

NAME: Jadhav Yash Sanjayrao

ROLL NO.: 0513

BATCH: MBA PM-15

DURATION 2023-25

FACULTY MENTOR: DR. ASHOK KUMAR PEEPLIWAL SIR

About

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. We are one among the few companies working across the globe on non-textile application of “Silk Protein”, as versatile biomaterial in biomedical use. We are pioneers in leveraging the biomaterial application of silk proteins to develop most innovative advance and active wound care products to heal acute and chronic wounds or non-healing or slow healing or difficult-to-heal wounds through our indigenously developed IP protected technology. FIBROHEAL WOUNDCARE PVT. LTD. is a true research and technology driven company with a dedicated in-house R&D, possessing innovative technological wound care products and solutions and ambition to go-global with international standards.

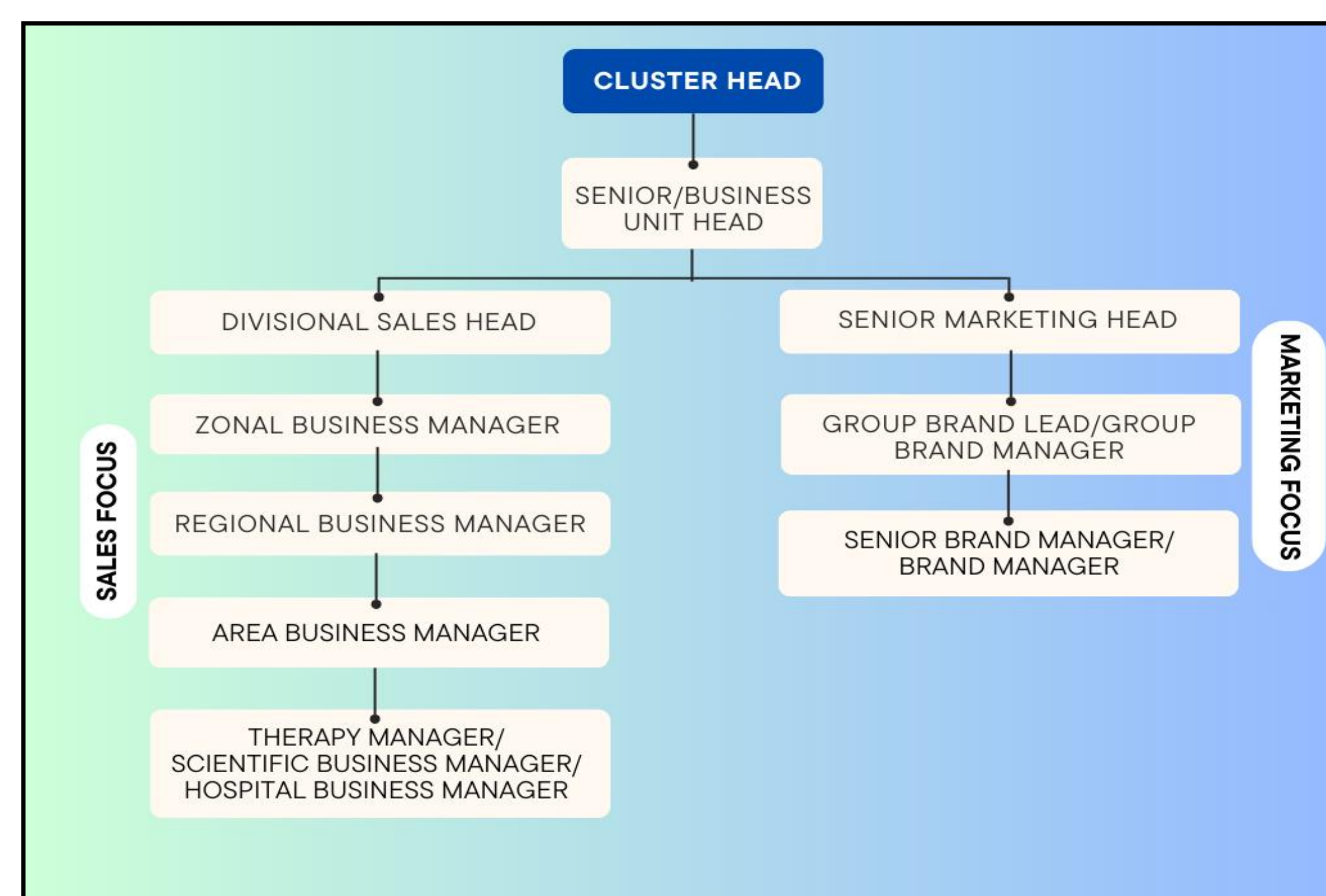
VISION

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

- Fibrozyme combines three ingredients which can offer a broader range of benefits compared to ointments with a single debriding agent.
- Papain and urea break down dead tissue, while silk protein promotes faster wound healing.

WEAKNESS

- Fibrozyme be a new brand compared to established debriding ointments.
- Lower brand awareness can make it difficult to compete in the market.

OPPORTUNITIES

- Fibrozyme can position itself as an advanced wound care product.
- Fibrozyme can target specific wound types like diabetic foot ulcers, pressure ulcers where its combination of ingredients may be particularly beneficial.

THREATS

- There is a wide range of debriding ointments available on the market, from generic brands to brand-name products.
- Regulatory requirements for devices can be complex and expensive.

FIBROZYME

- **Fibrozyme** is a Papain-Urea based Debriding Ointment for the effective removal of necrotic tissue and to facilitate faster healing.
 - The formulation is aimed at replacing other painful debridement process and effectively liquifies a variety of denatured, non-viable tissues without harming healthy, viable tissue.
 - This promotes autolytic debridement.

