



SHIMADZU

Excellence in Science

INTERNSHIP REPORT

Organization: Shimadzu Medical India Pvt. Ltd.

Duration: 1st April, 2024 – 30th June, 2024

Organization Mentor: Rajiv Jha

**Designation: General Manager,
Shimadzu Medical (India) Pvt. Ltd.**

Faculty Mentor: Dr. J. P. Singh

**Designation: Professor,
IIHMR University, Jaipur**

Submitted By -

Dr. Debam Saha

Roll No.: 1489

Batch: MBA HOM - 27

Introduction

Internships are crucial in bridging the gap between theoretical knowledge and practical experience. My internship at Shimadzu Medical India Pvt. Ltd., specifically in the Sales Department, offered a valuable opportunity to immerse myself in the medical equipment industry. This experience aimed to enhance my understanding of sales processes and strategies within a real-world business environment.

Shimadzu Medical India Pvt. Ltd. is a prominent player in the medical equipment industry, known for its innovative products and solutions. During my internship, I was involved in various sales activities, including market research, customer relationship management, and the development of sales strategies. This role allowed me to apply academic concepts to practical scenarios, thus enriching my professional skills and knowledge.

The dynamic work environment at Shimadzu Medical India Pvt. Ltd. provided a comprehensive learning experience. I gained insights into the company's operations, from product development to market delivery, and observed how theoretical concepts are implemented in real business contexts. This hands-on experience was instrumental in preparing me for a career in sales and marketing.

This report outlines the objectives of my internship, provides an organizational profile of Shimadzu Medical India Pvt. Ltd., details the services provided by the company, and describes the activities I undertook during my tenure. Finally, it reflects on the key learnings and outcomes of this enriching experience.

Objectives of Internship

- 1. To gain Practical Experience:** Acquire hands-on experience in sales operations within the medical equipment industry, including market analysis, customer engagement, and sales strategy formulation.
- 2. To understand Industry Dynamics:** Develop a comprehensive understanding of the medical equipment industry, including market trends, competitor analysis, and customer needs in healthcare settings.
- 3. To improve Professional Skills:** Strengthen skills in communication, negotiation, and relationship management through direct interaction with clients and stakeholders.
- 4. To contribute to Organizational Goals:** Contribute effectively to the sales team's objectives by actively participating in projects, campaigns, and initiatives aimed at expanding market reach and enhancing customer satisfaction.
- 5. To apply Academic Knowledge:** Apply theoretical knowledge gained from academic coursework to real-world business scenarios, thereby bridging the gap between academic learning and practical application.

Organizational Profile

Industry:

Health/Medical Equipment

History and Background:

Shimadzu Medical India Pvt. Ltd. is a subsidiary of the Shimadzu Corporation. Founded in 1875, Shimadzu Corporation has a long history of innovation in medical and scientific equipment. They are a global leader in analytical and measuring instruments, medical systems, aircraft equipment, hydraulic equipment, optical devices and vacuum and industrial machinery. Shimadzu Medical India Pvt. Ltd. specifically caters to the Indian market with a focus on medical diagnostic equipment and solutions. Positioned at the forefront of the healthcare industry, Shimadzu Medical (India) Pvt. Ltd. continually explores innovative methods to enhance its service to the medical community in India. The company boasts a dedicated team of well-trained sales, service, and support staff who work tirelessly to ensure customer satisfaction, operating around the clock to deliver superior support and foster customer delight.

Size:

As of March 31, 2024 there are 14219 employees working in Shimadzu Corporation. Their capital is of Rs. 1,407 crore and their consolidated net sales for the financial year 2023 was Rs. 28,028 crores.

Corporate Philosophy:

“Contributing to Society through Science and Technology”

Management Principle:

“Realizing Our Wishes for the well-being of Mankind and the Earth”

Services Provided by the Organization

Products/Services:

Shimadzu Medical India Pvt. Ltd. offers a diverse range of advanced medical diagnostic equipment tailored to meet the needs of healthcare providers across India. The primary services and products provided by the organization include:

1. **X-Ray machines:** State of the art X-Ray systems which are designed to deliver high-quality imaging for various applications. It incorporates advanced technology for better clarity and patient safety.
2. **Mobile X-Ray machines:** Portable X-Ray systems which provide flexibility and mobility for diagnostic imaging in diverse healthcare environment.
3. **Fluoroscopy system:** Top class equipment for real time imaging of moving structures within the body. Essential for interventional and diagnostic procedures.
4. **C-Arm machines:** Imaging equipment that are used primarily in surgical and orthopaedic procedures to visualize the anatomical structures in real time.
5. **Cath-Lab system:** Company offers specialised systems for cardiac catheterization and vascular procedures which are equipped with advanced technology for accurate diagnosis and treatment.

