

Summer Internship Project Report

“Creating visibility of the products and increasing the market share by generating leads”



Submitted in the partial fulfilment of the requirement for the Award of
POST GRADUATE DIPLOMA IN MANAGEMENT
(YEAR 2020-22)

Industry Guide

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Faculty Guide

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Submitted by

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pgfc2026**

Jaipuria Institute of Management, Noida

Certificate of Approval

The following Summer Project Report titled " Creating visibility of the products and increasing the market share by generating leads " is hereby approved as a certified study in management carried out and presented in a manner satisfactory to warrant its acceptance as a prerequisite for the award of Post-Graduate Diploma in Management for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed or conclusion drawn therein but approve the Summer Project Report only for the purpose it is submitted.

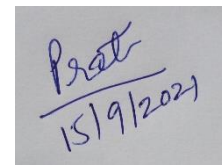
“Summer Project Report Examination Committee for evaluation of Summer Project Report”

Name

Signature

1. Faculty Examiner

Pratibha Wasan



2. PMC Summer Project Co-coordinator _____

Certificate of completion



DECLARATION

I, **Lavanya Dadhich**, hereby declare that this project entitled “Creating visibility of the products and increasing the market share by generating leads” with **SG Healthcare Pvt Ltd., Noida** has been completed by me and it is an original work. This report is being submitted for fulfilling the requirement of Post Graduate Diploma in Management as a Summer Training Project, at **Jaipuria Institute of Management, Noida**.

I also declare that it has not previously formed the basis for the award to me for any degree / diploma associateship, fellowship or other similar title of any Institute.



(Signature)

Lavanya Dadhich

Pgfc2026

Place: Noida

ABSTRACT

Creating visibility of the products and increasing the market share by generating leads

At
SG Healthcare Private Limited

The main focus of my project was to increase by visibility of the brand by contacting pharmacists or local medicals shopkeepers which would automatically generate potential leads for the SG healthcare. This company is a customer's friendly brand as they believe in providing best after sales services to its consumers. This company is an initiative of SNSGAP International Services Pvt Ltd to ensure that the customers get world class products. They provide products that give relief from pain and provide protection from polluted environment. They have fastest after sales services to its customers and are also provide wide range of products starting from anti-pollution mask to electronic heating pad. The products are highly in demand and are recommended by the doctors as well. They have been delivering their goods and services for over 7 years now. This company has an excellence in research and development and has loyal customers due to its after-sales services.

My internship was 'Work from home' training due to pandemic situation in the country. I was working as a Marketing Intern at SG Healthcare Private Limited with immense success in all activities. As a marketing intern directly working under the guidance head – Marketing. I have taken part in many cities voluntarily, under the guidance of Mr. Sidharth kumar. The basic focus was on awareness among different cities in India, by firstly preparing a database of all the medical retailers of that particular city, contacting them and getting a response and bringing future sales for surgical masks, N95 masks, N99 masks and orthopaedics product line. As a Marketing Intern directly reporting to the marketing head, I have worked on channel sales creation, market awareness for the variety of products, overcoming the shortcomings, voluntarily participating in the newer cities and creation of the visibility of different products among 22 cities all over India.

During my internship, I have provided the visibility and sales support to the research and development and media development, as and whenever required. Performed research on various small or big city, whatsoever and have developed a questionnaire for the retailers to grab as much as information and get a verified lead for the company I was working in.

Apart from that, I was actively promoting the company and its products like anti-pollution face masks and pain relief products on WhatsApp on my status or in my family groups.

While carrying out my internship, I faced some challenges since SG healthcare is a start-up company and is dealing with manufacturing more of face masks and not many people are aware of it. But the growth of the company in two years shows the potential it has. The sales process in any company requires engagement so one needs to have regularity in work to keep the prospects engaged and try to convert them into potential leads.

ACKNOWLEDGEMENT

The dissertation along with the successful completion of this project would be incomplete without the special mention of the people who made it possible.

I would like to take this opportunity to express my deepest gratitude and special thanks to my faculty mentor **Prof. Pratibha Wasan**. I am grateful to you ma'am for providing valuable guidance at all stages of the study, their advice, constructive suggestions and continuous encouragement without which it would have not been possible to complete the project.

I am highly indebted to my Industry mentor **Mr. Siddharth Kumar** for his constant guidance and support. He has been instrumental in assisting me in my work and encouraging me to – gather information from all sources within my reach.

I would like to express my special gratitude towards Jaipuria Institute of Management, Noida for providing me the opportunity to work in such a great organisation.

I perceive this opportunity as a big milestone in my career development. I will strive to use the gained skills and knowledge in the best possible way, and will continue to improve on daily basis, to attain my desired career objectives.

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CHAPTER 1

1.1 About the Industry

SG HEALTHCARE Private Limited company is the sub company of SNSGAP International Services Pvt Ltd which ensures that the customers get the supreme quality products in both the different product lines which are anti-pollution face masks and orthopedics products.

Healthcare sector in India:

Introduction:

Healthcare has become one of the largest and biggest India's market sectors. Indian healthcare market has growing at a faster pace due to its strengthening coverage, service providing and increased expenditure b private as well as public sector.

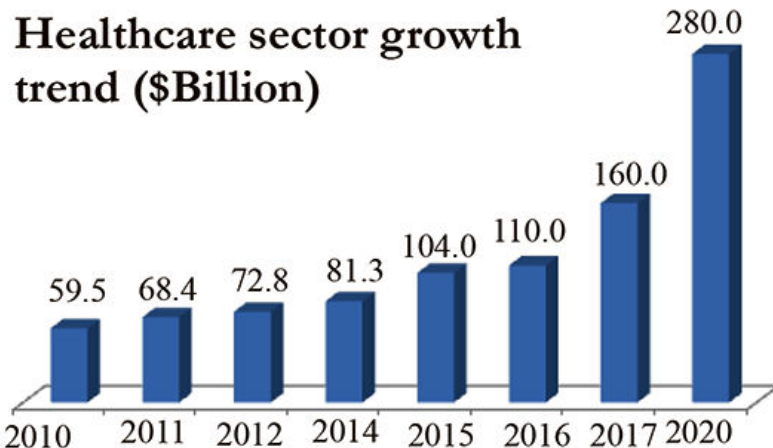
Market size:

The healthcare market can increase three-fold to Rs. 8.6 trillion by FY22. India's public expenditure has risen up to 1.2% as a percentage of Gross Domestic Product (GDP). The new emergence across the globe has also risen the demand and total expenditure of healthcare insurance coverage. With the continuous increase in demand it has been predicted that the demand will rise more in the coming years.

