

SUMMER INTERNSHIP PROGRAM
at
FIBROHEAL WOUNDCARE PVT LTD



From 01/05/24 to 30/06/24

A REPORT BY
Jadhav Yash
Master of Business Administration
PHARMACEUTICAL MANAGEMENT
2023-25

under the Mentorship of
Dr. Ashok Kumar Peepliwal
Professor





COMPLETION CERTIFICATE

This is to certify that Mr. **YASH JADHAV** of Batch 2023-2025 of School of Pharmaceutical Management, IIMR 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.

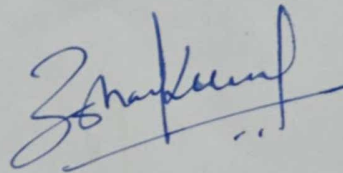
Vivek Mishra
Director

IIHMR University Faculty Mentor Approval

This is to certify that **MR. JADHAV YASH SANJAYRAO** of academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL MANAGEMENT** has prepared a poster with respect to his summer internship held during 1st May-30th June 2024.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 07/08/2024

A handwritten signature in blue ink, appearing to read 'Dr. Ashok Kumar Peepliwal', with a horizontal line drawn across the bottom of the signature.

Dr. Ashok Kumar Peepliwal

Professor

IIHMR University Jaipur

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.

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: Orthopedic, Podiatrists, Plastic and General surgeons.

COMPETITORS OF FIBROZYME

DEBRIDACE

DEBRIFREE

DEBRIVAC

DEBRIVOID

DEBRIFINE

PACKAGING



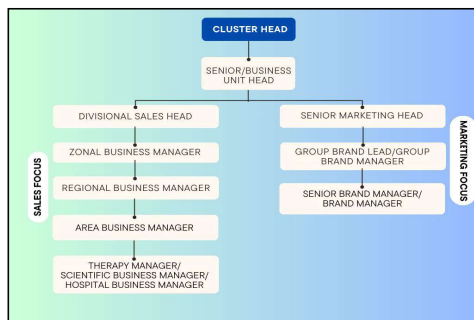
VISION

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.

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.

WEAKNESS

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

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.

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

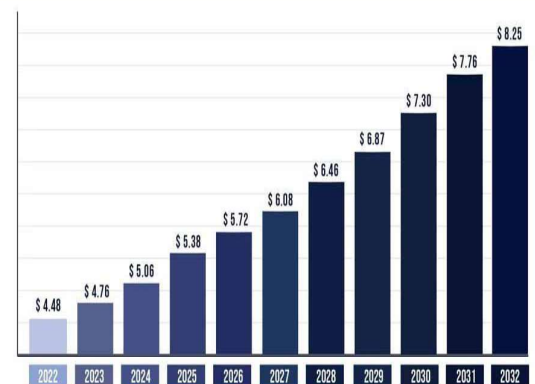
CHALLENGES FACED DURING INTERNSHIP

- 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.

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.

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.

Annexure-E

Reporting Format (Weekly)

Name of the Organisation: Fibroheal Woundcare Pvt. Ltd.

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

Name of the Student: Jadhav Yash Sanjayrao

Roll no: 0513

Stream: Pharmaceutical management (PM-15)

Week no: 01

From:...1st May...**to...**05 May.....

Activity Done	I participated in an extensive range of activities from May 1st to May 5th, my summer internship, with the goal of improving my comprehension of our goods. I concentrated on silk protein, organizational structure, and different facets of wound healing. An extensive summary of the main tasks and lessons learned during this time may be found below.
Linking theory (Classroom learning) with practice at your organisation	1. Understanding Key Ingredients in Our Products 2. Understanding Organizational Structure 3. Prepared and Gave a Presentation on Natural Biomaterials, Types, and Use in Wound Healing 4. Prepared Presentation on Wound and Type of Wound Classification
Gaps identified on the working area.	• Communication gap. • Product awareness.
Suggestions for improvement	• Coordination.
Plan for the next week	• Prepare presentation on newly given topics by our mentor and present them.

Signature of the Student

Approved by the IIHMR 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.

Name of the Organisation: Fibroheal Woundcare Pvt. Ltd.

