

SUMMER INTERNSHIP PROGRAM

At

FIBROHEAL WOUNDCARE PVT LTD

01st May 2024 – 30th June 2024

A REPORT BY

Sankalp Oltikar

Master of Business Administration

Pharmaceutical MBA

2023-2025

Under the mentorship of

Dr. Saurabh Kumar Banerjee
Associate Professor





COMPLETION CERTIFICATE

This is to certify that Mr. **SANKALP OLTIKAR** of Batch 2023-2025 of School of Pharmaceutical Management, IIHMR University, Jaipur. Has worked with our organisation for his summer internship from 01-05-2024 to 30-06-2024. The work carried out by him and performance shown by him during the period was found **Excellent**. This certificate is being issued to meet the requirement of the University.

A handwritten signature in blue ink, appearing to read "Vivek Mishra", is written over a horizontal line.

Vivek Mishra
Director

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. SANKALP OLTIKAR** of academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL 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: 19/07/2024

A blue ink signature of Dr. Saurabh Kumar Banerjee, consisting of a stylized 'S' and 'B' followed by a long horizontal line.

Dr. Saurabh Kumar Banerjee

Associate Professor

IIHMR University Jaipur

FIBROHEAL WOUNDCARE PVT. LTD.

It is a biotech and healthcare start-up that focuses on using silk proteins as a biomaterial for wound healing. They specialize in developing innovative, advanced, and active wound care products to heal acute, chronic, non-healing, slow-healing, or difficult-to-heal wounds.

VISION

To be a global leader in wound care by delivering superior products that meet the highest standards of safety and efficacy

MISSION

To provide value-added advance and active wound care products and services derived from silk proteins. We are constantly striving to provide superior wound care solutions with optimal balance between efficacy, accessibility, tolerance and cost-effectiveness.

ORGANOGRAM



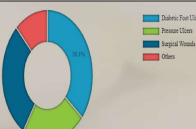
WOUNDCARE MARKET

- Estimated at USD 22.25 billion in 2023, projected CAGR of 4.17% (2024–2030).
- The Indian market is unorganized which is approximately Rs 2000 Cr.
- Reasons: Surgical cases rise, chronic disease prevalence grows globally.
- Market Drivers:**
 - Rising Burden of Chronic Diseases:** significant burden of chronic health issues, including diabetes, obesity, and peripheral vascular diseases. These conditions frequently culminate in chronic wounds, necessitating specialized care and products.
 - Healthcare Infrastructure and Awareness**
 - Growing Geriatric Population:** advancing age comes an increased susceptibility to wounds due to diminished healing capacities and a higher prevalence of chronic ailments.
 - Surgical Procedures:** India sees approximately 3646 surgeries per 100,000 population annually, leading to surgical wounds that require specialized care.

COMPETITOR ANALYSIS

Brand Name	Composition	Company	Size	MRP
D-Fibroheal Ag Sprinkling Powder	Silk Protein & Nano Silver	Fibroheal Woundcare	10 gm	Rs 250
Neosporin	Neomycin sulfate, Polymyxin-B sulfate, Bacitracin zinc	Johnson & Johnson	10 gm	Rs 94.55
Betadine Powder	Povidone Iodine Powder (5% w/w)	Win Medicare Pvt Ltd	10 gm	Rs 158
Burnhal Dusting Powder	Calamine, Zinc oxide, Menthol, Starch	Wallace Pharmaceuticals Pvt Ltd	10 gm	Rs 21

- ◆ D-Fibroheal Ag Sprinkling powder is expensive but we are first movers in this segment who are using silk as a biomaterial for wound healing.
- ◆ Neosporin may cause antibiotic resistance which could delay wound healing.
- ◆ Betadine powder being widely used, it still has its limits because it has slower healing rate than our product.
- ◆ It proves that Ag Sprinkling powder is more efficient product.



