
Internship report

Report submitted to



To IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Masters of Business Administration (MBA)

In

Hospital and Health Management

by

Malini Nair

(Roll no. 0930)

Under the supervision and Guidance of

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(Assistant Professor- IIHMR University, Jaipur)

&

Mr. Awanish Pandey

(Manager- MarketsandMarkets Research Pvt. Ltd.)

16th Jun 2021

To Whomsoever Concern

This is to certify that **Ms. Malini Nair (8765)** is working with us full time as a **Research Associate** from **16-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

INTRODUCTION

The report is based on the internship completion with the firm MarketsandMarkets Research Pvt. Ltd. The company is market research and consulting firm headquartered in Pune. The internship was done during the tenure of three months (March 22 to June 19 '2021).

The internship report is based on the details of the company which includes the company profiling along with the various services provided by the company. The report also elaborates on the key roles and responsibility undertaken during the course of internship. The key learning provided in the report are the learnings gathered during the three months of internship.

OBJECTIVES OF THE INTERNSHIP

1. To get oriented about the key roles and responsibilities of the assigned designation.
2. To learn and implement the healthcare management skills gathered from the institution into real life corporate role.

ORGANIZATIONAL PROFILE

MarketsandMarkets is a revenue impact company where we try to understand the client's business and Client's Client's business and how & what are the factors that are currently

affecting the entire industry. So MarketsandMarkets works in twelve industry verticals. Healthcare domain is among the major verticals. In Healthcare domain, the company works for clients ranging from the industry of Medical devices, pharmaceutical, Health IT, Infection control, among others.

MarketsandMarkets provides quantified B2B research on 30,000 high growth emerging opportunities/threats which will impact 70% to 80% of worldwide companies' revenues. Currently servicing 7500 customers worldwide including 80% of global Fortune 1000 companies as clients. Almost 75,000 top officers across eight industries worldwide approach MarketsandMarkets for their painpoints around revenues decisions. Our 850 fulltime analyst and SMEs at MarketsandMarkets are tracking global high growth markets following the "Growth Engagement Model - GEM". The GEM aims at proactive collaboration with the clients to identify new opportunities, identify most important customers, write "Attack, avoid and defend" strategies, identify sources of incremental revenues for both the company and its competitors. MarketsandMarkets™ now coming up with 1,500 MicroQuadrants (Positioning top players across leaders, emerging companies, innovators, strategic players) annually in high growth emerging segments. MarketsandMarkets is determined to benefit more than 10,000 companies this year for their revenue planning and help them take their innovations /disruptions early to the market by providing them research ahead of the curve. MarketsandMarkets's flagship competitive intelligence and market research platform, "Knowledgestore" connects over 200,000 markets and entire value chains for deeper understanding of the unmet insights along with market sizing and forecasts of niche markets.

