

Internship at ZS Associates, Gurgaon

By

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Introduction

Summer Internships give opportunity to students to apply their knowledge in real world environments. It develops skills which help them perform well at their jobs. Internships play an important role in determining how their next step in life will work out. Keeping this in mind the University encourages the students to opt for summer internship at various places. Potential universities and companies give more attention to students who take the initiative in seeking internships, as it shows a level of pro activeness and responsibility on their part. When a student is willingly agrees to sacrifice their free time in order to learn more, that says a lot about the kind of values he or she holds. A great advantage of taking an internship is the opportunity to begin a career and start a good network within the student's preferred industry. When an intern joins a company, his or her colleagues will not see the intern as a student, but as an individual who is ready to make a contribution to the same company they work for. And if that intern proves that he or she is able to add to the success of the company, employers see that individual as a potentially valuable asset in the long run, and may just offer a real job right after the internship. By using internships, students are provided with experience that will make them stronger.

Objectives:

- Application of theoretical knowledge in to real world
- Developing job skills
- Imbibing professional attitude

Goal of internship

My main goal for this internship is simply **to learn**. To learn about Intuit as a company, the people who work here, how I can contribute, and what will lead to my professional goals and long-term personal satisfaction. I will likely only have the opportunity to work at a limited number of great companies and as a result, I want to make sure I continue soaking up the knowledge required to attain an operational understanding of the TurboTax business.

My second goal is **having a trial run before full-time offer**. Having said that, I realize the best time to evaluate my thoughts about the future is once I complete my internship. In order to fight my urge, I have a journal in which I write a couple lines every time I feel particularly good or bad about something or have a meaningful experience at work. Not only is this an excellent outlet for my thoughts, but it also gives me the opportunity to amass a robust set of data points I can refer to when the time for me to evaluate full-time opportunities finally arrives.

As a thinking introvert, I naturally want to let my work speak for itself. I cannot overemphasize, however, the importance of my third goal, which is **to network**. People make decisions, not documents, and therefore it is essential to meet and interact with as many people as possible over the course of my internship. While this may seem like 'extra work' to some introverts, I find no shame in project managing my social life. In fact, I highly recommend it.

With the rigor of the internship program, it can sometimes be difficult to keep my fourth goal at the front of my mind: **to have fun in the process.** Something I have found that works is to occasionally remind myself that having fun is actually a choice and that nothing is so important it requires being completely devoid of all fun. It's all a matter of perspective.

One thing I have learned this summer is that I want to work at a company actively taking steps to achieve a high-rate-of-growth in an enduring category. My favorite part of the entire internship, however, has been meeting all the people. I have never been around such a high-density group of extremely intelligent people who challenge me, encourage me, and make the entire experience rewarding and special.

Organization profile:

ZS Associates is one of the world's largest business services firms specializing in transforming sales and marketing from an art to a science. We help clients gain market share at lower cost by creating data-driven strategies that they can implement rapidly, by taking on sales and marketing operations to make them more competitive, and by helping them deliver impact where it matters.

With 22 offices around the world, we have worked with more than 1,200 companies in 70 countries across consumer products, energy, high-tech, insurance, medical products and services, pharmaceuticals and other industries.

Services offered by ZS associates:-

1. Consulting: works to determine precisely where and how to change your sales and marketing organizations for major improvements in market share, revenue and costs.
2. Outsourcing: Clients come year after year to improve their sales and marketing operations. ZS also take on activities that we can operate more effectively and at lower cost.
3. Software: We offer a portfolio of our own applications delivered as Software-as-a-Service (SaaS) that address crucial sales and marketing issues.
4. Technology: With our knowledge of best-in-class software and the intricacies of sales and marketing data and processes, we help clients design and implement the best solutions.

Solutions Offered by ZS associates:



Business Technology

On-demand access to the right data and analytics can be a game changer—if you're prepared to take advantage of it. We'll solve your toughest information challenges, helping you access the right data and analytics to reengineer your information strategy—saving you time and money, and improving employee and customer satisfaction.



Commercial Strategy and Transformation

In today's marketplace, targets are always moving and business decisions are getting increasingly complicated. ZS is here to help. We'll collaborate with you to reinvigorate your commercial strategy, delivering better business performance and lasting value.



Customer-Centric Marketing

According to ZS's research, 56% of healthcare providers now restrict their interactions with pharmaceutical sales reps. To succeed, life sciences companies need to evolve their sales and marketing approach, and embrace customer-centric marketing. CCM enables organizations to

integrate promotional efforts and better manage communications, using rich insights to optimize the customer journey.



Customer Insights

Healthcare providers are more digitally connected than ever before, giving sales reps unprecedented access to their customers, but that access changes their relationship to marketing, too. Can you predict what HCPs will be looking for next? We'll partner with your teams to aggregate and understand customer data, and to develop customer insights that will help your business thrive.