Recent developments/ Investments:

Due to pandemic situation in the country, government and Indian healthcare industry has taken few steps to normalize and strengthen the working of the industry. More than 19.84 crore of COVID vaccine doses has been administered across the country as of 25th May 2021. Apart from vaccines, drugs indicated for Covid-19 treatment too witnessed an uptrend in exports. For example, Remdesivir exports doubled in March 2021 to \$14.8 million from \$5.75 million in February 2021. Few more developments and initiatives are given below:

- In February 2021, PM Modi initiated a new foundation for two hospitals and launched "Asom Mala" for major highway and roads connecting districts in the state Assam. For the same the government added 1.35 crore people are being benefitted by launching such scheme.
- On February 2021, the National Backward Classes Finance and Development Corporation (NBCFDC) signed a MOU with Apollo Medskills Pvt Ltd. To co-fund the COVID vaccination process.
- FDI inflows the drugs and pharmaceuticals sector stood at US\$17.74 billion, according to the data released by Department for Promotion of Industry and Internal Trade (DPIIT)
- By march 2021, the Government of India had exported more vaccine than it has administered to its citizen – 60 million doses has been dispatched whereas 52 million doses have been administered to the Indian citizens.
- In March 2021, Virchow Biotech, a Hyderabad-based firm, and the Russian Direct Investment Fund (RDIF) has announced a collaboration with Government of India to manufacture of around 200 million doses of the Sputnik V vaccine in India.



Source: Frost and Sullivan, LSI Financial Services, Delloitte Tech-Sci Research

Figure 1: Healthcare growth trend of the past years

Government Initiative:

Some of the major initiatives taken by the Government of India for healthcare sector are as follows:

- The government announced Rs. 64,180 crores (US\$ 8.80 billion) outlay for the healthcare sector over six years in the Union Budget 2021-22 to strengthen the healthcare system and its functioning.
- In March 2021, various states and UTs started implementation of the ‘Intensified Mission Indradhanush 3.0’—a campaign aimed to reach those children and pregnant women who were missed out or have been left out of the routine immunisation programme due to the COVID-19 pandemic.
- In the Union Budget 2021, the total health sector allocation for FY22 stood at Rs. 223,846 crores (US\$ 30.70 billion).
- The Government of India approved continuation of ‘National Health Mission’ with a budget of Rs. 37,130 crores (US\$ 5.10 billion) under the Union Budget 2021-22.

Roads ahead:

Healthcare sector is the fastest growing sector in India. It comprises of hospitals, medical devices, clinical trials, outsourcing, health insurance, medical equipment and many more. The Government of India is planning to increase public health spending to 2.5 per cent of the country’s GDP by 2025. The hospital industry accounts for which has been increased from the past years to Rs 8.6 trillion by FY22 from Rs 4 trillion in FY17.

Moreover, Indian healthcare industry has diversified opportunities in every sector, which includes payer, providers and medical technology.

1.2 Impact of coronavirus on Industry

Impact of COVID-19 on the Indian healthcare sector:

The current pandemic of COVID-19 has emerged globally, Indian healthcare system has been shaken naturally to a large extent. The overall response of public as well as private and government sector are working in tandem. The private Indian sector has helped the government in every occasion possible such as availability of bed, oxygen cylinders, testing, medical staff and equipment, etc.

In order to effectively manage the outbreak, Government of India also levered technology and developed various applications both at the central and state-levels. The application launched by the central government “Arogya Setu” which was consistently upgraded with all the advanced perks and technology and was made customer friendly so that the maximum number of employees can book their slots and get vaccinated in much easier way, the application also enables a feature of self-assessment test and positive people around a particular locality. In the same manner, a website “Cowaxin” was also launched for the same procedure and had real-time procedure for better management and efficient results.

Investment in India’s healthcare sector:

Despite initial troubles, the Indian healthcare sector managed to withstand the pandemic. However, the country couldn’t manage and fulfill the domestic requirements, they chose to help and support the other countries as well. A few factors encouraging future investments are:

- Health insurance awareness has been risen up to a great extent as compared to the past few years.
- Government policies are been made with continuous efforts to make healthcare affordable and accessible for the entire population also offer scope for private players to widen their reach and presence.
- The healthcare sector in India is attractive to the foreign patients as they same quality of services are available at comparatively much lower. Therefore, medical tourism has increased as compared to Europe or US.
- Online consultation and advanced technology is in greater demand keeping in mind the current cases scenarios. In addition, it also helps in bridging the gap between the urban and rural India.

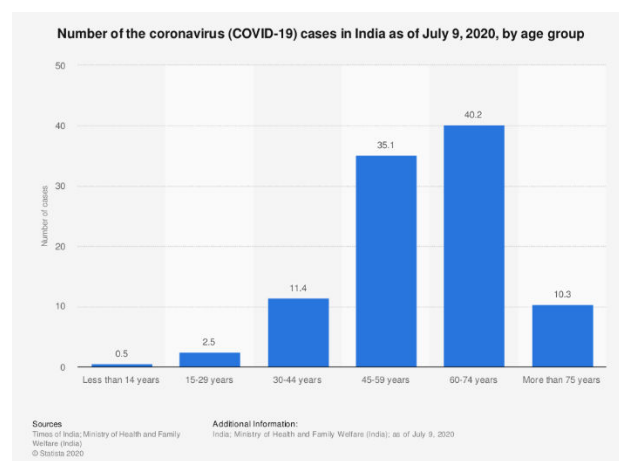


Figure 2: Differentiation of COVID cases by different age groups

1.3 Pest Analysis

Political

- Government plans to increase spending on healthcare up to 3% of Gross Domestic Product by end of this year.
- Two vaccines (Covaxin and Covishield by Serum Institute of India) were made available to safeguard the Indian population and those affected by coronavirus.
- Availability of large pool of well-trained medical professionals in the country.
- In Union Budget 2021, government allocated Rs. 35,000 for COVID-19 vaccine in 2021-22.

Economic

- Expanding the economy in driving the growth in local demand.
- Due to pandemic, economy has been affected severely but keeping in mind since the unlock has begun, the economy started coming back to its pace.
- India's growth in the fourth quarter in the fiscal year 2020 went down to 3.1% according to the ministry of statistics.
- High growth of small medical manufacturing companies is noticeable.