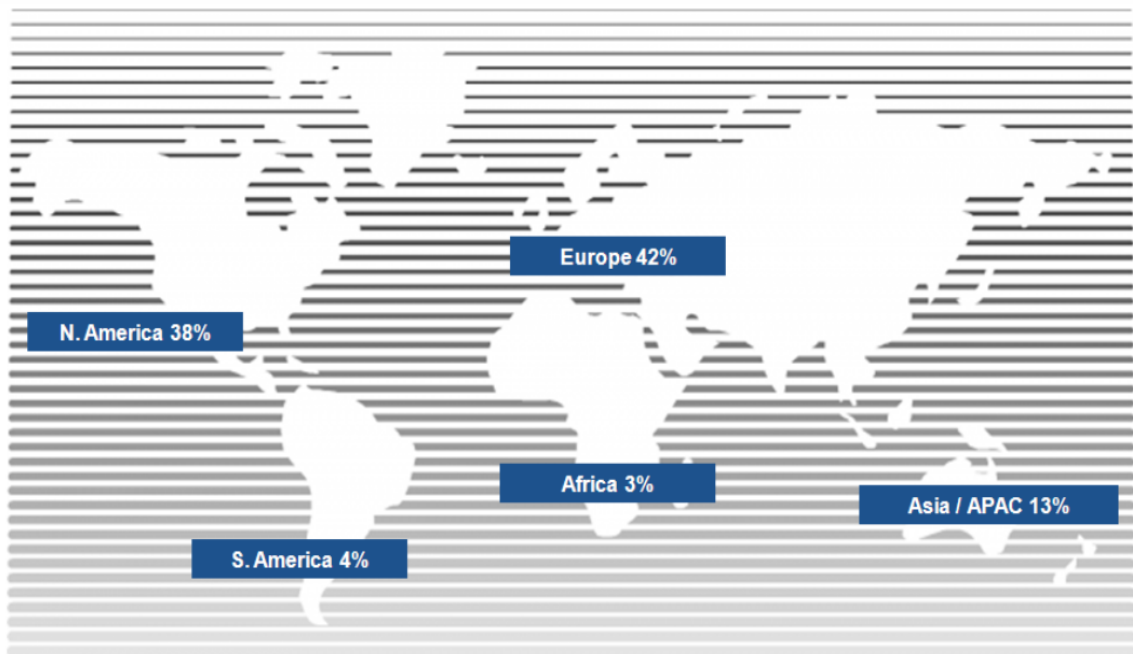


Figure1 : MarketsandMarkets Global reach

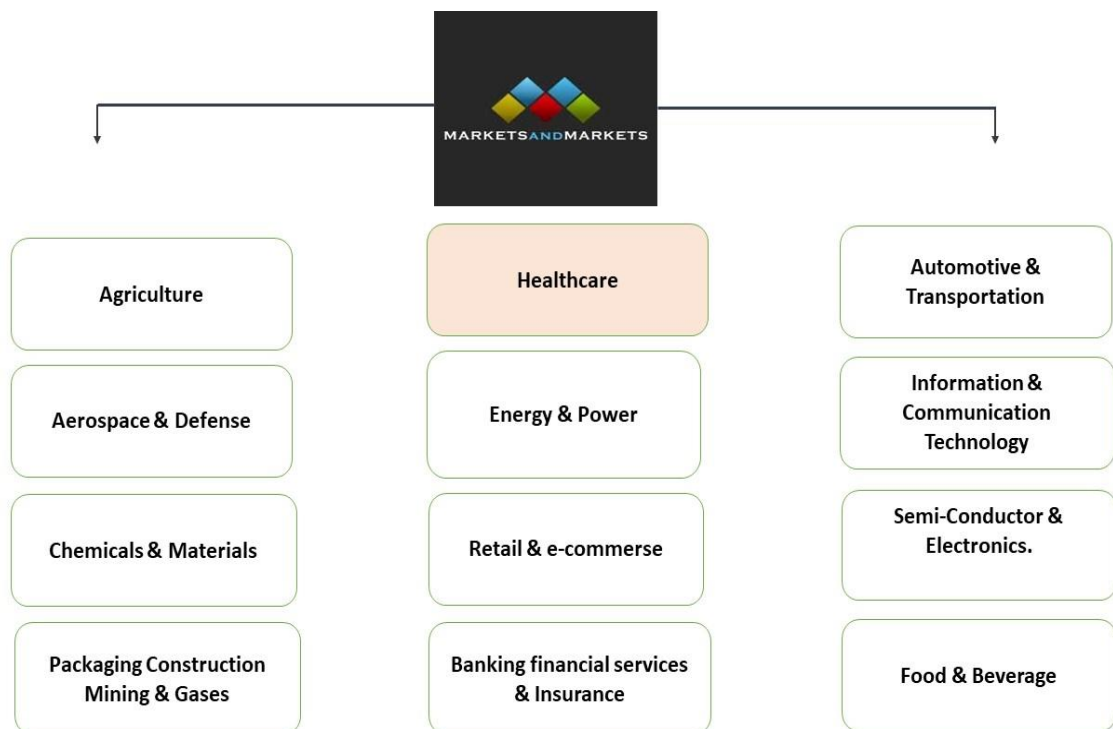


Figure2: 12 Business verticals of MarketsandMarkets

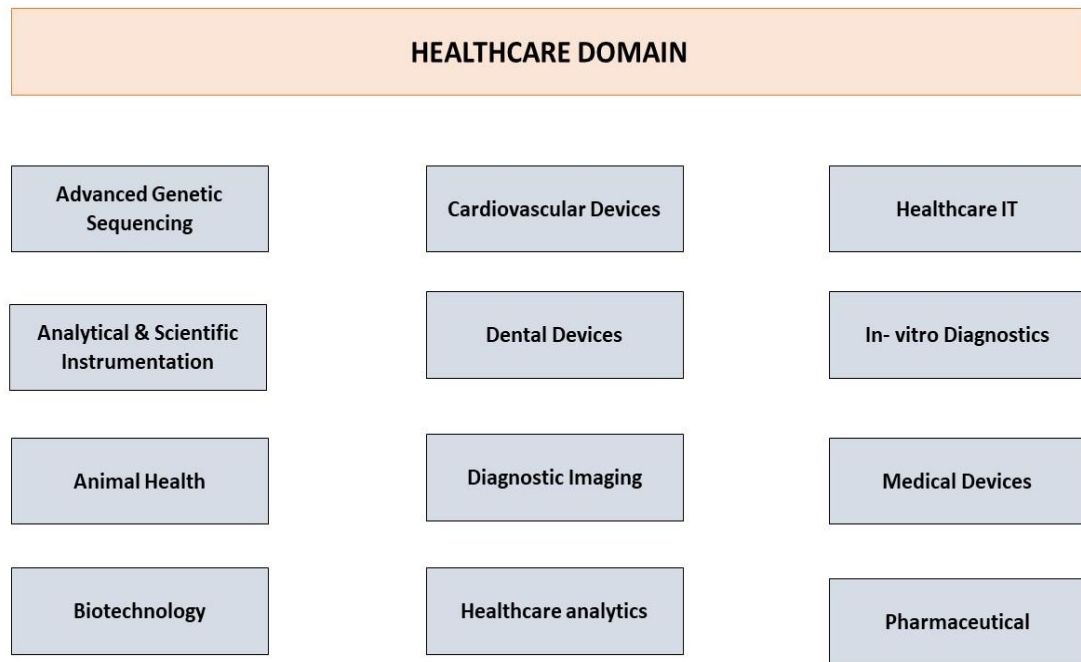


Figure 3: Company Segments within Healthcare Domain

SERVICES PROVIDED

1. Syndicate Research

Under domain of syndicate research, the company offers:

- Multi-client Market Intelligence Reports
- Market Estimates & Forecasts
- Opportunity Analysis
- Entry Strategies
- Market Positioning
- Competitive Landscape and Positioning
- Product Positioning
- Market Assessment & Feasibility Studies
- Management Executive Summaries

2. Research Process & outsourcing

Under this, the company offers:

- Primary Research
- Secondary Research
- Company Profiles
- Competitive Intelligence & Reporting.
- Dedicated Research Analysts
- Benchmarking Studies
- Syndicated Research with CATI and CAWI aided facilities, Survey design, Data collection, Data processing and analysis, Survey programming. The survey includes
- Concept testing, Customer satisfaction, Corporate image/perception,Subscriber surveys, Panel recruitment etc

3. Advisory & Consulting

The company's team of industry experts evaluate strategic options, shape successful action plans & help companies make critical bottom-line decisions. Their huge market intelligence repository and industry experts together puts them in a position to grow alongside their clients.

