

SUMMER INTERNSHIP PROGRAMME

AT

AGAPPE DIAGNOSTICS



From May 13,2024 to July 12,2024

A REPORT BY

Ritik Johari

Master of Business Administration

Hospital and Health Management

2023-25

Under the mentorship of

Dr. Neetu Purohit



ADL/CO/HRD/1121/24-25

12/Jul/2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Ritik Johari** student of IIHMR University, has undergone internship in the **Marketing** department at **Agappe Diagnostics Ltd** from **13/May/2024** to **12/Jul/2024**.

For Agappe Diagnostics Ltd



Vineeth P Mathew
Associate Vice President - HR



AGAPPE DIAGNOSTICS LTD.

ISO 9001:2015 | EN ISO 13485:2016 CERTIFIED COMPANY | CIN : U24239MH1998PLC115413

CORPORATE OFFICE / REAGENT PLANT
Agappe Hills, Pattimattom (PO), Dist. Ernakulam, Kerala - 683 562, India.
Tel: +91 484 286 7000 | Email: agappe@agappe.in

MUMBAI [REGISTERED OFFICE]
401 & 402, 4th Floor, Jaisingh Business Centre, 119, Sahar Road, Parsiwada, Andheri (East), Mumbai - 400 099, India.
Tel: +91 22 4300 8000 | Email: mumbai@agappe.in

EQUIPMENT PLANT
X/588 - CB, Block No. 32, KINFRA Small Industrial Park, Nellikud, Cochin, Kerala, India - 686 669. Tel: +91 484 2867 220.

DELHI OFFICE
DSM - 350 & 350, 3rd Floor, DLF Towers, 15 Shivaji Marg, Moti Nagar, New Delhi - 110 015, India.
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KOLKATA OFFICE
406, Merlin Matrix, Plot No - 10, Block - DN, Sector V, Salt Lake City, Kolkata - 700 091.
Tel: +91 33 4003 0451 | Email: kolkata@agappe.in

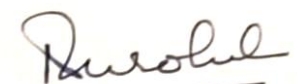
BANGALORE OFFICE
2nd floor, Estroom Arcade, Unit S-3, 26, Race Course Road, Bangalore - 560001. Tel: +91 9303083100.
Email: bangalore@agappe.in

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Ritik Johari** of the academic year 2023-25 of the **Institute of Health Management Research**, has prepared a poster with respect to his summer internship held during May - July 2024

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

Date: 22 July 2024

A handwritten signature in black ink, appearing to read 'Neetu Purohit', written over a horizontal line.

Dr. Neetu Purohit
(Professor)

Agappe, 'Your Best Partner in the Diagnostics' was established in 1995, with the aim of Welfare of Mankind envisioned by our founders. This has been the guiding light which helped to secure the position as one of the world's fastest expanding In-Vitro Diagnostic (IVD) company. Agappe is among the industry leaders in diagnostics, with over a thousand distributors and a sizable share of the global Original Equipment Manufacturer market.

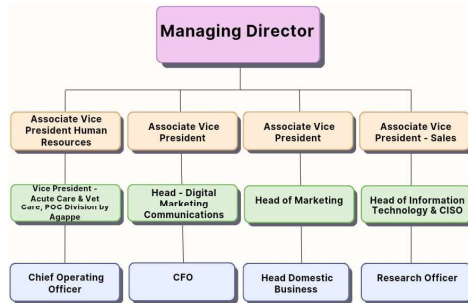
VISION

To become the best partner in the diagnostic sector for the wellbeing of humanity and to establish itself as a leading worldwide In-Vitro diagnostic corporation.

MISSION

To grow and constantly enhance the offerings through an R&D research and development program, as well as to offer the greatest working conditions possible so that the staff members can reach and surpass their full potential and prosper in an exceptional atmosphere.

ORGANIZATIONAL STRUCTURE



SWOT ANALYSIS

STRENGTHS

- Brand Name
- Advance Technology (Unique Channel Shifting Technology).
- Efficient and Faster Result (Within 5 Minutes)
- No Requirement of Manual Calibration (Smart Card Calibration)

WEAKNESS

- Limited Parameters in The Pannel.
- Costly Spare Parts.
- Quality of Service Provided to the Customers.
- Same Promotion Strategies for different segments of customers.
- Cost Per Test (CPT) is Higher

OPPORTUNITIES

- Novel Biomarkers Discovery and validation of new biomarkers for various diseases, leading to the development of novel immunoassays for early detection, prognosis, and therapeutic monitoring.
- With the inception of PMJA-YOJNA, assuring health insurance for under privileged section of the society, thus boosting the diagnostic market and providing the opportunity

THREATS

- Competitors with advance technology
- Wide assay panels of the competitors.
- Better Quality of Services by the competitors to the customer.
- Better digital presence of the competitors.
- Affordable Spare Parts of the equipments.
- CPT of customers is less.

OBJECTIVE

To conduct business potential study and market analysis in order to increase customer acquisition of Mispa i2 and i3 in North India

SPECIFIC OBJECTIVES

- To conduct a competitor analysis
- To provide a suggestion about the average sales that can be achieved according to the installation of equipment.
- To forecast the sale for next quarter

METHODOLOGY

Data Collection

- Through survey forms from the Business Manager of different regions in North India
- Sales data from the distribution team in Delhi Office.

Data Visualization

- Through Data Visualization tools like Excel and Power BI.

