

SIP ORG. - FIBROHEAL WOUNDCARE PVT. LTD.
DESIGNATION - PRODUCT MANAGEMENT INTERN
LOCATION - JAIPUR
ORG. MENTOR - BHAGYALAKSHMI H.

FINAL PRESENTATION TOPIC :
“HEALING OUR ANIMAL COMPANIONS - Unveiling Opportunities in the Veterinary Wound Care Market with Fibroheal Solutions.

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STREAM - MBA PM 15
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Brief History

Fibroheal Woundcare Pvt. Ltd., founded in 2017 in Bangalore, specializes in advanced silk protein-based wound care products. The company has grown rapidly, expanding its product portfolio and gaining recognition in the Indian healthcare market. Notable milestones include the launch of their first products in 2018, partnerships with healthcare institutions, and entry into international markets. Fibroheal remains dedicated to innovation and improving patient outcomes in wound care.

Vision

To be the most innovative biotech Indian company that delivers clinical excellence, superior patient outcomes and value-based partnerships.

Mission

To provide advanced wound care products from silk proteins with integrity and excellence. We aim to enhance quality of life by offering superior, accessible, and cost-effective wound care solutions, while remaining humble and socially responsible.

THEORETICAL CONCEPTS

- Sales Process
- Customer Relationship Management (CRM)
- Marketing Collateral
- Competitive Analysis
- Market Segmentation

PRACTICAL APPLICATIONS

Engaging in sales activities(Primary and secondary), such as visiting doctors and promoting products.

Interacting with customers (doctors) and building relationships.

Creating leave-behind leaflets or reminder cards for doctors.

Developing a competitor analysis presentation based on collected data. (Secondary research)

Understanding the target market for wound care products.

Learnings During internship

- Product Knowledge
- Marketing Strategies
- Sales Experience
- Customer Engagement
- Strategic Management
- Presentation Skills
- Organisational Behaviour
- Professional Growth

Brief Description Of Final Presentation

Presentation Overview: Healing Our Animal Companions

- **Unveiling the Veterinary Wound Care Market:**
 - Challenges and Opportunities
 - The Critical Need for Advanced Wound Care
 - Gap Between Companion Animals and Livestock
 - Affordability and Awareness Barriers
- **Fibroheal: A Champion for Animal Healing**
 - Introduction to Fibroheal and its Product Offerings
 - Addressing Wound Care Needs with Innovative Solutions
- **Competitive Landscape:**
 - Key Players in Global and Indian Veterinary Wound Care Market
 - Product Focus: Healing, Prevention, Pain Management, and Function Restoration