4. Content Management

Under this, the company offers:

- Company Profiles
- Database Updates
- Industry Abstracts
- Company Listings
- Economic Monitors
- Investment Research
- Industry Monitors
- Intellectual Property Research
- Mergers & Acquisition (M&A) target

KEY ACTIVITIES/ PROJECT UNDERTAKEN

Worked on three client reports:

1. Infection Control Market – Global forecast to 2026

Timeline: Till April

Type of report: Syndicate

Domain: Healthcare

Published: April'2021

Pages: 550

Scope of the report:

Report Metric	Details
Market size available for years	2019–2026
Base year considered	2020
Forecast period	2021–2026
Forecast units	Value (USD Billion)
Segments covered	Product & Service, End User
Geographies covered	North America, Europe, Asia Pacific, Latin America, and the Middle East and Africa
Companies covered	Getinge AB (Sweden), STERIS plc. (US), Advanced Sterilization Products (US), 3M Company (US), Belimed AG (Switzerland), Cantel Medical Corporation (US), MMM Group (Germany), MATACHANA GROUP (Spain), Sotera Health LLC (US), Ecolab, Inc. (US), Metrex Research Corporation (US), Reckitt Benckiser Group Plc. (UK), Miele Group (Germany), Melag (Germany), and Pal International (UK).