Social

- People are becoming more health conscious. Therefore, choosing and measuring the correct amount to be consumed.
- People in general are moving towards more health diets and avoiding to eat artificial sugar and processed chemicals. Avoiding the threat of obesity in adults as well as children.

Technological

- There is a positive increasing trend of technology in healthcare sector for the past 1.5 year now.
- More of live-chat sessions with the professional doctors while sitting at home and advanced enhanced performance of fastest delivery of the medicines at home are examples of advancement in the technology for the past few years now.

1.4 Porter's five forces model

- **Existing competition: *moderate to high***
Intense rivalry is faced in the healthcare industry due to coronavirus in the country and across the world. This industry is also benefited as there is high level of switching costs in the hands of the buyers. Major competition is from those companies are from domestic companies as well as international companies.
- **Bargaining power of buyers: *moderate to high***
As mentioned above as well, there is huge competition when it comes to healthcare industry. Therefore, switching costs for buyers is high in terms of convenience,

money always comes second. High quality treatment, if compared to western countries, makes India an ideal healthcare destination when it comes to tertiary care.

- **Bargaining power of supplier: *low***

Facilitator of healthcare services are people, equipment manufacturers, infrastructure, insurance provider, government, pharmaceutical companies. These facilitator does not affect every player in the bargaining power in the market.

- **Threat of substitute: *low***

There is no potential threat of substitute product/service for this sector.

- **Threat of new entrants: *moderate to high***

The big players face a tough time because of the existing players in the market who were there for ages and has created a brand value among the domestic market. Technology is dynamic and it needs to be updated timely which incurs a lot of costs and is time consuming. As such small companies are not able to sustain for long time in such cut throat competition.

CHAPTER 2

2.1 About the company



SG HEALTH PRIVATE LIMITED is an initiative of SNSGAP International Services Pvt Ltd to ensure that the customers get supreme class products. They provide products that give relief from pain and provide protection from polluted environment. They have fastest after sales services to its customers and are also provide wide range of products starting from anti-pollution mask to electronic heating pad. The products are highly in demand and are recommended by the doctors as well.

They have been delivering their goods and services for over 7 years now. The SG HEALTH brand is a 4 years old brand. This company has an excellence in research and development and has loyal customers due to its after-sales services.

SNSGAP International Services Pvt Ltd is a Private incorporated on 29th October, 2012. It is classified as Non-Government company and is registered at Registrar of the Company, Kanpur. Its authorised capital Rs. 1,00,000 and its paid-up capital is Rs. 1,00,000. It is involved in legal, accounting, book-keeping and auditing activities; tax consultancy; market research; business and management consultancy.

COMPANY'S INFORMATION		
S. NO.	PARTICULARS	DETAILS
1	Company	SG HEALTHCARE Private Limited
2	Parent company	SNSGAP International Services Private Limited
3	Status	Private limited company
4	Corporate office	512 A, 5th Floor, Tower-B, The ithum, Plot No: A-40, Sector 62, Noida (UP) - 201309
4	Industry	Manufacturing Industry
6	Website	http://sghealth.in/

Figure 3: Company's basic information

2.2 Mission of the company

“We have proved our metal in telecom sector with our world class customer service. Once you get associated with SNSGAP (parent company of SG Health brand) you will be greeted by amazing after sales experience. We provide products that give relief from pain and provide protection from polluted environment.”

2.3 SWOT Analysis

1. Strengths:

- They use supreme quality products with the same selling price as compared to their strong competitors. Therefore, they have an edge on selling more products as nowadays people prefer buying more of quality products especially when it comes to anti-pollution face masks.
- They have supreme and fastest delivery as compared to the crème players in the country.
- Price effectiveness is another key to their success. They sell their products at economical prices which are affordable by the customers.
- Easily available products on public platforms like Amazon, flipkart. Therefore, consumers can easily place orders.
- They use better and advanced technology which helps the company manufacture masks and other products in bulk.
- It is still a growing company and due to coronavirus and pandemic situation in the domestic as well as international countries, they have doubled their manufacturing speed which has ultimately doubled their profits and revenues.

2. Weaknesses:

- Huge competition in the healthcare sector as pandemic situation has created a cut-throat competition in this sector.
- It's not a big brand therefore has to deal with competition.
- Lack of awareness among the small towns and cities about the brand.

3. Opportunities:

Since it is a new brand it does have a lot of opportunities in the current market.

- People are becoming concise about wearing masks and sanitization, therefore they can increase their manufacturing speed and sell more and more in the market
- There is a huge market that needs to be captured by the company therefore lot of opportunities lie worldwide.

- They can introduce a new product line wherein they can launch new products focusing on elder age groups of the society.
- Increasing advertising and promotion of the brand they would come in the eyes of customers and therefore brand loyalty would increase.
- By doing this the company will increase its sales per month, year on year and could grow up to certain level.

4. Threats:

- Increasing competition in the market, specially internationally.
- As it's not a big and famous brand, the company has bigger threats from big competitors.
- New follower companies entering into the market is a small threat.

2.6 Manufacturing portfolio

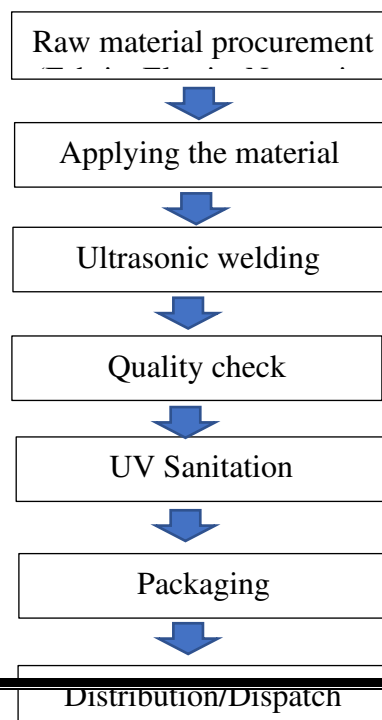
As mentioned earlier that SG HEALTHCARE Private Limited company also manufactures its products therefore here are some insights verified by the company.

