

About Organization:- Miduty is an Indian nutraceutical company focused on health and wellness products. They offer a range of dietary supplements, including those for hair, skin, and overall well-being, blending natural ingredients with scientific knowledge. Miduty emphasizes personalized health consultations, aiming to understand individual needs and recommend suitable products and lifestyle adjustments.

Our Products:- Hair, Skin, Nails, Gut Health, Immunity, Others etc

Top Selling Products:- Liver Detox ,Vit B12 &Folate, Magnesium Relax.

Vision:- To become India's most trusted and innovative wellness brand, empowering individuals with premium, science-backed supplements that enhance daily health and holistic well-being—globally.

Mission:-At Miduty, our mission is to deliver superior quality nutraceuticals that are 16x more effective than conventional supplements, by leveraging patented formulations and deep customer insights.

Project Description:-Worked with medical reps to understand how they talk to customers and promote products. Learned SEO basics to help the brand show up better on Google. Helped run online ads and checked what worked best.

Organization Structure



Theory vs Practical

Theory	Practical
Segmenting & Targeting	Explained benefits to customer
Product Positioning	Used visuals, talks, and brochures in real time

Strengths

1. High-quality supplements and unique formulations.
2. Good customer feedback from sample trials.
3. Direct interaction with store visitors for insights.

Weakness

1. Low brand recognition among walk-in customers.
2. Customers unwilling to switch from familiar brands.
3. Some customers found prices high.

Opportunity

1. Expanding through offline tie-ups with new stores.
2. Collaboration with MRs to reach doctors.
3. Targeting wellness-conscious consumers.

Threats

1. Intense competition from Tata 1mg, Health Kart, etc.
2. Strong loyalty towards competitor brands.
3. Online preference making store visits rare.

Suggestions:-

1. Organize training sessions for store staff to explain product benefits clearly.
2. Offer introductory discounts or samples to gain customer trust.
3. Use posters or mini-displays inside the store to attract attention
4. Target open-minded retailers who are willing to support new brands.
5. Use creative ideas like dosage charts, mini calendars, and product booklets for doctors.

Challenges faced during SIP :-

1. Most customers only followed doctors' prescriptions, not open to suggestions.
2. Tough competition from well-known brands with more visibility and trust.
3. Limited offline presence many people were unaware of the Midutys Brand.
4. Some shops only promoted their own brands.
5. Many people preferred to shop online and didn't visit the store.

TOWS Matrix

	Opportunities (O)	Threats (T)
Strengths (S)	S-O Strategies 1. Use strong product knowledge.	S-T Strategies 1. Build Customer Trust
Weakness (W)	W-O Strategies 1. Run campaign for customers	W-T Strategies 1. Offer rewards points to customers



Name:- Shegokar Kshitij Narendra
Roll No:- 0708
Batch:- MBA-PM-16
Mentor:- Dr. Sudhinder Singh Chowhan

Major Learnings during Internship:-

1. Product knowledge and polite communication go a long way.
2. Listening to customer needs first is more effective than just pushing a sale.
3. Visuals (like packaging, display boards) have a big impact.
4. Doctor trust and prescription-based purchase dominates decision making.