

# SUMMER INTERNSHIP POSTER PRESENTATION



Prepared by Mr. Sultan Magdum  
Guided by Dr Mahindra Kumar Sir



## Industrial Sector Profile

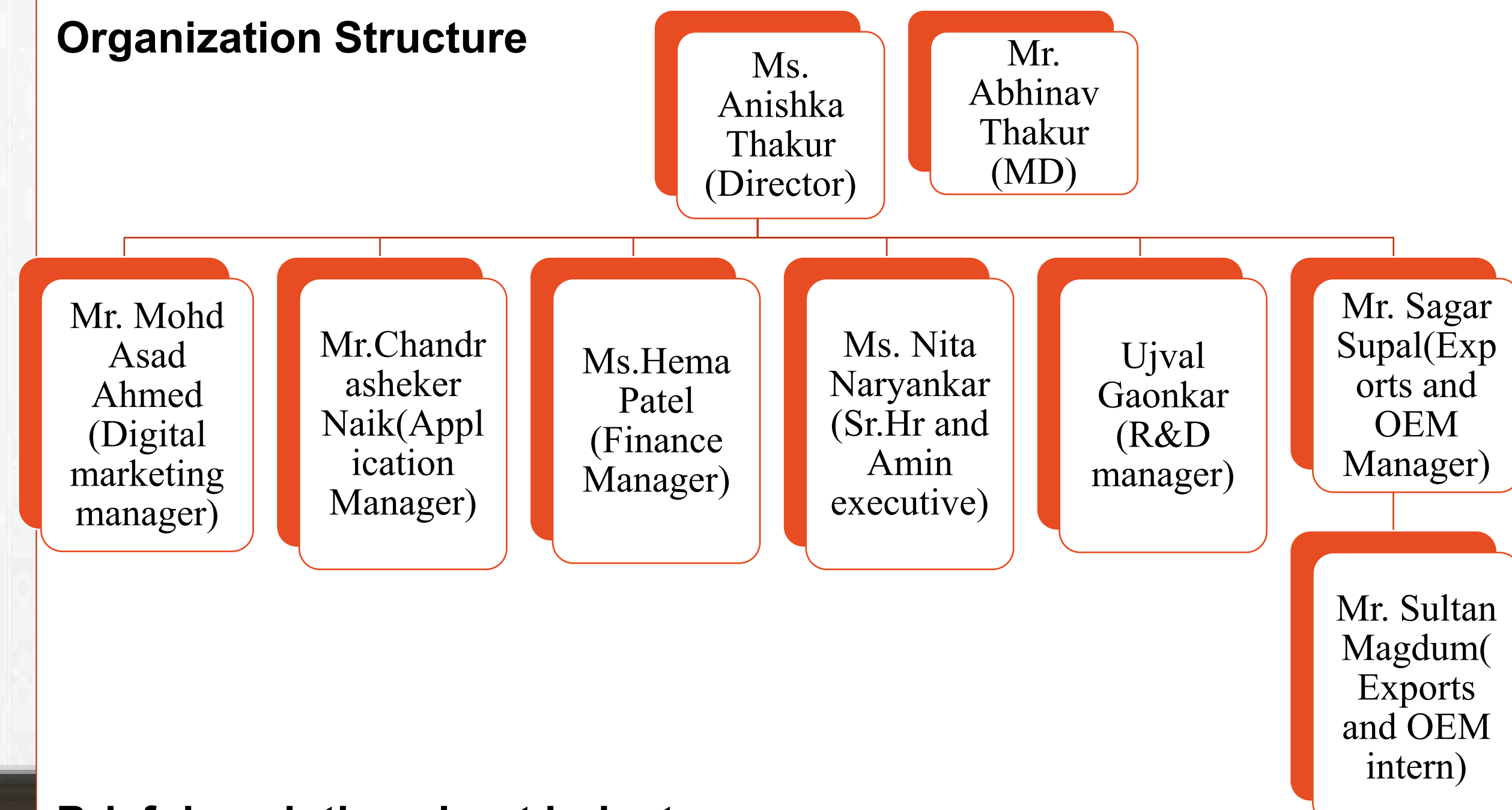
Established in 1984, Accurex Biomedical Pvt Ltd. is one of the top 3 manufacturers of quality Clinical Chemistry Reagents and Urinalysis Test Strips with over 35 years of expertise in this area.

Our company name is composed of two words, ACCU and REX. 'ACCU' refers to the word 'accurate'. Its definition as described by Oxford dictionary portrays the essence of our existence. 'REX', a Latin word for 'king', speaks of our authoritative influence in the diagnostic industry.