1. The manufacturing capacity of different machines is mentioned as follows:

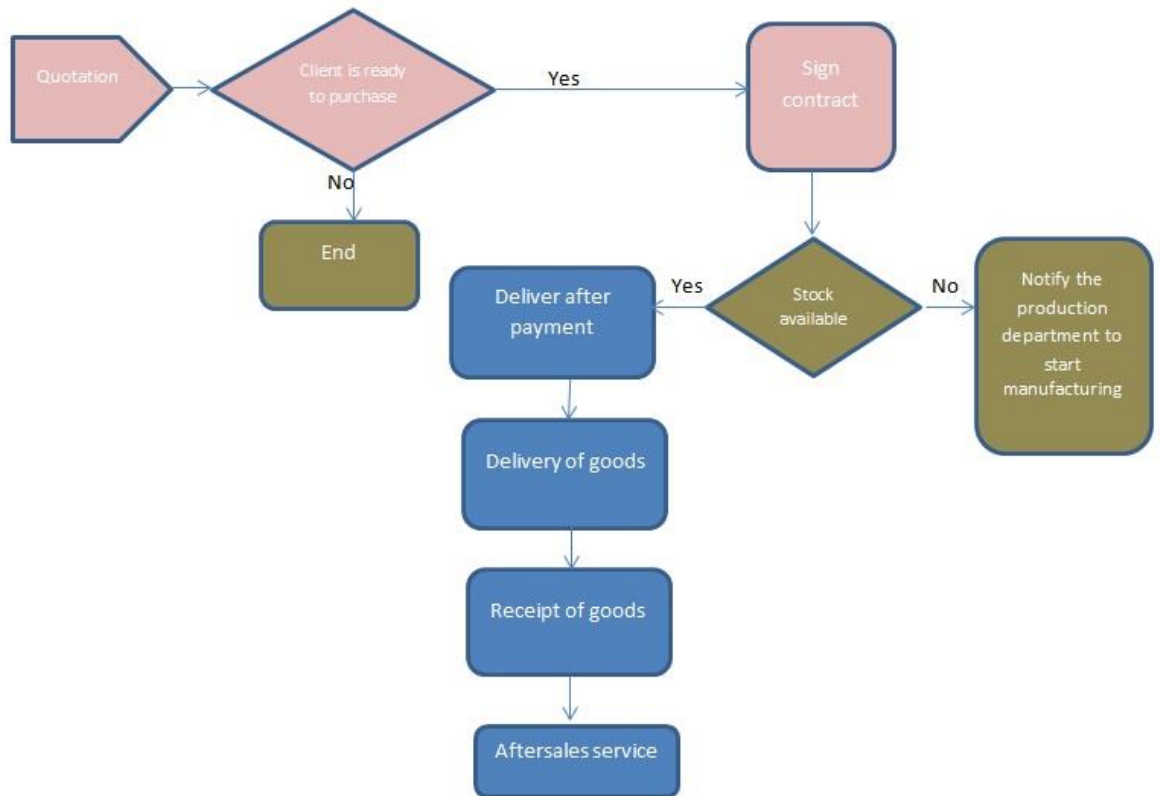
Name of Machine	Capacity (Per Month)
Adult N 95 machine	600000
Kids 3 PLY (Without loop) *	1500000
Adult 3 PLY (Soft loop) Machine 1	2500000
Adult 3 PLY (Soft loop) Machine 2	2500000
Adult 3 PLY (Without Loop) *	2000000

*Tagging of Loop happens manually later.