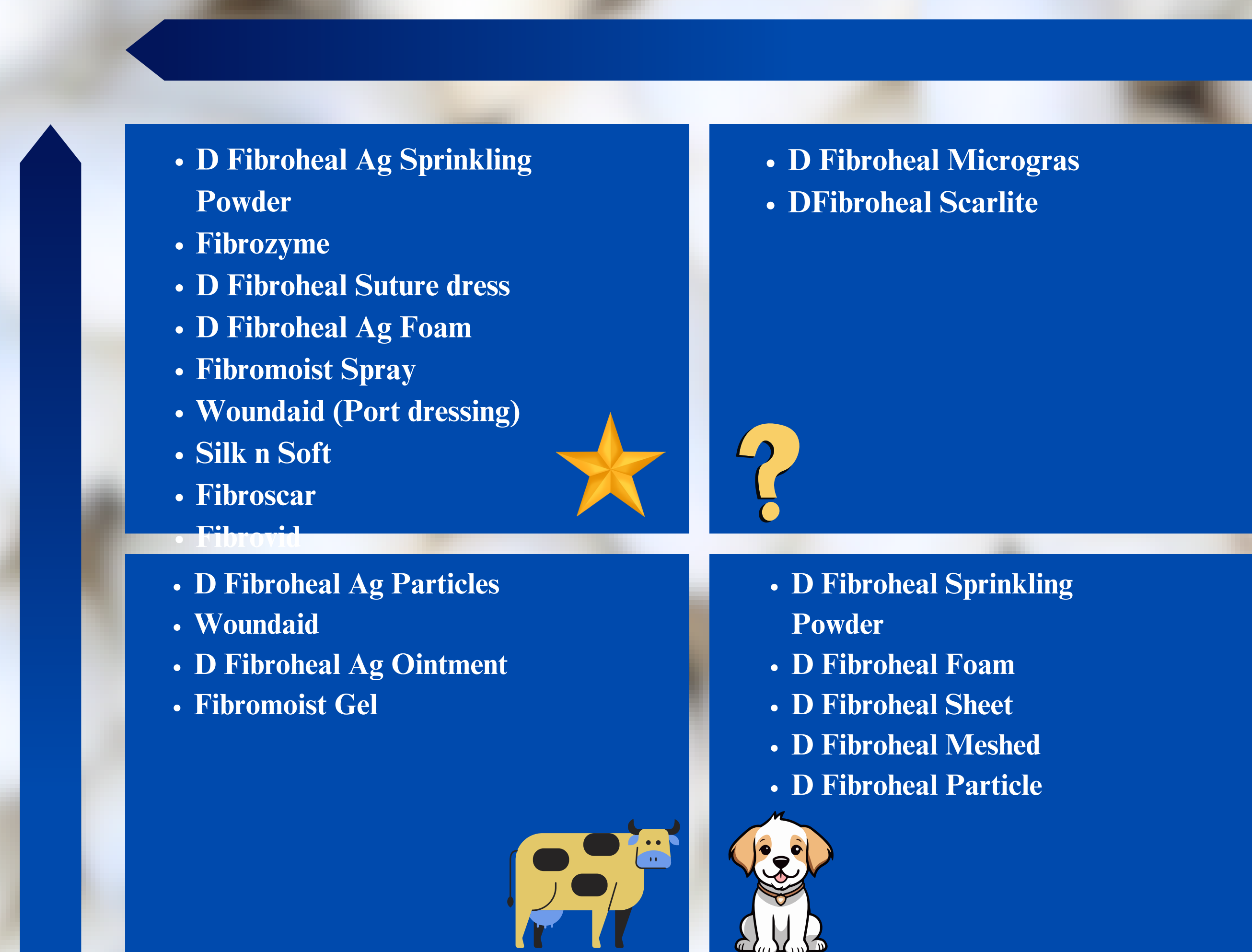


Global Animal Woundcare Market



Indian Animal Woundcare Market

Market is expected to reach ₹118,096.4 crore by 2032, exhibiting a growth rate (CAGR) of 6.51% during 2024-2032



BCG Matrix of Fibroheal Products

Usefulness of Internship

- **Hands-on Experience:** Gained practical experience in product management, sales, and marketing.
- **Skill Development:** Enhanced communication, presentation, negotiation, and strategic thinking skills.
- **Application of Learning:** Applied theoretical knowledge to real-world scenarios.
- **Networking:** Built a valuable network with healthcare professionals.
- **Project Management:** Developed planning, execution, and evaluation skills.
- **Professional Growth:** Addressed real-world challenges and grew professionally.

Challenges Faced during Internship

- **Limited Samples:** Challenges in showcasing products effectively.
- **Supply Chain Issues:** Delays in product delivery impacting sales.
- **Communication Gaps:** Internal and external misunderstandings.
- **Lack of Booklets:** Insufficient product information for customers.
- **Coordination Problems:** Issues in team and partner coordination.
- **Decision-Making:** Need for improved decision-making processes.

SWOT Analysis

Strength

- Silk Fibroin : Natural Biomaterial
- Heals a wound, better and faster than major competitive biomaterial - Collagen
- Silk with Silver - Best for healing
- Exudate absorbing capacity

Weakness

- High Cost Produces
- Less margin (27 to 30% + GST)
- Only dependent on Silk Biomaterial

Opportunity

- Market Expansion: Govt. Institutions and Vet. Hospitals
- Product Diversification with specification (For Vet)
- Strategic Partnerships
- Digital Marketing

Threat

- Competitive Landscape: Established Players or New Entrants
- Economic Uncertainty
- Technological Disruption

Suggestions

- Supply Chain Management
- Stock management Optimisation
- Enhance Marketing Collateral
- Increase Sales Force