

Creating Brand Awareness of the product

BRIEF HISTORY ABOUT WINGLOBE HEALTHCARE

Winglobe is an indigenous medical device company established in 2016 by an elite team of industry stalwarts. It's headquarter is located in Bangalore.

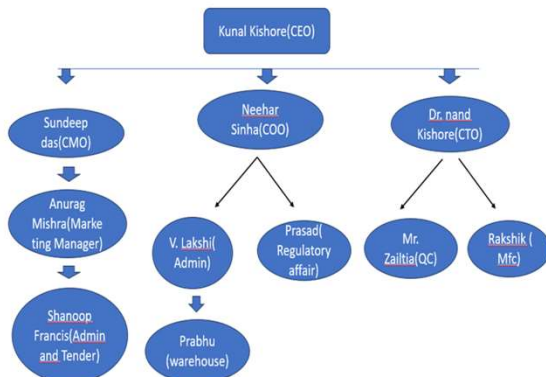
MISSION

Preferred choice for surgeons using Energy based devices and intelligent camera systems to positively impact surgical outcomes for more patients.

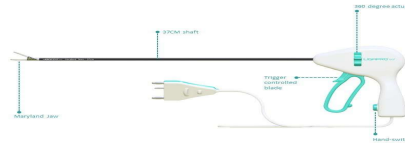
VISION

To be recognized as a comprehensive surgical solutions provider for innovative technologies for patients worldwide.

Organization Structure



Product Ligapro VS



PRACTICAL EXPOSURE

Acquired hands on knowledge on how to operate the product and how to communicate about the product while understanding the surgeons requirements.

THEORITICAL UNDERSTANDING

Involves comprehending market dynamics, regulatory requirements, and the unique needs of healthcare providers to effectively position and promote devices.

STRENGTH

- Winglobe products have CE certification which is a benchmark.
- Advanced technology products.

WEAKNESS

- Smaller workforce compared to competitor.
- New product in the market therefore less known.

SWOT

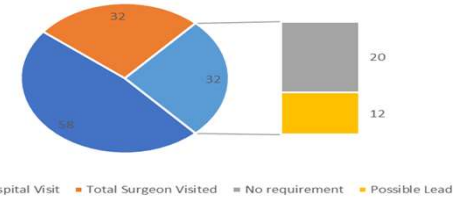
OPPORTUNITIES

- Products have advanced technologies which are few in the market.

THREATS

- Some MNC's provide the same technology products.
- Indian companies provide less cost but low quality alternatives.

Chart Title



Challenges faced

- Finding out qualifiable leads.
- Appointment with doctor.
- Limited time with surgeons.

Key Learning

This experience has enhanced my understanding of market penetration and engaging target audiences, enhancing my strategic thinking in competitive landscapes. By going to the field and meeting the customer I was able to understand customer preferences and tailoring marketing efforts accordingly.

USEFULNESS OF INTERNSHIP

- Field exposure.
- Interaction with field expert.
- Interaction with different departments.
- Getting to know how medical device sales function.

Suggestions for Improvement

- Actively engage on social media platforms to share industry news, product updates, and customer success stories.
- Explore new distribution channels as it will provide wider reach and improved product availability in the market.
- Build partnerships with healthcare institutions, research organizations, and industry influencers as it will enhance credibility of the product.