2. Manufacturing process flow chart



3. Order receiving to delivery process flow chart

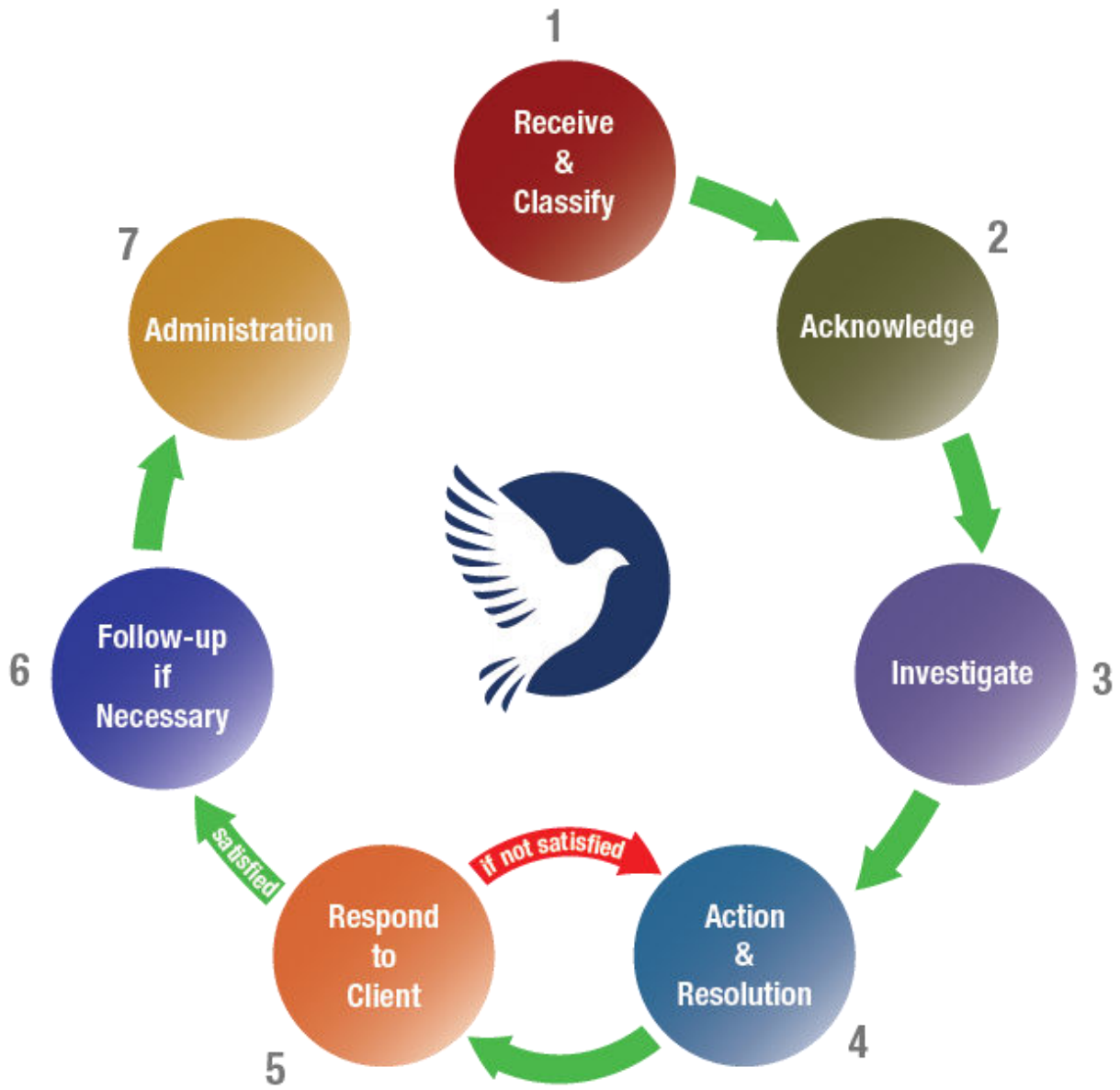


4. SNSGAP production capacity summary

		FINISH GOODS		
		SNSGAP INTERNATIONAL SERVICES PVT LTD		
		1-Mar-2021 to 31-May-2021		
Month	Particulars	Opening Balance	Inwards	Closing Balance
		Quantity	Quantity	Quantity
March	3 PLY	255100 PCS	4024359 PCS	129501 PCS
	3 PLY Kids	17885 PCS	254566 PCS	114911 PCS
	N95 WITHOUT VALVE	43131 PCS	235000 PCS	152843 PCS
	N95 WITHOUT VALVE HL	15560 PCS	190000 PCS	16578 PCS
	Total N95	58691 PCS	425000 PCS	169421 PCS
April	3 PLY	129501 PCS	6201795 PCS	924006 PCS
	3 PLY Kids	114911 PCS	275430 PCS	222798 PCS
	N95 WITHOUT VALVE	152843 PCS	455202 PCS	282008 PCS
	N95 WITHOUT VALVE HL	16578 PCS	49923 PCS	26259 PCS
	Total N95	169421 PCS	505125 PCS	308267 PCS
May	3 PLY	924006 PCS	7352780 PCS	1475644 PCS
	3 PLY Kids	222798 PCS	345700 PCS	112683 PCS
	N95 WITHOUT VALVE	282008 PCS	512542 PCS	237712 PCS
	N95 WITHOUT VALVE HL	26259 PCS	72941 PCS	45000 PCS

	Total N95	308267 PCS	585483 PCS	282712 PCS
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5. Step-wise complaints handling process



2.7 Product portfolio

SG HEALTH Private Limited company has two main product line – face masks product line as well as orthopaedic product line. In both the categories they have a huge variety of products that are available to all its customers.

When talking about anti-pollution face mask they have a wide variety such as 3 ply surgical masks, N95 face mask, 3 ply for kids, 3 ply with meltbown filter, 3 ply mask with SMS filter, 3 ply dust mask, carbon 4 ply face mask, N95 mask with valve and N99 with valve and many more. The figure below is given for your reference.

Product line	Products	Companies price (SG Store)
Face masks	4 Ply face mask (5 pcs)	₹ 100.00
	N-95 face mask (1 pc)	₹ 125.00
	3 ply mask for kids (50 pcs)	₹ 500.00
	3 ply mask for kids (5 pcs)	₹ 50.00
	3 ply with meltbown filter (50 pcs)	₹ 800.00
	3 ply mask with SMS filter (5 pcs)	₹ 50.00
	3 ply mask with SMS filter (50 pcs)	₹ 500.00
	3 ply dust mask (5 pcs)	₹ 35.00
	Carbon 4 ply face mask (5 pcs)	₹ 100.00
	3 ply dust mask (50 pcs)	₹ 400.00
	N-95 face mask (1 pc) with valve	₹ 150.00
	N-99 with valve (1 pc)	₹ 200.00
Orthopedic products	Cushion for office chair	₹ 1,350.00
	Countered LS belt	₹ 1,350.00
	Disposal 3 ply mask (5 pcs)	₹ 80.00
	Elbow support brace	₹ 270.00
	Chair backseat support	₹ 1,350.00
	Hot water bottle	₹ 349.00
	Knee brace with silicone	₹ 899.00
	Knee support band	₹ 449.00
	Knee support band (with gel)	₹ 599.00
	Lumber support belt	₹ 699.00
	Neck support collar	₹ 270.00
	Pain relief electronic heater	₹ 1,099.00
	Premium knee immobilizer	₹ 1,250.00
	Hinged knee support	₹ 1,250.00
	Wrist binder	₹ 350.00
Ankle support	₹ 270.00	
Arm sling pouch	₹ 299.00	
Charcoal knee brace	₹ 349.00	

2.8 Competitors:

- **Thea-Tex Healthcare Private Limited**
This is a company which manufactures nonwoven medical products. This company was established in 2004 specialising in products like disposable surgical masks, respirators (N95 masks), surgical caps, shoe covers, gowns and other medical related products. This company has a daily producing capacity of 3 million pieces. It supplies up to 500 brands in India as well as in the international markets.
- **Z Plus Disposal**
This company was established in 2015, in Gujarat. This company is involved in manufacturing and wholesaling the nonwoven and plastic disposal products for surgical and medical purposes. It also manufactures masks used for special medical treatments like nebuliser masks and oxygen masks. The products are exclusively used by hospitals, hotels, beauty parlours, salons or other venues that require strict sanitisation measures.
- **Smilepad Hygiene India Private Limited**
Year of registration of this company is 2002, in Maharashtra. It is a manufacturer and exporter of disposal medical products like surgical products, maternity pads, cotton sanitary pads, sanitary napkins and etc. it also manufactures 3 ply and 4 ply surgical masks. This company has a certification of ISO 9001 and is NABL accredited.
- **Cartel healthcare Private Limited**
This company is an ISO 9001 and ISO 13485 certified. It was formed in the year 1985, in Chhattisgarh. It is specialised in manufacturing and exporting disposal surgical products used in wards and operation room. It manufactures products like 3 ply surgical masks, 4 ply surgical masks, multiple layered face masks, surgeon gowns, respirators, shoe covers and other such related products.

CHAPTER 3

2.1 Rationale of the topic:

The topic I have chosen for my project is “Increasing visibility and accessing market demand for SG Healthcare”. As different customers have different needs and ways of living the life, it is important to study and understand the pattern and therefore analyzing the key areas to focus and suggest the loop-holes for the same. For analyzing the market demand, it is important to understand the market trends by directly contacting the retailers and getting to know the trends of customers.

