

# *INTERNSHIP REPORT*

*By*

*Ritika Gupta*

*Internship report submitted in partial fulfillment of award of  
MBA Hospital and Health Management*

*Academic year, 2019-2021*

*IIHMR University, Jaipur*



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16<sup>th</sup> Jun 2021

**To Whomsoever Concern**

This is to certify that **Ms. Ritika Gupta (8755)** is working with us full time as a **Research Associate** from **11-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

**To be obtained on official stationery**

The certificate is awarded to

**Name Ritika Gupta**

In recognition of having successfully completed her  
internship in the department of

**Name of Department Healthcare syndicate MarketsanadMarkets**

and has successfully completed her Projects

**Date 21-June-2021**

**Organization MarketsanadMarkets Pvt, Ltd.**

He/ She comes across as a committed, sincere & diligent person who has  
a strong drive and zeal for learning

We wish him/her all the best for future endeavors

**Mentor**

**Training &Development**

**Zonal Head-Human Resources**

### *Acknowledgement*

I feel privilege to thanks *Rajiv Kalia sir* and *Deepak Mahajan sir*, *Vice President Healthcare Domain, MarketsandMarkets*, for giving me the opportunity and making me part of MnM family.

Behind every study there stands myriad of people whose help and contribution makes it successful. It has been a remarkable experience to work on this project in guidance of *Mr. Rajveer Rathore Sir, Senior manager Healthcare Domain, MarketsandMarkets*. I am thankful to him for his valuable guidance and cooperation during the project.

During the Global disaster like COVID-19 *Mr. Nitesh Gupta sir, Associate manager Healthcare Domain, MarketsandMarkets* has made it easier to carry the project with immense ease and patience and, ushered in such difficult time of crisis. I would like to thank *Mrs. Aruna Kshirsagar* for her continuous support throughout the projects and also the entire team of MnM with whom I work Graphics teams, IT team, Editors team, Sales team and members of other syndicates.

My sincere gratitude towards my university mentor *Dr. Vinod Kumar SV Sir, Professor IIHMR University* for his guidance and support throughout this period.

I have been benefited from the project. I would also like to thank my *Family* and *friends* for the cordial environment which made it smooth to complete my project in time.

So, this acknowledgement is an attempt to thank each one who was directly or indirectly involved in the preparation of project.

## ***Introduction***

MarketsandMarkets is one among the highest success stories in India today. We serve more customers than the other company in India - 10,000+ clients with 80% of Forbes Global 2000 B2B companies. Our product "Knowledge Store" is concentrated on influencing revenue decisions of all b2b companies within the world. We take an extended view to spot new revenue sources of clients, their client's and their client's clients. quite 97000 companies have approached us till date with their pain points around revenue growth. Consequently, we've a particularly sticky non-linear revenue model with over 95% renewal rates. we've been growing 100% Year on Year and our future growth projections are exponentially higher by leveraging our product.

Challenge your own experience by identifying new revenue sources for all fortune companies and market leaders across major industries. All you need may be a 'go getting' attitude and powerful business acumen to ascertain dollars and show dollars.

### **Provide marketing research Reports on**

- Information & technology
- Semiconductor & Electronics
- Medical Devices
- Chemicals
- Advanced Materials
- Energy and Power
- Food and Beverage
- Biotechnology
- Aerospace & Defence
- Automotive & Transportation
- Automation & Process Control
- Agriculture Industry
- Packaging
- Pharmaceuticals
- Healthcare
- Building & Construction
- Mining, Minerals & Metals

## ***Objectives of Internship***

Our role is to identify critical challenges in the growth strategies of all major B2B companies in the world and help them grow with our insights!

- As a Research Associate, we typically be responsible for Monitoring and forecasting market trends.
- To measure the effectiveness of marketing programs and strategies.
- To gather data on Future Trends, Emerging Technologies, Consumers, Competitors, and Market Conditions.
- To convert complex data, information, Intelligence and findings into understandable tables, graphs, and written reports.

## ***Organizational Profile***

MarketsandMarkets is that the world's largest revenue impact company, serving over 7500 customers. 80% of top 2000 companies globally believe us for identifying new high growth and niche revenue opportunities. within the face of constant technology innovation and market disruption, Company helps organizations plan and operationalize their future revenue mix decisions by identifying over 30,000 high growth opportunities starting from \$1B to \$500B across 90+ industry trends and markets. Organizations choose MarketsandMarkets to remain before the curve and accelerate their revenue decisions and implementations by 6 – 12 months, giving them a singular, first-mover advantage. Company 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. Company provides an extended lens on not only what is going to impact their client's revenue but also what is going to impact their clients' revenues, continually uncovering latent opportunities. Company works across all major B2B industries with C-level executives in functions like Strategy, Marketing, Sales, R&D, Product, and M&A. MarketsandMarkets brings exclusive high -growth markets intelligence generated by over 850 SMEs and analysts alongside its proprietary Revenue Impact platform (Knowledge Store). Knowledge Store (our IP), features a 95% renewal rate, which helps us grow 100% year-on-year and influence the revenue decisions of all major B2B companies within the world. From here, simple mathematics makes us a billion-dollar enterprise, leveraging our existing research IP almost 100%.

## ***Services Provided by Organization***

***Syndicated Research Services:*** They provide quantified B2B research on 30,000 high growth emerging opportunities/threats.

