

Internship Report

1. Acknowledgment

I would like to express my sincere gratitude to **Western Trading Company** for giving me the opportunity to undertake my internship and carry out a live project on the “*Comparative Study of Laparoscopic Camera Systems: Aesculap vs Competitors.*” The experience was enriching, insightful, and instrumental in bridging the gap between academic learning and professional application.

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Last but not least, I am deeply thankful to my family and friends for their constant motivation and encouragement during this internship period.

2. Introduction

This report outlines the key experiences and insights gained during a 3-month internship at **Western Trading Company**, a distributor of advanced medical devices and laparoscopic equipment. The internship was an integral part of the MBA (Pharmaceutical Management) program at IIHMR University, Jaipur, and aimed to bridge academic knowledge with real-world applications in the healthcare industry.

3. Objectives of the Internship

- To gain practical exposure to the operations of a medical device distribution company.
- To understand the market positioning and competitive analysis of laparoscopic camera systems.
- To interact with healthcare professionals and gather primary feedback on device performance.
- To develop analytical skills through real-time data collection and report compilation.
- To contribute to a strategic comparative study between Aesculap and its market competitors.

4. Organization Profile

Western Trading Company is a leading distributor of high-quality medical and surgical equipment, with a special focus on endoscopic and laparoscopic systems. The organization represents prominent

global brands and supports healthcare institutions across India with technologically advanced products, expert service support, and clinical training.

- **Industry:** Medical Device Distribution
- **Founded:** 1995
- **Key Products:** Laparoscopic camera systems, surgical instruments, endoscopic towers
- **Clients:** Hospitals, diagnostic centers, surgical clinics, government tenders

5. Services Provided by the Organization

- Distribution of surgical and diagnostic medical equipment
- Product demonstration and clinical training
- After-sales support and technical service
- Marketing and promotion of imported medical technologies
- Regulatory support and compliance documentation

6. Key Activities Undertaken

During the internship, the following key activities were performed:

- Conducted comparative analysis of Aesculap vs. competitors (Stryker, Olympus, Karl Storz, Richard Wolf)
- Participated in field visits for product demonstrations in hospitals and clinics
- Collected feedback from surgeons and biomedical engineers through structured surveys and interviews
- Reviewed technical literature, product brochures, and specifications
- Analyzed survey data and developed perception metrics (image quality, ease of use, value for money)
- Drafted the final dissertation report with findings, discussions, and strategic recommendations

7. Key Learnings from the Internship

- **Market Insight:** Gained a thorough understanding of the laparoscopic equipment market and key buying factors in hospitals.
- **Technical Knowledge:** Improved knowledge of camera system features like image resolution, light sensitivity, and ergonomics.
- **Communication Skills:** Developed strong interpersonal and professional communication skills through interviews and client interactions.
- **Analytical Thinking:** Enhanced data interpretation skills through comparative analysis and survey-based research.

- **Customer Perspective:** Understood the importance of post-sales support and training in building brand loyalty in medical devices.

8. Conclusion

The internship at **Western Trading Company** from **March 10, 2025, to May 31, 2025**, provided valuable hands-on experience in the fast-evolving medical device industry, particularly within the segment of laparoscopic surgical equipment. Through active involvement in market research, field demonstrations, and customer feedback collection, I gained comprehensive exposure to both the technical and commercial aspects of medical technology distribution.

The core project—“*Comparative Study of Laparoscopic Camera Systems: Aesculap vs Competitors*”—allowed me to apply academic knowledge in a real-world setting. It deepened my understanding of competitive positioning, product value analysis, and stakeholder perceptions in a B2B healthcare environment. Furthermore, the internship emphasized the importance of customer relationship management, after-sales support, and continuous innovation in building a sustainable business in the medical device sector.

Overall, this experience has significantly contributed to my professional development. It has strengthened my analytical, communication, and problem-solving skills, and affirmed my interest in pursuing a career in healthcare technology and strategic management. The internship served as a critical stepping stone in transforming theoretical knowledge into practical capabilities, preparing me for future roles in the pharmaceutical and medical device industries.