

NAME – VISHAL UPPAL ; 0463 ; PM14

FACULTY MENTOR – Mr. RAHUL SHARMA
INDUSTRY MENTOR – Mr. SUNDEEP DAS

ABOUT THE ORGANISATION

- WINGLOBE HC is one of the premier med-tech solutions company, having its innovation center corporate office located out of Bengaluru, India.
- WINGLOBE HC was founded in 2016 by an elite team of Industry stalwarts, it 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 AND VISION

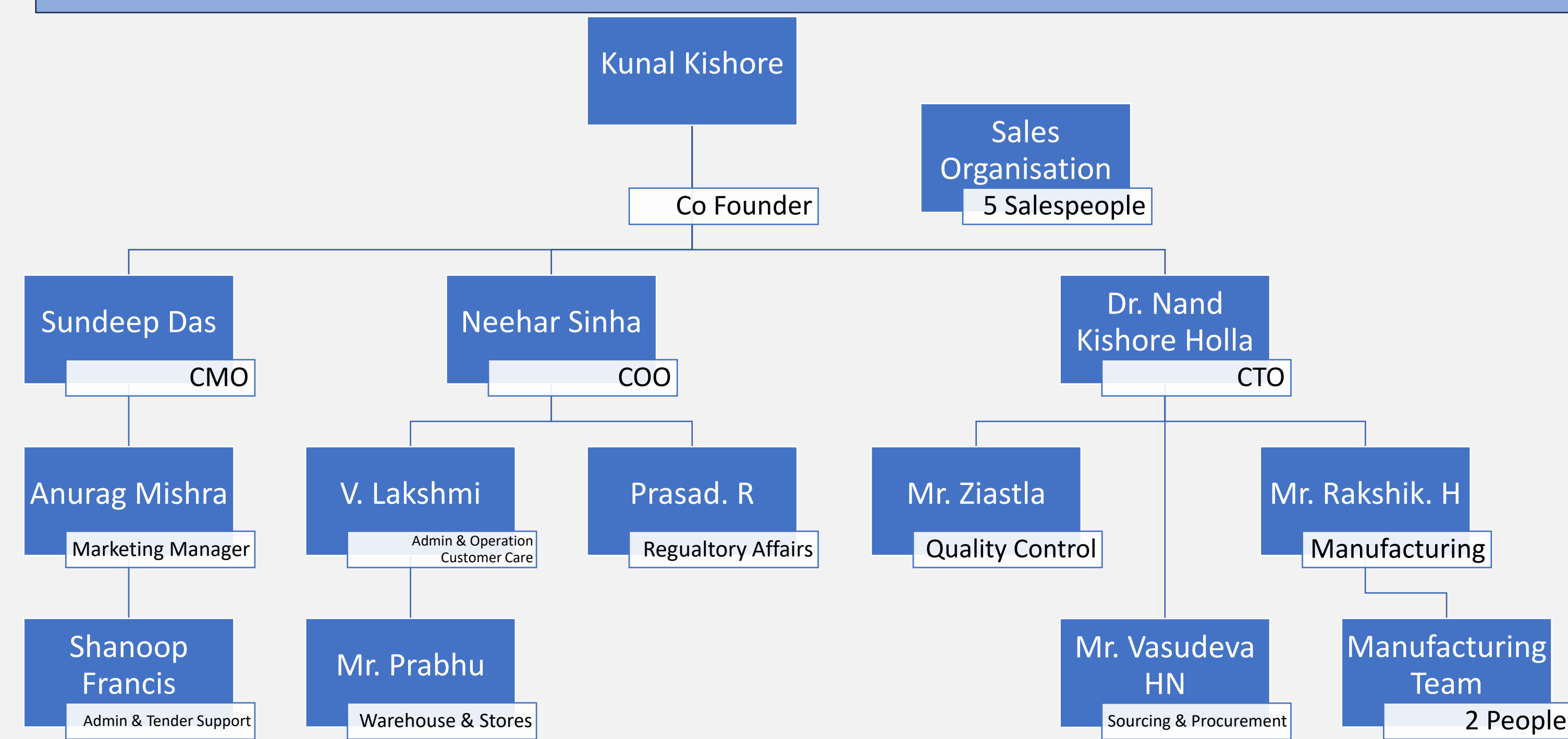
- Preferred choice for surgeons using Energy based devices and intelligent camera systems to positively impact surgical outcomes for more patients.
- To be recognized as a comprehensive surgical solutions provider for innovative technologies for patients worldwide.