Target Market:

Shimadzu Medical India Pvt. Ltd. serves a wide spectrum of customers, including hospitals, clinics, diagnostic centers, and healthcare facilities across India.

Key Competitors:

Shimadzu Medical India Pvt. Ltd. holds a prominent position in the Indian market for medical diagnostic equipment, competing with multinational companies such as GE Healthcare, Siemens, Philips Healthcare, and local players such as Kiran etc.

Unique Selling Propositions (USPs):

Advanced technology: The company is committed to continuous technological development and coming up with latest innovations for its equipment to improve the patient health outcome.

High Quality: The products of the company are known for their performance, reliability, durability and high-quality imaging capabilities making it a favourite of its customers.

Support Service: Shimadzu Medical India Pvt. Ltd. provides all types of support to its customers including installation, training, repair and maintenance of the equipment and providing technical assistance to the users. All these services result in very high customer satisfaction.

Activities done during Internship

- 1. Market Research and Analysis for Strategic Marketing:** During my internship, I conducted comprehensive market research to assess the company's market penetration and brand awareness among the healthcare providers. This involved contacting various hospitals to gather information on their awareness of Shimadzu Medical India Pvt, Ltd. and its products. I also provided my insights to my supervisors to help them enhance their brand visibility and increase market share in this competitive medical equipment market.
- 2. Medical Education for Non-Medical Personnel:** As a part of my internship, I undertook the study of Cardiovascular and Respiratory systems of the human body along with certain common diseases pertaining to these systems in our body and certain common terminologies used in this line of business. It included gathering educational material and compiling them in concise manner in the form of a PowerPoint presentation so that it is easier to explain to the personnel who are not well versed with the medical field. In order to educate personnel, enabling them to articulate technical information accurately and confidently when interacting with customers.
- 3. Product Knowledge Development:** During the course of my internship, I have also taken part in product training sessions provided by the organization in order to gain a better and thorough understanding of the features, benefits and applications of the equipment provided by the company. This helped me in understanding the nitty gritty of the equipment that are being produced by the company and have a better understanding of the equipment and its different parts.
- 4. Sales Documentation Management:** Assisted in organizing and maintaining electronic and physical sales documents such as contracts, proposals, customer communication records and customer relationship management documents. I also ensured that all the documents were properly filed, categorized and easily accessible to the team to improve efficiency.

Key Learnings during Internship

- 1. Technical Skills Development:** During my internship, I acquired in-depth technical knowledge of Shimadzu's diverse range of medical equipment, including X-ray machines, C-arm systems, fluoroscopes, and cath-lab machines. Through comprehensive training sessions and hands-on experience, I learned about the specifications, functionalities, and clinical applications of these products. This technical expertise enabled me to effectively communicate product features and benefits to healthcare professionals and potential clients, contributing to successful sales engagements.
- 2. Market Analysis and Strategic Insights:** Engaging in market research projects provided me with insights into current prevalence and awareness regarding Shimadzu Medical India Pvt. Ltd. within the medical equipment sector. By synthesizing and presenting data-driven insights to the sales team, I contributed to informed decision-making and strategic planning efforts aimed at maximizing market penetration and revenue growth.
- 3. Soft Skills Enhancement:** Engaging in daily interactions with colleagues, healthcare professionals, and clients allowed me to strengthen essential soft skills such as communication, negotiation, and interpersonal skills. I learned the art of active listening and adapting communication styles to effectively engage with diverse stakeholders. Collaborating with cross-functional teams on projects cultivated my teamwork, adaptability, and problem-solving capabilities, fostering a collaborative work environment conducive to achieving organizational goals.
- 4. Better Data Visualization:** During my internship, I enhanced my proficiency in data visualization tools such as Microsoft Excel for creating charts, graphs, and pivot tables to analyse sales data and trends. I also gained experience in using Microsoft PowerPoint for presenting findings and insights effectively. Additionally, I was introduced to Power BI for more advanced data visualization and interactive dashboard creation,

which improved my ability to interpret and communicate complex data sets in a visually compelling manner.

5. **Professional Growth and Career Reflections:** This internship has been instrumental in shaping my professional growth and has sparked a keen interest in medical devices and equipment industry. The exposure to innovative technologies, impactful healthcare solutions, and collaborative work environment has inspired me to consider returning to this market segment for future employment opportunities.

Conclusion

In conclusion, my internship at Shimadzu Medical India Pvt. Ltd. has been a transformative learning experience that exceeded my expectations. I am grateful for the mentorship, guidance, and opportunities provided by the organization, which have significantly enriched my academic and professional journey. Moving forward, I am eager to apply the knowledge, skills, and insights gained during my internship to contribute effectively to the dynamic and evolving field of healthcare sales and marketing.