2. Pulse Oximeter Market – Global forecast to 2026

Pulse oximeter market report is a syndicate report. The report was aimed at understanding the global pulse oximeter market.

Timeline: April 5 to May 29

Type of report: Syndicate

Domain: Healthcare

Published: June

Pages: 277

The pulse oximeter market report was aimed at understanding of the current market and the forecast to the market in 2026. The purpose of the report was to understand the market dynamics.

The following data points were considered to complete the report:

- Elaborate secondary research to understand the product and the market dynamics.
- The second step was creating the table of contents based on the secondary research, various inclusions and exclusion criteria.
- Market analysis and estimations, global forecast and market analysis to provide the product market share and CAGR from 2019-2021.
- Key market players providing the same product: company profiling of major 25 companies providing pulse oximeters. The major competitors were profiled on the basis of the product share in the market and the revenue generated by the particular product.
- The study categorizes the Pulse Oximeter Market based on product, type, age group, technology, end user, and regional and global level.
- The market dynamics included: the drivers leading to the growth of the market, restraints, opportunity and challenges.

SCOPE OF THE REPORT

Report Metric	Details
Market size available for years	2019–2026
Base year considered	2020
Forecast period	2021–2026
Forecast units	Value (USD)

Segments covered	Product, Type, End User, Age group and Technology
Geographies covered	North America, Europe, Asia Pacific, Latin America, and the Middle East and Africa
Companies covered	Medtronic plc (Ireland), Masimo (US), Koninklijke Philips N.V. (Netherlands), Nonin Medical Inc. (US), Meditech Equipment Co., Ltd. (Meditech Group) (China), Contec Medical Systems Co., Ltd. (China), General Electric Company (US), ChoiceMMed (China), OSI Systems, Inc. (US), Nihon Kohden Corporation (Japan), Smiths Group plc (UK), Honeywell International Inc. (US), Dr Trust (US), HUM Gesellschaft für Homecare und Medizintechnik mbH (Germany), Beurer GmbH (Germany), The Spengler Holtex Group (France), Shanghai Berry Electronic Technology Co., Ltd. (China), Promed Group Co., Ltd. (China), Tenko Medical System Corp. (US), and Shenzhen Aeon Technology Co., Ltd. (China).

3. Medical Device Connectivity Market- Global Forecast to 2026

Medical Device connectivity market report is based on a previously published report in 2020. The current report aims to update all the recent developments and updating of the previous segments and additions.

Timeline: June 1 to July 14

Type of report: Re-vamp (Pre-book)

Domain: Healthcare

Published: to be published in July (present)

The following data points were considered to complete the report:

- Elaborate secondary research to understand the product and the market dynamics.
- The second step was creating the table of contents based on the secondary research, various inclusions and exclusion criteria.
- Market analysis and estimations, global forecast and market analysis to provide the product market share and CAGR from 2019-2021.
- Key market players providing the same product: company profiling of major 25 companies providing medical device connectivity solutions. The major competitors were profiled on the basis of the product share in the market and the revenue generated by the particular product.
- The study categorizes the medical device connectivity market based on product, application, end user, technology, and regional and global level.
- The market dynamics included: the drivers leading to the growth of the market, restraints, opportunity and challenges.

LEARNINGS FROM THE INTERNSHIP

Key learnings from the internship are:

- Identification of critical challenges in the growth strategies of all the major B2B companies in the world
- Finding and giving valuable insights to the clients. Insight that cater to the needs of the requirements of the client for a specific product, products or service in healthcare.
- Providing growth strategies to the clients by giving them a market dynamics and market estimations.
- Measuring the effectiveness of marketing program and strategies in order to provide the best insights.

- Understanding of the competitive landscapes, the factors which determines the present position of the client in the market.
- Gathering relevant data on future trends, emerging technologies, consumers, competitors and the market conditions.
- Learned the basics of market engineering to estimate a company product/ service share in the global market.
- Conversion of all the complex data gathered to understand the future trends into relevant information, intelligence and findings into understandable tables, graphs and written reports.

Reference: Company Website : <https://www.marketsandmarkets.com/>