

Internship
at
MarketsandMarkets Research Pvt. Ltd, Pune

Report submitted to

The IIHMR University, Jaipur



for the partial fulfilment for the award of the degree of

Master of Business Administration (MBA)

in

Hospital and Health Management

by

Komal Kaur

Academic year : 2019 - 2021

Introduction

The Internship was done at a research organisation, namely MarketsandMarkets. The complete duration of the internship was 3 months, from March 22, 2021 to June 20, 2021. I interned in the Healthcare domain. During this time, I worked on healthcare-related reports that the company prepared for its clients, attended client calls, took primary interviews, among other things. Team work was an integral part of this period. This report explains the details of the internship, the objectives, the organisational profile, and key learnings.

Objectives of Internship

- To complete the training modules provided and subsequently get the required score in the evaluation held by the organisation.
- To learn how to effectively carry out secondary research using various tools available at the organisation.
- To communicate with primary contacts virtually and extract relevant information from primary sources.
- To understand and practice writing a report single handedly, including market engineering, write-up, editing, and formatting.
- To work as part of a team, and communicating virtually with members.

Organizational Profile

MarketsandMarkets is the world's largest revenue impact company, serving over 7500 customers. 80% of top 2000 companies globally rely on us for identifying new high growth and niche revenue opportunities. In the face of constant technology innovation and market disruption, we help organizations plan and operationalize their future revenue mix decisions by identifying over 30,000 high growth opportunities. ranging from \$18 to \$5008 across 90+ industry trends and markets Organizations choose MarketsandMarkets to stay ahead of the curve and accelerate their revenue decisions and implementations by 6 12 months, giving them a unique, first-mover advantage Our revenue impact methodology provides quantified and actionable insights on converged, granular and connected market eco systems that result from disruptive technologies and high-growth markets We provide an extended lens on not only what will impact our client's revenue but also what will impact their clients revenues, continually uncovering latent opportunities

Services Provided by Organization

MarketsandMarkets works across all major B2B industries with C-level executives in functions such as Strategy, Marketing, Sales, R&D, Product, and M&A. MarketsandMarkets brings exclusive high-growth markets intelligence generated by over 850 SMEs and analysts along with its proprietary Revenue Impact platform (Knowledge Store).

Key Learnings from Internship

- Effectively carried out secondary research.
- Learnt the tips and tricks for deeper insight into research topics.
- Effectively communicated through virtual channels.
- Extracted required information and validated the calculated market numbers from primary sources across the world.
- Learnt intra-organisational communication through professional mails.
- Learnt business writing.
- Learnt how to profile companies based on key details and interpreting their performances over the last few years via their balance sheets.

16th Jun 2021

To Whomsoever Concern

This is to certify that **Ms. Komal Kaur (8728)** is working with us full time as a **Research Associate** from **05-Mar-21** till date.

This letter is provided upon his/her own request in lieu of documentation for **education purpose** and has no other significance.

For Markets and Markets Research Pvt. Ltd.



Dhara Shah

Vice President - Human Resources

Note:- This E-Copy is issued during the **Work From Home** period followed by the Organization in adherence to the health and safety advisory issued by competent authority under the Government of India in the month of March and the year 2020