Analysis

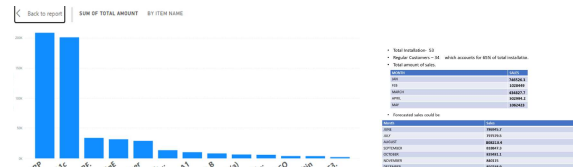
- With the help of various charts and graphs.

INFERENCES

COMPETITOR ANALYSIS

Parameter	Unit	Measuring Range	Parameter	Unit	Measuring Range
ALPHA 1 ACID GLYCOPROTEIN	10 - 250 mg/dL	IGA	0.3-5.10g/L	GENRUI- PA-50	5-300mg/L
ALPHA 2 MACROGLOBULIN	40 - 400 mg/dL	IGA1	1.0-3.50g/L	CRP	5-300mg/L
ALPHA 2 MACROGLOBULIN	95 - 760 mg/dL	IGA2	0.18-4.60G/L	SAA	5-300mg/L
ALP	10 - 1000 IU/mL	C3	0.56-2.70g/L	hsCRP	0.25-20mg/L
ASAT	10 - 1000 IU/mL	C4	0.06-2.70g/L	CCP	5-100IU/ml
CA	10-300mg/dL	CRP	0.09-1.20g/L	RF	3-160 IU/mL
CELESTROXAMIN	5-100mg/dL	LAM	0.85-2.10g/L	ASAT	70-800 IU/mL
CYTIN C	0.1 - 10 mg/dL	TRF	0.5-3.80mg/dL	HbA1C	2-15%
D-DIMER	0.01-15mg/mL	CRP	1.0-152.0 mg/L	cysC	0-8mg/L
FERITIN	1 - 1000 ng/mL	ADP	21.407 IU/ml	mALB	0-20 mg/L
Hemoglobin	1-13g/dL	ANTI CCP	15-2000 IU/ml	D-DIMER	0-20 mg/L
HbA1C	1-13%	D-DIMER	0.24-15.70mg/L	IGA	2-40G/L
IGA	20-630mg/L	uCRP	0.22-10.00mg/L	IgM	0-0.8G/L
IGG	160-1000mg/L	uCRP	60-1200mg/L	IGG	0.05-5G/L
IGM	15-40mg/L	HbA1C	2.86-15.5%	C3	0.04-4.5 G/L
LAMBSA LIGHT CHAIN	40 mg/dL to 400 mg/dL	URINE IGP	4-100mg/L	C4	0.014-2.5 GL
KAPPA LIGHT CHAIN	80 mg/dL to 800 mg/dL	URINE TRF	1-80mg/L		
LDL	5-150mg/dL	ALAM	5-100mg/L		
Microalbumin	0-75mg/L	mALB	9-130mg/L		
Prothrombin	5-1000 IU/mL	CYC	0.4-7.6mg/L		
PT	10-1000 IU/mL	BMG	0.4-13.0 mg/L		

SALES FORECAST



The average sales for Mispa i3 for Jan, Feb, March, April, May- Rs 755044.1

According to the data 34 customers are providing an average sales of Rs 755044.1

If we consider to cover around 80 % percent of our installation the average sale of the reagent could be 92185.61

THEORETICAL EXPOSURE

- Studied about brand management.
- Various aspects of principle of management.
- Various aspect of marketing.
- Learned about the theory of organization behaviour

PRACTICAL EXPOSURE

- Use of different data visualisation software for the sales analysis.
- About the market trends and factors influencing the sales of IVD instrument
- More focused on different organizational factors that affect the marketing and sales

LEARNINGS

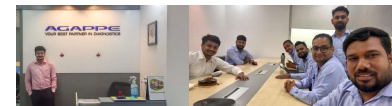
- Learned about the global and Indian market of immunoassay analyser in IVD industries
- Learned about revenue generation from different segments i.e. equipment and reagent
- How various demographic and epidemiological aspect influence the sales in immunoassay analyser market.
- Gained the knowledge about different products in the market.

USEFULNESS

- Developed an acumen for PMT in IVD industries.
- Built a connection with senior leaders of the organization.
- Understood the corporate culture.
- Polishing of communication and personality

CHALLENGES FACED

- Difficulty in gathering data from different departments for the project
- Faced difficulty in availability of industry mentor for the suggestion.



PRESENTED BY - RITIK JOHARI (1797)
 UNIVERSITY MENTOR - DR. NEETU PUROHIT
 ORGANISATION MENTOR - MR. SURYA KANTA NANDA
 COURSE - MBA HOSPITAL AND HEALTH MANAGEMENT

SUMMER INTERNSHIP WEEKLY REPORT

WEEK -1

<u>ORGANIZATION</u>	<u>AGAPPE DIAGNOSTICS</u>
<u>PROJECT/DEPARTMENT</u>	<u>Business Potential Study/PMT</u>
<u>STUDENT NAME</u>	<u>RITIK JOHARI</u>
<u>ENROLLMENT NO</u>	<u>1797</u>
<u>STREAM</u>	<u>MBA HOSPITAL AND HEALTH MANAGEMENT</u>
<u>WEEK NO</u>	<u>1</u>
<u>DURATION</u>	<u>13TH MAY 2024 TO 18th May 2024</u>

Activities Done:

1. Orientation about the company policy and various department
2. Got the briefing about the flagship product MISPA i2 and Mispa i3
3. Researched about market size of the industry
4. Listed down the competitors.

Linking Theory (Classroom Learning) with Practice at Your Organization:

Connected theoretical knowledge about market research acquired in the classroom.

This included the use of business development theory

The theories learnt in organizational behavior helped me to communicate properly with my seniors and colleagues.

