

SUMMER INTERNSHIP PROGRAM

at

Fibroheal Woundcare Pvt. Ltd.

1st May 2024- 30th June 2024

A REPORT BY

Vaibhavi Anant Manore

Master of Business Administration

Pharmaceutical Management

2023-2025

Under the mentorship of

Dr.

Ashok Kumar Peepliwal

Associate Professor





COMPLETION CERTIFICATE

VAIBHAVI MANORE

This is to certify that Miss. _____
of Batch 2023-2025 of School of Pharmaceutical Management, IIMMR 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 **Ms. Vaibhavi Manore** of academic year 2023 – 25 of **School of Pharmaceutical Management** has prepared a poster with respect to her summer internship held during May-June 2024.

She has carried out work as per the guidelines. Her poster is approved for presentation.

A handwritten signature in black ink, appearing to read 'Ashok', with a long horizontal stroke extending from the end.

Dr. Ashok Peepliwal

Professor

Date: 22.07.2024

NAME: VAIBHAVI A MANORRE ROLL NO.: 0525 BATCH: MBA PM-15 DURATION 2023-25 FACULTY MENTOR: DR. ASHOK KUMAR PEEPLI WAL SIR

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.

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.

FIBROSCAR

Intense bioactive formula for scar management



BRAND ESSENCE

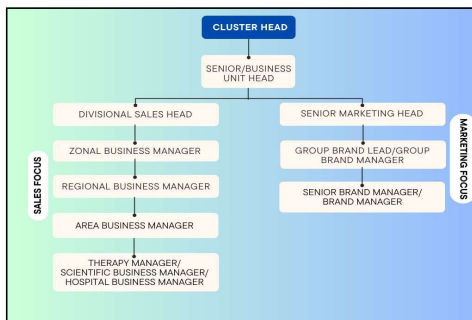
- Product Feature: Available in 30gm
- Rational Benefits : Reduce the risk of scars
- Target specialty: Gynecologist, Dermatologist, Surgeons, Gyms, Makeup artist

FIBROSCAR Case Compendium



TRAUMA SCAR

ORGANIZATION STRUCTURE



COMPETITORS OF FIBROSCAR

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

PACKAGING



Atrophic Scar

Post-operative scar

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.

SWOT ANALYSIS

Strengths: Unique combination: (Centella asiatica + Vit.E + silk protein) •Customer Satisfaction. •Brand Reputation	Weakness: •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:

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.

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 govt. Hospitals
- Got 7 orders from pvt. and govt. 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 govt and pvt hospitals is different.

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.

SUGGESTIONS

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

Weekly Report 1

Name of the Organization: - Fibroheal Woundcare Pvt Ltd

Department: Product Management Intern

Name of the student: - **Vaibhavi Anant Manore**

Roll no: - 0525

Stream: - PM15 Week no: -1 From 1st May to 5th May

Activity Done	Presentation on Wound care management, Biomaterials used in wound care, Products of Fibroheal woundcare, Stages of woundcare Stages of Infection Analyzed scientific literature and company documents to understand how silk protein is incorporated into our products
Linking theory (Classroom learning with practise at your organization)	• How to make professional presentation and way of presenting it professionally. • 7Ps of marketing
Gaps identified in the working area	• Communication Gap. • Need to clear basics of Pharmacology.
Suggestion for improvement	• Basics to be cleared. • Clear understanding of the woundcare market must be known. • Strategy making should be taught.
Plan for next week	• Deeper understanding of the woundcare market and get prepared for the next week presentations. • Thorough knowledge through research papers. • Learned which product are suitable for which type of wound. • Prepare the list of Doctors in Pune area wise.