CORE VALUES



- Innovation
- Quality
- Care

Organisational Structure

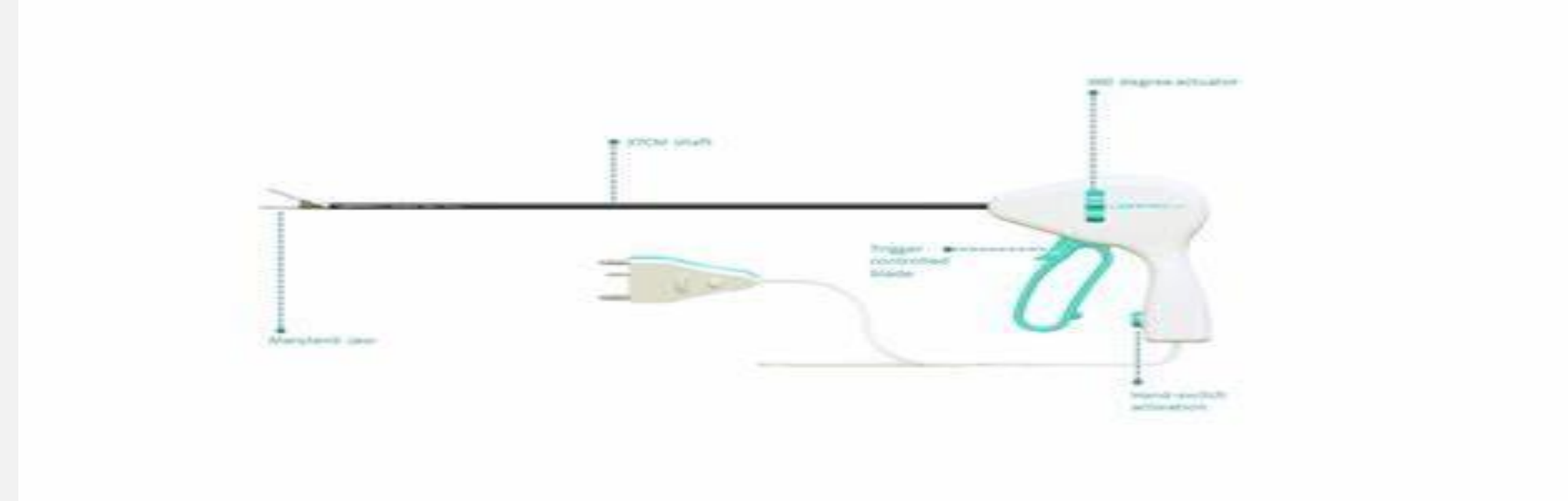


OBJECTIVES AND BRIEF DESCRIPTION OF THE PROJECT

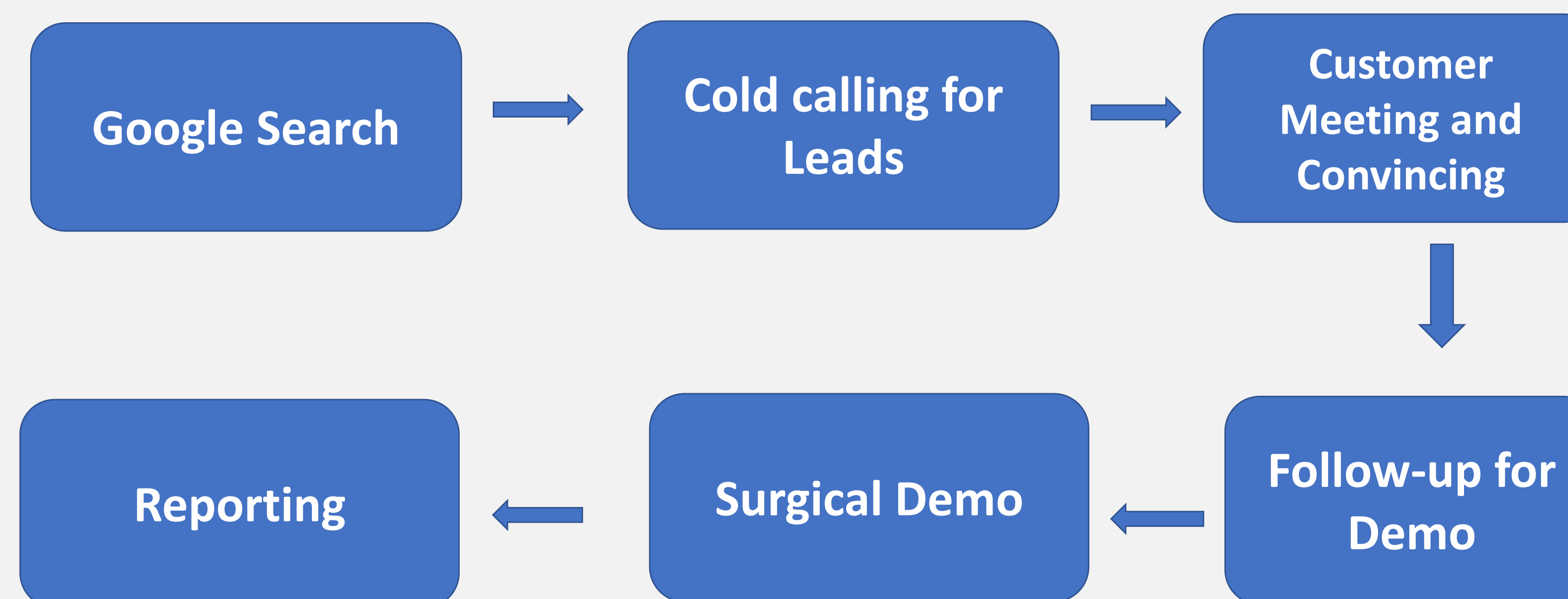
- To conduct Sales and Market Development of Ligapro VS to Gynae Surgeons
- To understand Sales Process for Medical Consumables
- Expanding Distribution Network
- Targeted Market Promotion
- Effective Tele-calling and Follow-up
- Surgeon Engagement and Product Sales
- Collaboration and Growth