Gap Identified in the working area

- Not a proper system of orientation for the intern.

Suggestion for improvement

- Better orientation system should be there.

Plan For The Next Week

- Got the responsibility of developing a brand strategy to increase the revenue from the product in the North Region by analyzing at least 2000 customers by analyzing the sales data.

Signature of the Student: Ritik Johari

Approved by the IIHMR University's Mentor: [Signature]

WEEKLY REPORT-2

<u>ORGANIZATION</u>	<u>AGAPPE DIAGMOSTICS</u>
<u>PROJECT/DEPARTMENT</u>	<u>Business Potential Study/PMT</u>
<u>STUDENT NAME</u>	<u>RITIK JOHARI</u>
<u>ENROLLMENT NO</u>	<u>1797</u>
<u>STREAM</u>	<u>MBA HOSPITAL AND</u> <u>HEALTH MANAGEMENT</u>
<u>WEEK NO</u>	<u>2</u>
<u>DURATION</u>	<u>20TH MAY 2024 TO 25TH</u> <u>MAY 2024</u>

Activities Done:

- **Made the analysis about the market size and trends of the immunoassay market**
- **Searched about the competitors and did the comparison of feature among the competitors**
- **Did the analysis of primary sales of the reagents at north region.**
- **Segmentation of the customers.**

Linking Theory (Classroom Learning) with Practice at Your Organization:

Connected theoretical knowledge about market research acquired in the classroom.

This included the use of business development theory

The theories learnt in organizational behavior helped me to communicate properly with my seniors and colleagues.

Gap Identified in the Working Area

- Less coordination among the PMT and the business managers.

Suggestion for improvement

- Better communication and coordination between PMT and business managers.

Plan For The Next Week

- Making the presentation about the various analysis performed.
- Looking towards acquiring data of the customers in the North Region.

Signature of the Student: Ritik Johari

Approved by the IIHMR University's Mentor: [Signature]

SUMMER INTERNSHIP WEEKLYREPORT

WEEK -3

<u>ORGANIZATION</u>	<u>AGAPPE DIAGMOSTICS</u>
<u>PROJECT/DEPARTMENT</u>	<u>PRODUCT</u> <u>MANAGEMENT/Business</u> <u>Potential Study</u>
<u>STUDENT NAME</u>	<u>RITIK JOHARI</u>
<u>ENROLLMENT NO</u>	<u>1797</u>
<u>STREAM</u>	<u>MBA HOSPITAL AND</u> <u>HEALTH MANAGEMENT</u>
<u>WEEK NO</u>	<u>3</u>
<u>DURATION</u>	<u>27TH MAY 2024 TO 31st May</u>

Activities Done:

1. Analysed and visualize the sales for NORTH Region
2. Market Research about the major competitors.
3. Analysed the pain points of the own product MISPA i2 and MISPA i3
4. Frame the market research questions

Linking Theory (Classroom Learning) with Practice at Your Organization:

Connected theoretical knowledge about market research acquired in the classroom.

This included the use of business development theory

The theories learnt in organizational behavior helped me to communicate properly with my seniors and colleagues.

Gap Identified in the working area

- **Business Managers were not aware about their sales number**

Suggestion for improvement

- **There should be a proper system regarding the sales number.**

Plan For The Next Week

- Analysis of major diagnostics chain in North, Will suggest some area where in we can improve the sales in various state of North.

Signature of the Student: Ritik Johari

Approved by the IIHMR University's Mentor: [Signature]

SUMMER INTERNSHIP WEEKLYREPORT

WEEK -4

<u>ORGANIZATION</u>	<u>AGAPPE DIAGMOSTICS</u>
<u>PROJECT/DEPARTMENT</u>	<u>PRODUCT MANAGEMENT</u>
<u>STUDENT NAME</u>	<u>RITIK JOHARI</u>
<u>ENROLLMENT NO</u>	<u>1797</u>
<u>STREAM</u>	<u>MBA HOSPITAL AND</u> <u>HEALTH MANAGEMENT</u>
<u>WEEK NO</u>	<u>4</u>
<u>DURATION</u>	<u>3rd JUNE 2024 TO 7TH JUNE</u>

Activities Done:

5. Analysed and visualize the sales for NORTH Region
6. Market Research about the major competitors.
7. Analysed the pain points of the own product MISPA i2 and MISPA i3
8. Analyse the number of labs in North India
9. Distribution of labs in North India

Linking Theory (Classroom Learning) with Practice at Your Organization:

Connected theoretical knowledge about market research acquired in the classroom.

This included the use of business development theory

The theories learnt in organizational behavior helped me to communicate properly with my seniors and colleagues.

Gap in the working area

- **There were no brand differentiation for Mispa i2 and Mispa i3**

Suggestion for improvement

- **Better brand differentiation for Mispa i2 and Mispa i3**

Plan For The Next Week

- Analysis of major diagnostics chain in North, Will suggest some area where in we can improve the sales in various state of North.

Signature of the Student: Ritik Johari

Approved by the IIHMR University's Mentor: [Signature]

SUMMER INTERNSHIP WEEKLYREPORT

WEEK -5

<u>ORGANIZATION</u>	<u>AGAPPE DIAGNOSTICS</u>
<u>PROJECT/DEPARTMENT</u>	<u>Business Potential</u>
	<u>Study/PRODUCT</u>
	<u>MANAGEMENT</u>
<u>STUDENT NAME</u>	<u>RITIK JOHARI</u>
<u>ENROLLMENT NO</u>	<u>1797</u>
<u>STREAM</u>	<u>MBA HOSPITAL AND</u>
	<u>HEALTH MANAGEMENT</u>
<u>WEEK NO</u>	<u>5</u>
<u>DURATION</u>	<u>10TH JUNE 2024 TO 14TH</u>
	<u>JUNE</u>

Activities Done:

10. Forecasted the sale for the next year.
11. Analysed the problem with Supply Chain Management.
12. Analysed the marketing strategy of the division.
13. Analyse the number of labs in North India
14. Distribution of labs in North India

Linking Theory (Classroom Learning) with Practice at Your Organization:

Connected theoretical knowledge about market research acquired in the classroom.

