

Internship report Submitted to



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of

Master of Business Administration (MBA)

in

Hospital and Health Management/Pharmaceutical
Management/Development Management

by

Dr. Srishte Saraf

Under the Supervision and Guidance of

Dr. P. R. Sodani (President, IIHMR University)

Purpose of the internship-

The hands-on work experience interns and employees receive is invaluable and cannot be obtained in a classroom setting, making this one of the most important benefits of internships. I had the opportunity to apply acquired knowledge to real work experiences, witnessing first-hand the day-to-day job duties that expect to encounter in the chosen field. In addition to learning the specialized skills of a particular field, transferable skills such as communication, teamwork, and computer proficiency are also obtained in an internship, fully preparing to enter the workforce upon graduation. Exploring is an important part of the college experience, and internships are a great way for us to acquaint with the field we are interested in. At an internship, I can learn what the roles and responsibilities of a particular career are from people working in the field. What sort of projects do we work on? What skills and knowledge do we need to perform this job? An internship can be a real confidence builder for a student. Being successful in the real world can inspire me to work harder at school, and be more willing to take on challenges or be outside of the comfort zone.

I worked as an employee in sales as a Territory Sales Executive at Fresenius Medical Care. The purpose of this report is to provide a comprehensive overview of my internship experience, including the tasks assigned to me, the skills developed, and the contributions made to the Sales Department.

Internship Objectives-

During my internship, the primary objectives were to:

- a) Gain practical experience in Sales activities.
- b) Understand the company's target market and customer segments.
- c) Contribute to the development of marketing and sales strategies and campaigns.

d) Support the sales team in achieving their targets.

About organization-

Fresenius Medical Care offers products and services along the entire dialysis value chain from a single source. We care for more than 332,000 patients in our global network of roughly 4,000 dialysis clinics. At the same time, we operate around 40 production sites on all continents, to provide dialysis products such as dialysis machines, dialyzers and related disposables.

Fresenius Medical Care aims to further consolidate its expertise and to use this competence as a basis for sustainable profitable growth. We aim to continuously improve our patients' quality of life by offering them high-quality products as well as innovative technologies and treatment concepts.

Fresenius Medical Care's corporate headquarters is in Bad Homburg v. d. Höhe, Germany. The North American regional offices are in Waltham, Massachusetts, the Asian-Pacific regional offices are located in Hong Kong and the South American regional offices are in Rio de Janeiro, Brazil.

Mission Statement:

We provide the best possible care. Sustainably in diverse healthcare systems. For a growing number of patients around the world. Fresenius Medical Care achieves optimal sustainable clinical, quality and technological standards in patient care through our commitment to developing innovative products and therapies.

Our Vision:

Our vision, mission and core values provide a clear framework and guidance for the behaviour and actions of our diverse workforce all around the world.

Key objective of the company:-

At Fresenius, **we are at the heart of healthcare**. We offer system-critical products and services for therapies of care for critically and chronically ill patients. We continuously improve the quality and efficiency of healthcare, giving a growing number of people access to world-class therapies. We are always looking for even better solutions and thus contribute to medical progress.

Advancing patient care:-

The health and well-being of patients is Fresenius top priority. We have been saving and improving the lives of critically and chronically ill people for more than 100 years.

Our goal is to expand Fresenius' position as a leading global provider of therapies for critically and chronically ill people. At the same time, we want to grow profitably and use our capital efficiently, in order to create value for our stakeholders and enable us to continue investing in better medicine.

RESET: As a first step of this journey, we simplified our group structure, optimized our financial management system, and created change momentum across the organization.

REVITALIZE: Now we want to gear up for continuous portfolio optimization and the pursuit of growth verticals.

REJUVENATE: At this stage we will make use of value-generating growth verticals to reinforce and expand our platforms.

REIMAGINE: Our further enhanced capabilities will allow us to actively shape the future of healthcare in the REIMAGINE phase. Innovation and Technological Advancement: We will continuously explore new technologies and innovations to enhance the digital

reading experience. By leveraging emerging technologies such as augmented reality, interactive features, and intelligent algorithms, we aim to create an immersive and interactive reading environment.

Fresenius Medical Care is the world's leading provider of products and services for individuals with renal diseases of which around 4.1 million patients worldwide regularly undergo dialysis treatment. Dialysis is a vital blood cleansing procedure that substitutes the function of the kidneys in case of kidney failure.

Seamless Accessibility: Our goal is to make digital reading accessible to everyone, regardless of their device or location. Through cross-platform compatibility and offline reading capabilities, we will ensure that users can enjoy their reading materials anytime and anywhere.

Services provided by the company-

- **Dialysis machines**

1. 4008S

2. 5008S

- **Reverse osmosis systems**

1. Water treatment plant

- **Dialyzers**

- 1) Low flux

- 2) High flux

- 3) Ultra-high flux

- **Dialysate solution**
- CRRT machines
 - 1) MFT
 - 2) MFT Pro
- **Paediatric dialysers**

Internship Activities and Achievements

Throughout my internship, I was fortunate to be involved in various activities that allowed me to gain hands-on experience and contribute to the Department. The key tasks and achievements during my internship are outlined below:

a) Market Research: I conducted extensive market research to identify potential customer segments and understand their needs and preferences. This research included competitor analysis, market trends, and customer surveys.

b) Lead Generation: I actively participated in lead generation activities by utilizing online platforms, industry events, and networking opportunities. I successfully generated a significant number of leads, which contributed to the sales pipeline.

Collected a revenue of 1.2 Cr for the company

c) Sales Support: I worked closely with the sales team, providing assistance in preparing sales presentations, product demonstrations, and proposals for potential clients. I also attended client meetings and gained insights into the sales process.

d) Marketing Campaigns: I collaborated with the marketing team in creating and executing marketing campaigns. This involved content

creation, social media management, and tracking campaign performance metrics.

e) Data Analysis: I collected and analysed sales and marketing data using various tools such as Excel and TDMS software. I presented key findings to the team, which helped in identifying areas for improvement and informed strategic decision-making.

Skills Developed during this internship-

During my internship, I had the opportunity to enhance several essential skills that are valuable in the field of sales and marketing. These skills include:

a) Communication: I improved my communication skills through client interactions, presentations, and written reports. This enabled me to effectively convey ideas and build professional relationships.

b) Market Research: I gained proficiency in conducting market research, analysing data, and interpreting trends and insights. This skill will enable me to make informed business decisions in the future.

c) Teamwork: Working alongside experienced professionals allowed me to develop strong teamwork and collaboration skills. I learned to contribute effectively in a team setting and adapt to different working styles.

d) Time Management: Managing multiple tasks and deadlines improved my ability to prioritize and organize my work efficiently. I learned to meet deadlines without compromising on quality.

Conclusion

My internship experience **Fresenius Medical Care India Pvt. Limited** has been invaluable in terms of professional growth and personal development. I am grateful for the opportunities provided and the guidance received from the Sales and Clinical Department along with my Technical Department.

I would like to express my heartfelt appreciation to the entire team for their support and mentorship throughout my internship