

## Miduty

Miduty is a leading Indian nutraceutical brand delivering science-backed supplements that fuse nature, precision, and preventive care. Its flagship SKUs- Liver Detox, B12 & Folate, Omega Krill Complex - target core health pillars like immunity, digestion, and hormonal balance. Core Strength: Nutraceuticals, Expanding into Skin & Hair Care.

## Vision

To be the most trusted name in preventive wellness by uniting the power of nature and science to elevate everyday health and well-being & turn ideas into reality.

## Mission

To provide high-quality, research-driven nutraceuticals which enhances immunity, digestion, overall vitality-delivered seamlessly through digital platforms and retail channels.

## Accounts & Finance

## Warehouse Operations

## Chief Growth Officer

Performance Marketing  
SEO & Content  
Social Media Marketing  
Marketplace Growth

## Sales Manager

Customer Support  
Health Experts  
International Sales

## Founder

## HR Manager

HR Team  
Category Manager

## Project Managers

## Graphics Team

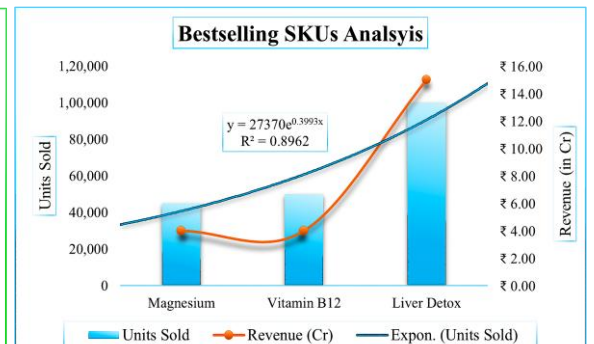
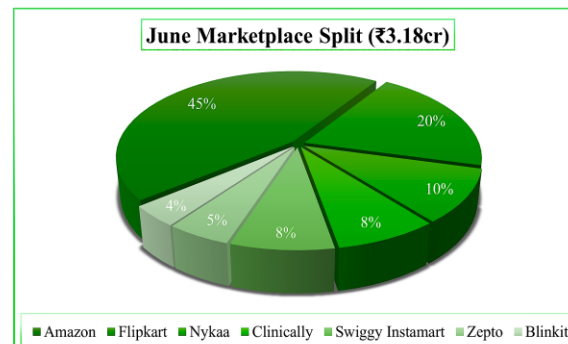
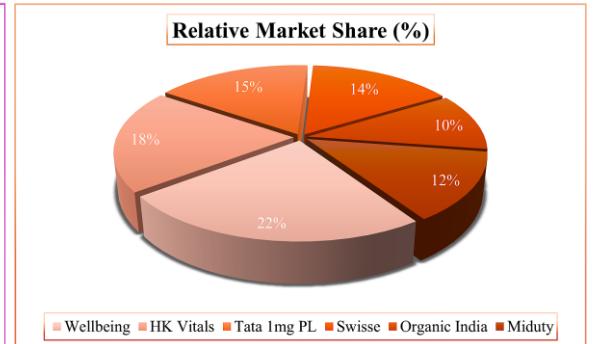
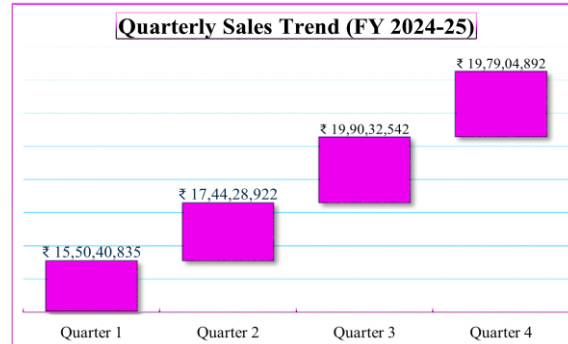
## Photography & Video

## Procurement

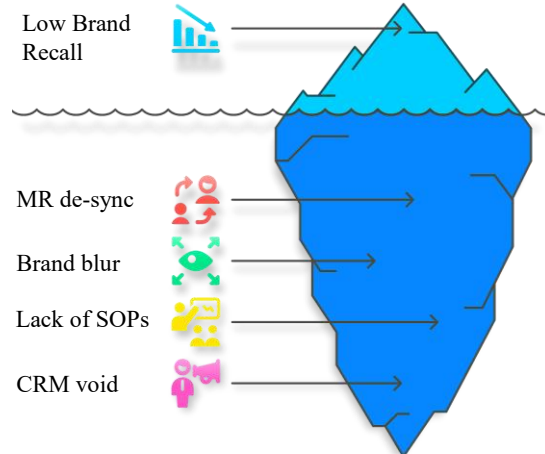
## FACTS:-



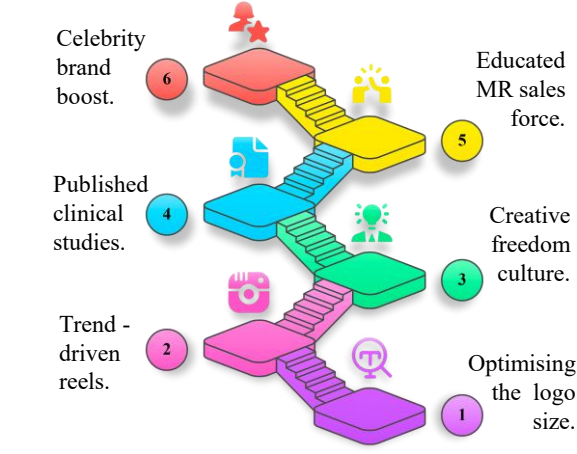
| Area              | Theory                                 | Practical Exposure                                      |
|-------------------|----------------------------------------|---------------------------------------------------------|
| Marketing         | Healthcare Marketing                   | Field Work with MR                                      |
| SEO               | Basics of Search Engine Optimization   | Applied SEO for brand visibility                        |
| E-commerce        | E-commerce-Marketplace Dynamics        | Marketplace Management on Amazon, Flipkart, Q-commerce. |
| Digital Marketing | Digital Marketing & Ad Metrics         | Performance Marketing: Meta Ads & Google Ads            |
| CRM               | Customer Relationship Management (CRM) | Handled customer complaints and negative reviews.       |



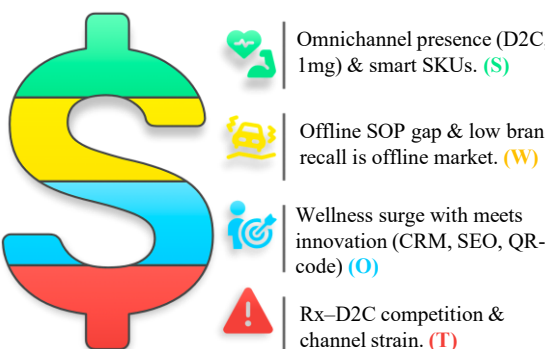
## CHALLENGES:-



## RECOMMENDATIONS:-



## SWOT ANALYSIS:-



## TOWS ANALYSIS:-