This included the use of business development theory, Brand development
The theories learnt in organizational behavior helped me to communicate properly with my seniors and colleagues.

Gap identified in the working area

- Same promotion strategies for different region

Suggestion for improvement.

- Different promotion strategies for different region.

Plan For The Next Week

- Analysis of the pricing strategy for the reagents,
- Suggesting other reagents which can be added to the panel

Signature of the Student: Ritik Johari

Approved by the IIHMR University's Mentor: [Signature]

SUMMER INTERNSHIP WEEKLYREPORT

WEEK -6

<u>ORGANIZATION</u>	<u>AGAPPE DIAGMOSTICS</u>
<u>PROJECT/DEPARTMENT</u>	<u>Business Potential</u>
	<u>Study/PRODUCT</u>
	<u>MANAGEMENT</u>
<u>STUDENT NAME</u>	<u>RITIK JOHARI</u>
<u>ENROLLMENT NO</u>	<u>1797</u>
<u>STREAM</u>	<u>MBA HOSPITAL AND</u>
	<u>HEALTH MANAGEMENT</u>
<u>WEEK NO</u>	<u>6</u>
<u>DURATION</u>	<u>17TH JUNE 2024 TO 21ST</u>
	<u>JUNE</u>

Activities Done:

15. Made a questionnaire for the service team for the survey
16. Analyzed the problem with Service Management Team
17. Analysed the relation with Sales and Service Team
18. Planned out the sales strategy based on the data received by Service Team
19. Distribution of labs in North India

Linking Theory (Classroom Learning) with Practice at Your Organization:

Connected theoretical knowledge about market research acquired in the classroom.

This included the use of business development theory, Brand development
The theories learnt in organizational behavior helped me to communicate properly with my seniors and colleagues.

Gap Identified in the working area

- **Service quality was not up to the mark causing non adherence to the customers**
- Suggestion for improvement**

- **Better service should be provided to the ccustomers.**
- Plan For The Next Week**

- Analysis of the pricing strategy for the reagents,
- Suggesting other reagents which can be added to the pannel

Signature of the Student: Ritik Johari

Approved by the IIHMR University's Mentor: [Signature]

SUMMER INTERNSHIP WEEKLYREPORT

WEEK -7

ORGANIZATION

AGAPPE DIAGMOSTICS

PROJECT/DEPARTMENT

PRODUCT

MANAGEMENT/Busniess

Potential Study

STUDENT NAME

RITIK JOHARI

ENROLLMENT NO

1797

STREAM

MBA HOSPITAL AND

HEALTH MANAGEMENT

WEEK NO

7

DURATION

13TH MAY 2024 TO 13TH

JULY

Activities Done:

20. Suggested the promotion strategy for the Mispa i2 and Mispa i3
21. Suggested the new promotion channel for the products.
22. Forecasted the sales target for the Mispa I series for the next year of North Region.
23. Discussed about the new reagent parameter that could be added in the pannel of the equipment
24. Pricing Strategy for th

Linking Theory (Classroom Learning) with Practice at Your Organization:

Connected theoretical knowledge about market research acquired in the classroom.

This included the use of business development theory, Brand development, Marketing strategies
The theories learnt in organizational behavior helped me to communicate properly with my seniors and colleagues.

Gap Identified

- **Same Promotion Techniques For Different Segments of Customers**
- **Gap In The Distribution Chains**
- **Challenges between the marketing services and sales team**

Suggestion for improvement.

- **There should be better diribution chains**

Plan For The Next Week

- Present the internship study to the Vice President and Marketing Head.
- Meeting With Industry Mentor.

Signature of the Student: Ritik Johari

Approved by the IIHMR University's Mentor: [Signature]

SUMMER INTERNSHIP WEEKLYREPORT

WEEK -8

ORGANIZATION

AGAPPE DIAGMOSTICS

PROJECT/DEPARTMENT

PRODUCT MANAGEMENT

STUDENT NAME

RITIK JOHARI

ENROLLMENT NO

1797

STREAM

MBA HOSPITAL AND

HEALTH MANAGEMENT

WEEK NO

8

DURATION

13TH MAY 2024 TO 13TH

JULY

Activities Done:

25. Visited the CFA for understanding the dynamics of logistics and supply chain.
26. Attended the meeting with the business managers and marketing head of North
27. Strategized the marketing plan for the next quarter.
28. Presented the project ppt to the the Associate VP and Marketing Head

Linking Theory (Classroom Learning) with Practice at Your Organization:

Connected theoretical knowledge about market research acquired in the classroom.

This included the use of business development theory, Brand development, Marketing strategies
The theories learnt in organizational behavior helped me to communicate properly with my seniors and colleagues.

