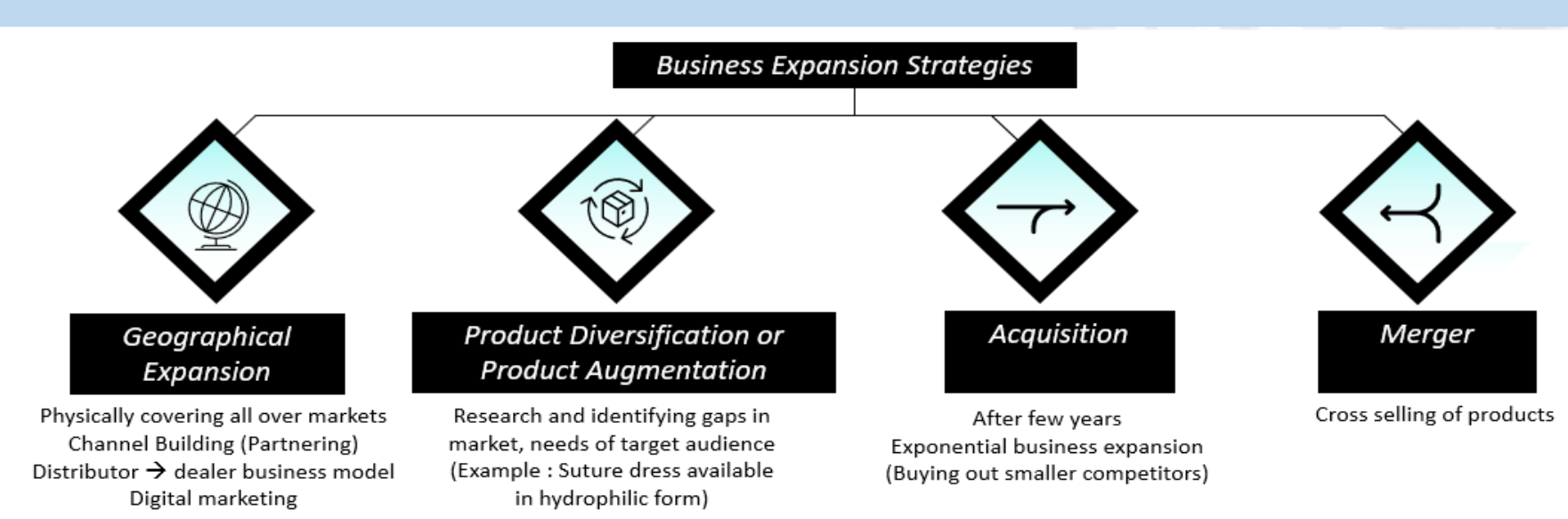
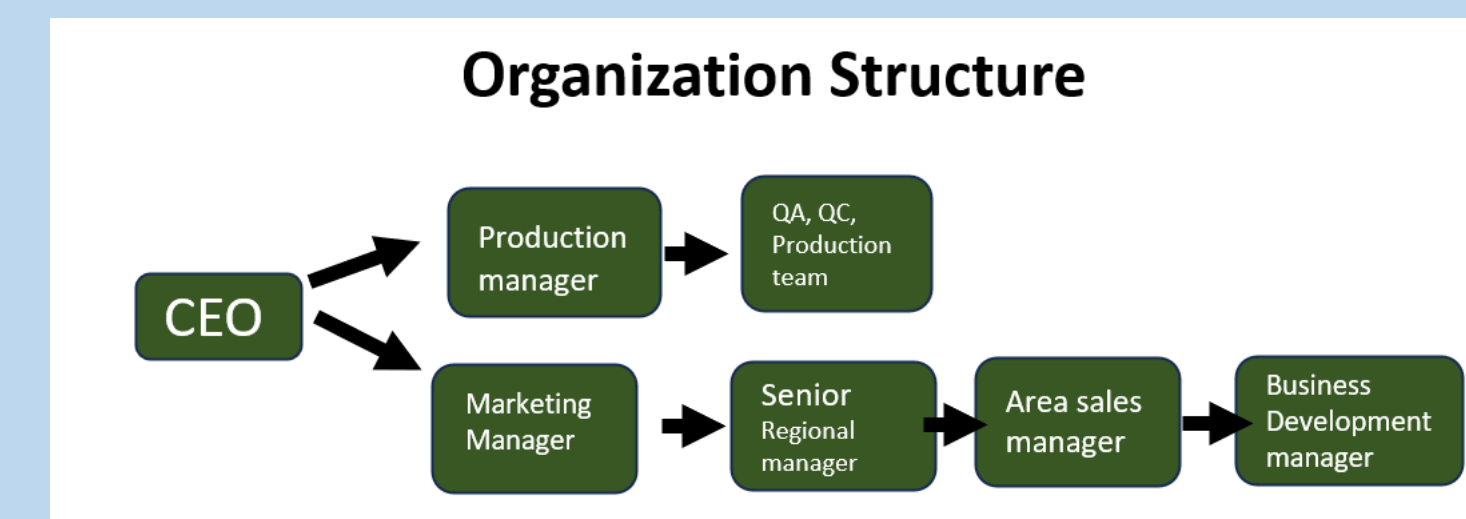
- Antimicrobial resistant wounds
- All types of wounds (post operative)
- Film dressings
- Increasing demand for reduced hospital stay

