

SUMMER INTERNSHIP PROGRAM
at
FIBROHEAL WOUNDCARE PVT LTD

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

A REPORT BY
Harshawardhan Nalwadey
Master of Business Administration
PHARMACEUTICAL MANAGEMENT
2023-25

under the Mentorship of
Mr. Saurabh Kumar Banerjee
Associate Professor





COMPLETION CERTIFICATE

This is to certify that Mr. **HARSHWARDHAN NALWADEY** 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 **Good**. 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.

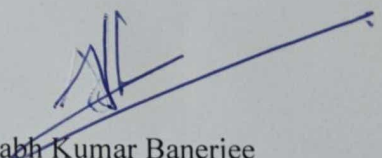
Vivek Mishra
Director

IIHMR University Faculty Mentor Approval

This is to certify that **MR. NALWADEY HARSHAWARDHAN UDAYKUMAR** 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



Dr. Saurabh Kumar Banerjee

Associate Professor

IIHMR University Jaipur

Market assessment of FIBROPLUG- Hemostatic Dressing

By- Nalwadey Harshawardhan Udaykumar

Roll Number- 0535

Stream-MBA PM 15

Under the guidance of Mr. Saurabh Banerjee sir



About the Company:

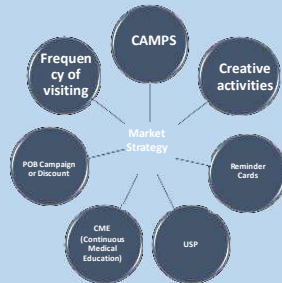
Fibroheal Woundcare PVT. LTD. is a leading biotech & healthcare startup working into active & advance wound care using Silk protien

Vision:

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

Mission

To provide value added advance & active woundcare products.



LEARNINGS

- I have assimilated corporate etiquettes in me.
- Learned product marketing strategies through company experts.
- Gained the knowledge of silk protein through training sessions.
- Understood the wound care market through the field work
- Got the opportunity to handle patients to do dressings with our products that was the best learning experience

SWOT Analysis

Strength

- Silk: Natural biomaterial
- Incorporated with silver nanoparticles
- Adhesive so no secondary dressing required

Weakness

- High cost
- Not complete waterproof
- Not suitable for heavy oozing fluid (as per one of customer's feedback)

Opportunity

- Antimicrobial resistant wounds
- All types of wounds (post operative)
- Water proof dressings
- Increasing demand for reduced hospital stay

Threat

- Rivals secured their position in the market.
- Policies related to health care.
- Modern day dressing



Challenges faced:

- Government Hospitals
- Private hospitals
- Management of Product Delivery
- Management of heavily oozing liquid with our products
- Giving remainder calls for using the samples.
- Sometimes doctors used to doubt the validity of our products.

USEFULNESS OF INTERNSHIP

- Practical Experience.
- Industry Exposure.
- Skill Development.
- Got core sales knowledge as well as PMT knowledge
- Professional etiquettes

Theoretical knowledge:	Practical exposure:
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Fixed concept	Multiple concepts application, flexibility
Documented strategies while targeting.	Selective targeting

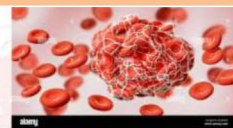
COMPETITORS OF FIBROPLUG

Hemosponge by Dentospon

Axiostat by Axios biosolutions

Seraseal [liquid] by Wortham laboratories

FIBROHEAL™
WOUNDCARE PVT. LTD.



FIBROPLUG



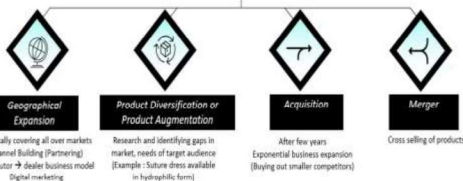
Quick, reliable hemostasis for every critical moment

Contact us: Info@fibroheal.com
fibroheal@gmail.com +91 8042470888 IS-21, KHB
INDUSTRIAL AREA YELAHANKANEW
TOWN, BENGALURU, KARNATAKA 560064

Organization Structure



Business Expansion Strategies



Profitability Strategies



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: Nalwadey Harshawardhan Udaykumar

Roll no: 0535

Stream: Pharmaceutical management (PM-15)

Week no: 01

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

Activity Done	During my summer internship from May 1st to May 5th, I engaged in a comprehensive series of activities aimed at enhancing my understanding of our products, specifically focusing on silk protein, organizational structure, and various aspects of wound healing. Below is a detailed account of the key activities and learnings during this period.
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 availability
Suggestions for improvement	• Coordination. • Strategic making should be taught.
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.

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Name of the Student: Nalwadey Harshawardhan Udaykumar

Roll no: 0535

Stream: Pharmaceutical management (PM-15)

Week no: 02

From: 6th May to 11th May 2024

Activity Done	From May 6th to May 11th, I deepened my knowledge of silk proteins and their applications, and I also gained insight into the functionality and market positioning of our products through sessions with our marketing manager. Below is a detailed account of the key activities and learnings during this period.
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	● Coordination. ● 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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Roll no: 0535

Stream: Pharmaceutical management (PM-15)

Week no: 03

From; 13th May to 18th May 2024

Activity Done	From May 13th to May 18th, I further explored the distinctions between two silk proteins, deepened my understanding of our product functionality through sessions with the marketing manager, and commenced fieldwork to gain hands-on experience in market operations and product promotion. Below is a detailed account of the key activities and learnings during this period.
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	● Coordination. ● Strategic making should be taught.
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.