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

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Roll no: 0513

Stream: Pharmaceutical management (PM-15)

Week no: 02

From: 6th May to 11th May 2024

Activity Done	During the period of May 6th to May 11th, I expanded my understanding of silk proteins and their uses. I also had discussions with our marketing manager, which gave me a better understanding of the features and positioning of our products. An extensive summary of the main tasks and lessons learned during this time may be found below.
Linking theory (Classroom learning) with practice at your organisation	● Product knowledge is important. ● Presentation skills ● Organizational behavior. ● Business Development
Gaps identified on the working area.	● Communication gap. ● Product availability
Suggestions for improvement	● Understand customer needs. ● Strategic making should be taught.
Plan for the next week	● Prepare a presentation on newly given topics by our mentor and present them and also prepare doctors list of self. ● Learn about our different products and their usefulness. ● Learned about what product to use in different wounds.

Signature of the Student

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Name of the Organisation: Fibroheal Woundcare Pvt. Ltd.

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

Name of the Student: Jadhav Yash Sanjayrao

Roll no: 0513

Stream: Pharmaceutical management (PM-15)

Week no: 03

From; 13th May to 18th May 2024

Activity Done	Between May 13 and May 18, I conducted additional research on the differences between two types of silk proteins, had more in-depth discussions with the marketing manager on the functionality of our product, and started fieldwork to obtain practical experience in market operations and product promotion. An extensive summary of the main tasks and lessons learned during this time may be found below.
Linking theory (Classroom learning) with practice at your organisation	● Product knowledge is important. ● Presentation skills ● Organizational behavior. ● Business Development.
Gaps identified on the working area.	● Product availability
Suggestions for improvement	● Effective sales process
Plan for the next week	• Make a presentation on the topics recently held by our mentor and present them, and also make a list of doctors about you. • Learn more about our various products and their benefits. • Find out which product is used for different injuries. • Developed strategy to target and present our products to the physician.

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

Name of the Student: Jadhav Yash Sanjayrao

Roll no: 0513

Stream: Pharmaceutical management (PM-15)

Week no: 04

From; 20th May to 25th May 2024

Activity Done	I started my solo fieldwork on May 20 and worked on growing our customer base, finding a new distributor, and advertising our products in the Hyderabad region. One of my other initiatives was to advertise our goods in large medical facilities. An extensive summary of the main tasks and lessons learned during this time may be found below.
Linking theory (Classroom learning) with practice at your organisation	● Product knowledge is important. ● Presentation skills ● Organizational behavior. ● Business Development.
Gaps identified on the working area.	● Product availability
Suggestions for improvement	● Field mentorship should be good.
Plan for the next week	● Make list of new hospitals and potential customers. ● Planned to target Private institutions.

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Name of the Organisation: Fibroheal Woundcare Pvt. Ltd.

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

Name of the Student: Jadhav Yash Sanjayrao

Roll no: 0513

Stream: Pharmaceutical management (PM-15)

Week no: 05

From; 27th May to 1st June 2024

Activity Done	I carried out more fieldwork from May 27 to June 1, concentrating on assessing the results, growing the clientele, and advertising our goods in important Hyderabad hospitals. The Senior Regional Sales Manager of Fibroheal Wound Care also gave me helpful advice, and I was able to get my first order from a hospital. An extensive summary of the main tasks and lessons learned during this time may be found below.
Linking theory (Classroom learning) with practice at your organisation	● Product knowledge is important. ● Presentation skills ● Organizational behavior. ● Business Development.
Gaps identified on the working area.	● High Pricing
Suggestions for improvement	● Proper sample availability. ● Cost management
Plan for the next week	● Make list of new hospitals and potential customers. ● Planned to target Private institutions.

Signature of the Student

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Name of the Organisation: Fibroheal Woundcare Pvt. Ltd.

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

Name of the Student: Jadhav Yash Sanjayrao

Roll no: 0513

Stream: Pharmaceutical management (PM-15)

Week no: 06

From; 3rd June to 8th June 2024

Activity Done	I attended my second review meeting from June 3rd to June 8th, continued promoting our products in hospitals in Hyderabad, received more guidance from the Senior Regional Sales Manager of Fibroheal Wound Care, and secured two more orders from hospitals, representing a major achievement. Here is an in-depth report on the important events and knowledge gained in this timeframe.
Linking theory (Classroom learning) with practice at your organisation	● Product knowledge is important. ● Presentation skills ● Organizational behavior. ● Business Development.
Gaps identified on the working area.	● Less product awareness
Suggestions for improvement	● Focus on key accounts ● Understand competitive landscape
Plan for the next week	● Make list of new hospitals and potential customers. ● Planned to target Private institutions.

