

SUMMER INTERNSHIP PROGRAM
AT
FIBROHEAL WOUNDCARE PVT LTD

From 1st May to 30th June

A Report By
Mevin Mathew
Master of Business Administration
Pharmaceutical Management

2023-25

Under the guidance of
Dr. Himadri Sinha
Dean, School of Development studies





COMPLETION CERTIFICATE

This is to certify that Mr. **MEVIN MATHEW** 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 Average. 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. Mevin Mathew 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: 18/07/2024

A handwritten signature in blue ink, appearing to be 'H. Sinha', written over a horizontal line.

(Signature of Faculty Mentor)

Name: Dr. Himadri Sinha

Designation: Professor & Dean, SDS,

IIHMR University

INNOVATIVE WOUND CARE, A COMPREHENSIVE ANALYSIS OF FIBROMOIST SPRAY IN INDIAN MARKET

PRESENTED BY – MEVIN MATHEW
STREAM – PM15

ROLL NO 0530

UNDER THE GUIDANCE OF DR. HIMADRI SINHA SIR

INTRODUCTION

FIBROHEAL WOUNDCARE PVT LIMITED is a biotech and Healthcare startup that primary focuses on using silk protein as a biomaterial for wound healing. They mainly specialize in developing innovative and easy to use products for active and advance wound care products to heal Acute, Chronic, Non healing , slow healing or difficult to heal wounds.

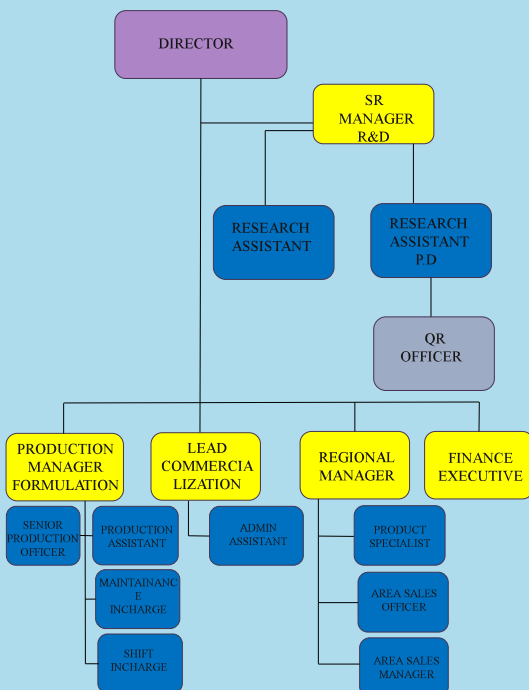
VISION

Our mission is to be the most innovative biotech Indian company that delivers clinical excellence, superior patient outcomes and value-based partnerships.

MISSION

Our aim is to deliver advanced and active wound care products and services derived from silk proteins. We prioritize humility and social responsibility, ensuring all business operations are conducted with integrity and excellence. Our goal is to create products and services that improve people's quality of life. We continuously work to offer superior wound care solutions that balance efficacy, accessibility, tolerance, and affordability.

ORGANOGRAM



ABOUT PROJECT

This project Aims to highlight the Potential Role of Fibro moist spray in Wound management, its applications and how it is different from its competitors. Moreover this project will also highlight the overall wound care market in India. It Also aims to provide healthcare providers with a solution on effective wound management options.

FIBROMOIST SPRAY

It is a Wound cleaning and irrigating spray which removes wound debris and reduces risk of infection with acceleration in healing acute and chronic wounds.