Healthcare Ecosystem Solutions

In the U.S. healthcare ecosystem, providers are consolidating, patients are increasingly empowered, and payers are playing a more and more prominent role in treatment decisions. The healthcare industry as a whole continues its shift from volume to value, refocusing payment models around the quality and cost of patient outcomes. Amidst this growing complexity, the old models for life sciences organizations no longer work. We'll help you reinvent the way you go to market, from clinical development through to commercial, and we'll give you the insights and analysis that you need to prepare for what's next.



Marketing Execution

To engage busy, digitally savvy customers with meaningful, timely messages offering solutions to an immediate pain point or business challenge, organizations are looking for ways to significantly upgrade their marketing execution capabilities, enabling them to optimize marketing investments, track their impact and adapt in real time. We'll partner with you to leverage the power of analytics to make real-time decisions, deliver the ideal customer experience and maximize profits.



People and Performance

Today's rapidly evolving marketplace is too complex to simply shuffle your current team into new roles and expect good results. The modern marketplace demands new strategies for attracting and managing the right talent for your business in real time. We'll partner with you to develop new, data-driven strategies for attracting, keeping and improving the talent you need to meet your business goals.



Product Development

The road to pharmaceutical commercialization has grown longer and tougher to navigate, and a robust product pipeline is no assurance of success. We'll work with you to develop a customized road map that will improve drug development and commercialization efficiency to help ensure your business's profitability.



R&D Excellence

In this increasingly cost-conscious and budget-constrained healthcare environment, pharmaceutical companies have to prove the value of their therapies to payers, physicians and patients with real-world evidence. At the same time, randomized clinical trials have become more costly and more complicated, increasing product development costs. We'll apply our strategic, analytic and technological expertise to your R&D challenges, helping you succeed in clinical trials and improve the commercial performance of your products.



Resource Planning and Deployment

With your market and your business's needs changing constantly, and your customers' purchasing processes continuously evolving, you need an agile planning model with a thorough assessment of sales resources, and new ways to deploy them. We'll partner with your team to develop a customized resource plan, assist you in setting the plan in motion, and then continually optimize your resource allocation to improve market share and maximize profits.



Sales Compensation

Great sales compensation programs take into account what motivates salespeople, how to promote desired changes in reps' behaviors, what sales leaders and HR teams need, and what the C-suite's goals are—and they also consider how all of these may change over time. We'll partner with your sales teams to design and launch a motivational compensation program that will excite your sales force and promote top-line growth.



Value and Access

The hurdles to a drug's commercialization are growing increasingly challenging, as payers, providers and patients demand more compelling evidence of both the health benefit (the value) and the financial impact (the affordability) of treatments and therapies. Using a unique combination of thought leadership, multidisciplinary approaches to value, structured frameworks and client partnership, we'll help you achieve commercial success in a rapidly changing environment.

Major Industry Focus

Pharmaceuticals and Biotech

Pharmaceutical and biotech companies face a marketing environment with tremendous fragmentation across customers – the consumer is the patient, but the decision maker is a physician, and the payer is typically a third-party – and with a limited commercial window in which to maximize sales outcomes. In this environment, effective sales and marketing choices are essential to make the most of each product opportunity. We help pharmaceutical and biotech firms address a broad range of sales and marketing issues, including:

Commercialize New Products Successfully

Assess market opportunity for proposed new products, including sales forecasting and market definition

Create and implement a new product launch strategy, including value proposition development for each proposed customer group

Maximize Revenue of Existing Brands

Optimize inter-related marketing decisions including segmentation, targeting, positioning, and promotional mix

Drive Increased Sales Force Effectiveness

Design the sales force structure, size, and deployment to accommodate an evolving portfolio of products and changing customer needs

Enable sales execution through effective customer segmentation, targeting, team selling, compensation plans, and performance tracking and reporting systems

Integrate Global Sales Organizations During Mergers and Acquisitions

Determine the best size, structure, deployment, and systems for the combined sales organization, and implement with speed and precision

For nearly 30 years, pharmaceutical and biotech companies around the world have chosen ZS to help them develop and implement winning sales and marketing strategies. We will help you:

Increase product sales and market penetration with specific sales and marketing strategies

Improve sales and marketing return on investment through effective resource allocation and targeted marketing

Achieve measurable productivity gains across international organizations and their local subsidiaries

Our expertise ranges from strategic work focused on questions such as the development of the future pharmaceutical commercialization model to tactical matters such as physician targeting and segmentation – we can also provide operational support to sales and marketing organizations through our outsourcing offerings. Using proprietary, field-tested research and problem-solving tools and processes, we can help you succeed at the global, regional and local levels.

Work Done other than dissertation:

The work undertaken at ZS other than dissertation is confidential, and an undertaking has been signed stating that we are not supposed to share that with anyone.