

SUMMER INTERNSHIP PROGRAM

at

BIOHUBB

Jaipur, Rajasthan

From 6 May 2024 to 6 July 2024

A REPORT BY

Soumya Ranjan Dhupal

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of

Kajal Sitlani

Assistant Professor



CERTIFICATE

This is to certify that **Mr. Soumya Ranjan Dhupal** of **2023-2025** (batch) of **IIHMR University, Jaipur** has worked with our organization for her summer internship from **6th May 2024** to **6th July 2024**. The overall performance shown by her during the period was excellent/good/average. This certificate is being issued to meet the requirements of the IIHMR, University.

Date: 13/07/2024

Place: Jaipur



(Signature of organization Mentor)

Name: Mr. Puneet Sethi

Designation: Co-founder BIOHUBB

Seal/Stamp of the Organization



IIHMR University Faculty Mentor Approval

This is to certify that **MR. SOUMYA RANJAN DHUPAL** of academic year 2023-25 of **SCHOOL OF PHARMACEUTICALS MANAGEMENT** has prepared a poster with respect to his summer internship held during May – June 2024.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 23/07/2024


(Signature of Faculty Mentor)
Dr. Kajal Sitlani
Assistant Professor
IIHMR UNIVERSITY JAIPUR

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

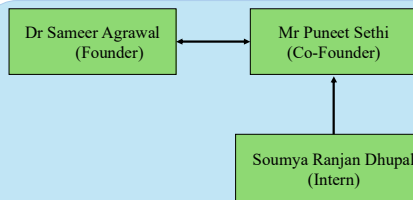
Opportunity:

- Digital Integration
- Local Partnerships
- Niche Services

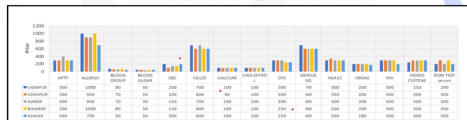
Threats:

- Economic Downturns
- Market Saturation
- Regulatory Changes

Organizational Structure



COMPETITIVE ANALYSIS



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.

ABOUT COMPANY



ABOUT.

At BioHubb, our priority is to treat every specimen/sample with equal promptness and expert attention. Furthermore, in critical situations, we will provide exceptional and efficient services.

At BioHubb we work on a hub and spoke model where we establish our laboratory franchise and set up our testing hub in the respective districts to cater our franchise lab and also the nearby hospitals.

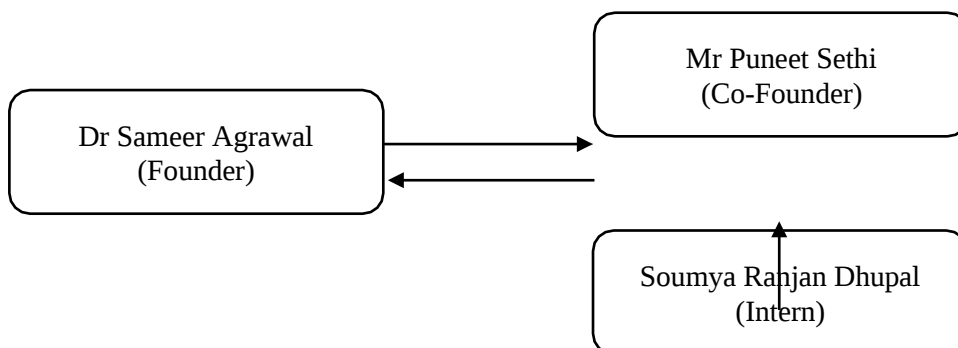
VISION.

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.

MISSION.

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.

ORGANOGRAM.



WORKING

Database Creation

- Developed a hospital and laboratory franchise database across all districts in Rajasthan.
- To the gathered relevant piece of data, we, in fact want this business to this day reach its peak and expand

Initial Marketing and Data Gathering

- To start the business' model for the first time required to do: calls through the phone, e-mail by the steps that are demonstrated here, and using WhatsApp as a means of communication
- Telephonic calls
- Email
- WhatsApp
- Formulated with items that are advertised on the market and data collection that is so designed that the same time automation and optimization can take place.

Business Model Presentation

- Developed a company portfolio along with its general presentation.
- A device that allowed the audience to filter medical centers in the region by price as this was the work they were doing in Rajasthan, and that was the popularity of the project among the workers.
- Drafted of a presentation for BC members having facts and evidence to support my proposal.

Lead Generation and Board Approval

- Pitched to phone, email and WhatsApp in form the received leads.
- The format of the business model to board members and they favored the strategies executed the project approval.

Summary of Key Activities

- Database Creation: Compiling of Hospital data and local franchise buyers in Rajasthan.
- Marketing Funnel: Companies are automating data and gathering databases with the use of laser automation and some selected initial marketing.
- Presentations: The feasibility of the company that included portfolio, price comparison, and strategy pitch.
- Lead Generation: Engaged potential customers through multiple channels.
- Board Approval: Secured approval for business expansion strategies.