Gap Identified

- **Inventory Issue in The CFA.**
- **Challenges in the Logistics.**

Suggestion for improvement

- **Better Logistics Management.**

Signature of the Student: Ritik Johari

Approved by the IIHMR University's Mentor:

Compiled Report

Name of the Organisation: AGGAPE DIAGNOSTICS LTD

**Area/ Department/ Project of Summer Internship Program:
PRODUCT MANAGEMENT, TAM DIVISION/ BUSINESS
POTENTIAL STUDY**

Name of the Student: Ritik Johari

Roll no: 1797

Stream: Hospital and Health

ACTIVITIES DONE

During the summer internship, I was given the project of conducting the Business Potential Study of North Region for the parent product Mispa i2 and i3.

In this study, I performed following task :

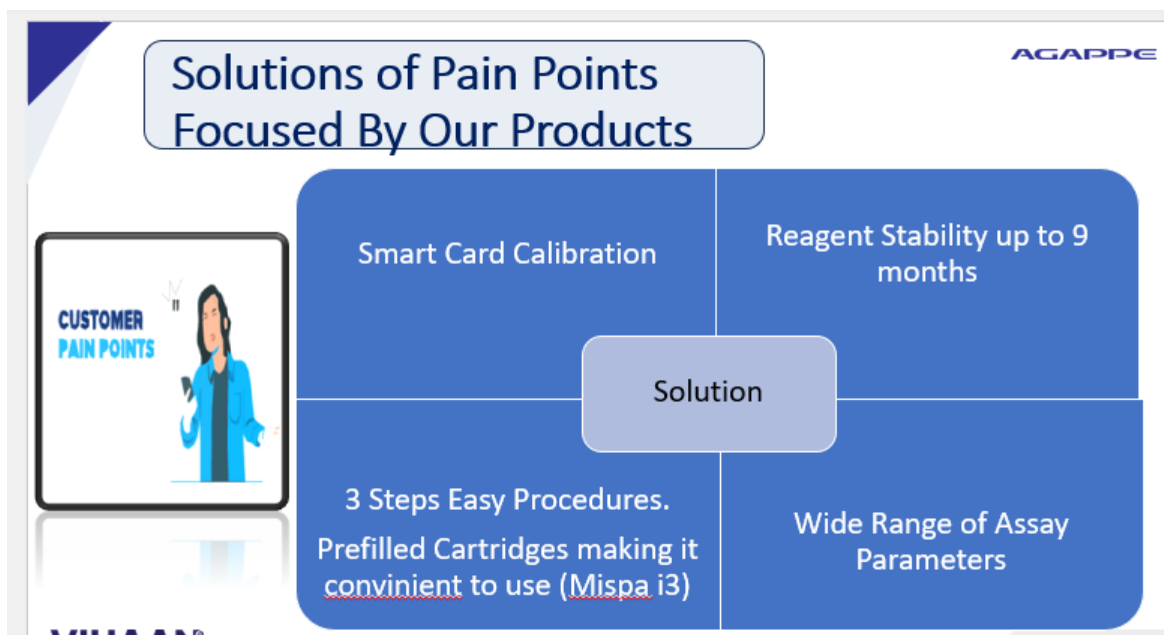
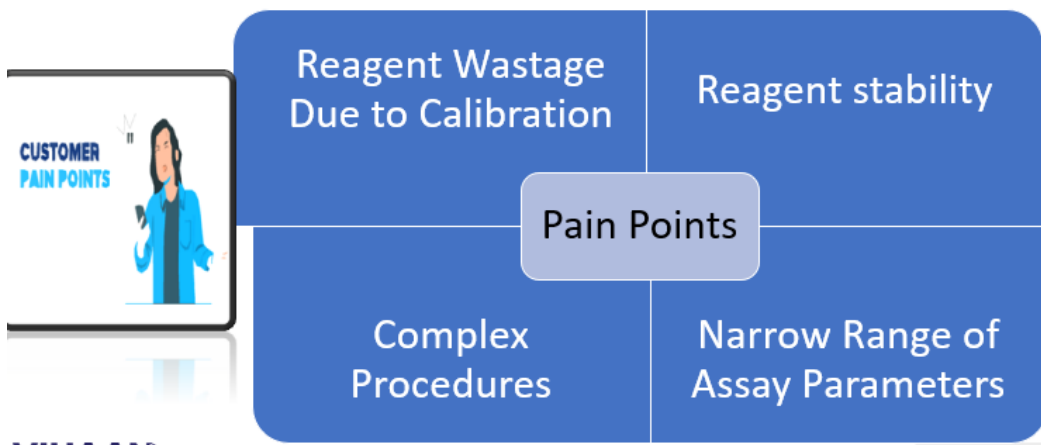
1. Analysed the features of Mispa i2 and Mispa i3

Mispa i2 • Semi automated Specific protein analyser	Mispa i3 • Automated Cartridge Based Protein analyser
Technology – Nephelometry and Photometry	Technology Nephelometry and Turbidimetry
Clinical Management of variety of diseases. Diabetes, cardiovascular disease, inflammation and kidney diseases.	Management of Diabetes Cardiovascular risk Acute renal dysfunction Inflammation, and allergy

USP • Smart card technology • Easy automated calibration • Multiple calibration points	USP • Smart card technology • Prefilled cartridges with • Convenient pack sizes. • Reagent stability upto 9 months and automixing and incubation leading to less operation intervention

