

Strategic Marketing Internship at Miduty – Integrating Field, Feedback & Digital Insights

ABOUT THE ORGANIZATION

Miduty is a leading Indian nutraceutical brand offering science-backed supplements that blend nature and wellness. Its key products—like Liver Detox, B12 & Folate, and Omega Krill Complex—support immunity, digestion, and hormonal balance. Miduty operates across major e-commerce platforms and retail channels, promoting holistic health for the modern lifestyle.

MISSION

To deliver high-quality, research-backed nutraceuticals that support immunity, digestion, and overall vitality through both digital and retail platforms.

VISION

To become the most trusted name in preventive wellness by combining nature and science to improve everyday health.

OBJECTIVE

To gain hands-on experience in marketing, sales, and customer strategy within the nutraceutical industry through fieldwork, feedback analysis, and digital engagement.

LEARNINGS DURING INTERNSHIP

- Implement **regular training** for retail and MR teams.
- Use **CRM tools** for tracking MR–doctor follow-ups.
- Ensure **consistent branding** across online and offline platforms.

Organization Structure



CHALLENGE FACED

- Low product visibility** at retail stores.
- Brand unawareness** among local distributors.
- Inconsistent staff training** and digital content standards.

Fig:1 Quarterly Sales Trend (FY 2024-2025)

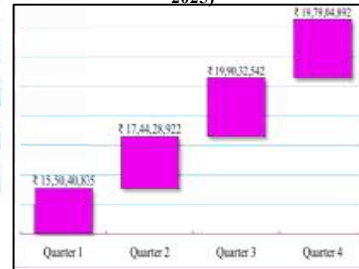
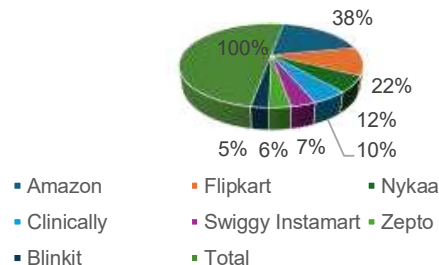


Fig: 2 June Marketplace Split ((₹3.18cr)

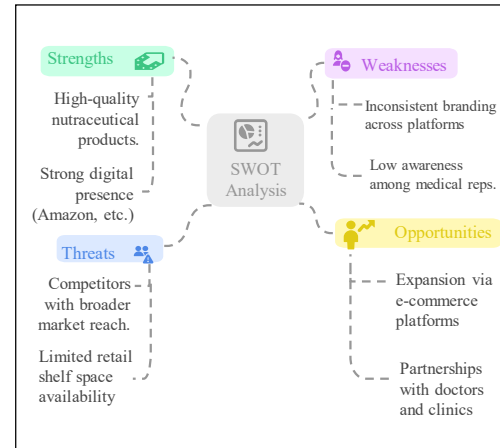


SUGGESTIONS TO THE ORGANIZATION

- Applied **STP, 4Ps, and CRM** concepts in real marketing scenarios.
- Gained exposure to **SEO tools, digital branding**, and content optimization.
- Developed strong **communication skills** through B2B field interactions.



SWOT ANALYSIS



TOWS ANALYSIS

Mini-Maxi Strategy

- Expand e-commerce using strong digital presence.
- Build trust through doctor partnerships.
- Leverage product quality for wellness positioning.

Mini-Maxi Strategy

- Improve branding to boost online growth.
- Train reps to support doctor engagement.
- Align messaging with wellness trends.



Maxi-Mini Strategy

- Use online visibility to offset shelf limitations.
- Stay ahead of competitors via quality branding.
- Emphasize product uniqueness.

Mini-Mini Strategy

- Use CRM tools to track doctor follow-ups.
- Simplify branding for better in-store visibility.
- Strengthen internal training and communication.