### Weakness

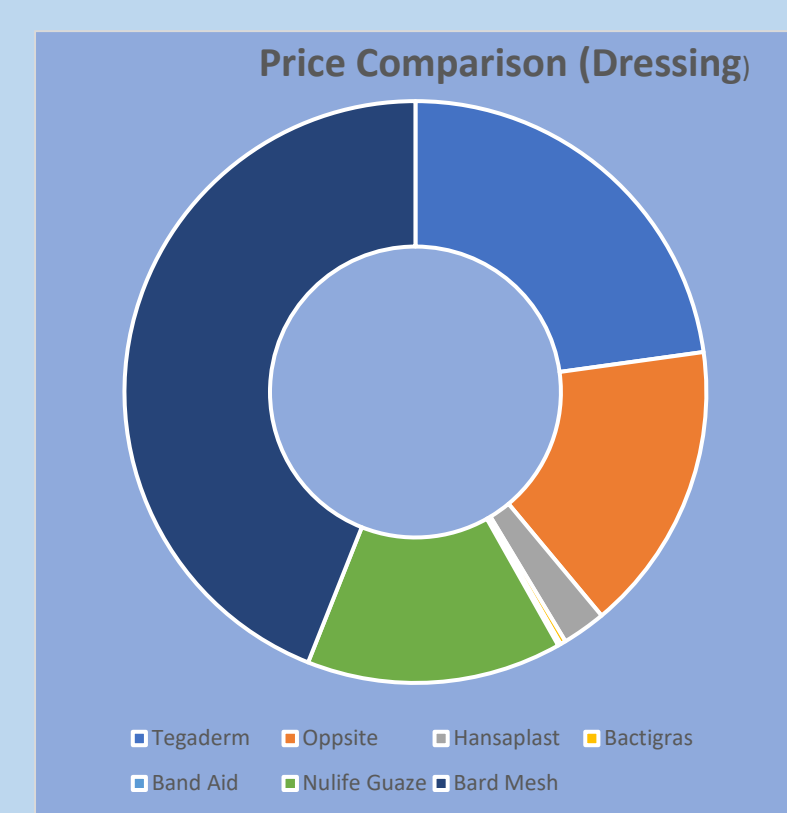
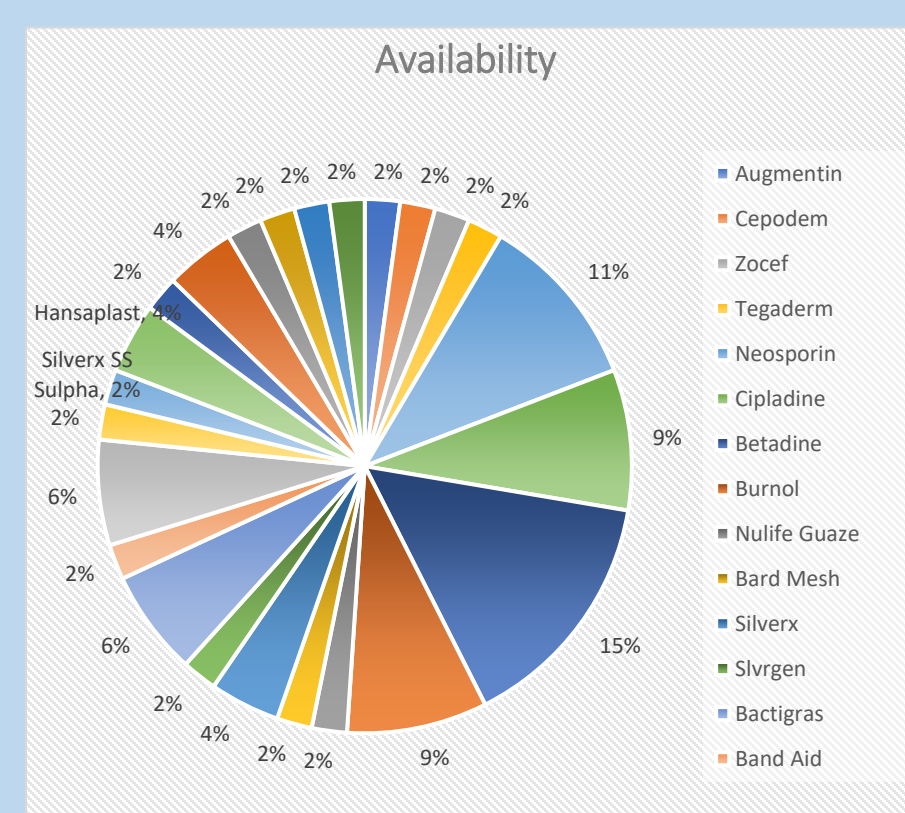
- High cost
- Not complete waterproof
- Not suitable for heavy oozing fluid (as per one of customer's feedback)