Advanced Woundcare Market Segmentation

PESTLE Analysis

POLITICAL	Regulations and Policies: Government rules concerning the creation, distribution, and usage of medical products. Healthcare Policies: National and regional policies that influence the adoption of innovative wound care technologies.
ECONOMIC	Healthcare Spending: More investment in healthcare means a higher demand. Cost of Raw Materials: If the prices of silver and other materials increase, it can affect our production costs. Consumer Purchasing Power: We need to ensure our products are affordable and accessible, especially in developing countries.
SOCIAL	Aging Population: An increase in the geriatric population needs advanced wound care. Health Awareness: Knowledge of infection control among people. Cultural Acceptance: Acceptance & trust among different demographics. Lifestyle Changes: A poor lifestyle has an increased risk of diabetes.
TECHNOLOGIC	Innovations and Development: Investment in R&D to improve product features and efficacy. Digital Health Integration: Incorporation with digital health platforms for better patient monitoring and care. Manufacturing Advances: Improvements in manufacturing processes & reducing costs.
LEGAL	Intellectual Property Protection: Ensuring patents and trademarks are safeguarded to prevent counterfeiting. Health and Safety Compliance: Adherence to health and safety standards for medical products. Data Protection: Regulations concerning patient data handling.
ENVIRONMENT	Sustainability: The environmental impact of the product's lifecycle, including sourcing. Waste Management Regulations: Adherence to regulations for medical waste disposal. Climate Impact: Effects of climate-related events on the supply chain.

SEGMENTATION, TARGETING & POSITIONING

- Segmentation:** Patients of all ages with acute or chronic wounds, Hospitals, clinics, and home care settings globally, and individuals seeking advanced wound care solutions.
- Targeting:**
 - (i) **Primary Target:** Healthcare professionals (doctors, nurses) and caregivers.
 - (ii) **Secondary Target:** Patients with chronic wounds like diabetic ulcers or pressure sores.
- Positioning:** As an “Advanced antimicrobial wound care with silk protein and silver nanoparticles for faster healing and infection control”.

Market Concentration



Marketing Campaign

- Launch an integrated marketing campaign combining digital, print, and direct marketing.
- Position D-Fibroheal AG as a premium and effective wound healing solution suitable for medical environments.
- Leverage influencer partnerships and testimonials from healthcare professionals.
- Identify and prioritize customer segments such as hospitals, clinics, and healthcare providers.

Marketing Tactics

- Educational Campaigns.
- Promotional Offers
- Digital Marketing
- Participation in Events
- Public Relations
- Optimized Distribution

Leave Behind Literature

D-FIBROHEAL™
Sprinkling Powder

Available in variable sizes (10 gm, 50 gm, 100 gm)

WHY D-FIBROHEAL ?

- Broad-spectrum antimicrobial activity shows no antimicrobial resistance.
- Absorbs wound exudates and provide perfect healing with reduced scar.
- Silk protein and silver-based antimicrobial dressing for faster wound healing.
- Compatibility with NPWT, compression, and total contact cast dressings



“Silk & Heal”
Accelerate Healing, Naturally

Indications:

- Infected deep cavity, undermined wounds
- Tunnelled, surgical, and trauma wounds
- Skin ulcers, sores, minor cuts, burns, scalds, lesions, blisters, and lacerations.



Bed Sores



Diabetic foot ulcer

ABOUT THE PROJECT

It aims to provide a brand plan for D-Fibroheal Ag Sprinkling Powder with an innovative treatment approach. It will contribute to understanding the market scenario of wound care, the competitive landscape in brief, market analysis and strategizing marketing procedures.

ABOUT THE PRODUCT

Name: D-Fibroheal Ag Sprinkling Powder
Manufacturer: Fibroheal Woundcare Pvt. Ltd.
Composition: Silk Protein And Nano Silver
Mechanism Of Action:

- NF-κB Pathway
- MAPK's Pathway
- Antimicrobial Action

Indications

- Cuts, grazes, lacerations, abrasions, and blisters
- Grafted and minor surgical wounds
- 1st and 2nd degree burns
- Leg ulcers, diabetic ulcers, and pressure ulcers
- Partial and full-thickness wounds
- Vascular and traumatic wounds

SWOT Analysis

STRENGTHS

- Innovative product with proven efficacy.
- Strong R&D capabilities.
- Established relationships with healthcare providers.
- Incorporates silk fibroin and silver, recognized for their natural healing and antimicrobial properties.
- Suitable for diverse wound types, from minor cuts to post-surgical wounds.

WEAKNESS

- Limited brand recognition in some markets.
- High production costs.
- Market Education: Challenges in educating consumers about the benefits of silk fibroin and silver in wound care.