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: Nalwadey Harshawardhan Udaykumar

Roll no: 0535

Stream: Pharmaceutical management (PM-15)

Week no: 04

From; 20th May to 25th May 2024

Activity Done	From May 20th to May 25th, I embarked on independent fieldwork, where I focused on expanding our customer base, establishing a new distributor, and promoting our products the territory of Jaipur. My efforts also included promoting our products in major hospitals. Below is a detailed account of the key activities and learnings during this period.
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 government 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: Nalwadey Harshawardhan Udaykumar

Roll no: 0535

Stream: Pharmaceutical management (PM-15)

Week no: 05

From; 27th May to 1st June 2024

Activity Done	From May 27th to June 1st, I continued my fieldwork, focusing on reviewing progress, expanding the customer base, and promoting our products in key hospitals in Jaipur. Additionally, I received valuable guidance from the Senior Regional Sales Manager of Fibroheal Wound Care and successfully secured my first order from a hospital. Below is a detailed account of the key activities and learnings during this period.
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	● Proper sample availability. ● Decision making.
Plan for the next week	● Make list of new hospitals and potential customers. ● Planned to target government institutions.

Signature of the Student

Approved by the IIHMR University's Mentor

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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: Nalwadey Harshawardhan Udaykumar

Roll no: 0535

Stream: Pharmaceutical management (PM-15)

Week no: 06

From; 3rd June to 8th June 2024

Activity Done	From June 3rd to June 8th, I participated in my second review meeting, continued promoting our products in Jaipur's hospitals, received further guidance from the Senior Regional Sales Manager (Sr. RSM) of Fibroheal Wound Care, and successfully secured two additional orders from different hospitals, marking a significant breakthrough. Below is a detailed account of the key activities and learnings during this period.
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	● Proper sample availability. ● Decision making.
Plan for the next week	● Make list of new hospitals and potential customers. ● Planned to target government institutions.

Signature of the Student

Approved by the IIHMR University's Mentor

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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: Nalwadey Harshawardhan Udaykumar

Roll no: 0535

Stream: Pharmaceutical management (PM-15)

Week no: 07

From; - 10th June to 15th June 2024

Activity Done	From June 10th to June 15th, I focused on obtaining feedback on product usage, generating demand in government hospitals, securing an order for our wound aid product, revisiting hospitals to collect feedback. Below is a detailed account of the key activities and learnings during this period.
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	● Proper sample availability. ● Decision making.
Plan for the next week	● Make list of new hospitals and potential customers. ● Planned to target government institutions.

Signature of the Student

Approved by the IIHMR University's Mentor

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Name of the Student: Nalwadey Harshawardhan Udaykumar

Roll no: 0535

Stream: Pharmaceutical management (PM-15)

Week no: 08

From; - 17th June to 22nd June 2024

Activity Done	From June 17th to June 22nd, I continued my fieldwork, focusing on generating demand in government hospitals, collecting product feedback, promoting products to new doctors and hospitals, and gaining hands-on experience in negotiation and dealing. Below is a detailed account of the key activities and learnings during this period.
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	● Proper sample availability. ● Decision making.
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

Approved by the IIHMR University's Mentor

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Name of the Student: Nalwadey Harshawardhan Udaykumar

Roll no: 0535

Stream: Pharmaceutical management (PM-15)

Week no: 09

From; - 24th June to June 29th

Activity Done	From June 24th to June 29th, I continued my fieldwork, focusing on gathering product feedback, gaining negotiation experience, preparing visual aids, performing competitive analysis, and developing a brand plan. I presented my findings and plans to key company leaders, including the CEO, Marketing Manager, and field mentors. Below is a detailed account of the key activities and learnings during this period.
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	● Proper sample availability. ● Decision making.
Plan for the next week	● None

Signature of the Student

Approved by the IIHMR University's Mentor

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Submission of total 8 reports in 8 weeks is compulsory. Each report should not be more than 2 pages.*

Compiled Reporting Format

Name of the Organization: Fibroheal Woundcare Pvt. Ltd.

Name of the Student: Nalwadey Harshawardhan Udaykumar

Roll no: 0535

Stream: Pharmaceutical management (PM-15)

Activity Done	Learned about silk proteins, product functionality, market positioning. Deepened knowledge of silk proteins, product functionality, marketing strategies. Explored silk protein distinctions, product functionality, market operations. Differentiated silk protein types, enhanced understanding of product features. Independent fieldwork: customer base expansion, distributor establishment, product promotion (Jaipur hospitals). Gained practical experience in sales, marketing, and customer acquisition, secured first hospital order. Continued fieldwork, secured more hospital orders, reviewed product usage, generated demand in government hospitals. Honed negotiation skills, gathered customer feedback, developed brand plan and 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. ● Product Availability
Suggestions for improvement	● Proper sample availability. ● Decision making. ● Field mentor should be good. ● Coordination. ● Strategic making should be taught.

Signature of the Student

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