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Name of the Organisation: Fibroheal Woundcare Pvt. Ltd.

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

Name of the Student: Jadhav Yash Sanjayrao

Roll no: 0513

Stream: Pharmaceutical management (PM-15)

Week no: 07

From; - 10th June to 15th June 2024

Activity Done	Between June 10th and June 15th, my main focus was on gathering feedback on product usage, creating interest in Private hospitals, finalizing an order for our wound aid product, and revisiting hospitals to gather additional feedback. The following document provides a thorough overview of the main activities and insights gained during this timeframe.
Linking theory (Classroom learning) with practice at your organisation	● Product knowledge is important. ● Presentation skills ● Organizational behavior. ● Business Development.
Gaps identified on the working area.	● Digital transformations ● Supply chain challenges
Suggestions for improvement	● Proper sample availability. ● More Lbls must provided
Plan for the next week	● Make list of new hospitals and potential customers. ● Planned to target Private institutions.

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Name of the Organisation: Fibroheal Woundcare Pvt. Ltd.

Name of the Student: Jadhav Yash Sanjayrao

Roll no: 0513

Stream: Pharmaceutical management (PM-15)

Week no: 08

From; - 17th June to 22nd June 2024

Activity Done	From June 17th and June 22nd, I carried on with my fieldwork, concentrating on creating interest in Private hospitals, gathering feedback on products, marketing products to new doctors and hospitals, and gaining practical experience in negotiation and business interactions. The upcoming text will provide a thorough overview of the main events and lessons learned in this timeframe.
Linking theory (Classroom learning) with practice at your organisation	● Product knowledge is important. ● Presentation skills ● Organizational behavior. ● Business Development.
Gaps identified on the working area.	● Customer relationship management
Suggestions for improvement	● Sales territory management
Plan for the next week	● Prepare a presentation on newly given topics by our mentor and present them and also prepare doctors list of self. ● Learn about our different products and their usefulness. ● Learned about what product to use in different wounds.

Signature of the Student

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Name of the Student: Jadhav Yash Sanjayrao

Roll no: 0513

Stream: Pharmaceutical management (PM-15)

Week no: 09

From; - 24th June to June 29th

Activity Done	From June 24th and June 29th, I carried on with my fieldwork, emphasizing collecting feedback on products, acquiring negotiation skills, creating visual aids, conducting competitive analysis, and outlining a plan for the brand. I shared my discoveries and strategies with important company executives such as the CEO, Marketing Manager, and field mentors. The following is a comprehensive report on the main events and insights gained in this timeframe.
Linking theory (Classroom learning) with practice at your organisation	● Product knowledge is important. ● Presentation skills ● Organizational behavior. ● Business Development.
Gaps identified on the working area.	● Sales team development.
Suggestions for improvement	● Build strong relationships.
Plan for the next week	● None

Signature of the Student

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Compiled Reporting Format

Name of the Organization: Fibroheal Woundcare Pvt. Ltd.

Name of the Student: Jadhav Yash Sanjayrao

Roll no: 0513

Stream: Pharmaceutical management (PM-15)

Activity Done	Acquired knowledge on silk proteins, product functionality, and market positioning. Expanded understanding of silk protein properties, product features, and marketing tactics. Studied differences in silk protein, functionality of products, and market operations. Diverse variations of silk proteins improve comprehension of product characteristics. Autonomous field research: increasing customer base, establishing distributors, promoting products (in Hyderabad hospitals). Obtained hands-on experience in sales, marketing, and acquiring customers, successfully closing first hospital deal. Ongoing data collection, obtained additional hospital requests, examined product usage, created interest in Private hospitals. Improved negotiation abilities, collected customer input, formulated brand strategy, and conducted competitive analysis.
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.	● Communication gap. ● Lower brand awareness. ● High pricing.
Suggestions for improvement	● Proper sample availability. ● Understand competitive landscape. ● Field mentor should be good. ● Sales territory management.

Signature of the Student

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