

Internship
At
ZS Associates
Gurgaon, India

By
Dikshita Hatwar

For the partial fulfilment for the award of the degree of
Master of Business Administration (MBA)
in
Pharmaceutical Management



Internship Report

Introduction

I got the opportunity to work with **ZS Associates in Gurgaon**, India. The internship tenure was from **February 7th to June 17th 2022**, post which I am appointed as a full-time employee in the capacity of a knowledge management associate (KMA) from (July 18th, 2022). I have been aligned with the **Rare disease vertical** in the **knowledge management** division under the guidance of my manager Mr. Amit Pangasa, project manager, Mr. Vaibhav Kumar and mentor Mr. Sohail Sheikh

Objective of Internship

- Assess firm knowledge needs and requirements
- Deliver targeted insights using internal knowledge and external sources
- Help the firm prepare materials for internal and client use
- Maintain, manage and develop the firm's knowledge infrastructure
- Support the creation and update of knowledge assets including competitive intelligence, industry research etc.
- Share best practices and tactical knowledge across offices, practice areas and teams

Organization Profile

ZS is a professional services firm that works side by side with companies to help develop and deliver products that drive customer value and company results. They leverage deep industry expertise, leading-edge analytics, technology and strategy to create solutions that work in the real world. ZS has more than 35 years of experience and more than 10,000 ZSers in 25+ offices worldwide.

Founders: Prabhakant Sinha and Andris Zoltners

Industry: Consulting, AI, Analytics

Headquarters location: Evanston, Illinois

Chief Executive Officer: Chris Wright

Founded: 1983

ZS' consulting services have helped hundreds of companies worldwide solve their most critical challenges by bringing science to bear on clients' most difficult business problems, helping them make data-driven decisions and achieve insights-fueled success.

ZS has expertise with everything that takes to get a product or service to market, from discovery to development through to delivery. ZS helps clients with everything from research and development to portfolio strategy, customer insights, go-to-market-strategy and sales compensation.

ZS' recommendations are always practical due to their deep expertise gained over the last three decades of helping companies improve their results. They understand how changing one aspect of the organization will impact other pieces and provide their clients with solutions that work in the real world.

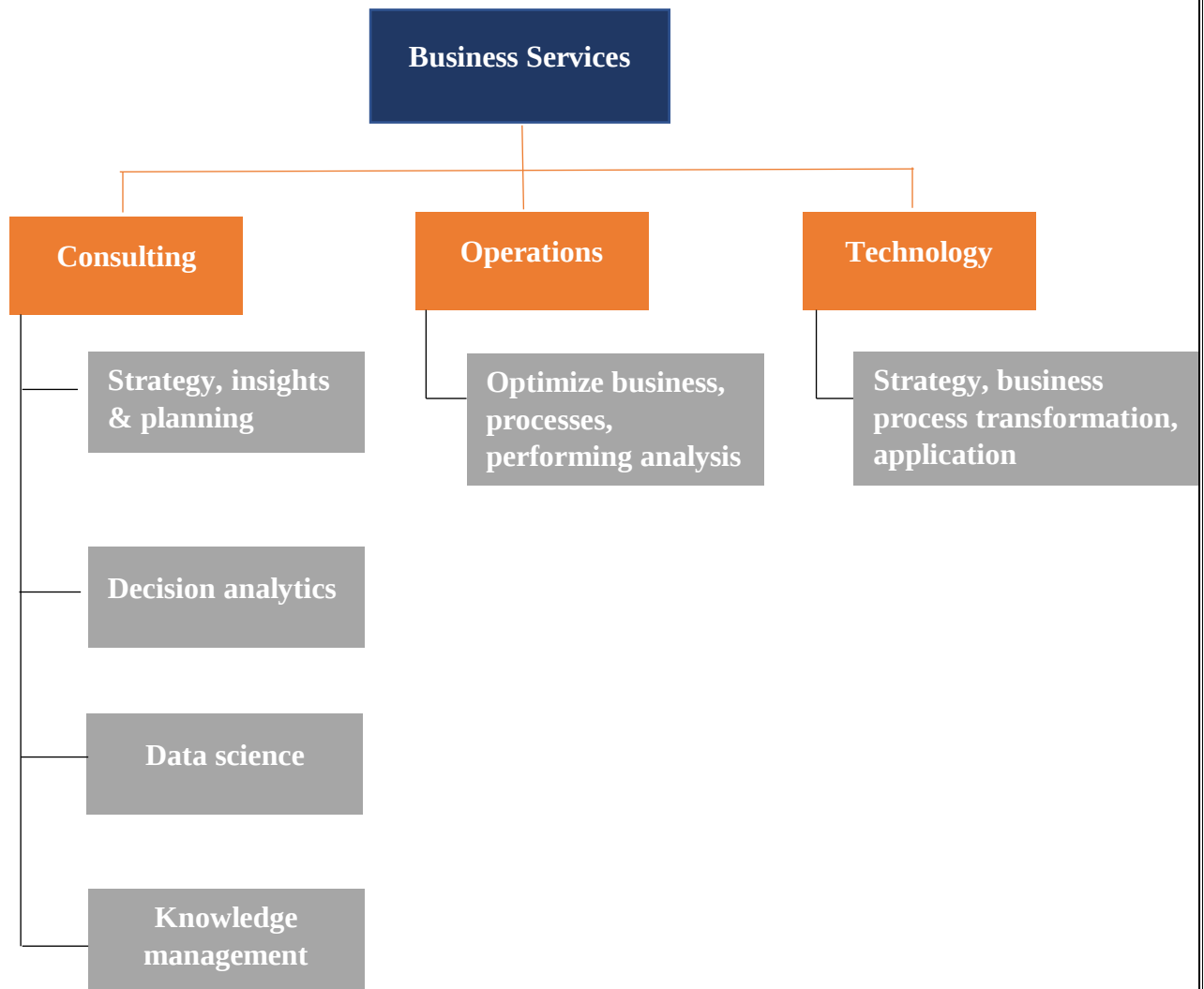
Broadly, ZS provides their professional services in the following industries:

- Pharmaceutical and Biotech
- Medical Products and Services
- High Tech and Telecommunications
- Travel and Transportation
- Financial Services

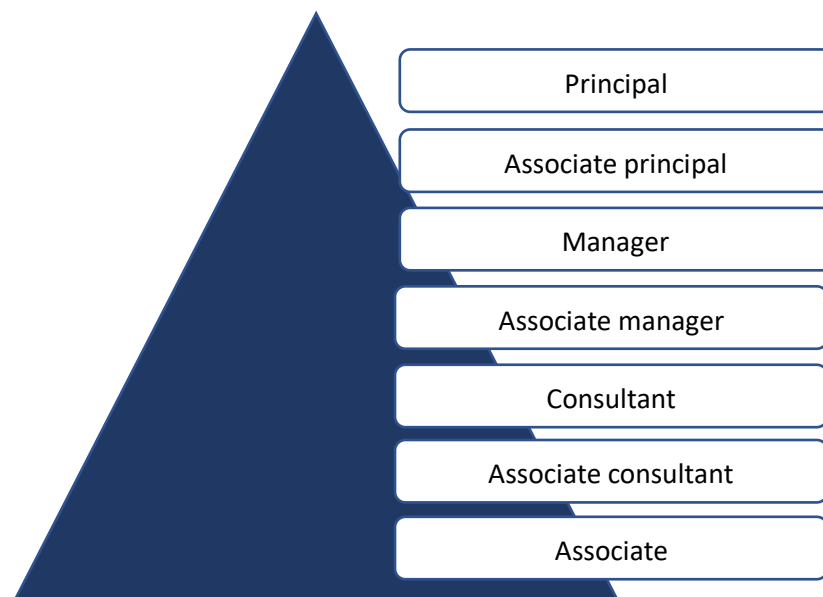
ZS is passionately committed to helping companies and their customers thrive

Organization capability groups

- Business Consulting
- Business Technology
- Business Operations
- Client Integrated
- Enterprise
- Support Service



Hierarchy



Key activities and projects undertaken during the internship

- Delivering knowledge management solutions to internal as well as external clients, mostly related to data analytics and qualitative business research using proprietary cross industry databases like PharmVoxx, Adis Insight, Evaluate Pharma, Cite Line etc.
- Building internal knowledge assets and providing research support to internal consulting teams in understanding opportunities, benchmarking, assessing competition, building capabilities and selling materials
- Creating Patient Journeys to identify drivers, barriers, leverage points and stakeholder involvement
- Prepared therapeutic area overview for rare disease repository
- Helped in updating a digital analog library. The library includes all the drugs worked on by the team and their nuances for internal consumption and enquiries
- Market scanning for different projects to identify potential products
- Helped in various external and ad-hoc projects

Skills gained

- Market research
- Competitive intelligence
- Data analytics and visualization
- Forecasting
- Databases and tools such as Adis insights, PharmaVoxx, Evaluate Pharma, Clinicalresearch.gov, MS excel and PowerPoint
- Stakeholder analysis