

HISTORY AND DESCRIPTION

Adeh Care Facilities Private Limited (ACFPL) is a Private Limited Indian Non-Government Company incorporated in India on 18 June 2021. Its registered office is in Raebareli, Uttar Pradesh, India. Adeh Care Facilities Pvt. Ltd. is a leading diagnostic center specializing in pathology services, dedicated to providing accurate and timely medical diagnostics. Their state-of-the-art facilities and experienced professionals ensure high-quality healthcare solutions tailored to meet the needs of our patients and healthcare partners.

MISSION

Committed to provide the best diagnostic services at the most affordable price with comprehensive range of medical and technological services to the patients in order to help them live a healthy and happy life.

VISION

"To offers its patients the latest medical and technological innovations in diagnostic services"

Name – Ashok
Roll no. 1691
Faculty mentor – Dr. Alok Mathur
Department of internship - Marketing

STRENGTH
Reputation and trust
Quality of service
Experienced Staff

WEAKNESS
Limited brand awareness
Lack of online presence
Limited hours of operation

SWOT ANALYSIS

OPPORTUNITIES
Expansion of services
Digital marketing
Technological advancement

THREATS
Competition
Regulatory changes
Rising healthcare cost

THEORATICAL

- Learned the same theoretically in classroom.

PRACTICAL

- Problem-Solving
- Organisation Understanding
- Team work

LEARNINGS DURING INTERNSHIP

- Learned effective communication and counselling
- Learned working under stress along with team collaboration
- Learned to work with diverse group of people.

USEFULLNESS OF INTERNSHIP

- Help in learning skills like teamwork, effective communication and decision making
- Personal growth and understanding own strength and weakness.
- Patient interaction and handling

CHALLENGES FACED DURING INTERNSHIP

- Balancing multiple tasks and deadlines, often without a clear sense of priority.
- Building professional relationships in a new environment.
- Staying motivated during repetitive or less engaging tasks.

SUGGESTION FOR IMPROVEMENT

- Sufficient manpower should be needed for effective hospital operations
- Enhance communication between different stakeholders
- Conduct regular patient satisfaction surveys to identify areas of improvement.

ORGANISATION STRUCTURE

