“Brand Plan of Fibroscar : Bioactive Solution for Scar Management”

IIHMR UNIVERSITY | FIBROHEAL WOUNDCARE PVT. LTD.

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FIBROHEAL WOUNDCARE PVT. LTD.

FIBROHEAL WOUNDCARE PVT. LTD. is a leading biotech and healthcare start-up company working exclusively on **“Silk Proteins”** as “Biomaterial for Wound Healing” focused on active and advance wound care management.

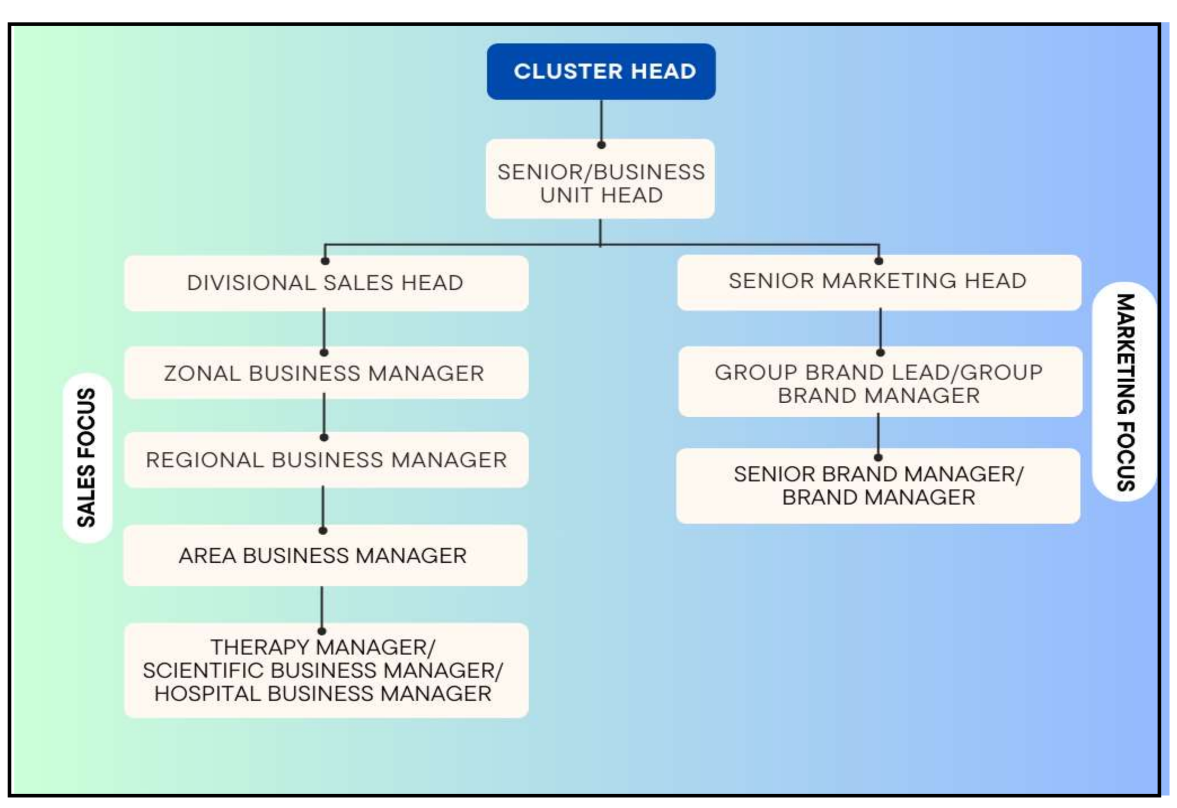
VISION

To be the most innovative biotech Indian company that delivers clinical excellence.

MISSION

To provide value added advance & active wound care products.

ORGANIZATION STRUCTURE



SWOT ANALYSIS

Strengths:	**Weakness:**
Unique combination: (Centella asistica + Vit.E + silk protein) •Customer Satisfaction. •Brand Reputation	•Premium Pricing: •Market Awareness as it is a new product.
Opportunities: •Growing Skincare Market •Expanding Distribution Channels •Targeting Gyms, Makeup artist, Dermatologist, Gynecologist can be a great opportunity.	**Threats:** •Strong competition from established brands in the scar treatment . •Economic Factors •Market Saturation:

THEORETICAL V/S PRACTICAL

Theoretical Knowledge	Practical Knowledge
Enhanced Knowledge	Got Practical knowledge
Focused on understanding concept and principles of product marketing.	Supply chain, Sales Tactics, product marketing.

About FIBROSCAR

It is an intense bio-active formula for skin moisturization and scar management containing natural ingredients. Prevents scar tissue formation by accelerating the formation of type 1 collagen.

BRAND ESSENCE

- Product Feature: Available in 30gm
- Rational Benefits : Reduce the risk of scars
- Target specialty: Gynecologist, Dermatologist, Surgeons, Gyms, Makeup artist

COMPETITORS OF FIBROSCAR

Mederma	(Win-Medicare)
ScarEnd	(Mankind Pharma)
KiloScar	(Brinton)
Fixderma Scar Gel	(Fixderma)

PACKAGING

USEFULNESS OF INTERNSHIP

- Gave core sales knowledge as well as PMT knowledge
- Professional etiquettes
- Self-Discovery and Career Exploration.
- Negotiating skills
- Increased my convincing power
- Built good connections with doctors, nurses
- Adaptability to new environment

CHALLENGES

- Pitching the product in 10 sec in front of the doctor.
- Long waiting time for the call needed lots of patience.
- Giving remainder calls for using the samples.
- There are many products, building trust among doctors for our products was a challenge.

GLOBAL SCAR MANAGEMENT MARKET

The global scar management market was valued at $1,040.1 million in 2022 and is anticipated to reach $1,594.4 million by 2030, witnessing a CAGR of 5.53% during the forecast period 2023-2030.

INDIAN WOUND CARE MARKET

India wound care market size was valued at **USD 1.81 billion** in FY2023, and is expected to reach **USD 2.75 billion** in FY2031, with a **CAGR of 5.39%** for the forecast period between FY2024 and FY2031. Anticipated factors contributing to the growth of India's wound care market include the rising occurrences of chronic wounds, ulcers, and diabetic ulcers, growing prevalence of diabetes, particularly as a leading cause of diabetic foot ulcers in India

LEARNINGS

- I have assimilated corporate etiquettes in me.
- Got the opportunity to handle patients to do dressings with our products that was the best learning experience
- Got the opportunity to work in the field individually and understand the market
- Got the opportunity to add the products in the tender in the govnt. Hospitals
- Got 7 orders from pvt. and govnt. Hospitals together.
- Got to know how the product enters in the hospitals the whole process from products pitching, creating trust, to final order from the doctor
- The process of making availability of products in the govnt and pvt hospitals is different.

SUGGESTIONS

- To increase the number of MR’s to reach the sales to the ground level.