OPPORTUNITIES

- Expansion into emerging markets.
- Strategic partnerships and collaborations.
- Growing demand for advanced wound care products.
- Rising consumer demand for natural and effective wound care solutions.
- Opportunities to develop new formulations or applications based on market needs and technological advancements.

THREATS

- Intense competition from established brands.
- Regulatory challenges.
- Consumer reluctance due to higher pricing relative to conventional wound care options.
- Economic downturns affecting healthcare budgets.
- Fluctuations in economic conditions impacting consumer spending on healthcare products.

SWOT Analysis

TASK ASSIGNED

The assigned role includes gathering in-depth product information, considering various sales strategies, visiting doctors, and intensively investigating competitors and the biomaterials currently available in the market and producing a brand plan for D-Fibroheal Ag Sprinkling Powder.

DIFFERENCE BETWEEN PRACTICAL & THEORETICAL EXPOSURE

- Skill development in communication, negotiation, problem-solving, and adaptability
- Hands-on experience in real-world scenarios.
- Direct involvement in sales and marketing activities
- Understanding customer behavior and market dynamics.
- Application of theoretical concepts in practical settings.
- Enables strategic planning and campaign development.

LEARNINGS AND VALUE ADDITION

- Understanding the customer behavior.
- Understanding the target audience
- Market research & Analysis
- Sales enhancement strategies.
- Customer relationship management
- Collaboration and teamwork
- Negotiation Skills

USEFULNESS OF THE INTERNSHIP

- Exposure of the Industry
- Career Exploration
- Networking Opportunities
- Skill Development
- Personal and Professional Growth

CHALLENGES FACED

- Dealing with Rejections
- Adapting to changing market dynamics
- Territory Management
- Negotiation
- Building and Maintaining Relationships

SUGGESTIONS

- Provide Training and Support to Sales Team
- Establish Key Partnerships
- Focus on Brand name differentiation.
- Explore Digital Health Solutions

Reporting Format

(Weekly)

Name of the Organization: Fibroheal Woundcare Pvt Ltd.

Area/ Department/ Project of Summer Internship Program: Product Management Intern

Name of the Student: Sankalp Oltikar

Roll no: 0567

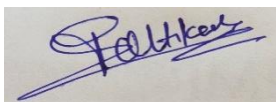
Stream: Pharmaceutical management (PM-15)

Week no: 1

From: 1st May 2024 To 7th May 2024

Activity Done	❖ Understanding Key Ingredients in Our Products (Silk Protein): Conducted in-depth research on the two main types of silk proteins used in our products: fibroin and sericin. Analyzed scientific literature and company-specific data to understand their properties, applications, and benefits. ❖ Understanding Organizational Structure: Attended a series of sessions with our marketing manager to understand the functionality, benefits, and market positioning of our products. ❖ Prepared and Gave a Presentation on Natural Biomaterials, Types, and Use in Wound Healing. ❖ Prepared Presentation on Wound and Type of Wound Classification. ❖ Prepared Presentation on Wound Healing Stages. ❖ Prepared Presentation on Different Types of Antimicrobial Agents, Particularly Silver. ❖ Understanding How to Do Doctors' visits.
Linking theory (Classroom learning) with practice at your organization	• In-depth Product knowledge is a necessity. • Understanding organizational structure. • Business Development.
Gaps identified in the working area.	None as of now.
Suggestions for improvement	None as of now.
Plan for the next week	• Prepare presentations on newly given topics by our mentor and present them.

Sankalp Oltikar



Signature of the Student

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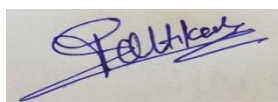
Stream: Pharmaceutical management (PM-15)

Week no: 2

From: 8th May 2024 To 14th May 2024

Activity Done	❖ Understood the Difference Between Two Silk Proteins: Conducted in-depth research on the two main types of silk proteins used in our products: fibroin and sericin. ❖ Learned How Our Products Work in a Session with Our Marketing Manager: Understood the functionality, benefits, and market positioning of our products. Reviewed case studies and marketing strategies to see how our products are positioned against competitors. ❖ Prepared and gave presentations on the assigned topics.
Linking theory (Classroom learning) with practice at your organization	● Product knowledge is important. ● Presentation skills ● Organizational behavior. ● Business Development.
Gaps identified in the working area.	● Coordination. ● Communication gap.
Suggestions for improvement	● Coordination. ● Interactive learning.
Plan for the next week	● Prepare a presentation on newly given topics by our mentor and present them and also prepare doctor list of self. ● Learn about our different products and their usefulness. ● Learned about what product to use in different wounds.