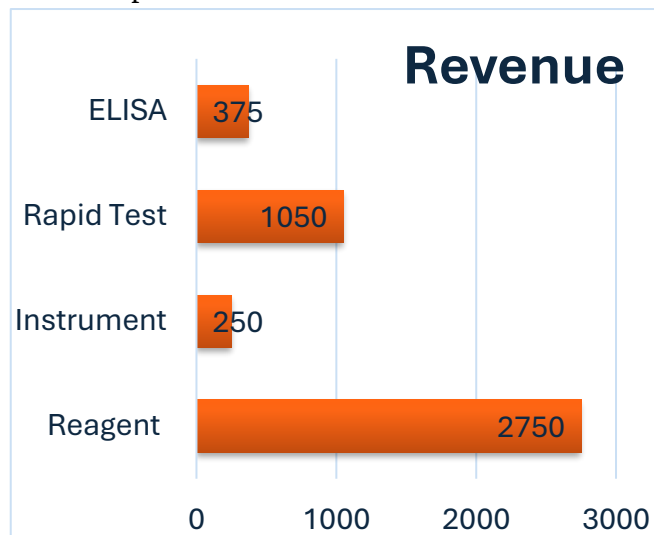
2. Identified the Pain Points of the Customer and Solution provided by our Product.

- Analysed the pain points



3. Researched About The Current Market of Immunoassay Anakyser.

- The global immune assay market is estimated at USD 30.02 billion as per 2022 and is expected to grow at compound annual growth rate (CAGR) of 5.3% from 2023 to 2030
- Among the market, reagent and kit has contributed enjoys the largest market share i.e. 66.1% as there has been a high demand of immunoassay reagent due to growing prevalence of infectious disease, autoimmune disease as well as launching of novel immunoassay kit.
- **Indian Market Analysis**
- Reagents dominate the segment at 2750 crore, with instruments at 250 crore, accounting for the CAGR of 7.8%.
- Reagent and kits contribute to largest market share in immunochemistry market.
- Rapid test market is estimated at 1050 crore and ELISA is estimated at 375 crores as per 2022.



4. Conducted A Competitor Analysis for Mispa i2 and Mispa i3

- Analysed the major competitors with different technology

Company	Products	Technology	Parameters Tested
Vector Biotech	Unicorn Prima	Immunofluorescence	for Vitamin D testing, renal function test, sepsis and inflammation
Beckman Coulter	Access 2 Dxl 600 Dxl 800 Dxl 9000	Chemilumiscence	25 (OH) Vitamin D Total, Ferritin, Myoglobin
BioMerieux	VIDAS, mini VIDAS	ELFA principle	for Vitamin D, PCT, NT-proBNP, Galectin-3, Troponin I, Myoglobin, CK-MB, hCG
Boditech Med	ichroma2 ichroma3	Fluorescence-based Lateral Flow Im	Tn-I Plus CK-MB NT-proBNB D-Dimer Myoglobin PSA Plus AFP AFP Plus CEA CEA Diabetes HbA1c, Vitamin D, PCT, CRP
Goldsite Diagnostics	GPP-100	Nephelometry	CRP, SAA, hsCRP, CCP, RF, ASO, HbA1C, cysC, mALB, D-DIMER, IgA, IgM, IgG, C3, C4
GENRUI	PA50/54	Nephelometry	Dengue NS1, Dengue IgM, Dengue IgG, HbA1c, TSH, T3, T4, Vitamin B12, Vitamin D, PCT and CRP
J.Mintra & Co.	iQuant	Immunofluorescence	

- Analysed the major competitors with same technology

Goldsite GPP-100	Measuring Range	GENRUI- PA-50	Measuring Range
ALPHA 1 ACID GLYCOPROTEIN	10 – 250 mg/dL	CRP	5-300mg/L
ALPHA 1 ANTI TRYPSIN	40 – 400 mg/dL	SAA	5-300mg/L
ALPHA 2 MACROGLOBULIN	95 – 760 mg/dL	hsCRP	0.25-20mg/L
ApoA1	15-300mg/dL	CCP	5-100IU/ml
ApoB	20-330 mg/dL	RF	3-160 IU/mL
ASO	50 – 1000 IU/mL	ASO	20-800 IU/ML
C3	10-300mg/dL	HbA1C	2-15%
C4	3-80mg/dL	cysC	0-8mg/L
CERULOPLASMIN	5-100mg/Dl	mALB	10-220mg/L
CRP	0.5 – 320 mg/L	D-DIMER	0-20 mg/L
Cystatin C	0.1 – 10 mg/L	IgA	2-40G/L
D- DIMER	0.01-15ug/mL	IgM	0.4-8G/L
FERRITIN	1 – 1000 ng/mL	IgG	0.05-5G/L
Hepatoglobulin	15-350mg/dL	C3	0.04-4.5 G/L
HbA1C	3 -13%	C4	0.014-2.5 GL
IgA	20-630mg/L		
IgG	360-3000mg/dL		
IgM	15-400mg/dL		
LAMBDA LIGHT CHAIN	40 mg/dl to 400 mg/dl		
KAPPA LIGHT CHAIN	89 mg/dl to 800 mg/dl		
Lp (a)	1-100mg/dL		
Microalbumin	5-150mg/L		
Prealbumin	9-75mg/L		
IgE	5-1000IU/mL		
RF	10-100IU/mL		

5. Break down of Different Labs in India

- Analysed the pathologies lab in India for predicting the number of customers in North India.
- As per the report of Edelweiss Professional Investor Research

Hospitals	Stand Alone Labs	Diagnostic Labs
37 %	47%	16%



Regional Chains	National Chains
11%	6 %

- As Per Nat Health Org,
- Total Number of Labs in India – 100000-110000
- Based on above data.