Signature of Student:

Approved by IIHMR University Mentor

Weekly Report 2

Name of the Organization: - Fibroheal Woundcare Pvt ltd

Department: Product Management Intern

Name of the student: - **Vaibhavi Anant Manore**

Roll no: - 0525

Stream: - PM15 Week no: -2 From 6th May to 12th May

Activity Done	Presentation on 2 Silk protein Fibroin and sericin Attended the series of lectures with our manager to understand the market position, benefits of our products. Reviewed case studies of the proteins and function of the silk in woundcare.
Linking theory (Classroom learning with practise at your organization)	• Importance of product knowledge • Professional way of giving presentation • 7Ps of marketing • Understanding organization behavior.
Gaps identified in the working area	• Need to be thorough with the basics. • Communication gap
Suggestion for improvement	• Basics to be cleared. • Clear understanding of the woundcare market must be known.
Plan for next week	From Monday I am having field work I will cover almost all areas in the Pune. I have to visit the hospitals and to take the samples to the Dr. I have prepared the whole introduction required to be presented in front of the doctor.

Signature of Student:

Approved by IIHMR University Mentor

Weekly Report 3

Name of the Organization: - Fibroheal Woundcare Pvt ltd

Department: Product Management Intern

Name of the student: - **Vaibhavi Anant Manore**

Roll no: - 0525

Stream: - PM15 Week no: -3 From 13th May to 18th May

Activity Done	Presentation on Wound care management. Prepared doctors and hospitals list. Started working independently in the field. Started working according to the list of doctors. Understand how to take the calls, how to book appointment for the calls
Linking theory (Classroom learning with practise at your organization)	Negotiation skills, partnership development, effective communication, customer engagement.
Gaps identified in the working area	Need to have thorough knowledge of products before pitching in front of doctors.
Suggestion for improvement	Basics to be cleared. Clear understanding of the woundcare market must be known
Plan for next week	Will be more prepared next week with the product knowledge. Pitch the product more confidently next week. Try to collect feedback and start taking follow up from next week

Signature of Student:

Approved by IIHMR University Mentor

Weekly Report 4

Name of the Organization: - Fibroheal Woundcare Pvt ltd

Department: Product Management Intern

Name of the student: - **Vaibhavi Anant Manore**

Roll no: - 0525

Stream: - PM15 Week no: -4 From 20th May to 25th May

Activity Done	Field work the core sales, how the sales is done and how to promote the products. Went to multi-speciality doctors and pitched the products in front of doctors. Got the order in one of the hospital. Got to know how the supply chain works and what is trader, vendor, in the field.
Linking theory (Classroom learning with practise at your organization)	• Communication skills • Patience is needed. • Systematic way of promoting a products.
Gaps identified in the working area	• No LBL were available • No literature are provided
Suggestion for improvement	• We have to be very clear before pitching the products in front of doctors. • We must have thorough knowledge with the company as well as product.
Plan for next week	Next week also we have to do sales I will be covering all government hospitals and will be promoting the products in front of them. Prepare the list of hospitals to be covered next week.

Signature of Student:

Approved by IIHMR University Mentor

Weekly Report 5

Name of the Organization: - Fibroheal Woundcare Pvt ltd

Department: Product Management Intern

Name of the student: - **Vaibhavi Anant Manore**

Roll no: - 0525

Stream: - PM15 Week no: -5 From 27th May to 1st June 2024

Activity Done	Field work the core sales, how the sales is done and how to promote the products. Review meeting Created new customer base Promoted products in government hospitals Understanding of supply chain Got 3 orders this week.
Linking theory (Classroom learning with practise at your organization)	• Communication, a lot of patience is needed. • Systematic way of promoting a products. • Organization behaviour. • Business development
Gaps identified in the working area	• Lot of Patience is required • Confidence is required in front of doctor
Suggestion for improvement	• We have to be very clear before pitching the products in front of doctors. • We must have thorough knowledge with the company as well as product.
Plan for next week	Next week also we have to do sales I will be covering all PMC hospitals and will be promoting the products in front of them. Make the list of Doctors for next week.