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Name of the Student: Sankalp Oltikar.

Roll no: 0567

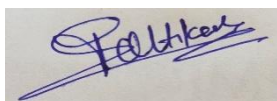
Stream: Pharmaceutical management (PM-15)

Week no: 3

From: 15th May 2024 To 21st May 2024

Activity Done	From May 13th to May 18th, I further explored the distinctions between two silk proteins, deepened my understanding of our product functionality through sessions with the marketing manager, and commenced fieldwork to gain hands-on experience in market operations and product promotion. • Understood the Difference Between Two Silk Proteins and Its Use In Wound Healing. • Learned the Mechanism of Action of Our Products. • Started My Fieldwork & Understood How the Market Works and How to Promote Our Products Among Doctors: Engaged in market operations, learning the dynamics of product promotion and interaction with healthcare professionals.
Linking theory (Classroom learning) with practice at your organization	• Effective Communication with Doctors: I learned how to describe and discuss our product, in a compelling manner with doctors. This involved presenting its benefits, usage, and effectiveness compared to competitor products. • Data Collection from Pharmacists: I acquired the skill of extracting valuable sales data from pharmacists. This data is essential for understanding the market presence and performance of our products relative to other products. • Product knowledge is important. • Presentation skills • Organizational behavior. • Business Development.
Gaps identified in the working area.	• Coordination. • Communication gap.
Suggestions for improvement	• Coordination. • Proper field mentor support. • Interactive learning.
Plan for the next week	• Prepare a presentation on newly given topics by our mentor and present them and also prepare a doctor list of self. • Read about our different products and their usefulness. • Read about what product to use in different wounds. • Prepare a strategy on how to target and pitch a doctor our products

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Name of the Student: Sankalp Oltikar

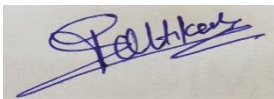
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Stream: Pharmaceutical management (PM-15)

Week no: 4

From: 22nd May 2024 – 28th May 2024

Activity Done	I embarked on independent fieldwork, where I focused on expanding our customer base, establishing a new distributor, and promoting our products in a new territory, Indore. My efforts also included promoting our products in major hospitals: ❖ Started My Field Work: Schedule and plan visits to potential customers, distributors, and hospitals. ❖ Creation of a New Customer Base: Identified potential new customers, including clinics, pharmacies, and individual healthcare practitioners. Conducted visits and presentations to introduce our products and explain their benefits. ❖ Making a Distributor: Identified a potential distributor who could effectively distribute our products in the new territory. Negotiated terms and conditions, ensuring a mutually beneficial agreement. ❖ New Territory (Indore) Expansion: Conducted a detailed market analysis of Indore to understand the potential for our products. Implemented strategies to introduce and promote our products. ❖ Promoted Products in Important Hospitals of the territory: Conducted presentations and demonstrations of our products to hospital staff and administration.
Linking theory (Classroom learning) with practice at your organization	● Product knowledge is important. ● Presentation skills ● Organizational behavior. ● Business Development.
Gaps identified in the working area.	● Coordination. ● Communication gap
Suggestions for improvement	● Field mentorship should be good
Plan for the next week	● Make a list of new hospitals and potential customers. ● Planned to target government institutions.