2.2 Objectives of the job:

- The main objective of this internship was to penetrate the market and create a sense of visibility for the available products.
- To research and get the verified data so that fraudulent is minimum.
- To directly contact the local pharmacists and understand the trend both in the main city as well as small towns/villages around the big cities.
- To maximize the number of callings per day so that the correct interpretation can be done and therefore market trend can be analyzed.
- To create awareness among the pharmacists and make them understand the benefits this company is giving as compared to its competitors
- To understand the hierarchy of making the goods available to the final customers.
- To study the market share, market size, trends, competition, opportunities and strengths of SG healthcare across India among the retailers.
- To study and understand the market distribution channel of the SG healthcare company.
- To directly contact the various selling behavior of the retailers in small as well as metro cities and therefore analyze the market share.
- To create a database of various big retailers as well as small vendors in that particular city and understand the needs and demands.
- To study the quality buying behavior of the potential customers of SG healthcare.
- To study the company’s impact on the internal as well as external environment of the company as a whole and its availability across India.
- To study the company’s strengths and weak areas so that a better analysis is conducted.

2.3 Job title: Marketing Intern

Reported to: The marketing intern are expected to report to Mr. Siddharth Kumar (Zonal sales manager) who was also my Industry Mentor.

Job Overview: Analyze the market trend on the current consumer behavior. Increase the visibility of both the products – anti-pollution face masks as well as orthopedic products. Create database for each city and update on google documents which was continuously proctored by the mentor.

2.4 Key responsibilities and duties:

1. To create visibility among different cities across the country
2. To create a verified database so that verified information can be used and the frauds are minimum and time is utilized efficiently
3. To fix timings to contact the local pharmacists so that they are convinced to have a conversation
4. To achieve short targets of completing twenty-five positive calls on a daily basis and volunteering for different cities as well
5. Increase the number of calling (on the basis of the city assigned) per day so that maximum output is achieved
6. To find out the consumer behavior in different cities and understand the market trend of the company.
7. To increase the penetration for the market and therefore access the market demand for the particular product.
8. To analyze the market by understanding the local distributors for surgical equipment and pain relief products
9. To collect information of big distributors in each city so that they can be utilize by contacting the big and small pharma retailers.

2.5 Limitations:

- Approaching local vendors was difficult in the sense of language differentiation.
- Pharmacists do not believe a third party who is selling the products of a company.
- In rural cities, local pharmacists believed their local distributors much more than any big city distributor company.
- It was difficult to contact the pharmacists of rural area as most of the data was not verified on different websites.

CHAPTER 4

4.1 METHDOLOGY

This project is mainly to be done as “**Descriptive Research**” to conduct an in-depth study of the product and its marketing potential. The process of identifying potential buyers and penetrating the market. Understanding and creating the visibility of the products was the basic responsibility of marketing interns in SG Healthcare Private Limited company. Creating visibility and understanding the market trend on the basis of the analysis.

Communication is considered to be an essential tool in marketing and that was the key strength which had to be utilised to achieve the tag of ‘top performer’ among other trainees. Therefore, different form of language was considered to be the main focus and it required changes as and when required for different cities whether urban or rural areas. Urban areas have also different responses at different time-period during the day. They were mostly convinced during the afternoon hours when they do not have to deal with much customers whereas for few rural cities evening hours were preferred. Therefore, communication skills played a big role.

For creating the visibility, preparing the database for the same was equally important which I did. For every city on a daily basis, a certain set of number of retailers’ data from verified websites had to be created so that the work is more simplified and only verified pharmacists are tapped.

4.2 CITY-WISE and DAY-WISE DISTRIBUTION OF MY WORK

DAY 1 – 17th May (Monday)

City: Udaipur

Number of retailers contacted:41

Positive response: 25

DAY 2 – 18th May (Tuesday)

City: Udaipur

Number of retailers contacted: 41

Positive response: 25

DAY 3 – 19th May (Wednesday)

City: Udaipur

Number of retailers contacted: 45

Positive response: 25

DAY 4 – 20th May (Thursday)

City: Udaipur

Number of retailers contacted: 45

Positive response: 25

Paused Udaipur in the middle with total contacts of 173 and positive responses being 100.

DAY 5 – 21st May (Friday)

City: Varanasi

Retailers contacted: 47

Positive responses: 30

DAY 6 – 22nd May (Saturday)

City: Varanasi

Retailers contacted: 60

Positive responses: 34

Completed Varanasi with total contacts of 107 and positive responses being 64. Therefore, Total number of clients contacted becomes 280.

DAY 7 – 24th May (Monday)

City: Udaipur

Retailers contacted 46

Positive responses 27

Completed Udaipur by total number clients contacted (in Udaipur) being 218. Overall total being 325.

DAY 8 – 25th May (Tuesday)

City: Mughal sarai

Retailers contacted 46

Positive responses 31

Completed Mughalsarai. Having a total of 223 contacts till now (positive responses). Overall clients contacted being 371.

DAY 9 – 26th May (Wednesday)

City: Allahabad

Retailers contacted: 47

Positive responses: 32

Day 10 (27th may) – took a leave

Day 11 (28th may)

City: Allahabad

Number of retailers contacted: 58

Positive response: 36

Completed Allahabad, total coming to 290 (positive responses). Overall total being 476.

DAY 12 (29th may)

City: Kanpur

Number of retailers contacted: 49

Positive response: 35

DAY 13 (31ST May)

City: Kanpur

Number of retailers contacted: 50

Positive response: 33

DAY 14 (1ST June)

City: Kanpur

Number of retailers contacted: 65

Positive response: 38

Completed Kanpur. Here, total positive coming to 106. Overall, 396 positive responses.

Overall clients contacted comes to 640.

DAY 15 (2ND June)

City: Jalandhar

Number of retailers contacted: 50

Positive response: 32

DAY 16 (3RD June) – Took a holiday for reappear

DAY 17 (4TH June)

City: Jalandhar

Number of retailers contacted: 55

Positive response: 34

DAY 18 (5TH June)

City: Jalandhar

Number of retailers contacted: 50

Positive response: 25

Completed Jalandhar. Here, positive responses were 91. Total positive coming to 487.

Overall clients contacted comes to 796.