Signature of Student:

Approved by IIHMR University Mentor

Weekly Report 6

Name of the Organization: - Fibroheal Woundcare Pvt ltd

Department: Product Management Intern

Name of the student: - **Vaibhavi Anant Manore**

Roll no: - 0525

Stream: - PM15 Week no: -6 From 3rd June to 8th June 2024

Activity Done	Understood the competitors gap. Analysis of competitors in the market. How our products are unique from competitors in the market. How products are made available In the pharmacy.
Linking theory (Classroom learning with practise at your organization)	• Product knowledge is important. • Presentation skills • Organization behaviour • Business development.
Gaps identified in the working area	Patience is needed a long wait is there before the Doctor calls for pitching the product. Communication skills.
Suggestion for improvement	• Proper field mentor support. • Interactive learning. • Coordination with distributer and stockiest.
Plan for next week	• Try to get feedback. • Target more hospitals • Remainder calls for samples to be used.

Signature of Student:

Approved by IIHMR University Mentor

Weekly Report 7

Name of the Organization: - Fibroheal Woundcare Pvt ltd

Department: Product Management Intern

Name of the student: - **Vaibhavi Anant Manore**

Roll no: - 0525

Stream: - PM15 Week no: -7 From- 10th June to 15th June 2024

Activity Done	Started collecting feedback from doctors, patients Process of supply chain. Addition of 13 products in tendor. Process of addition of products in tendor. Collected data on competitor products and market dynamics.
Linking theory (Classroom learning with practise at your organization)	• Product knowledge is important. • Presentation skills • Organization behaviour • Business development. • Performed RCPA
Gaps identified in the working area	• Patience. • Continuous improvement • Customer behaviour
Suggestion for improvement	• Proper field mentor support. • Interactive learning. • Coordination with distributer and stockiest.
Plan for next week	• Try to get feedback. • Target more hospitals • Remainder calls for samples to be used.

Signature of Student:

Approved by IIHMR University Mentor

Weekly Report 8

Name of the Organization: - Fibroheal Woundcare Pvt ltd

Department: Product Management Intern

Name of the student: - **Vaibhavi Anant Manore**

Roll no: - 0525

Stream: - PM15 Week no: -8 From- 17th June to 22nd June 2024

Activity Done	As it is a last week so I have taken the follow up Feedback is collected Proper supply of the products in the hospitals Check for the availability of products and where needed asked for the availability of products.
Linking theory (Classroom learning with practise at your organization)	• Product knowledge is important. • Presentation skills • Organization behaviour • Business development. • Performed RCPA
Gaps identified in the working area	• Patience. • Continuous improvement • Customer behaviour
Suggestion for improvement	• Proper field mentor support. • Interactive learning. • Coordination with distributor and stockiest.
Plan for next week	Prepare for the PMT sessions for next week Collect the data for the depth analysis of the topic Decide the topic of final presentation to be given.

Signature of Student:

Approved by IIHMR University Mentor

Weekly Report 9

Name of the Organization: - Fibroheal Woundcare Pvt ltd

Department: Product Management Intern

Name of the student: - **Vaibhavi Anant Manore**

Roll no: - 0525

Stream: - PM15 Week no: -9 From- 24th June to 29th June 2024

Activity Done	• Competitors analysis • Price analysis between fibroheal and competitors. • Prepared visual aid for all the products used in plastic surgery • Prepared brand plan for my internship project and presented it to the CEO, marketing manager, and field mentors.
Linking theory (Classroom learning with practise at your organization)	• Organizational behaviour • Business development strategy • Deeper understanding of the subject
Gaps identified in the working area	• Patience. • Continuous improvement • Customer behaviour
Suggestion for improvement	• How the competitive analysis must be done • Decision making • Explore digital health • Interactive learning

Signature of Student:

Approved by IIHMR University Mentor

Compiled Report
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ACKNOLEDGEMENT

I would like to express by heartfelt gratitude to the management of Fibroheal Woundcare Pvt. Ltd. For giving me this opportunity for the summer internship. I want to thank my organization mentor Bhagyalaxmi mam for providing me with this opportunity, without her support & supervision I wouldn't have completed this internship. I would like to thank my university mentor Dr Ashok Peepliwal sir for there guidance. I would also like to thank Mr Vinod Tejawani sir for giving me this opportunity. Throughout the internship I had learned a lot got deeper insights and it would be helpful in my professional career.