Hospitals	37000-40700
Stand Alone Labs	47000- 51700
Daignostic Chains	16000-17600

- If we consider 25 % of the total number of labs is be distributed among four zones (North , South, West and East)
- The expected distribution of various segments of labs in NORTH would be :

Hospitals Labs	9250-10175
Stand Alone Labs	11750-12925
Daignostic Chains	4000-4400
- Regional Chains	2400-2640
- Pan India	1600-1760

6. Conducted The Sales Analysis of Reagents of Mispa i2 and i3 in North Region.

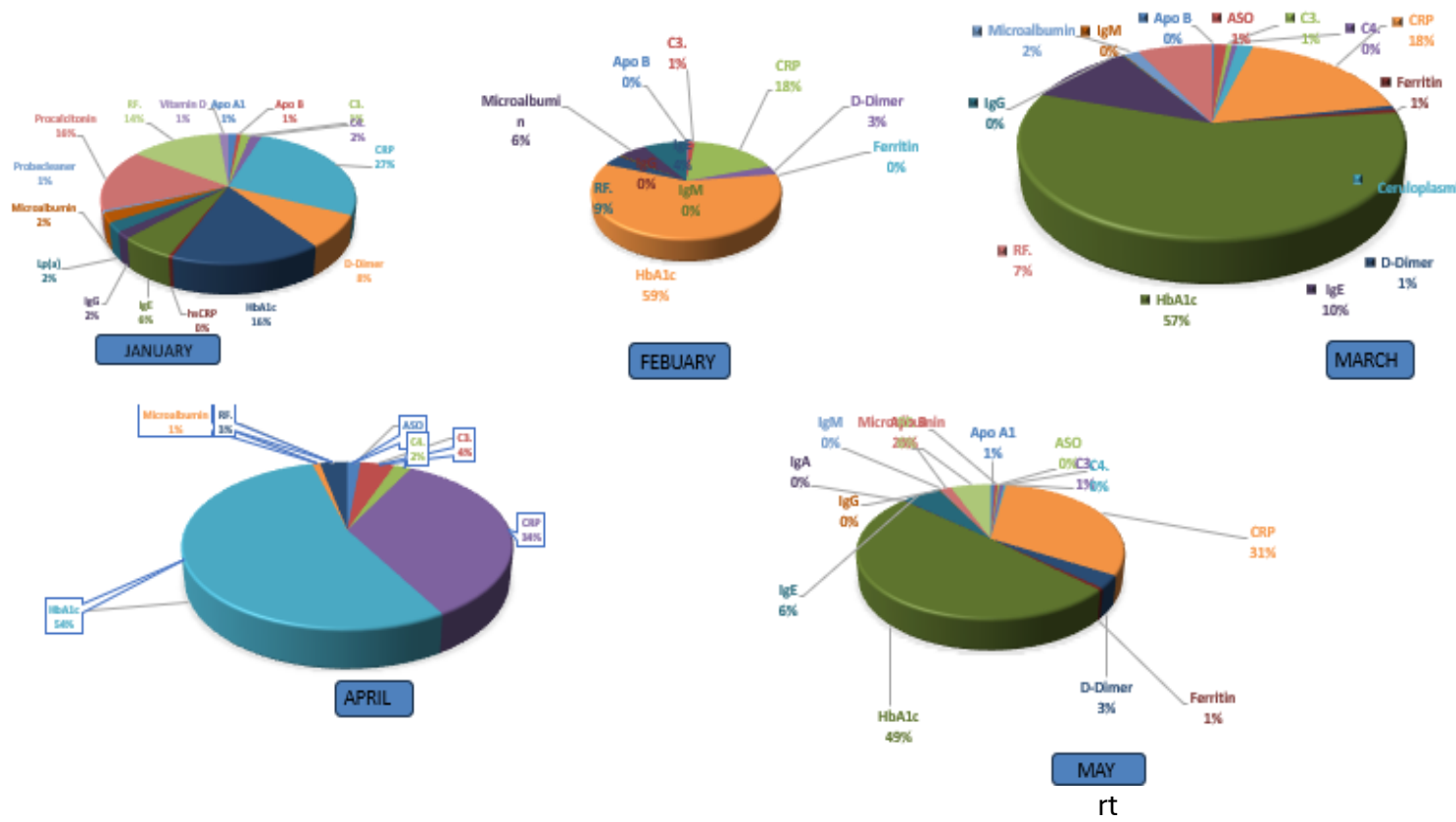
- Analysed the sale of different region of North India
- There were 6 regions in North India

North 1
North 2
North 3
North 4
North 5
North 6

- Analysed the sales of different reagents of equipment Mispa i2 and Mispa i3 for 5 months i.e
Jan, Feb, March, April and May
- Analysed the contribution of different reagent in the sales.
- Analysing contribution of different reagent in the sales North Zone.
Example

NORTH 2

MISPA i3



Sales Analysis Of Mispa i2 for North 2 region.

[Cite your source here.]