- **Vision:-** Accurex is one of the top 3 World class Indian IVD companies with a turnover of over 100 crores and adds value to all its stakeholders
- **Mission:-** Saving lives through Quality Medical Diagnostics solutions

## Organizational culture and learning values

### Organization Structure



### Brief description about industry

- Accurex Biomedical Pvt Ltd. is an Indian manufacturer and marketer which provides accurate and quality solutions in the diagnostic industry.
- We have been in this business for over 35 years and are currently one of the top 3 Indian companies in the field of Clinical chemistry, known for high quality of products

### Learning and value additions done during internship

- Learnt about the Business Communication, formal email writing, how to interact with the clients based in India as well as outside of India
- Learned about the products of the company they had in their portfolio along with that learned the technical aspects of it

## Difference between theory and challenges

### Difference between practical exposure and theoretical work

- From the subject of marketing management I have learned about the product segmentation and marketing mix that I implemented on the company's product and also implemented on the same while preparing the ppt for the exports profile
- From the subject of communication planning and management I have learned the theoretical aspects of communication skills based on small group communication, message and material development and lastly email formatting and other modes of communication which I implemented with the client for the development of the business

### Challenges faced

- During the initial phase of internship it was difficult for me to understand the nuances of business communication and how to communicate with the clients but on later stages I was able to communicate with the client fluently
- Sometimes I was having difficulties in understanding some business etiquettes in terms of communicating with different teams but with each days passing by I was able to understand the working of each department along with understood the mechanism of interrelation between the departments

## Suggestions

### ➤ The suggestions you would like to give to organization related to the day-to-day operations and management of the organization

- As per my experience of 2 months, these are a few of my suggestions
- For exports the organization could go for FDA and WHO recommendation for the organization product segmentation as this will help the organization to gain new opportunity from different countries
- Could reduce the costing of few of the reagents (biochemistry product segment of the organization) so that the organization can have better room for negotiation and can establish a market for the distributors as well

## SWOT ANALYSIS

### Strength

- As the organization has its own manufacturing unit for wide range of biochemistry and Rapid diagnostic kits which in turn develops good business opportunity Pan India as well as exports
- As the organization has more than 35 years of experience in the IVD segments and is also one of the top three manufacturers and marketers of the clinical industry do provide an edge over the other competitors

### Weaknesses

- Since the company has a third party dispatch for delivering the products to the consumers some times it causes issues due to lack of communication but if it could have its own dispatch couriers service it will provide an edge