Vaibhavi Manore

About Fibroheal Woundcare

FIBROHEAL WOUNDCARE PVT. LTD. is solely focused on "Silk Proteins" as "Biomaterial for Wound Healing," with an advanced focus on advanced wound care management. It is one of the few businesses in the world focusing on the non-textile application of "Silk Protein," a flexible biomaterial with applications in biomedicine.

Through the use of our in-house, intellectual property-protected technology, we are leaders in the biomaterial application of silk proteins to create the most cutting-edge, active wound care products to treat both acute and chronic wounds, as well as non-healing, slow-healing, or difficult-to-heal wounds.

It uses our modern understanding of pharmacology and biomedical engineering with our technical proficiency in biomaterials to design/develop innovative and affordable wound care products.

With a dedicated in-house research and development department, FIBROHEAL WOUNDCARE PVT. LTD. is a really research and technology driven company with the goal of becoming global with international standards. The company offers cutting-edge technological wound care products and solutions.

Our goal is to become one of the few Indian businesses that provides comprehensive solutions for the whole wound care continuum, addressing the full spectrum of wound management.

Our whole product line is produced in-house at a cutting-edge, GMP-certified, ISO 13485 facility.

With only a few flagship items in our portfolio, FIBROHEAL WOUNDCARE PVT. LTD. is honored to be the go-to option for many wound care specialists searching for cutting-edge, reasonably priced, and efficient wound care solutions in the institutional and client segments.

Mission:

To offer active, value-added wound care products and services made from silk proteins, all the while maintaining our social responsibility and humility and making sure that every facet of our business is run with honesty and skill. Our goal is to provide goods and services that improve people's quality of life. Our ongoing goal is to deliver exceptional wound care solutions that strike the best possible balance between affordability, tolerance, accessibility, and efficacy.

Vision:

To be the most cutting-edge biotech business in India, offering value-based collaborations, improved patient results, and clinical excellence.

Product Portfolio:

Fibroheal offers diverse range of advance wound care products all utilizing the properties of silk protein. It mainly has product range of Active woundcare, post operative woundcare and Active pharmaceutical Ingredient (API).

Summary of Final Presentation at Fibroheal:

Fibroscar, a bioactive scar management solution developed by Fibroheal Woundcare Pvt. Ltd. Founded in 2017 by Mr. Vivek Mishra, Fibroheal is a leading biotech and healthcare startup focusing on using silk proteins for wound healing. With six patents in non-textile applications of silk proteins, Fibroheal aims to revolutionize the wound care market with innovative products like Fibroscar.

Fibroscar, formulated with Centella asiatica extract, Vitamin E, silk protein hydrolysate, and glycerine, is designed for skin moisturization and scar management. It prevents excessive scar tissue formation by accelerating type 1 collagen formation and offers lasting hydration to keep the scar tissue nourished. Targeted for use in both wound care and cosmetic segments, Fibroscar aims to appeal to general surgeons, plastic surgeons, dermatologists, makeup artists, and other professionals in appearance-sensitive fields.

A SWOT analysis of Fibroscar reveals its strengths, including a unique formulation, positive customer feedback, and brand reputation. However, challenges such as premium pricing and market awareness need to be addressed. Opportunities lie in the growing skincare market and expanding distribution channels, while threats include strong competition and market saturation. Vaibhavi's internship involved valuable sales experience, gaining orders from hospitals, and understanding market entry processes, highlighting the potential for Fibroscar in the expanding Indian wound care market.

