

Enhancing Market Presence and Patient Footfall for Elegance Men's Health Clinic:



A Strategic Approach

Presented By – Yash Soni

Batch – MBA PM -15

Roll No.- 0594



University Mentor: Dr. Ratna Verma Ma'am (Associate Professor)

Industry Mentor: Mr. Akhil Dave Sir

INTRODUCTION

- Trizone healthcare consultants is a Vadodara based firm established in 2019 which works with 360 degree approach and helps in defining brand goals that create a niche for client partners. This organization works with unique approach they are Listen and understand, analyze and research, design and develop, aim and shoot, review results and discover and reinvent. This organization is into strategy consulting, marketing, branding, website development, content writing, digital marketing, social media marketing and advertisement and communication design.

MISSION

- To establish ethical & right marketing practices in the healthcare industry and to be the trusted partner for healthcare providers, by providing comprehensive and innovative marketing solutions for healthcare providers, promoting their brand, services, and expertise to reach the right audience and drive growth.

VISION

- To be the leading healthcare marketing consultancy firm, transforming healthcare businesses through innovative and effective 360 degree marketing solutions that increase brand visibility, drive growth, engagement and turn patients into brand ambassadors for our clients.

BRIEF DESCRIPTION ABOUT PROJECT

- Elegance Clinic, your premier destination for aesthetic and reconstructive excellence since 2014. Located in the Heart of Surat city, our clinic is led by the renowned Dr. Ashutosh Shah, who brings a blend of precision, artistry, and medical expertise to every procedure.
- Elegance Men's Health Clinic (MHC) in Surat is a specialized healthcare facility focusing on men's health and wellness. The clinic offers a range of services designed to address various aspects of male health, including sexual health, hormonal balance, and general well-being, Preventive Health Screenings, Urological Care.

OBJECTIVE

- The primary objective of this strategic initiative is to increase patient footfall and enhance the brand visibility of Elegance Men's Health Clinic (MHC) in Surat. This will be achieved through comprehensive market research and analysis, effective branding and messaging, targeted social media marketing, and ongoing survey and data analysis. The goal is to position Elegance Clinic as a leading provider of men's health services by identifying market opportunities, crafting compelling brand messages, engaging with the target audience through social media, and continuously gathering and analyzing data to inform and refine marketing strategies.

THEORETICAL & PRACTICAL UNDERSTANDING

Theoretical :-

- Academic Knowledge Application:
- Industry-Specific Knowledge:
- Research and Analysis:
- Problem-Solving:

Practical :-

- Hands-On Experience:
- Networking:
- Skill Development:
- Workplace Dynamics:

SWOT Analysis

Strength

- Specialized in healthcare:
- Client Relationships:
- Innovative Solutions:

Weakness

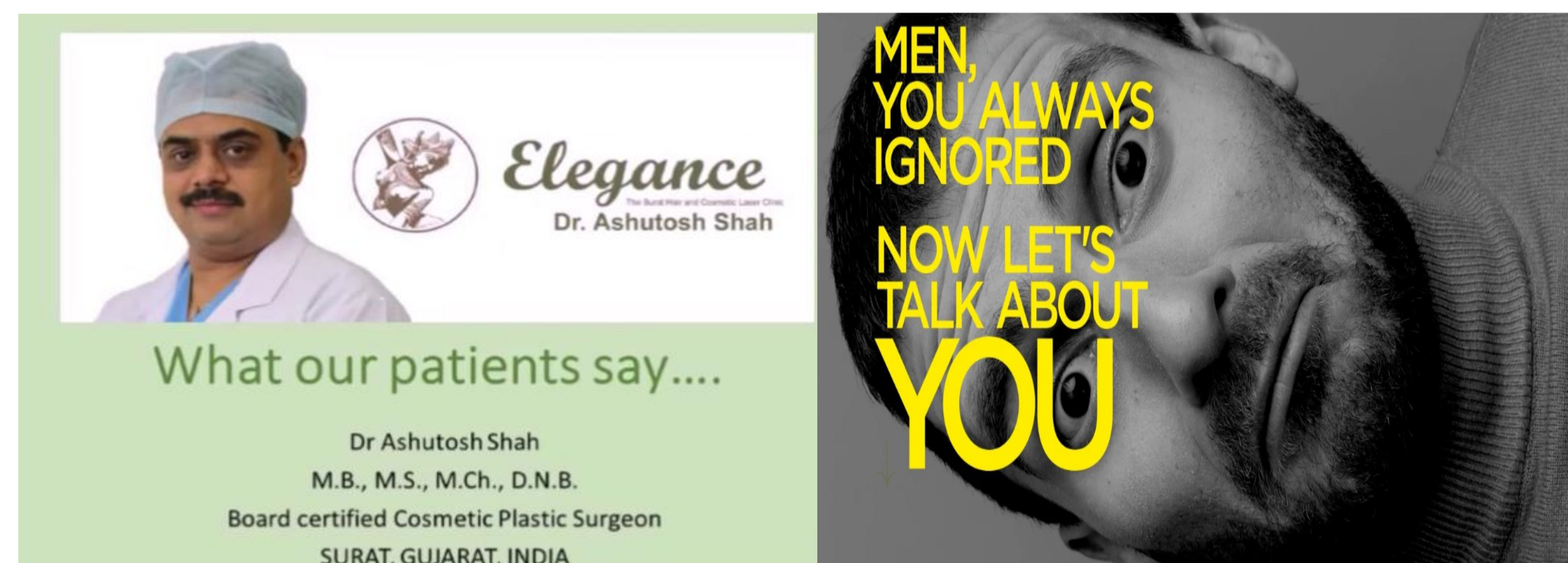
- Market reach:
- Resource Constraints:
- Poor promotional activity:

Opportunities

- Healthcare trends:
- Market expansion:
- Technology advancement:

Threats

- Intense Competition:
- Economic Fluctuations:
- Regulatory changes:



LEARNING DURING INTERNSHIP

- Market Research & Analysis:** Identified existing competitors, their services, target audience, and marketing strategies. Analysed potential gaps in the market for Elegance Clinic to capitalize on.
- Social Media Marketing:** Created a 1-month social media calendar with daily/weekly themes promoting men's health awareness, MHC and ZSR benefits, and clinic expertise.
- Teamwork and collaboration:** Learned how to communicate delegate talk and work together towards a common goal.
- Projection development:** Received mentorship and guidance from experienced professionals that allowed me to enhance my skills, receive feedback, and develop a strong professional network.
- Survey & Data Analysis:** Developed a survey questionnaire focused on men's health concerns relevant to the clinic's services.

USEFULNESS OF INTERNSHIP

- Networking
- Skill development
- Exposure to client
- Professional experience
- Remote work skills
- Feedback and improvements

CHALLENGES

- Communication barrier.
- Limited networking opportunities.
- Technical and learning challenges.
- Learning and mentorship.
- Company culture and integration.

SUGGESTIONS

- Prioritize client engagement and satisfaction as much as possible.
- Regular check-in.