Table1: Showing the sale of reagents for NORTH 2 of First 5 months

Item Name	Jan	Feb	March	April	May	TOTAL
Apo A1		9547.17	2387.98	4771.2		16706.35
Apo B		4773.59	4775.97	4771.2	7371.84	21692.6
ASO				5509.18	5669.44	11178.62
C3.		10740.8	3192.54	3068.8	11105.92	28108.06
C4.		12584.88	1556.8	3113.6	11278.4	1603.84
Ceruloplasmin			2374.4			2374.4
CRP		198128	335904	94337.8	244048	340369.1
D-Dimer		58614.08	84352.9	4771.2		89584.32
HbA1c		118442.24	347895.3	115901.4	93623.04	186278.4
hsCRP		3259.2	3355.52	6523.83	2240	2240
IgE		42840	0	4780.16	27751.36	35078.4
IgG		12622.4	1803.2	10822.81	9290.4	
IgM				3092.75	4777.92	0
Kappa Light Chain	-					0
Lambda Light Chain						0
Lp(a)		16940.04		5644.8	2907.52	8722.56
Microalbumin		17696	43392.34	28324.22	25491.2	29164.8
Probecleaner		3704	3659.32	6436.43	3696	10727.36
Procalcitonin		114744	19432	15561.15		73954.72
RF.		101841.6	73566.92	56638.4	64904	212401.3
Vitamin D		10594.58	100800	45145.97		0
Ferritin				4659.2		4659.2
IgA				10953.6	1880.48	3760.96
Hpylori						0
Total		737072.58	1028449	434827.7	502994.2	1006927

7. Forecasted the sales with the total number of installation (customers)

- Compared the sales along with the total number of installation of the equipment.
- Analysed the potential which could be achieved by our sales team.
- This activity was performed for every region in the North.

i.e

Total Installation- 53

Regular Customers – 34 which accounts for 65% of total installation.

Total amount of sales.

MONTH	SALES
JAN	746526.3
FEB	1028449
MARCH	434827.7
APRIL	502994.2
MAY	1062423

Forecasted sales could be

Month	Sales
JUNE	786945.7
JULY	797579.5
AUGUST	808213.4
SEPTEMBER	818847.3
OCTOBER	829481.1
NOVEMBER	840115
DECEMBER	850748.9

- The average sales for Mispa i3 for Jan, Feb, March, April, May- Rs **755044.1**
- According to the data 34 customers are providing an average sales of Rs **755044.1**
- If we consider to cover around 80 % percent of our installation- the average sale of the reagent could be **92185.61**

8. Suggested the promotion techniques for different regions of North

- Based on the sales analysis, Suggested different promotion strategies for different regions of north. i.e
 - Total Sales Of Reagents- 37,10,271
- Maximum Sales is for HbA1C ,CRP and RF
 - The reagent with minimum sales are :

Ceruloplasmin

Ferritin

- Among The Special Parameters

H Pylori has not be sold as of yet

Promotion Strategies That Can Be Implemented :

1. Targeting the customers with optimum sample load according to pack size.
2. Promting H Pylori to the gastroenterologist is not enough.
3. It can be also promoted to the oncologist for the detection of stomach cancer.
4. Promotion should be done by leveraging the social media platforms
5. Sales Executive need to analyse the number of test of specific protein that are being analysed in the lab.

9. Suggestion to increase the market share

- Provide the suggestion to increase the mrket share for our equipment.
- Some of the suggestion were:-

1. Brand Visibility	• We can increase the brand visibility by making the
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	customer aware about our product by participating in exhibitions one of which is INDIA LAB EXPO. • Search Engine Optimisation • Email Marketing
2. More Installation of Mispa i3	• The number of installation of Mispa i3 in NORTH is 252 which is quite less as compared to number of labs in North India which is assumed to about 4400 (Diagnostic Chains) and around 10175 (Hospital Labs)
3. Revision of Parameters in the assay pannel	• Certain Parameters are not in trend and the parameters movement are really rare, We can halt the production of these parameters which can help in reducing the cost. 1.AAG 2. AAT 3.Prealbumin 4. Alpha 2 Macroglobumin
4. Addition of New Parameters	• There are certain parameters present in the pannel of the customers that can be added to the Mispa i2 and Mispa i3. 1. Bhcg 2. PSA

	3. PEA 4. TRF 5. Anti - CCP
5. Better Service to the customers	- According to the data received through the Business Managers. - The main reason for the customer non adherence to Mispa i2 and Mispa i3 was after sale service. - We can improve the quality of service for our customers.: 1. Timely Installation 2. Timely Repair of Installation 3. Regular follow up to the customer

Linking Theory (Classroom Learning) with Practice at Your Organization.

1. Theory related to Organization Behaviour.

- Helped me in understanding the behaviour of the colleagues, how to communicate with them,

2. Porter's 5 Forces

- Helped me in the doing the competitor's analysis for understanding the role of 5 forces shaping the competitive environment.

1. Threat of new entrants
2. Threats of substitute
3. Bargaining power of customer
4. Bargaining power of suppliers
5. Industry Rivalry

3. SWOT Analysis

- Helped in analysis of the current aspects of the organization.
- Helped in analysing the external and internal factors shaping the organization,

4. STP

- Theory related to STP helped in analysing the current customers and promotion strategies for different customers and area

- Helped in analysing the positioning of the brand.

Gaps Identified in the working area

1. There was less communication with the departments that complement each other.
 - Less communication between marketing services team and the sales team.
2. Inventory Management
 - Stocks were not according to the demand of the customers
3. Quality of service
 - There was huge gap in the service provided to the customers.
4. Distribution and Supply Chain
 - There were issues in supply of reagents on time to the customer which was causing huge adherence issues for the customer.

Suggestion for the improvement

1. **Better communication with the complementary departments**
 - For the smooth functioning of sales team, a better communication among the service team, sales team and marketing service team.
2. **Better management of inventory.**
 - There should be a system of inventory management according to the quantity of reagent flow in different regions.
3. **Timely installation of equipments in the labs.**
 - There should be timely installation of equipments in the labs which could ensure the customer adherence to the organization.
4. **Better Quality of Services**
 - The service should be of high quality and the price of spare parts.
 - AMC should be affordable

Signature of the Student:

Approved by Mentor :