Activity Done	1.Acquired Knowledge about Product Function and Silk Proteins - Gained a thorough understanding of the functions and uses of silk proteins. - Meetings with the marketing manager improved my understanding of the features and positioning of our products in the market. 2. Improved Product Knowledge and Marketing Strategies: I created and gave talks on natural biomaterials and wound categorization. - determined which products should be used for which kinds of wounds. 3. Examined Variations Among Silk Proteins - Looked into differences between different silk proteins. - Increased my comprehension of market dynamics and product attributes.
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	4. Performed Independent Fieldwork: Main goals were to find new distributors and grow the clientele. - Successfully obtained the first hospital orders by promoting items in Jaipur's main hospitals. 5. Real-World Sales and Marketing Experience - Persistently advertised items, solicited input, and created demand in public hospitals. Obtained more orders from medical facilities, which is a noteworthy advancement. 6. Improved Customer Engagement and Negotiation Skills - Improved my negotiating abilities and obtained insightful client feedback. - Conducted a competitive analysis and developed a brand plan. 7. Review and Progress Evaluation: The Senior Regional Sales Manager provided advice and attended review sessions. - visited hospitals on a regular basis to gather input and improve tactics. 8.Connecting Theory and Practice: Using classroom-taught sales theories to real-world situations in the workplace. Product Knowledge: The need of comprehending the qualities and advantages of a product was emphasized. Good Communication: Excellent communication and presenting abilities were developed. 9.Sales and Marketing Strategy: Acquired the ability to develop, organize, and carry out successful marketing and sales strategies. Customer relationship management is the process of creating and preserving enduring connections with medical professionals. All things considered, this internship gave me a wealth of sales and marketing experience, allowing me to practically apply my academic learning to real-world situations and greatly aid in the expansion of Fibroheal Woundcare Private Limited in Pune.
Linking theory (Classroom learning) with practise at your organization	• Organization Behavior • Sales Tactics • Communication skills • Presentation skills • Negotiation skills • Strategic management

	• Primary sales • Secondary sales • Competitor analysis • Data analysis • Team management • Coordination development • Brand plan making • Visual aid • Remainder card • Corporate ethics
Gaps identified on the working area	• Building of patience • Proper mentor support is necessary • Lack of Proper connection in management • Samples were unavailable • No LBL were provided • No visiting card • Unavailability of booklets • No case studies
Suggestions for improvement	1. Be Thorough with Product Knowledge Regular Training Sessions: Conduct weekly training sessions to keep the sales team updated on product details, new developments, and research. Product Demos: Organize hands-on product demonstrations to help interns experience the product's benefits firsthand. - Include detailed product training as part of the onboarding process. - Encourage sales representatives to attend industry conferences and workshops. 2. Patience is Required - Sales processes often involve long cycles, multiple follow-ups, and dealing with rejections. - Patience is essential for building and maintaining relationships with clients.

3. Increase Brand Awareness

- Enhanced brand awareness can lead to increased trust and recognition, making sales efforts more effective.
- A strong brand presence helps differentiate from competitors.
- Marketing Campaigns: Collaborate with the marketing team to design and execute targeted campaigns.
- Social Media Engagement: Encourage interns to actively engage with potential customers on social media platforms.
- Educational Content: Develop and share educational content such as blogs, webinars, and videos showcasing the benefits of Fibroheal products.

4. Increase the Sales Force in the Field

- A larger sales force can cover more territory, reach more customers, and generate higher sales volumes.
- Expanding the sales team ensures better market penetration.
- Recruitment Drives: Conduct regular recruitment drives to onboard new sales interns and representatives.
- Incentive Programs: Implement attractive incentive programs to motivate the sales team and encourage high performance.
- Territory Management: Strategically assign territories to ensure optimal coverage and minimize overlaps.

5. Regular Meetings Must Be Conducted

- Regular meetings ensure alignment, provide a platform for feedback, and facilitate communication within the team.
- Meetings help in tracking progress, addressing challenges, and planning future activities.

	6. Stock Management Optimization - Efficient stock management ensures product availability, reduces waste, and improves customer satisfaction. - Optimized inventory levels prevent overstocking and understocking, leading to cost savings. - Inventory Management Software: Implement advanced inventory management software to track stock levels in real-time. - Demand Forecasting: Use historical sales data and market trends to forecast demand accurately.
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Signature of Student:

Approved by IIHMR University Mentor