ABOUT DEVICE - Ligapro® VS - The Innovative Lap Sealer and Divider

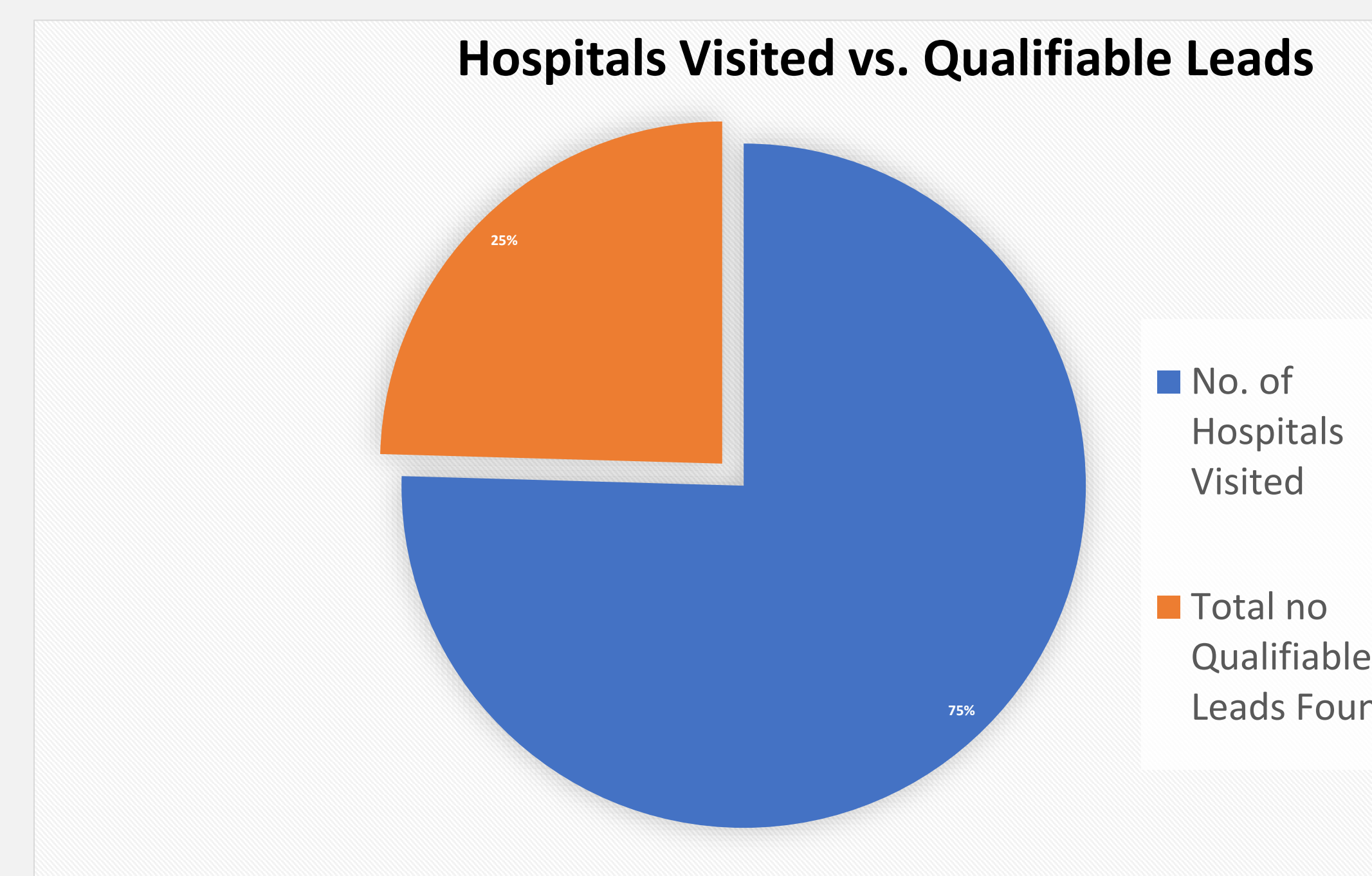
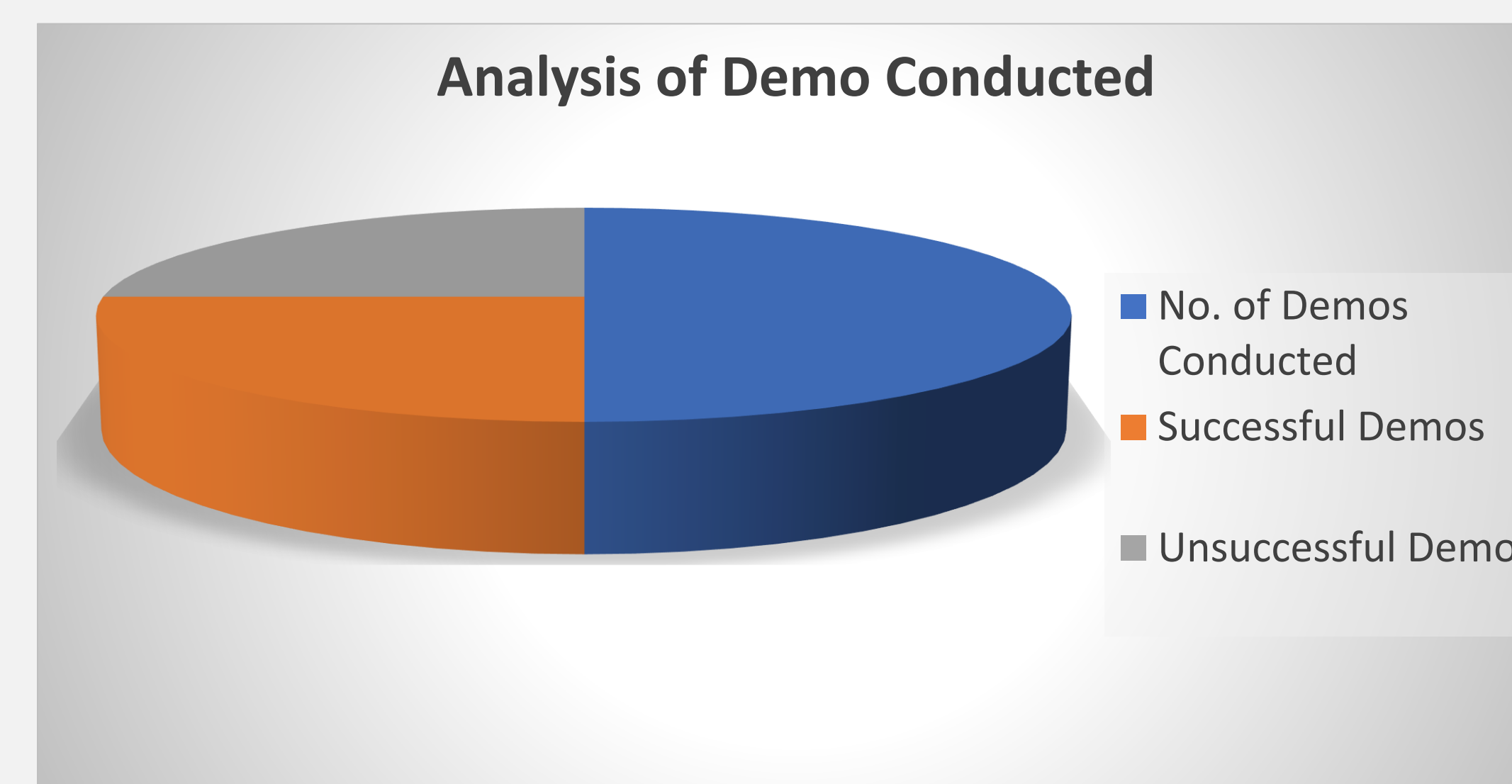
- Ligapro ® VS is a hand instrument offering from Winglobe Healthcare. It is a lap sealer cum divider with cold blade dissection for vessels upto 7mm.
- It is first indigenous disposable vessel sealer which can be operated with all Indian vessel sealers.



PROCESS



FINDINGS AND INTERPRETATION



LEARNINGS

- Mastering the art of delivering a compelling sales pitch
- Developing proficiency in product detailing
- Applying consultative selling skills
- Gaining insights into customer behaviors
- Emphasizing the importance of effective communication
- Utilizing reporting systems
- Experiencing surgical demonstrations
- Gaining market insights

CHALLENGES

- Building rapport with the OT in charge
- Overcoming lack of brand recognition
- Explaining the product's complexity
- Arranging capital equipment for demos
- Technical issues with the Ligapro VS
- Ensuring proper device utilization

SWOT ANALYSIS