DAY 19 (7TH June)

City: Amritsar

Number of retailers contacted: 51

Positive response: 28

DAY 20 (8TH June)

City: Amritsar

Number of retailers contacted: 54

Positive response: 36

Completed Amritsar, Here, positive responses were 64. Total comes to 551 positive responses. This was my 7th city. Overall clients contacted comes to 901.

DAY 21 (9th June)

City: Hyderabad

Number of retailers contacted: 60

Positive response: 34

DAY 22 (10th June)

City: Hyderabad

Number of retailers contacted: 55

Positive response: 29

Completed Hyderabad. Here, positive responses were 63. Total comes to 614 positive responses. Overall clients contacted till now are 1,016.

DAY 23 (11th June)

City: Ahmedabad

Number of retailers contacted: 47

Positive response: 30

DAY 24 (12th June)

City: Ahmedabad

Number of retailers contacted: 45

Positive response: 29

DAY 25 (14th June)

City: Ahmedabad

Number of retailers contacted: 60

Positive response: 44

DAY 26 (15th June)

City: Ahmedabad

Number of retailers contacted: 47

Positive response: 27

Completed Ahmedabad. Positive rate in Ahmedabad is 130. Overall positive rises to 744. Overall contacted clients reach to 1,215.

DAY 27 (17th June)

City: Manali

Number of retailers contacted: 44

Positive response: 26

Completed Manali. Overall positive response increases to 770. Overall contacted retailers reach to 1259.

DAY 28 (18th June)

City: Dharamshala

Number of retailers contacted: 22

Positive response: 14

City: Shimla

Number of retailers contacted: 25

Positive response: 11

DAY 29 (21st June)

City: Shimla

Number of retailers contacted: 56

Positive response: 26

Completed Shimla (12th city). Positive responses of 821 (overall). Overall contacted clients reach to 1,362.

DAY 30 (22nd June)

City: Bareilly

Number of retailers contacted: 61

Positive response: 32

DAY 31 (23rd June)

City: Bareilly

Number of retailers contacted: 48

Positive response: 27

Completed Bareilly. Positive responses in this city are 59 clients, total reach to 880. Total contacted clients are 1,471.

DAY 32 (Took a holiday, as mentor was not responding and I had all my assigned work completed.)

DAY 33 (25th June)

City: Raebareli

Number of retailers contacted: 53

Positive response: 35

DAY 34 (28th June)

City: Raebareli

Number of retailers contacted: 28

Positive response: 20

Completed Raebareli.

City: Unnao

Number of retailers contacted: 25

Positive response: 9

DAY 35 (29th June)

City: Unnao

Number of retailers contacted: 42

Positive response: 26

Completed Unnao. Positive responses in this city are 35. Total positive responses are 970. Total clients contacted till now are 1,619.

DAY 36 (30th June)

Mentor asked me to focus now on the state-wise. First state is Chhattisgarh. Focus on main cities like – Raipur, Bilaspur, Raigarh, Bhilai, Jagdalpur, Ambikapur, and Korba.

City: Raipur

Number of retailers contacted: 60

Positive response: 37

DAY 38 (2st July)

City: Raipur

Number of retailers contacted: 31

Positive response: 14

Completed Raipur. Positive responses in this city were 51. Total positive response 1,021. Total clients contacted till now are 1,710.

City: Raigarh

Number of retailers contacted: 10

Positive response: 6

DAY 39 (3rd July)

City: Raigarh

Number of retailers contacted: 40

Positive response: 26

DAY 40 (5th July)

City: Raigarh

Number of retailers contacted: 20

Positive response: 10

Completed Raigarh. Positive responses in this city were 42. Total positive responses are 1,063. Total clients contacted are 1,780.

City: Ambikapur

Number of retailers contacted: 30

Positive response: 17

DAY 41 (6th July)

City: Ambikapur

Number of retailers contacted: 33

Positive response: 17

Completed Ambikapur. Total positive responses are 1,097. Total number of clients contacted are 1,843.

DAY 42 (7th July)

City: Bilaspur

Number of retailers contacted: 34

Positive response: 18

Completed Bilaspur. Total positive responses are 1,115. Total number of clients contacted are 1,877.

DAY 43 (8th July)

City: Jagdalpur

Number of retailers contacted: 38

Positive response: 15

Completed Jagdalpur. Total positive responses are 1,130. Total number of clients contacted are 1,915.

DAY 44 (10th July)

City: Bhilai

Number of retailers contacted: 40

Positive response: 17

Completed Bhilai.

City: Korba

Number of retailers contacted: 29

Positive response: 6

Completed Korba and Bhilai.

Total contacted clients – 1,985.

Total number of cities reached - 22

Total positive responses from clients – 1,153.

Therefore, these were the day-wise distribution of my work as a Marketing Intern in SG Healthcare for 44 days of my Summer Internship Program.

While working with the company, as it was my first ever introduction to the corporate life. Although I couldn't get an experience of corporate culture in offices and was operating through my home. I understood two things for a fact that to complete and excel in a particular job role one needs consistency in work and strong determination and then only one can become the star performer. There was a never-ending support and continuous guidance from my faculty mentor as well as industry mentor and therefore I became the first Marketing Intern to complete 1,000 positive calling within 36 days.