### Threat

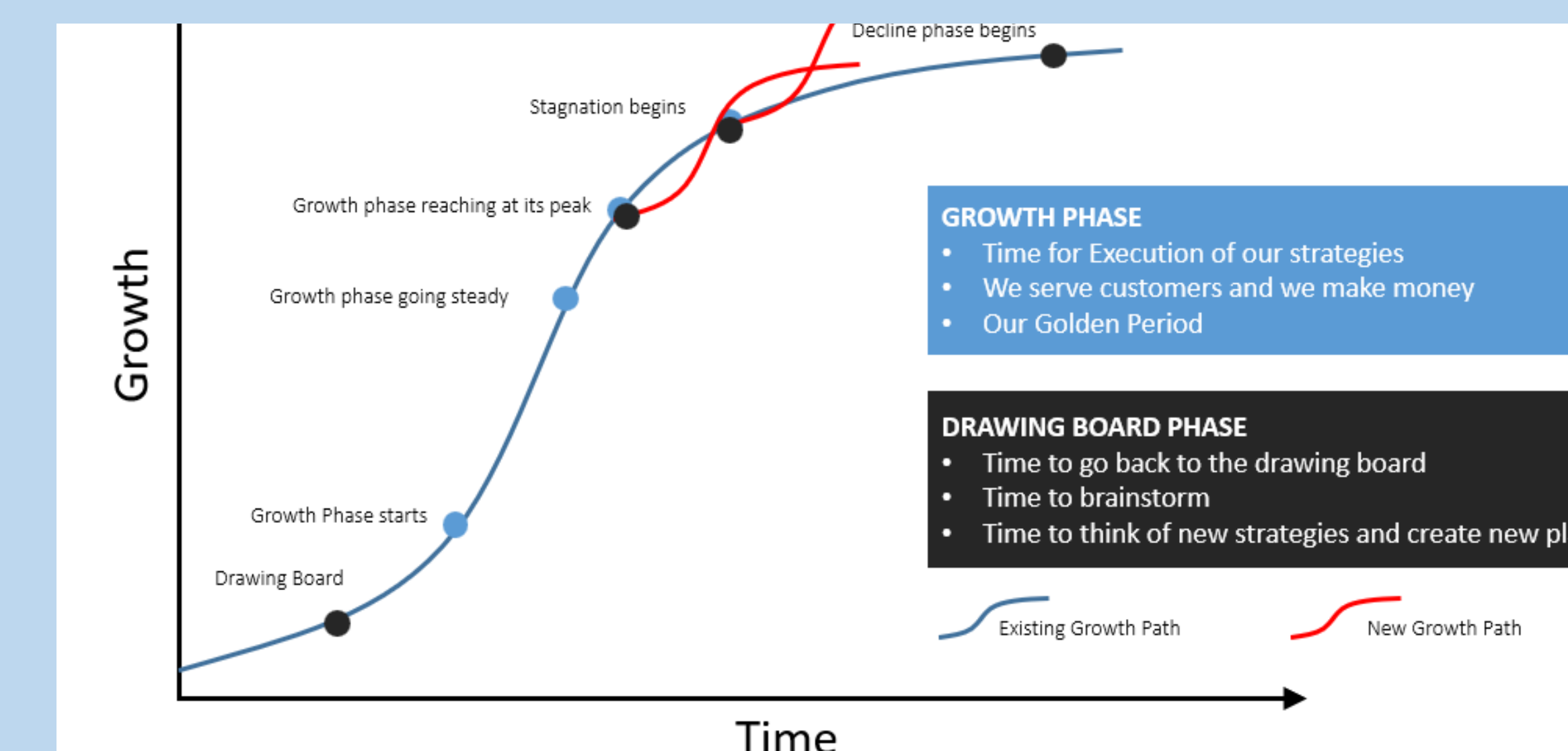
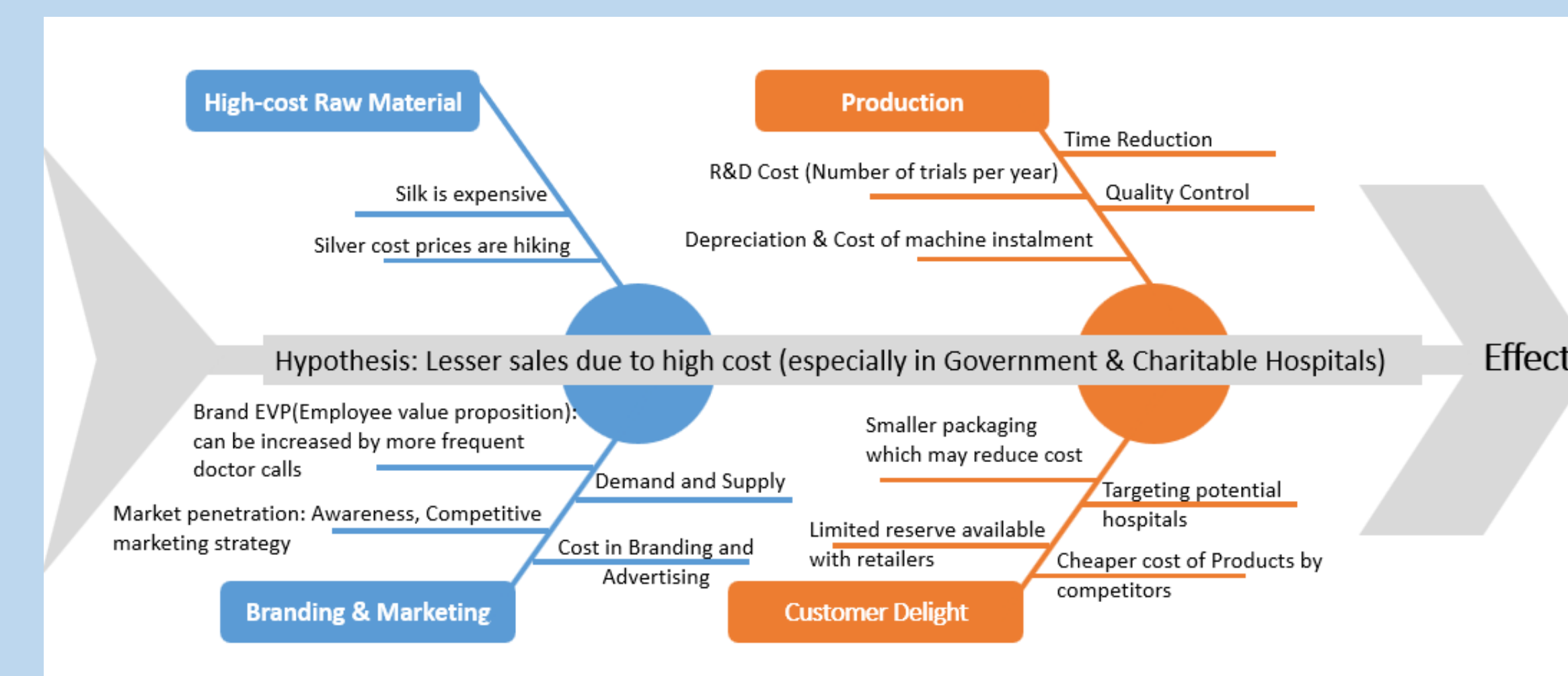
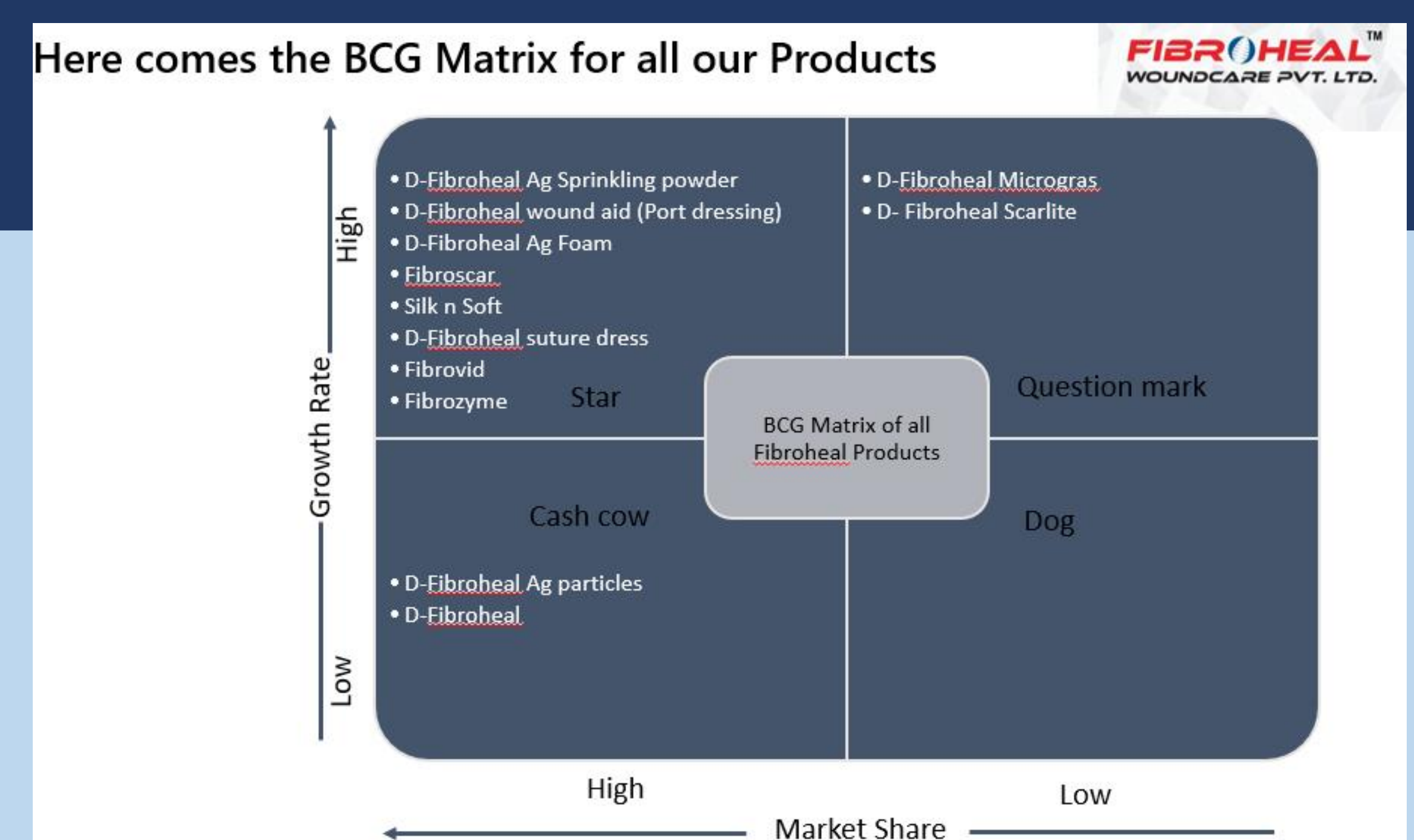
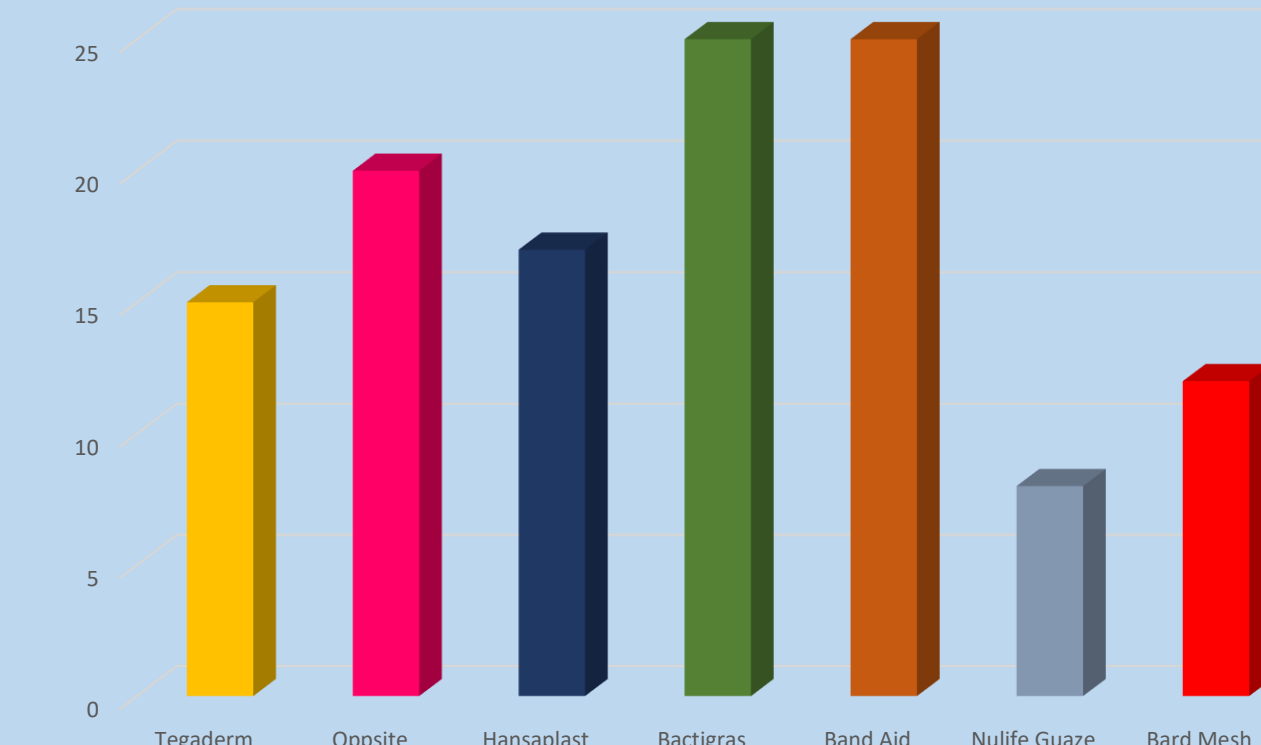
- Competitors established market share
- Healthcare policies
- Modern dressing
- Instrumental methods



## Market Research



Prescriptions sold (Monthly)



| Theoretical knowledge:                | Practical exposure:                        |
|---------------------------------------|--------------------------------------------|
| Fixed concept                         | Multiple concepts application, flexibility |
| Documented strategies while targeting | Selective targeting                        |

## Challenges faced

- Government Hospitals
- Charitable hospitals
- Management of heavily oozing liquid

## Learnings:

I could learn about:

- Competitors
- Market research
- Retail Chemist Prescription audit

## Suggestions:

- Product diversification in some of products like Suture Dress, Wound Aid.
- Penetration Strategy of Pricing

## Usefulness of internship:

- Confidence & communication booster
- Understood woundcare market

## References:

- India Wound Care Management Market Size & Share Analysis - Industry Research Report - Growth Trends (mordorintelligence.com)
- <https://www.alliedmarketresearch.com/surgical-dressing-market-A74410>