Size & Price – 50ml at 180/-

Ingredients – Silk Fibroin & Nano colloidal silver:

MAJOR COMPETITORS

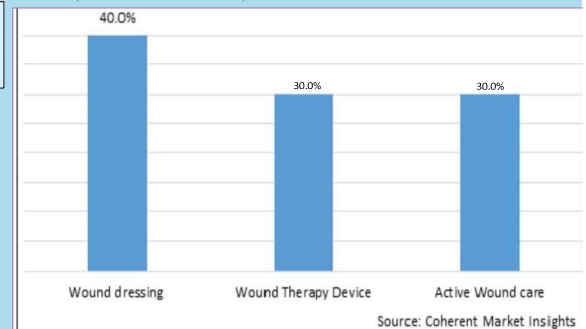
- OXUM spray by Alkem labs
- Maxiocl by Axio bio solution
- Prontosan by B.Braun
- Hydro heal Silwash by Dr Reddy's
- Betadine Solution



(₹ 292 FOR 100ML)
(₹ 249.00 FOR 100ML)
(₹ 800-1500.00 FOR 350ML)
(₹ 256 FOR 60ML)
(₹107 FOR 100ML)

WOUNDCARE MARKET

- Indian wound care market size was valued at approx. 1.81 billion dollar in FY 2023 expected to reach 2.75 billion in FY2031 at a CAGR of 5.39 to 6.20 according to various sources
- With advance wound care valued at 263 million dollar USD in 2023 at CAGR of 5.1%.



USEFULNESS OF INTERNSHIP

- Exposure of industry
- Career exploration
- Personal and Professional Growth
- Skill and Confidence development
- Enhanced Networking opportunity
- Enhanced Motivation

CHALLENGES FACED IN INTERNSHIP

- Handling rejections
- Area management
- Time Management
- Negotiation
- Building and maintaining relationship
- Adapting to constant change in market

LEARNING & VALUE ADDITION

- Understanding customer behavior
- Understanding Target audience
- Market research and analysis
- Lead generation and overall sales process
- CRM
- Collaboration and Teamwork
- Improved confidence and communication skills

DIFFERENCE B/W PRACTICAL & THEORY

- Strategic planning and Campaign development
- Applying theoretical concept in Practical setting
- Understanding market and customer needs & wants
- Direct involvement in sales & Marketing activities.
- Problem Solving & Adaptability

Annexure-E

Reporting Format

(Weekly)

Name of the Organization: Fibroheal Woundcare pvt Ltd

Area/ Department/ Project of Summer Internship Program: Analysis of Fibromoist spray in Indian market

Name of the Student: Mevin Mathew

Roll no: 0530

Stream: MBA in Pharmaceutical Management

Week no: 1st

From:- 1st May to 5th May

Activity Done	• Learned about organisation, About their product, work culture and what makes them stand out in the market • Presented PPT on Biomaterials for wound care products and wound management.
Linking theory (Classroom learning) with practice at your organisation	• Differentiation of product in competitive market • Innovation and strategies in Healthcare and Medical devices • Basic principles of Management
Gaps identified on the working area.	• Lack of awareness among the masses regarding wound Management products.
Suggestions for improvement	• Create Educational content for the general public in order to generate interest and awareness on Silk protein as Biomaterial
Plan for the next week	• Online training for the time being

MEVIN MATHEW

Signature of the Student

Approved by the IIMR University's Mentor *On the last day of every week report in the above format should be submitted to the faculty mentor. Submission of total 8 reports in 8 weeks is compulsory. Each report should not be more than 2 pages.*

Annexure-E

Reporting Format

(Weekly)

Name of the Organization: Fibroheal Wound care Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Analysis of Fibromoist spray in Indian market

Name of the Student: Mevin Mathew

Roll no: 0530

Stream: MBA in Pharmaceutical Management

Week no: 2nd

From:- 6th May to 12th May

Activity Done	• Learned about organisation, about their product, work culture and what makes them stand out in the market • Presented PPT on Acute and Chronic wounds. About Fibroheal products that can be used in various wound care cases
Linking theory (Classroom learning) with practice at your organisation	• Differentiation of product in competitive market • Innovation and strategies in Healthcare and Medical devices • Basic principles of Management
Gaps identified on the working area.	• Lack of awareness among the masses regarding wound Management products.
Suggestions for improvement	• Create Promotional content for the general public in order to generate interest and awareness on Silk protein as Biomaterial
Plan for the next week	• Will go for field visit to promote our products to doctors

MEVIN MATHEW

Signature of the Student

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Annexure-E

Reporting Format

(Weekly)

