

Summer Internship at Blu Ocean Innovations Pvt .Ltd

Brief History

Name of organization – Blu ocean innovations

Founder –Mr. Apar Gupta

Founded – September 2018

Aim - To transform healthcare by providing innovative healthcare solutions.

Organization Structure

The company stands on redefining the business verticals in which they will operate. The company is funded by 4 investors. The functioning teams such as marketing, IT team, and Animation and design team are managed by the director.

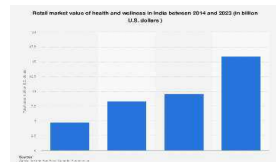
Vision and Mission

Vision-To be established as a leader in authentic scientific innovation as a Hard tech startup company that is capable of converting impossible into reality

Mission-To provide the best products and services using the most advanced and cutting-edge technology procured in a sustainable manner while respecting our environment contributing to well being of our consumers and enriching their lives.

Industry

CAGR of the health and wellness market is estimated to increased from 4 Billion U.S dollars in 2018 to 16 billion dollars in 2023



Marketing Internship

•The marketing team is responsible for marketing the services, and the products innovated by the company.

•The marketing team consists of 8 team members headed and managed by the Director.

•The brand management internship along with other interns was managed and directed by the director and guided in the day-to-day brand management activities.

SWOT Analysis

Strengths

- Exclusive target group
- Unconventional methods to attract target customers. The innovative technology products and ingredient transparency in products that are free from harmful to health.
- A strong team of researchers and scientists
- Blu innovations are providing solutions to the problems faced by the consumers which differ from the business-oriented companies.

Weakness

- Hesitancy of customers due to new technology
- High cost limiting the target market
- The exclusive target market may limit the customer base.
- Competitors providing more affordable solutions.

Opportunities

- Difficult to imitate the products due to deep technology .
- Collaboration with specific brands will diversify and attract a larger group.
- Service expansion to tier 2 and tier 3 cities
- Solutions to medical issues which are untreatable.

Threats

- Rising industry trend of deep tech innovations replaces the current innovations
- Cost of materials may increase the cost of products

Challenges during internship

- Difficult to correlate the theoretical learning and practical experience in the initial phase.
- The online mode of internship made communication difficult.

Usefulness of Internship

- Understand role of marketing in growth of organization
- Contribute and learning by playing diverse role in organization .
- Personal development by working in team.

Learning and Value additions

•Blu ocean studios function over various departments such as marketing, information technology, design, and animation

•I got an opportunity to work in the department of brand management.

•Worked on ideation and forming ideas for both Digital Marketing and Unconventional Marketing Techniques.

•Also, the ideas designed involved both the ATL and BTL campaigns. It helped me to understand tools and techniques with are not usually used for marketing.

•Carried out secondary market research to prepare data of competitors in the same market segment, to find partners for brand collaboration.

•Brand collaboration assisted in reaching the target customer base..

•Apart from core marketing activities, I gained an opportunity to work and use the medical knowledge I gained in past experience.

•I contributed to writing and publishing a research article on deep tech innovation and the role of government funding in these startups which provided me with knowledge on an area completely unfamiliar to me

•This internship demonstrated the importance of working in a team and developed my ability to work in a team.