Reporting Format

(Weekly)

Name of the Organization: BIOHUBB

Area/ Department/ Project of Summer Internship Program: Business Development

Name of the Student: Soumya Ranjan Dhupal

Roll no:0580

Stream: MBA-PM

Week no: 01

From: 06.05.2024 to 11.05.2024

Activity Done	I have created a database of hospitals across all the districts of Rajasthan to develop and expand business reach.
Linking theory (Classroom learning) with practice at your organization	The fundamental concepts and process of business development which I have learned in the classroom, all that I can comprehend in my internship program. The market research part was a fundamental step of any business development and this classroom learning helped me in my internship.
Gaps identified on the working area.	NIL
Suggestions for improvement	NIL
Plan for the next week	Segmentation and targeting of business opportunities in all over the Rajasthan

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organization: BIOHUBB

Area/ Department/ Project of Summer Internship Program: Business Development

Name of the Student: Soumya Ranjan Dhupal

Roll no:0580

Stream: MBA-PM

Week no: 02

From: 13.05.2024 to 18.05.2024

Activity Done	I have gathered all the relevant data for establishing the organizational project/business across the districts of Rajasthan.
Linking theory (Classroom learning) with practice at your organization	Data Processing, Data Analyzing, all these which I have learned in our analysis classroom helped me a lot
Gaps identified on the working area.	All was good
Suggestions for improvement	As per my opinion till now no need for improvement
Plan for the next week	In the next week I will try to contact and try to take customers onboard for our business expansion and create pricing portfolio for the business

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organization: BIOHUBB

Area/ Department/ Project of Summer Internship Program: Business Development

Name of the Student: Soumya Ranjan Dhupal

Roll no:0580

Stream: MBA-PM

Week no: 03

From: 20.05.2024 to 25.05.2024

Activity Done	In this week I have started to pitch our business model to the customers through telephonic calls, email, WhatsApp. Later on I changed my approach and created a marketing and data gathering funnel to automate and optimize my data and also start the initial marketing process.
Linking theory (Classroom learning) with practice at your organization	Execution of the insights received in module of Business development and g, in problem solving.
Gaps identified on the working area.	The organization approach towards their project is traditional and time consuming.
Suggestions for improvement	Organization should be fast in taking decisions. Should work on much more assertive approach.
Plan for the next week	In the next week I will try to contact and try to take customers onboard for our business expansion and create pricing portfolio for the business.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organization: BIOHUBB

Area/ Department/ Project of Summer Internship Program: Business Development

Name of the Student: Soumya Ranjan Dhupal

Roll no: 0580

Stream: MBA-PM

Week no: 04

From: 27.05.2024 to 01.06.2024

Activity Done	In this week I have pitched our business model to the customers through telephonic calls, email, WhatsApp. Further I have made company portfolio and companies overview in the form of presentation. Later I have created price comparison database of all the diagnostic centers in all the districts of Rajasthan
Linking theory (Classroom learning) with practice at your organization	Execution of the insights received in module of Business development and Marketing, in problem solving. Also, the data optimization techniques which I have learned in data interpretation class.
Gaps identified on the working area.	Nil
Suggestions for improvement	Should work on much more assertive approach.
Plan for the next week	In the next week I will try to contact and try to take customers onboard for our business expansion and create leads for the business expansion.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organization: BIOHUBB

Area/ Department/ Project of Summer Internship Program: Business Development

Name of the Student: Soumya Ranjan Dhupal

Roll no:0580

Stream: MBA-PM

Week no: 05

From: 03.06.2024 to 08.06.2024

Activity Done	In this week I have pitched our business model to the customers through telephonic calls, email, WhatsApp and generated leads.
Linking theory (Classroom learning) with practice at your organization	Execution of the insights received in module of Business development and Marketing, in problem solving.
Gaps identified on the working area.	Nil
Suggestions for improvement	Nil.
Plan for the next week	In the next week I will contact and try to take customers onboard for our business expansion and create leads for the business expansion.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organization: BIOHUBB

Area/ Department/ Project of Summer Internship Program: Business Development

Name of the Student: Soumya Ranjan Dhupal

Roll no: 0580

Stream: MBA-PM

Week no: 06

From: 10.06.2024 to 15.06.2024

Activity Done	In this week I have pitched our business model to the customers through telephonic calls, email, WhatsApp. Also worked on creating presentation for pitching the business model to the board members.
Linking theory (Classroom learning) with practice at your organization	Execution of the insights received in module of Business development and Marketing, in problem solving.
Gaps identified on the working area.	Engagement with the customers
Suggestions for improvement	Nil.
Plan for the next week	In the next week I have to make presentation and show my work and pitch my data to the board members of the company.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organization: BIOHUBB

Area/ Department/ Project of Summer Internship Program: Business Development

Name of the Student: Soumya Ranjan Dhupal

Roll no: 0580

Stream: MBA-PM

Week no: 07

From: 17.06.2024 to 22.06.2024

Activity Done	In this week I have pitched our business model to the board members and got their approval for the strategies that I have implemented during the process of the business expansion.
Linking theory (Classroom learning) with practice at your organization	Execution of the insights received in module of Business development and Marketing, in problem solving.
Gaps identified on the working area.	Assertive approach.
Suggestions for improvement	Nil.
Plan for the next week	In the next week I have to access the customers which are on board and execute the business expansion model in the respective districts of the rajasthan.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organization: BIOHUBB