Name of the Organization: Fibroheal Wound care Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Analysis of Fibromoist spray in Indian market

Name of the Student: Mevin Mathew

Roll no: 0530

Stream: MBA in Pharmaceutical Management

Week no: 3rd

From:- 13th May to 19th May

Activity Done	• Met and Presented our products to the doctors • Suggested them products based on their requirement • Applied our products on to the patients, like Wound dressing
Linking theory (Classroom learning) with practice at your organisation	• Communication • Market Analysis • Sales • Porters principle - Diffrenciation
Gaps identified on the working area.	• Lack of awareness among the masses regarding wound Management products. • Market Penetration • Competitive Pricing
Suggestions for improvement	• Focus more on Advertisement and creating awareness of our products.
Plan for the next week	• Will go for field visit to promote our products to doctors

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Annexure-E

Reporting Format

(Weekly)

Name of the Organization: Fibroheal Wound care Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Analysis of Fibromoist spray in Indian market

Name of the Student: Mevin Mathew

Roll no: 0530

Stream: MBA in Pharmaceutical Management

Week no: 4th

From:- 20th May to 26th May

Activity Done	• Conducted field visit and promoted our products in Hospitals and Clinics • Communicated What about Our USP. Also gave samples of our products for hands on experience. • Actively listened to our needs and wants
Linking theory (Classroom learning) with practice at your organisation	• Communication • Sales and Marketing • Networking • Innovation management
Gaps identified on the working area.	• Lack of awareness among the masses regarding silk as a biomaterial for wound healing products • Market Penetration • Distribution channels (Limited)
Suggestions for improvement	• Focus more on Advertisement and creating awareness of our products. • Expansion into more e commerce platforms • Develop training modules for Healthcare professionals
Plan for the next week	• Will go for field visit to promote our products to doctors

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Annexure-E

Reporting Format

(Weekly)

Name of the Organization: Fibroheal Wound care Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Analysis of Fibromoist spray in Indian market

Name of the Student: Mevin Mathew

Roll no: 0530

Stream: MBA in Pharmaceutical Management

Week no: 5th

From:- 27th May to 2nd June

Activity Done	• Conducted field visit and promoted our products in Hospitals and Clinics. • Also gave samples of our products for hands on experience. Took feedback on samples wherever possible. • Generation on leads for product purchase and eventual usage.
Linking theory (Classroom learning) with practice at your organisation	• Communication. • Sales and Marketing. • Networking. • Innovation management.
Gaps identified on the working area.	• Lack of awareness among the masses regarding silk as a biomaterial for wound healing products . • Market Penetration. • Distribution channels (Limited).
Suggestions for improvement	• Focus more on Advertisement and creating awareness of our products. • Expansion into more e commerce platforms with greater discount • Develop training modules for healthcare professionals.
Plan for the next week	• Will go for field visit to promote our products to doctors and related healthcare professionals and generation of leads.

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Annexure-E

Reporting Format

(Weekly)

Name of the Organization: Fibroheal Wound care Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Analysis of Fibromoist spray in Indian market

Name of the Student: Mevin Mathew

Roll no: 0530

Stream: MBA in Pharmaceutical Management

Week no: 6th

From:- 3rd June to 9th June

Activity Done	• Conducted field visit and promoted our products in Hospitals and Clinics. • Also gave samples of our products for hands on experience. Took feedback on samples wherever possible. • Generation on leads for product purchase and eventual usage.
Linking theory (Classroom learning) with practice at your organisation	• Communication. • Sales and Marketing. • Networking. • Innovation management.
Gaps identified on the working area.	• Lack of awareness among the masses regarding silk as a biomaterial for wound healing products . • Market Penetration. • Healthcare professionals are resistant to change
Suggestions for improvement	• Focus more on Advertisement and creating awareness of our products. • Expansion into more e commerce platforms with greater discount • Develop training modules for healthcare professionals.
Plan for the next week	• Will go for field visit to promote our products to doctors and related healthcare professionals and generation of leads.

