

Synopsis

The dissertation presents a detailed account of an internship undertaken at Leader Biomedical India, a medical device company specializing in orthopaedics and biomaterials. The primary objective of the internship was to gain hands-on experience in project management within a healthcare enterprise. Over the three-month period (March–June 2025), the intern engaged in regulatory documentation for the Turkish market, market research on biomaterials and sterilization, and business development through customer outreach and event planning.

Key highlights include:

- Execution of product registration follow-ups and compliance tracking.
- Strategic market research on Indian biomaterials and sterilization equipment markets.
- Competitive benchmarking against major players like Stryker and Zimmer Biomet.
- Creation of marketing content aligned with SEO practices.
- Development of lead generation strategies and distributor engagement plans.

The report concludes with a SWOT analysis of Leader Biomedical and reflects on the skills gained, such as time management, regulatory understanding, and strategic planning. The internship ultimately contributed to both the intern's professional growth and the company's operational goals, especially in expanding its presence in underserved markets.