Area/ Department/ Project of Summer Internship Program: Business Development

Name of the Student: Soumya Ranjan Dhupal

Roll no:0580

Stream: MBA-PM

Week no: 08

From: 24/06/2024 to 29/06/2024

Activity Done	In this week I have worked on designing company website and gathered new customers.
Linking theory (Classroom learning) with practice at your organization	Nil
Gaps identified on the working area.	Nil
Suggestions for improvement	Nil
Plan for the next week	Going to work on building websites and customer acquisition models.

Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organization: BIOHUBB

Area/ Department/ Project of Summer Internship Program: Business Development

Name of the Student: Soumya Ranjan Dhupal

Roll no: 0580

Stream: MBA-PM

Activity Done	• Database Development: The hospital and laboratory, and the name of the franchise company in the Rajasthan report are gathered, and they contain relevant data used to support our organizational project and to promote business expansion. • Customer Engagement: The initial sales pitch to potential customers through various communication channels such as telephonic calls, emails, and WhatsApp was a success. It was the first step to successful generation of leads, and we also got customer insights during the process. • Marketing and Data Funnel: The automation procedures in the marketing and data processing funnel got adopted more promptly after introducing the new funnel. Only the funnel part of this process was optimized, and it was conducted at the first stage of data collection and marketing efforts, which resulted in an increase in efficiency improvements and the number of and the level of targeted scenarios with possible clients. • Company Portfolio and Presentations: Had fully grasped the idea of what business model and value proposition to communicate to stakeholders; thus, i produced the business portfolio and a synthesized company presentation explaining the direction of the business and the business value(s) accordingly. The portfolio and the presentation were prepared in a way as to communicate goals and strategies targeting different audiences, i.e., customers and shareholders, to the fullest effect. • Price Comparison Database: Placed a very careful approach to creating a detailed price comparison database for the laboratory of all districts of Rajasthan. The tool has a very specific purpose, such as competitive analysis and contributes to our services gaining favour from customers in the market among others. • Board Member Presentation: The presentation was the major means of getting the message of the board members regarding the business model. The presentations that were proposed during the pre-final strategy meetings, as well as customer feedback and the market analysis.
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	• Board Approval: I certified and presented comprehensively the business plan to the chair and the board who in the final analysis gave their blessings to me for the tactics I employed for the successful growth of the business. This is an important milestone, being the early endorsement of our vision and the first step toward further development and scaling of our business operations.
Linking theory (Classroom learning) with practice at your organization	• Database Development is based on MBA training in data management and business analytics, and it first tells how a conscious company should be e.g. getting data to be used for decision making and strategic planning. • Customer Engagement is a practical application, which teaches how marketing communications and customer relationship management (CRM) can be successful, whereby the emphasis is given to the variety of different methods of customer engagement. • Marketing and Data Funnel: It explores MBA courses on marketing that are advanced and focusing on utilizing digital marketing automation, and as a result, a beneficial business is planned out using the simplest process of getting live data and customer analysis. • Company Portfolio and Presentations: Is parallel with MBA coursework on business communication and presentation skills, so the focus is on developing informative narratives and presentations that would attract clients and inform them about the business's value proposition. • Price Comparison Database: It has already taken note of competitive analysis and market research which are part of strategic management - the ability to position the company in the market and decide on pricing strategies comes from the knowledge of the industry environment. • Board Member Presentation: MBA courses on strategic management and corporate governance have exercised, thus it only remains to convince decision-makers whether a strategy is indeed to be continued, whereas adding value inside and proposing a win-win solution with stakeholders are crucial also to focus on.

Gaps identified on the working area.	• Data Inconsistencies: The problems that arise included disparities and loopholes in the hospital database, ultimately leading to possible inaccuracies and requirements for potential verification. • Limited Market Insights: Initial efforts to reach out to the customer focused on very superficial levels wherein a feasible need for in-depth market research was suggested. • Automation Challenges: I was having a hard time setting up the marketing and the data gathering funnel, particularly in integrating different digital systems and making the flow of data constant. • Competitive Analysis: A price comparison database unveiled, however, weak spots in competitor's service and pricing information, so most likely, we need to research comprehensively to get a proper analysis. • Lead Conversion: Although there were leads that were effectively generated, these leads were not able to be converted into real, sustainable buyer opportunities, consequently, we face up to the challenges of having improved follow-up and sales processes. • Resource Constraints: I was limited by time and human resources, which led me to be able to develop or in some cases carry out many of the activities but still having to prioritize tasks.
Suggestions for improvement	• Enhance validation for database accuracy. • Optimize the marketing funnel. • Improve lead follow-ups and use CRM tools. • Involve the board early in strategy planning. • Assertive Approach

Signature of the Student

Approved by the IIHMR University's Mentor