

Internship Report

Name- Tanushree Abhay Pande

Roll No- 0457

Stream- MBA Pharmaceutical Management

Batch- MBA PM 14

Dissertation Topic: Assessment of Consumer Preferences and Trends in Advanced Woundcare products: A comparative analysis of Traditional Versus Emerging technologies.

Organization Name- Fibroheal Woundcare PVT. LTD.

Faculty Guide- Dr. Ashok Peepliwal

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Organization Guide- Bhagyalakshmi H.

➤ **Introduction:**

The project on: “Assessment of Consumer Preferences and Trends in Advanced Woundcare products: A comparative analysis of Traditional Versus Emerging technologies” is a study to understand the wound care world today. This project has a wide application in the woundcare world, to analyze the effectiveness of Advanced woundcare techniques in the management of Chronic/ non healing wounds.

To understand the consumer preferences towards the advanced woundcare world. This study was designed to understand the various new entrants in the market, their properties etc. A qualitative and quantitative analysis was done, questionnaire was designed and responses were recorded. Based on which analysis was done and ration was computed between traditional and advanced woundcare preferences.

➤ **Objectives of Internship:**

- To Understand the awareness towards traditional and advanced woundcare management.
- To understand the consumer preferences towards advanced woundcare techniques and its adaptability world wide.
- To compare the properties of traditional versus advanced woundcare and its superiority.
- To Recognize the factors influencing the preferences of people towards advanced woundcare.

➤ **Organization Profile:**

Fibroheal Woundcare PVT. LTD. is a Karnataka based biotech startup utilizing Silk protein in the woundcare sector. It refers to the non textile application of Silk Protein. Fibroheal is one of the rarest startup worldwide which works on this Silk Protein concept. It focuses on the active and advanced woundcare management. Silk protein is recognised as one of the promising biomaterial in woundcare sector. Fibroheal provides effective treatment to the patients thereby aiding in chronic wound healing. This startup is funded by many institutions/ Government bodies including Government of Karnataka.

➤ **Services provided by the organization:**

Fibroheal Woundcare PVT. LTD. is a multipotentiate startup offering many services, some of which are:

- **Business Development opportunities:** Fibroheal offers the business development opportunities to freshers thereby generating the employment opportunities.
- **Active/ Advanced Wound dressing Solution:** Inorder to treat the patients having chronic wounds, Fibroheal offers with the advanced wound dressing which actively participates in the wound process and reduces the healing time.
- **Research and Development:** Fibroheal has a comprehensive team which focuses on Research and development of new product: Adding more innovative product in the product line is a special achievement by Fibroheal.
- **Research Project:** Fibroheal offers various research programs to educational institutions therebt encouraging the students towards research. These projects include facu;lties, students, Research scholars, to utilize the knowledge to its best.
- **Internship opportunity:** Fibroheal has been recognized to provide one of the highest internship opportunity to the interns all over India, enabling them a platform where they can showcase their talent and explore various domains of the organization.

➤ **Key activities/ Projects undertaken other than dissertation:**

Fibroheal woundcare PVT. LTD. offererd me a wide scope of opportunity to grow, learn and make best use of my knowledge.

Apart from Dissertation, the following are various activities I undertook:

- I did a market survey to study the wide range of products available in the woundcare market.
- I did a competitive analysis to understand the activities undertaken by the competitors:
- Promotional Materials used by them, leave behind literature formats.

- I introduced the doctors about the woundcare products offered by the company and did sampling for few of the products.
- I worked in the supply chain department and undertook some of the activities like preparing rate quotation, analysing the hospital pharmacy.
- I got an opportunity for recruitment of interns for some of the colleges (IIHMR, NIMS), working in HR Department was the best experience for me.
- Training and Development: I worked in training and development department and undertook task like giving product training to the interns, new joiners, telling them about product features etc.
- I designed some of the promotional materials, literature as a part of product management team.
- I designed online posts for our new joiners/ interns like: Welcome post, performer of the week post etc.

➤ **Key Learning from the internship:**

- I could understand the ground reality and how business function.
- I got to know about the consumer preferences towards traditional and advanced woundcare product.
- I learnt some of the sales tactics that are used to convince the doctors.
- I learned about minutes of Purchase department- the purchase procedure in government and Private hospital.
- I realized the significance of innovation and its impact on the medical field.
- I enjoyed these 2 months of Dissertation in Fibroheal and am eternally grateful for every opportunity I got in Fibroheal. I was offered a big forum to explore my talent and utilize my knowledge at its best.