CHAPTER 5

5.1 Data

S.No.	Name of the shop	City	Timing	Owner name	Distributor himself	Contact number	Address
1	Chetna medicals	Udaipur	12:00am - 11:00 pm; home delivery services	Sushil Godawat	Not aware	+9102942429409; +919829041999; +919829044407	Hospital Road, Udaipur City, Udaipur-Rajasthan - 313001, Opposite MB Hospital
2	Sharda medical store	Udaipur	7:00am - 11:30pm	Rajesh Choudhary	Did not share	+9102942429289; +9102942413372; +9102942412528; +919294446002; 9887242220	Shop Number- 1 & 2, Shrinath Palaza, Hospital Road, Udaipur City, Udaipur- Rajasthan - 313001, Opp MD Hospital
3	VN medical store	Udaipur	8:00am - 2:00 pm; home delivery	Dilip lalawat		+919414326958	S-2 VM Complex, Sector 6 Hiran Magri, Udaipur HO, Udaipur- Rajasthan - 313004, Opp New Satellite Hospital
4	Pooja medical store	Udaipur	9:15am - 9:00 pm	Neeraj bajaj	Bombay pharmacy	2942411997; 2942522997; +919414167997; 9829006738	20, Shrinath Plaza, Hospital Road, Udaipur City, Udaipur-Rajasthan - 313001, Opposite General Hospital, Near Chetak Circle
5	Maheshwari medical store	Udaipur	9:00-11:00pm; home delivery	Sanat totla	Did not share	+919460446408; +919460446407	Shop No. 416, Hiran Magri, Udaipur-Rajasthan - 313002, Near Petrol Pump, Sector- 4
6	Vinisha medicals	Udaipur	9:15am - 9:00 pm	Mahesh salvi	Bombay pharmacy	+919001923618	Power House, Eklingpura Main Road, Udaipur City, Udaipur- Rajasthan - 313001, Near Hotel The Royal Palace
7	Arihant medical store	Udaipur	8:30-10:30 pm; home delivery	Dileep Jain		+919461174476	Shop No-264, Udaipur City, Udaipur-rajasthan 313001, Near A Blk, Infront Of UIT Shopping Centre, Hiran Magri, Sec-14
8	A to Z medical store	Udaipur	10 am - 9:30 pm	Hussain Miyaji		+919414156552; 9414156752; 7339919253	Delhi Gate Corner, Udaipur, Udaipur City, Udaipur-Rajasthan - 313001
9	Rahat medical store	Udaipur	24 hours	Himansh Choudhary	ahant chemist; stars pharma	+917688989016	80 Feet Road, Malla Talai, Udaipur-Rajasthan - 313001, Near Sajjangarh Chauraha, Near CBI Quaters
10	Sreenath pharma	Udaipur	8 to 10; home delivery	Krishan choudhary	BM enterprises	2942424022; +918561884856; +919057789022	Shop No 12, Cps School Road, Udaipur City, Udaipur-Rajasthan - 313001, Near New Bhupalpura

The above figure shows the generated leads by me during my summer internship. This is just 1% of the total generated leads during the two months of my internship. As mentioned earlier as well, total generated leads for the company by me are one thousand.

Apart from generating leads, we were required to collect information of the big and small distributors in each are specifically so that they can be tapped by the company and therefore increase the market share and in turn the company would increase the visibility of the different product line provided by the company.

During my internship, I specifically contacted the big medical retailers in each city which was assigned to me before hand and collected the information of the prices of the surgical masks, their surgical distributors, which was further forwarded to the industry mentor so that the information can be put to use.

5.2 List of distributors

Here is the list of the few distributor's name collected by me:

S. No.	Name of the shop	City	Owner name	Distributor's name
1	Pooja medical store	Udaipur	Neeraj bajaj	Bombay pharmacy
2	Rahat medical store	Udaipur	Himansh Choudhary	Arihant chemist; stars pharmacy
3	Sreenath pharma	Udaipur	Krishan choudhary	BM enterprises
4	Mahesh medical store	Udaipur	Kamal bajaj	Romcom company
5	Ajanta medicals	Udaipur	Tej singh mehta	Spectrum healthcare
6	Matberyl enterprise Medical Store	Varanasi		Sanjay surgical
7	Neeraj medical	Varanasi		Bandori retailers
8	Nidhi medicals	Varanasi		sabsagar mandi
9	Nilkanth medicals	Varanasi		Abhiraaj pharma, amit surgical
10	Gandhi medicals	Ahmedabad		Gajanan surgicals
11	Ganesh medicals	Ahmedabad		Pankti pharma distributor
12	Rashmi medicals	Allahbad	Sarvesh kesari	Sanyog enterprise
13	Ray chemist	Allahbad	Ami kimar	Delux pharma distributor
14	Dhaliwal medicals	Amritsar		Hari om surgical
15	Dhillon medicals	Amritsar	Gurvinder singh	Shiva surgical
16	Gobind medicals	Amritsar	Puran singh	Ganpati enterprise
17	Ankur medicals	Bareilly	Ankur ji	Indian surgical; shree ram surgicals; suri surigeals
18	Ayan medicals	Bareilly	Shahanwaz ali	Amit medical agencies
19	Amar medicals	Dharamshala		Barwal surgicals
20	Sharma medicals	Dharamshala	Deepak sharma	Amrit medicals
21	Rudransh medicals	Dharamshala	Vishal ji	Rudransh enterprises
22	Mediplus medicals	Hyderabad	Anjaneyulu Bonala	Balaji surgicals
23	Mediplus pharmacy	Hyderabad	Mediplus pharmacy	Balaji surgicals
24	Medplus pharmacy	Hyderabad	Jitendra rapolu	Amit surgicals
25	Mor chemist	Hyderabad	Rajeshwar bharde	Sri balaji surgicals

CHAPTER 6

6.1 Suggestions

The company is 4 years old company and they are in very initial stages of business. These are the suggestions I would give to the company.

- The company should focus more on bringing and attracting new customers by advertising on televisions, radios, newspaper, etc.
- Company should focus upon increasing the distribution channel so that the company reaches more and more retailers in the big as well as small cities.
- They should directly contact the retailers and therefore increasing the visibility and analyze the demand for the product they are selling in the market.
- They should promote their marketing department which would enable some kind of order for the company as a whole.
- New human resource policies should be launched so that internal training of employees is taken care of and the company moves ahead and grow faster.
- HR of the company should build a healthy and motivated organization culture so that employees working for the company are motivated and enable them to work with more excitement and energy.
- There should be proper trainer who can train the interns hired by the company. This can be beneficial for the Company because a new and creative mind can identify bottle neck in the company and can help throughout improving the efficiency as well as cost cutting.
- I observed that there was a communication gap between the interns and the industry mentor. They should hire more employees so that such problem does not become a permanent problem.

6.2 Conclusion

At the outset of conclusion of my Summer Internship Program (SIP). I express my deep sense of gratitude for giving me this opportunity as a Marketing Intern. I am highly privileged to be working as an intern in SG Healthcare Private Limited company.

My overall work experience with the company was amazing. I was able to analyze my efficiency and overcome my weak areas by the end of the internship. I was able to build relationship management, understood the importance of completing work on time and reporting the mentor on day to day basis, therefore realized the important of networking in the corporate world. By the end of internship, I was able to groom myself in terms of knowledge, communication skills, important of punctuality, personality development, time management and many other factors.

These two months of my internship has taught me a lot professionally and some real-life situations. I am sure the knowledge I have gained here will help me in my future corporate lifestyle.

I feel proud in contributing towards the growth of the Company. Overall, summer Internship programme is an important part of a curriculum as it prepares for stepping into the forthcoming professional life.

6.3 Bibliography

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