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Annexure-E

Reporting Format

(Weekly)

Name of the Organization: Fibroheal Wound care Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Analysis of Fibromoist spray in Indian market

Name of the Student: Mevin Mathew

Roll no: 0530

Stream: MBA in Pharmaceutical Management

Week no: 7th

From:- 10th June to 16th June

Activity Done	• Conducted field visit and promoted our products in Hospitals and Clinics. • Collected feedback forms • Also gave samples of our products for hands on experience. Took feedback on samples wherever possible. • Generation on leads for product purchase and eventual usage.
Linking theory (Classroom learning) with practice at your organisation	• Communication. • Sales and Marketing. • Networking. • Innovative product management.
Gaps identified on the working area.	• Lack of awareness among the masses regarding silk as a biomaterial for wound healing products . • Market Penetration. • Healthcare professionals are resistant to change, need something extra most of the times.
Suggestions for improvement	• Focus more on Advertisement and creating awareness of our products. • Expansion into more e commerce platforms with greater discount • Developing Training plans for Healthcare providers
Plan for the next week	• Will go for field visit to promote our products to doctors and related healthcare professionals and generation of leads.

MEVIN MATHEW

Signature of the Student

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Annexure-E

Reporting Format

(Weekly)

Name of the Organization: Fibroheal Wound care Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Analysis of Fibromoist spray in Indian market

Name of the Student: Mevin Mathew

Roll no: 0530

Stream: MBA in Pharmaceutical Management

Week no: 8th

From:- 17th June to 23rd June

Activity Done	• Conducted field visit and promoted our products in Hospitals and Clinics. • Collected feedback forms • Also gave samples of our products for hands on experience. Took feedback on samples wherever possible. • Revisited The hospitals and clinics for product recall
Linking theory (Classroom learning) with practice at your organisation	• Communication. • Sales and Marketing. • Networking. • Innovative product management.
Gaps identified on the working area.	• Patients seek affordable products • Market Penetration. • Healthcare professionals are resistant to change, need something extra most of the times.
Suggestions for improvement	• Focus more on Advertisement and creating awareness of our products. • Enhanced activity on Youtube • Expansion into more e commerce platforms with greater discount • Developing plans to expand into more areas
Plan for the next week	• PMT work from home

MEVIN MATHEW

Signature of the Student

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Annexure-E

Reporting Format

(Weekly)

Name of the Organization: Fibroheal Wound care Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Analysis of Fibromoist spray in Indian market

Name of the Student: Mevin Mathew

Roll no: 0530

Stream: MBA in Pharmaceutical Management

Week no: 9th

From:- 24th June to 30th June

Activity Done	• Performed PMT related works like making Brand plan, competitor analysis, Product catalogue creations etc.
Linking theory (Classroom learning) with practice at your organisation	• BCG Matrix • STP • SWOT Analysis • 4P
Gaps identified on the working area.	• Cost barrier and geographic availability • Healthcare professional training • Fragmented market
Suggestions for improvement	• Affordable pricing strategies • Personalised treatment plans
Plan for the next week	• None

MEVIN MATHEW

Signature of the Student

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Compiled Reporting Format

Name of the Organization: Fibro heal Wound care pvt ltd

Area/ Department/ Project of Summer Internship Program: Analysis of Fibromoist spray in Indian market

Name of the Student: Mevin Mathew

Roll no: 0530

Stream: MBA PM

Activity Done	• PMT Works • Hospital and healthcare visits for product promotion and Lead generation • Collection of Feedback forms to improve products • Generation of Sale of products
Linking theory (Classroom learning) with practice at your organisation	• 4P, Boston Matrix, STP, SWOT analysis • Business communication, Sales and Marketing, Market analysis, Networking • Porters 5 force principle
Gaps identified on the working area.	• Cost Barrier, Geographic Presence, Market is Fragmented, Lack of awareness, Market penetration, Lack of awareness.
Suggestions for improvement	• Affordable pricing, Global and Regional Expansion, Advertisement and awareness, Expansion into Multiple e commerce platforms, Enhanced social and Digital presence.

MEVIN MATHEW

Signature of the Student

Approved by the IIHMR University's Mentor

Report should be maximum of 10-12 page