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Name of the Student: Sankalp Oltikar

Roll no: 0567

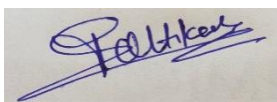
Stream: Pharmaceutical management (PM-15)

Week no: 5

From: 29th May 2024 – 04th June 2024

Activity Done	I continued my fieldwork, focusing on reviewing progress, expanding the customer base, and promoting our products in key hospitals in Indore. Additionally, I received valuable guidance from the Senior Regional Sales Manager (Sr. RSM) of Fibroheal Wound Care and successfully secured my first order from a hospital: - Continued My Field Work: Field activities, targeting new customers, and promoting our products. - Accomplished 1st Review Meeting: Participated in a review meeting to assess the progress and outcomes of field activities. Discussed strategies, challenges, and plans with the team and supervisors. - Created a New Customer Base: Conducted presentations to introduce our products and their benefits. - Promoted Products in Potential Hospitals: Engaged with hospital administrators and medical staff through detailed presentations and demonstrations. - Learned Under the Guidance of Sr. RSM of Fibroheal Wound Care: Worked closely with the Senior Regional Sales Manager (Sr. RSM) of Fibroheal Wound Care. Received mentorship and guidance on advanced sales techniques and market strategies. - Received my First Order from a Hospital: secured the first order for our products from a hospital in Indore. Managed the order processing and coordination with the hospital administration.
Linking theory (Classroom learning) with practice at your organization	- Product knowledge is important. - Presentation skills - Organizational behavior. - Business Development.
Gaps identified on the working area.	- Coordination. - Communication gap.
Suggestions for improvement	- Proper sample availability. - Decision making.
Plan for the next week	- Make list of new hospitals and potential customers. - Planned to target new institutions.

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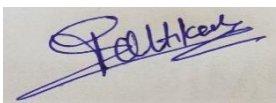
Stream: Pharmaceutical management (PM-15)

Week no: 6

From: 05th June 2024 – 11th June 2024

Activity Done	I participated in my second review meeting, continued promoting our products in Indore's hospitals, received further guidance from the Senior Regional Sales Manager (Sr. RSM) of Fibroheal Wound Care, and successfully secured three additional orders from different hospitals, marking a significant breakthrough. • Accomplished 2nd Review Meeting: Evaluated progress and discussed plans. Presented my achievements, and challenges, and received feedback from the supervisors. • Promoted Products in New Potential Hospitals: Continued visiting potential hospitals in Indore to promote our products. • Learned Under the Guidance of Sr. RSM at Fibroheal Wound Care: Worked closely with the Senior Regional Sales Manager (Sr. RSM) of Fibroheal Wound Care. Continued receiving mentorship on advanced sales strategies and market insights. • Received More Orders from Different Hospitals.
Linking theory (Classroom learning) with practice at your organization	• Product knowledge is important. • Presentation skills • Organizational behavior. • Business Development.
Gaps identified in the working area.	• Coordination. • Communication gap
Suggestions for improvement	• Decision making.
Plan for the next week	• Make list of new hospitals and potential customers. • Planned to target new institutions.

Sankalp Oltikar



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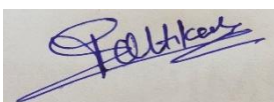
Stream: Pharmaceutical management (PM-15)

Week no: 7

From: 12th June 2024 – 18th June 2024

Activity Done	I focused on obtaining feedback on product usage, generating demand in government hospitals, securing an order for our wound aid product, revisiting hospitals to collect feedback, and performing a Retail Chemist Prescription Audit (RCPA): • Feedback Collection on Product: Collected initial feedback from healthcare professionals and patients using our products. Analyzed the feedback to understand the strengths and areas for improvement. • Visited Government Hospitals to Generate Demand for Our Product Purchase: Conducted visits to government hospitals to introduce and promote our products. Engaged with hospital administrators and procurement departments to generate interest and demand. • Received More Orders: Successfully secured an order for our wound aid product from a hospital. Managed the order processing and ensured timely delivery. • Followed up with Hospitals to Get Product Feedback. • Performed Retail Chemist Prescription Audit (RCPA): Conducted RCPA to analyze prescription trends and the demand for our products among retail chemists. Collected data on competitor products and market dynamics.
Linking theory (Classroom learning) with practice at your organization	• Product knowledge is important. • Presentation skills • Organizational behavior. • Business Development. • Hands-on experience in real-world scenarios.
Gaps identified in the working area.	• Coordination. • Communication gap.
Suggestions for improvement	• Provide Training and Support to Sales Team • Establish Key Partnerships • Focus on Brand name differentiation. • Explore Digital Health Solutions
Plan for the next week	• Make a list of new hospitals and potential customers. • Planned to target new institutions. • Take feedback on the use of our product samples.