***Consulting Assignments:*** Pre-execution, execution & post-execution engagement models enable us to better meet client expectations

***Sponsored Research Studies:*** Allow us to deliver intelligence as per client requirements.

### ***Our Services***

See how revenue mix in your industry is impacting your client and your client's revenue

#### ***SYNDICATE RESEARCH***

- 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

#### ***ADVISORY & CONSULTING***

Our team of industry experts evaluate strategic options, shape successful action plans & help companies make critical bottom-line decisions. Our huge market intelligence repository and industry experts together puts us in a position to grow alongside our clients.

#### ***RESEARCH PROCESS OUTSOURCING***

- 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.

#### ***CONTENT MANAGEMENT***

- Company Profiles
- Database Updates
- Industry Abstracts
- Company Listings

- Economic Monitors
- Investment Research
- Industry Monitors
- Intellectual Property Research
- Mergers & Acquisition (M&A) target

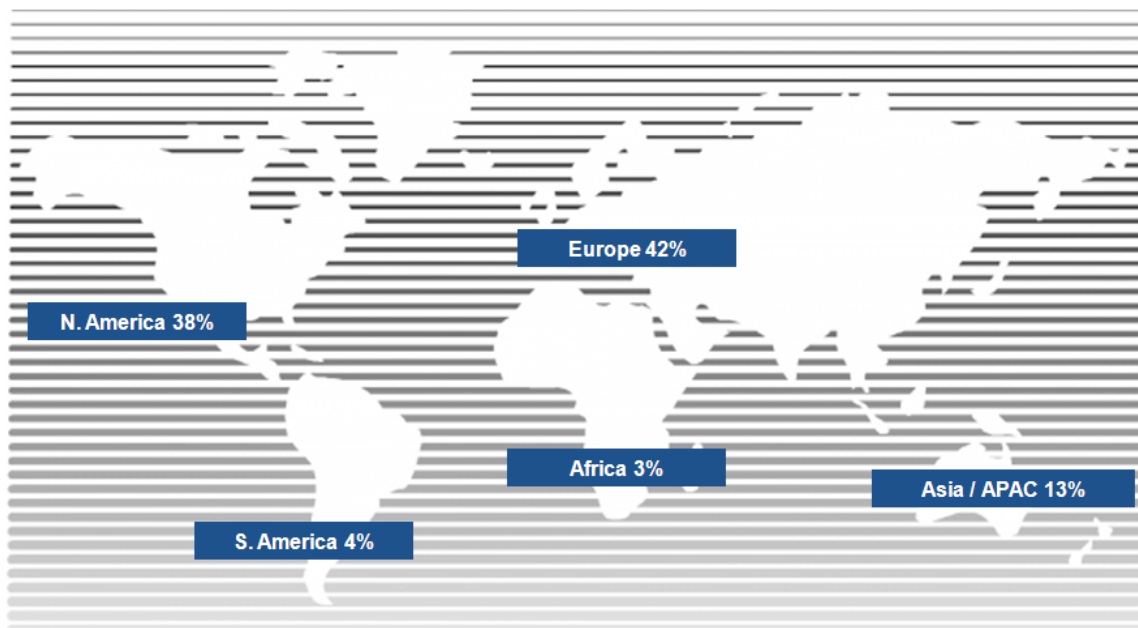
### ***Delivery Model***

See how revenue mix in your industry is impacting your client and your client's revenue

### ***Here's how they help their clients...***

- Research coverage are often a good home in varied or niche categories within the published data or custom-made as per client's projects
- Assess New development from inception to launch
- Optimize investments in established brands and recommend new approaches in global territories
- Evaluate technology partnerships between companies, study changing global technologies, regulations and markets
- Identify and interpret trends in Consumer and provide Chain dynamics. Recommend successful Marketing, Sales and promotional strategies
- Discover potential in new geographical markets and analyze the way to successfully expand into them
- Analyze the Challenges, Opportunities, Market structures, Drivers and Competitive Landscape

### ***Our Global Reach***



## ***Key Activities/ Projects Undertaken***

### ***Projects completed***

Project 1- Cell Dissociation Market by Product (Enzymatic (Trypsin), Non-enzymatic, Instruments & Accessories), Type (Tissue Dissociation, Cell Detachment), Tissue (Connective, Epithelial), End User (Pharma and Biotech, Research institutes) - Global Forecast to 2026

<https://www.marketsandmarkets.com/Market-Reports/cell-dissociation-market-97548003.html>

Project 2- ENT Devices Market by product (Diagnostic (Endoscope, Hearing Screening Devices), Surgical Devices, (Powered Surgical Instruments, ENT Supplies, Ear Tubes), Hearing Aids, CO2 Lasers, & End Users (Hospital & ASCs, ENT Clinics)- Global Forecast to 2026

<https://www.marketsandmarkets.com/Market-Reports/ent-devices-market-150060281.html>

### ***Projects in-process***

Project 3- Hemostats Market by Product (Thrombin, Oxidised Regenerated Cellulose, Combination, Gelatin, Collagen), Application (Gynecology, Neurology, Cardiovascular, Reconstructive), Formulation (Powder, Matrix & Gel, Sheets & Pads) - Global Forecast to 2026

## ***Key Learnings from Internship***

- Company & Market Best Practices
- Entry or Go-To-Market strategies
- Market Dynamics, Positioning and Segmentations
- Competitive Landscaping and Benchmarking
- Opportunity Analysis
- Economic Forecasting
- Industry-specific Technology solutions
- Roadmap Analysis
- Benchmarking key buying criteria/ unmet needs of B2B clients
- In-depth benchmarking of vendor offerings
- Creating a robust visibility of your brand among your B2B clients - Sponsor a white book
- Primary Interviews

## ***Reference***

- <https://www.marketsandmarkets.com>
- <https://www.marketsandmarkets.com/AboutUs-8.html>