BRAND ESSENCE

- Product Feature: Available in 15gm
- Rational Benefits : Effective removal of necrotic tissue.
- Target specialty: Orthropedic, Podiatrists, Plastic and General surgeons.

COMPETITORS OF FIBROZYME

DEBRIDACE

DEBRIFREE

DEBRIVAC

DEBRIVOID

DEBRIFINE

PACKAGING



USEFULNESS OF INTERNSHIP

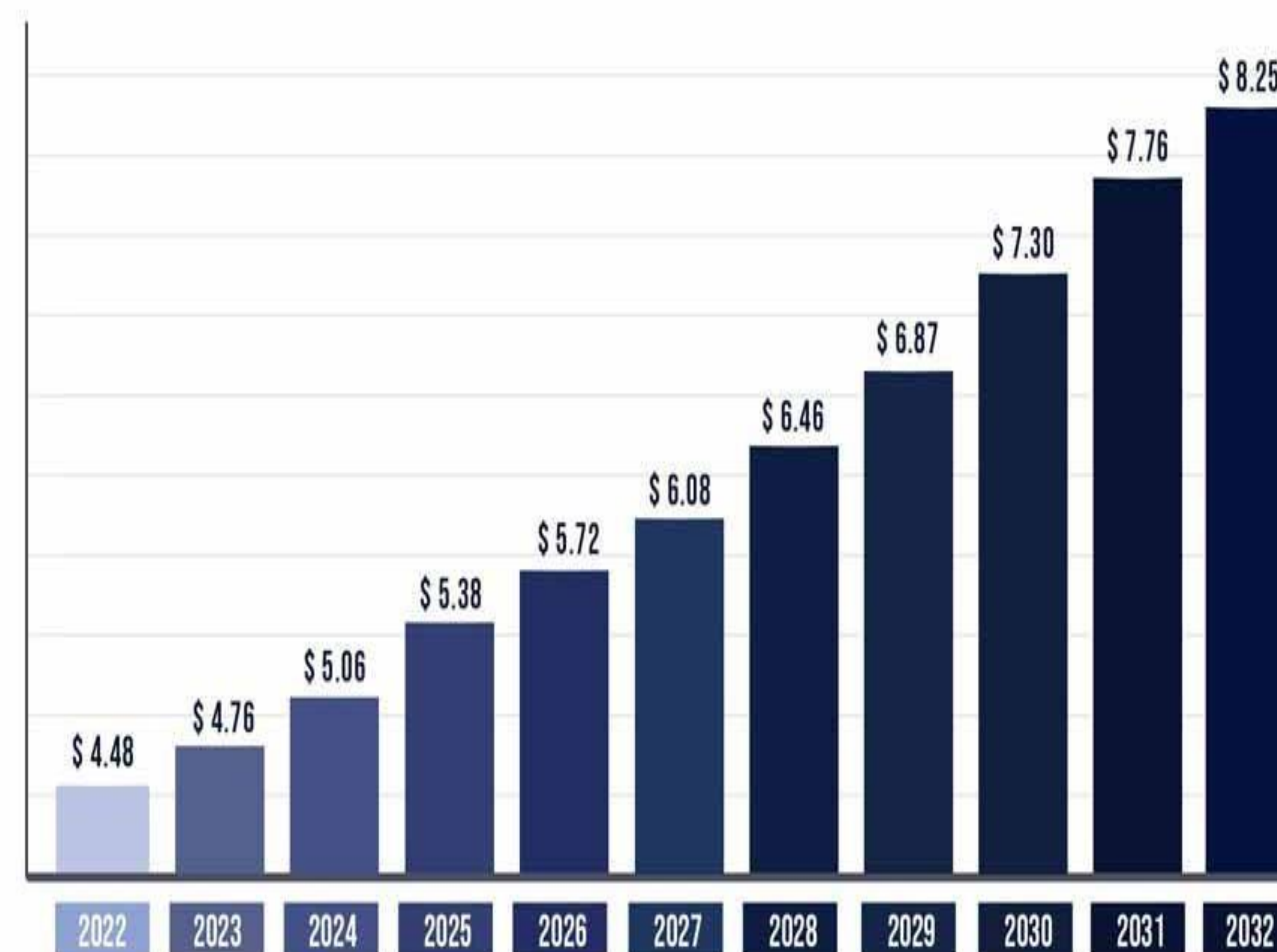
- Practical Experience.
- Industry Exposure.
- Skill Development.
- Gave core sales knowledge as well as PMT knowledge
- Self-Discovery and Career Exploration.
- Confidence Building.
- Negotiating skills
- Increased my convincing power
- Built good connections with doctors, nurses
- Adaptability to new environment

CHALLENGES FACED DURING INTERNSHIP

- As this is a startup, raising awareness among physicians and patients has been the biggest challenge
- Presenting the product to the doctor in ten seconds.
- A lengthy wait for the call required a great deal of patience.
- Make frequent calls to remind them to use the samples.
- It was difficult to gain doctors' trust when there were so many products available.



WOUND DEBRIDEMENT MARKET SIZE 2023 TO 2032 (USD BILLION)



Source: www.visionresearchreports.com

LEARNINGS

- Learned about silk protein through training courses.
- Gained knowledge about the wound care market through fieldwork.
- Having the chance to work with patients and apply dressings with our goods was the most beneficial learning experience.
- Got the chance to work independently in the field and gain market knowledge.
- Received a total of 6 orders from private hospitals.
- Learned about the entire process of a product entering a hospital, from product pitching to building confidence to the doctor's final order.
- Built confidence to pitch the product.
- Got to know about unique innovation about how silk helps in wound healing.

SUGGESTIONS

- To boost quantity of MR's in order to achieve ground level sales.
- Proper sample availability.
- Enhance product awareness.

THEORETICAL V/S PRACTICAL

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