Sankalp Oltikar



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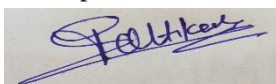
Stream: Pharmaceutical management (PM-15)

Week no: 8

From: 19th June 2024 – 25th June 2024

Activity Done	I continued my fieldwork, focusing on creating brand plans and visual Aids for general surgery departments, Leaving behind literature preparation, generating demand in government hospitals, collecting product feedback, performing Retail Chemist Prescription Audit (RCPA), promoting products to new doctors and hospitals, and gaining hands-on experience in negotiation and dealing. Below is a detailed account of the key activities and learnings during this period: • Leave Behind Literature for General surgery Departments • Visited Government Hospitals to Generate Demand for Our Product Purchase: Visited government hospitals to introduce and promote our products. • Visited Hospitals to Get Product Feedback: Revisited hospitals where our products were being used to collect detailed feedback. • Performed Retail Chemist Prescription Audit (RCPA). • Visited New Customers for Product Promotion. • Visited Specialty Hospital and Got Approval for the Addition of Products in Hospital RC and Understood the Process of RC (Rate Contract) System. • Got Hands-On Experience in Negotiation and Dealing.
Linking theory (Classroom learning) with practice at your organization	• Product knowledge is important. • Presentation skills • Organizational behavior. • Business Development. • Hands-on experience in real-world scenarios. • Brand plan creation steps. • Visual Aid Creativity.
Gaps identified in the working area.	• Coordination. • Communication gap.
Suggestions for improvement	• Provide Training and Support to Sales Team • Establish Key Partnerships • Focus on Brand name differentiation. • Explore Digital Health Solutions
Plan for the next week	• Make a list of new hospitals and potential customers visited. • Planned to target new institutions. • Take feedback on the use of our product samples.

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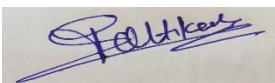
Stream: Pharmaceutical management (PM-15)

Week no: 9

From: 26th June 2024 – 30th June 2024

Activity Done	I continued my fieldwork, focusing on gathering product feedback, gaining negotiation experience, preparing visual aids, performing competitive analysis, and developing a brand plan. I presented my findings and plans to key company leaders, including the CEO, Marketing Manager, and field mentors. Below is a detailed account of this period's key activities and learnings. Prepared Visual Aid for All Fibroheal Products Useful in General Surgery Departments: Created visual aids to effectively present and promote Fibroheal products to general surgery departments. Ensured the visual aids highlighted key benefits, usage instructions, and clinical advantages: • Performed Competitive Analysis for the Whole Product Range and Gave Presentations to Our Mentors: Conducted a comprehensive competitive analysis of our entire product range. • Prepared Brand Plan for My Internship Project Topic “D-Fibroheal Ag Sprinkling powder” product. • Visited Government Hospitals to Generate Demand for Our Product Purchase: Visited government hospitals to introduce and promote our products.
Linking theory (Classroom learning) with practice at your organization	• Product knowledge is important. • Presentation skills • Hands-on experience in real-world scenarios. • Brand plan creation steps. • Visual Aid Creativity.
Gaps identified in the working area.	• Coordination. • Communication gap.
Suggestions for improvement	• Provide Training and Support to Sales Team • Establish Key Partnerships • Focus on Brand name differentiation. • Explore Digital Health Solutions
Plan for the next week	• Make a list of new hospitals and potential customers visited. • Planned to target new institutions. • Take feedback on the use of our product samples.

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Compiled Reporting Format

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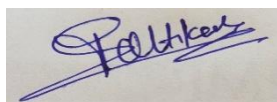
Stream: Pharmaceutical management (PM-15)

