

Beacon Diagnostics Pvt. Ltd. established in 1990 with commitment to manufacture the best quality products in IVD with goal of accessible, affordable and cost effective diagnostics within reach to all. This is transformed into largest customers trusted products & unmatched services. Beacon provides quality solution to blood analysis, with wide range of reagents and instruments with a team of more than 300 personnel including scientists, engineers, sales, marketing, application specialist and extensive distributor network support. Besides large market share in India of its products Beacon has international sales and distribution network supplying in many Asian, African & European countries. Over the years Beacon has Global Alliance with leading international companies to build up a comprehensive product range & services for its customers. Beacon sincerely believes to employ genius and talented people, adopt new technologies to develop products and to continuously improve product quality and services.

MISSION

Transforming healthcare through advanced diagnostics for better outcomes.

VISION:

Provide inspirational and innovative healthcare diagnostic solutions to customers.

Brief description about Project

- Worked on bonavera chem 200 biochemistry analyzer and bonavera ESR 20 (Erythrocyte Sedimentation Rate Analyzer)
- Conduct market research to identify target customer segments and market trends.
- Analyze competitor strategies to identify opportunities for differentiation.
- Create marketing campaigns and strategies to reach and engage target audiences.
- Identified potential leads and prospects through market research and lead generation.
- Collaborate with the sales team on lead nurturing strategies.
- Analyze marketing and sales data to gain insights for informed decision-making.
- Developed brand guidelines, marketing collaterals, and content for effective communication.
- Written social media posts to promote the product and engage with the target audience.
- Visited hospitals and conduct product demonstrations to showcase its features and benefits.
- Create a comprehensive product catalog showcasing the company's offerings and highlighting key features and benefits.
- Implement effective strategies to distribute the product catalog through online channels, like Facebook, Instagram, LinkedIn

Visited 3 hospitals in last 2 months

03 Successful Product Demonstrations at -

1. [SHALBY HOSPITAL, SURAT](#)

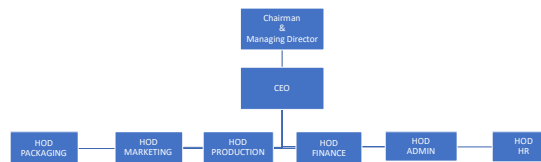
2. [KIRAN MULTI SUPER SPECIALITY HOSPITAL](#)

3. [SUNSHINE GLOBAL HOSPITAL](#)

Product Description

- BONAVERA CHEM 200** fully automated, discrete, random access biochemistry analyzer throughput up to 200 test per hour with stat facility long lasting durable optical system using IFCOS on board laundry as well as on board cooling facilities advance user-friendly operating system
- BONAVERA ESR20** Modified Westergren method using Infrared photometry principle for accurate measurement of ESR Wireless LIS Connection as well as facility for inventory management Sample Loading Pattern as Random Access

Organogram



Challenges faced during internship

- Limited collaboration opportunities with cross-functional teams.
- Time constraints for executing and evaluating marketing campaigns.
- Difficulty in lead conversion and developing effective nurturing strategies..
- Communication and coordination gaps with sales and other departments.
- Limited exposure to international markets for digital marketing strategies.
- Despite these challenges, the internship provided valuable learning experiences and helped develop various skills.

Usefulness of Internship

- Gain practical application of business development and marketing concepts.
- Learn marketing strategies, including campaign creation and social media optimization.
- Develop sales and client management skills through lead generation and relationship building.
- Gain experience in data analysis and reporting for informed decision-making.
- Contribute to product development activities, including market feasibility studies and prototyping.
- Participate in branding and communication initiatives to establish a strong brand identity.
- Learn market expansion strategies and digital marketing techniques.
- Build professional networks and connections for future career opportunities.

Suggestions

- Adequate training is essential for field staff in their respective roles.
- The organization should prioritize digital marketing efforts.
- Establishing a strong marketing department is crucial for the organization's success.

BONAVERA^{chem} 200

FULLY AUTOMATED RANDOM ACCESS BIOCHEMISTRY ANALYZER

BACKED UP BY ROBUST SERVICE AND APPLICATION SUPPORT & SYSTEM PACKS

- FULLY AUTOMATED DISCRETE, RANDOM ACCESS BIOCHEMISTRY ANALYZER
- THROUGHPUT UP TO 200 TEST PER HOUR WITH STAT FACILITY
- LONG LASTING DURABLE OPTICAL SYSTEM USING IFCOS
- ON BOARD LAUNDRY AS WELL AS ON BOARD COOLING FACILITIES
- ADVANCE USER-FRIENDLY OPERATING SYSTEM



BONAVERA ESR20

ADVANCED ESR ANALYZER

Modified Westergren method using Infrared photometry principle for accurate measurement of ESR

Wireless LIS Connection as well as facility for inventory management

3.5" Color TFT Touch screen display



1024 Results in Memory

Sample Loading Pattern as Random Access

SWOT Analysis

STRENGTH

The company has a well-established network of clinics, hospitals, healthcare providers, allowing for widespread access to its services.

WEAKNESS

Dependency on External Suppliers: The company relies on external suppliers for reagents, equipment, and other necessary materials, which can introduce potential delays or disruptions in the supply chain.

OPPORTUNITIES

Technological Advancements: Rapid advancements in diagnostic technologies, such as point-of-care testing and molecular diagnostics, offer opportunities for the company to enhance its services and attract new customers.

THREATS

Rapid technological advancements may render existing diagnostic techniques obsolete, requiring the company to continually invest in research and development.