

INDUSTRY PROFILE

HISTORY

Medorah Meditek Pvt. Ltd., founded in **2016**, is an Indian medical device company specializing in minimally invasive products for **gastroenterology, urology, and pulmonary care**. It is known for its endoscopic consumables such as **biopsy forceps, polypectomy snares, hemostatic clips, and dilators**.

VISION

Empower healthcare by providing innovative, affordable, and high-quality medical devices, thereby improving patient care and accessibility across India and emerging markets.

MISSION

To develop and deliver reliable, high-quality, and affordable medical devices through innovation, enhancing accessibility and patient outcomes in minimally invasive care.

ORGANOGRAM



LEARNING & VALUE ADDITION

DIFFERENCE BETWEEN PRACTICAL EXPOSURE & THEORETICAL UNDERSTANDING

Practical Exposure	Theoretical understanding
Market Research	Marketing theory
Survey design	Research methodologies
Data analysis	Statistical techniques
Presentation skills	Communication skills

SWOT ANALYSIS

STRENGTH

- Strong brand loyalty (Olympus) and trusted performance.
- Valued features: torque control, angle adjustment, imaging quality.
- Quick learning curve (2–12 weeks).
- Openness to AI integration.

WEAKNESS

- High cost (₹25 - 45 lakhs) limits accessibility.
- Low awareness of leasing/rental models.
- Limited patient education tools.
- Technician-driven procedures and outdated equipment in use.

OPPORTUNITIES

- Rising demand for AI-enabled and disposable scopes.
- Flexible pricing (EMI/leasing) can boost adoption.
- Custom video-based counseling can aid patient conversion.
- Expansion in Tier-2 cities and tech upgrades in private hospitals.

THREATS

- Cost sensitivity and tight public hospital budgets.
- Resistance to change and lack of structured training.
- Low awareness of advanced features among technicians.
- Increasing competition from global brands.

CHALLENGES FACED DURING INTERNSHIP

- Improving Data Interpretation:** I realized the importance of strengthening my ability to analyze data effectively and extract meaningful insights.
- Boosting Confidence in Communication:** I'm working on becoming more confident and clear while presenting my findings to others.
- Time Management:** Managing interviews and research activities within a tight schedule was a challenge I aim to improve on.
- Reducing Manual Errors:** I faced a few setbacks due to manual data entry mistakes, highlighting the need for more efficient data handling methods.

LEARNINGS DURING THE INTERNSHIP

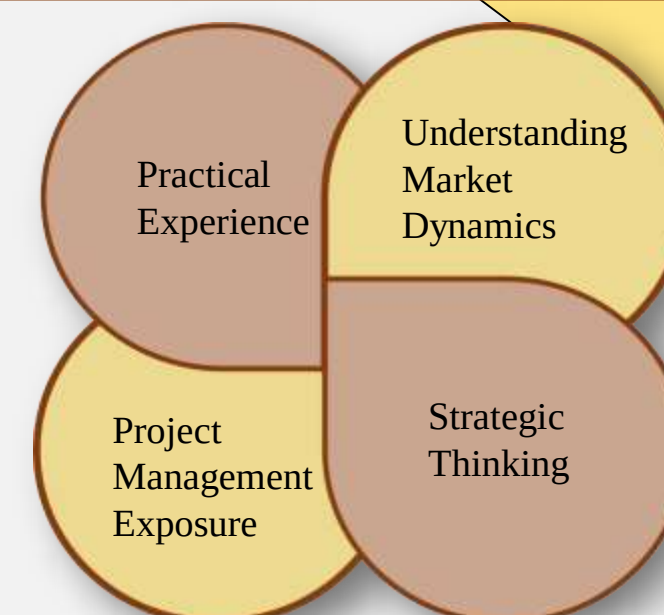
Market Research Techniques

Data Analysis Proficiency

Survey Design Skills

Feedback Utilization

USEFULNESS OF THE INTERNSHIP



SUGGESTIONS

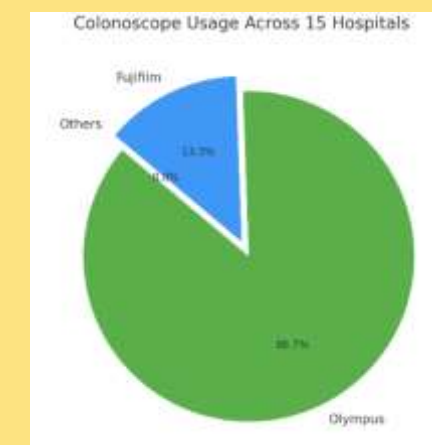
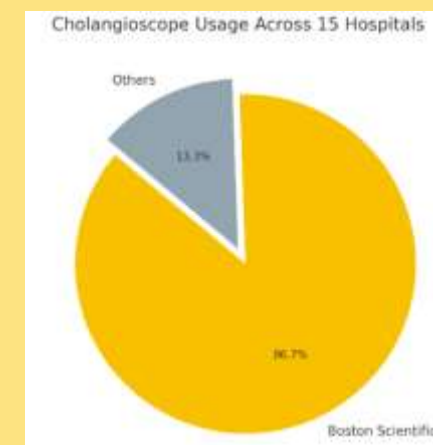
Providing transportation assistance

Scheduling regular team meeting

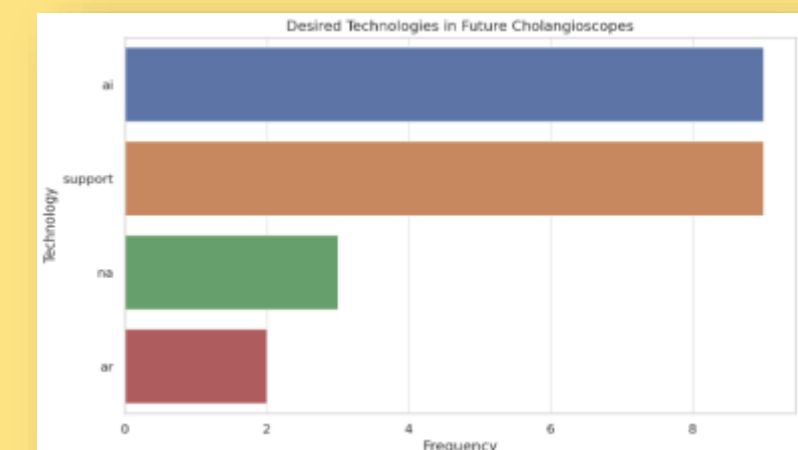
Organize networking events

suggestion channels for feedbacks

COMPETITOR ANALYSIS



Advanced technologies expected in future



Top Features Valued by Doctors