### Opportunity

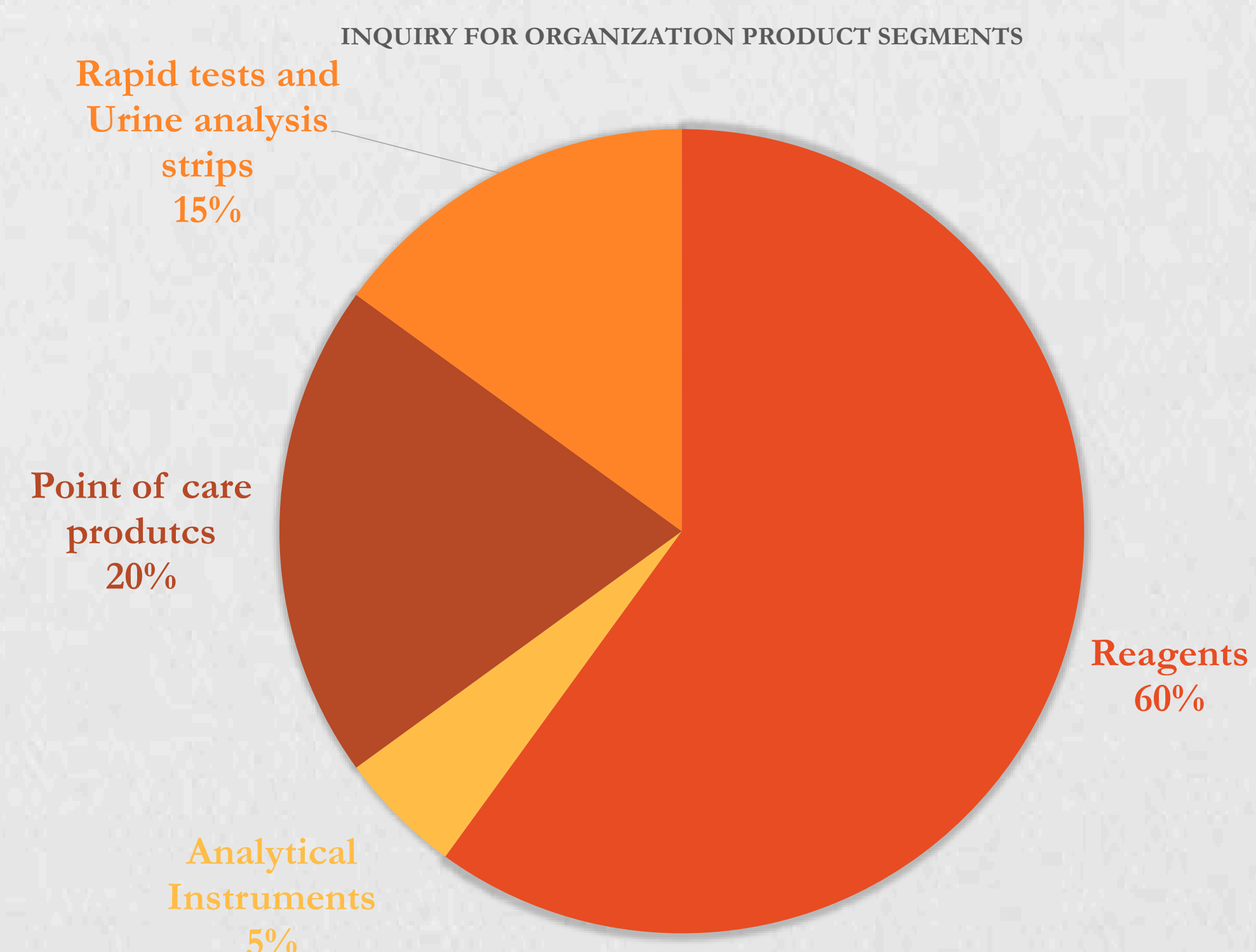
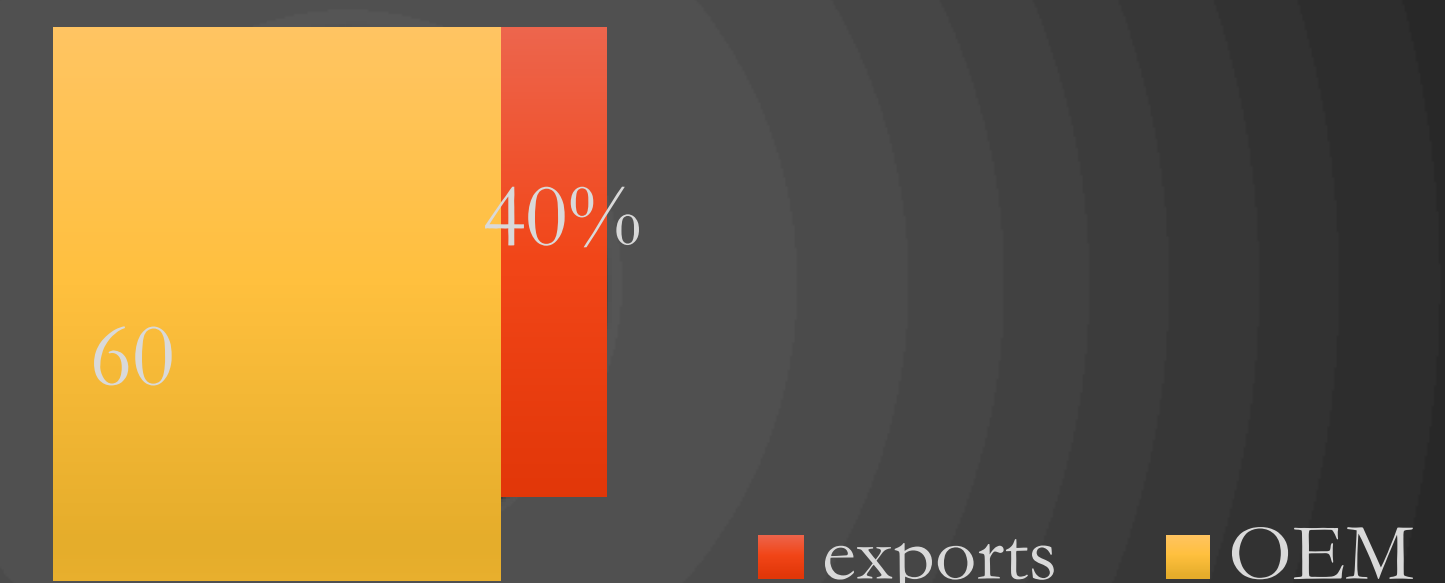
- Could introduce new product segments which will provide a competitive edge over the market
- Could go for FDA Geneva and WHO accreditation for the product licence which could attract more customers

### Threats

- Companies having their own manufacturing units for analysers and biochemistry will provide a tough competition for the organization
- Pricing of few of the products is higher and sometimes is not affordable for the distributors in exports and OEM



### Bifurcation of leads between exports and OEM



## Usefulness of internship

### Usefulness of internships

- With the help of this internship I was able to develop skills such as Business Communication, B2B, formal email formatting, negotiation, Business development
- Able to grasp the Business etiquettes of the organization along with working understanding of the interdependency of the various department
- Under the Guidance of my reporting manager I was able to develop confidence in talking with the client and taking up their query which in turn help me in improving my conversation skills along with interpersonal skills
- With this internship I was able to learn and develop avenues in the healthcare domain such as exports and OEM, product management