

About BIO HUBB

At BIOHUBB, our priority is to treat every specimen/sample with equal promptness and expert attention. Needless in critical cases we will provide special and quick service

Vision and Mission

Our vision is to be a leading provider of innovative diagnostic solutions, renowned for our unwavering commitment to accuracy, excellence, and patient care. We aim to continuously advance our capabilities through cutting-edge technology and research, setting new benchmarks in pathology.

At BIO HUBB, our mission is to deliver precise and reliable diagnostic services through advanced technology and a commitment to excellence. We strive to support healthcare professionals and enhance patient outcomes by providing accurate, timely, and comprehensive pathological analyses.

Usefulness of Internship



Customer Engagement



Mentorship



Data Analysis



Strategic Development

Project Overview

The project involved market research and business development for Bio Hubb's franchise model in Rajasthan. The goal was to implement the model in all districts. Strategies for expansion and marketing were developed, and customer interactions were conducted. These efforts helped Bio Hubb grow strategically and effectively in Rajasthan.

Strength:

- Established Brand
- Operational Support
- Economies of Scale

Weakness:

- High Initial Costs:
- Operational Constraints
- High Competition

Opportunity:

- Digital Integration
- Local Partnerships
- Niche Services

Threats:

- Economic Downturns
- Market Saturation
- Regulatory Changes

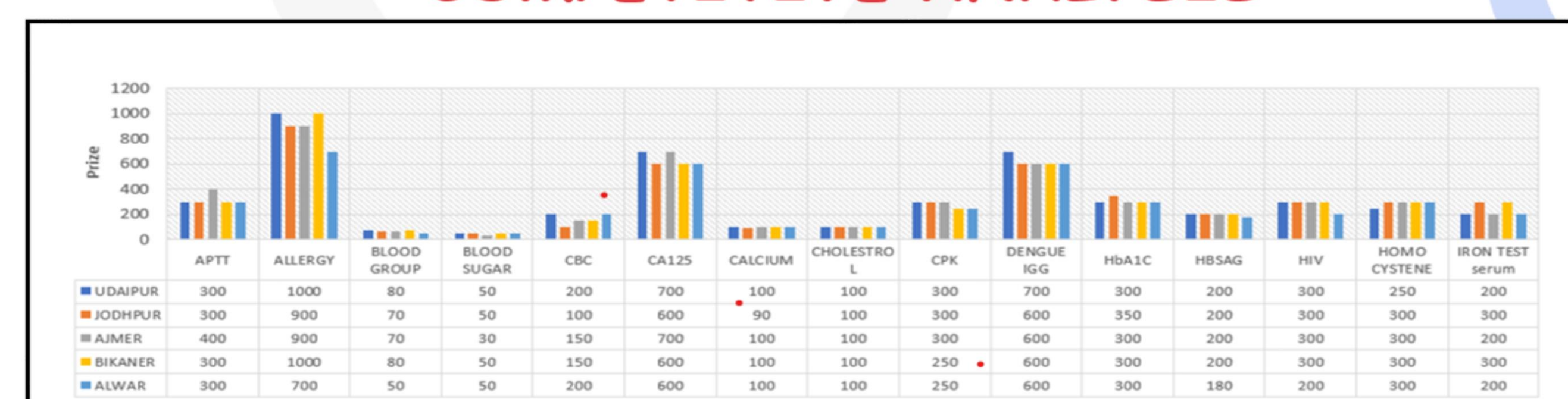
Organizational Structure

Dr Sameer Agrawal
(Founder)

Mr Puneet Sethi
(Co-Founder)

Soumya Ranjan Dhupal
(Intern)

COMPETITIVE ANALYSIS



50+ Sample Collection Centers and 10+ Regional Centers



150+ Sample Collecting Centers and 12 Regional Centers



15+ Collection Centers and 1 Regional Center



200+ Sample Collecting Centers and 40+ Regional Centers

Challenges Faced

- Market Saturation
- Resistance of Customers towards new franchise models
- Pricing Structure of B2B and B2C
- Demystifying the Franchise Model
- Navigating Franchise Complexity

Operations and Working

- **Database Development:** Gathered data on hospitals, laboratories, and franchise companies in Rajasthan to support project and business expansion.
- **Customer Engagement:** Successful initial sales pitch via calls, emails, and WhatsApp, generating leads and customer insights.
- **Marketing and Data Funnel:** Optimized the marketing and data processing funnel at the first stage, improving efficiency and targeting scenarios.
- **Company Portfolio and Presentations:** Created business portfolio and presentations to communicate business model and value proposition to stakeholders.
- **Price Comparison Database:** Developed a detailed price comparison database for laboratories in Rajasthan for competitive analysis.
- **Board Member Presentation:** Delivered presentations to board members during strategy meetings, incorporating customer feedback and market analysis.
- **Board Approval:** Presented and gained board approval for the business plan, marking an early endorsement of the vision and a step toward scaling operations.

Learnings and Value Addition

- I learnt about the various processes in Business Development such as Market Research, Customer Acquisition, Customer relationship management and insights about Conventional and Strategic approaches towards the development of franchise business.
- The projects will, also develop a strong brand identity, leveraging digital marketing strategies and customer relationship management (CRM) systems to build trust and brand loyalty.
- Strategic partnerships with healthcare providers and local lab owners will be pursued to enhance service integration and patient referral pathways.

Suggestions

- Assertive Approach.
- Onboarding marketing Representative.
- Integration of digital and social media marketing Strategies.