Activity Done	Understanding Key Ingredients in Our Products (Silk Protein): Conducted in-depth research on the two main types of silk proteins used in our products: fibroin and sericin. Analyzed scientific literature and company-specific data to understand their properties, applications, and benefits. • Understanding Organizational Structure: Attended a series of sessions with our marketing manager to understand the functionality, benefits, and market positioning of our products. • Prepared and Gave a Presentation on Natural Biomaterials, Types, and Use in Wound Healing. • Prepared Presentation on Wound and Type of Wound Classification. • Prepared Presentation on Wound Healing Stages. • Prepared Presentation on Different Types of Antimicrobial Agents, Particularly Silver. • Understanding How to Do Doctors' visits. Understood the Difference Between Two Silk Proteins: Conducted in-depth research on the two main types of silk proteins used in our products: fibroin and sericin. • Learned How Our Products Work in a Session with Our Marketing Manager: • Prepared and gave presentations on the assigned topics. From May 13th to May 18th, I further explored the distinctions between two silk proteins, deepened my understanding of our product functionality through sessions with the marketing manager, and commenced fieldwork to gain hands-on experience in market operations and product promotion. • Understood the Difference Between Two Silk Proteins and Its Use In Wound Healing. • Learned the Mechanism of Action of Our Products. • Started My Fieldwork & Understood How the Market Works and How to Promote Our Products Among Doctors. I embarked on independent fieldwork, where I focused on expanding our customer base, establishing a new distributor, and promoting our products in a new territory, Indore. My efforts also included promoting our products in major hospitals: • Started My Field Work. • Creation of a New Customer Base. • Making a Distributor. • New Territory (Indore) Expansion. • Promoted Products in Important Hospitals of the territory. I continued my fieldwork, focusing on reviewing progress, expanding the customer base, and promoting our products in key hospitals in Indore. Additionally, I received valuable guidance from the Senior Regional Sales Manager (Sr. RSM) of Fibroheal Wound Care and successfully secured my first order from a hospital: • Continued My Field Work. • Accomplished 1st Review Meeting.
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	- Created a New Customer Base. - Promoted Products in Potential Hospitals. - Learned Under the Guidance of Sr. RSM of Fibroheal Wound Care. - Received my First Order from a Hospital. I participated in my second review meeting, continued promoting our products in Indore's hospitals, received further guidance from the Senior Regional Sales Manager (Sr. RSM) of Fibroheal Wound Care, and successfully secured three additional orders from different hospitals, marking a significant breakthrough. - Accomplished 2nd Review Meeting. - Promoted Products in New Potential Hospitals. - Learned Under the Guidance of Sr. RSM at Fibroheal Wound Care. - Received More Orders from Different Hospitals. I focused on obtaining feedback on product usage, generating demand in government hospitals, securing an order for our wound aid product, revisiting hospitals to collect feedback, and performing a Retail Chemist Prescription Audit (RCPA): - Feedback Collection on Product. - Visited Government Hospitals to Generate Demand for Our Product Purchase. - Received More Orders. - Performed Retail Chemist Prescription Audit (RCPA). I continued my fieldwork, focusing on generating demand in government hospitals, collecting product feedback, performing Retail Chemist Prescription Audit (RCPA), promoting products to new doctors and hospitals, and gaining hands-on experience in negotiation and dealing. Below is a detailed account of the key activities and learnings during this period: - Visited Government Hospitals to Generate Demand for Our Product Purchase: - Visited Hospitals to Get Product Feedback - Performed Retail Chemist Prescription Audit (RCPA). - Visited New Customers for Product Promotion. - Visited Specialty Hospital and Got Approval for the Addition of Products in Hospital RC and Understood the Process of RC (Rate Contract) System. - Got Hands-On Experience in Negotiation and Dealing. - Prepared Visual Aids for All Fibroheal Products Useful in the General Surgery Department. - Performed Competitive Analysis for the Whole Product Range and Gave Presentations to Our Mentors. - Prepared Brand Plan for My Internship Project Topic “D-Fibroheal Ag Sprinkling powder” product.
Linking theory (Classroom learning) with practice at your organization	- In-depth Product knowledge is a necessity. - Understanding organizational structure. - Presentation skills - Effective Communication with Doctors. - Data Collection from Pharmacists. - Organizational behavior. - Business Development. - Hands-on experience in real-world scenarios.
Gaps identified in the working area.	- Coordination. - Communication gap.

Suggestions for improvement	• Provide Training and Support to Sales Team • Establish Key Partnerships • Focus on Brand name differentiation. • Explore Digital Health Solutions. • Coordination. • Proper field mentor support. • Interactive learning. • Field mentorship should be good • Proper sample availability. • Decision making.
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Sankalp Oltikar



Signature of the Student

Approved by the IIHMR University's Mentor