

**Internship
at
ZS Associates India Private Limited,
Gurgaon (Global Head quarters), Haryana.**

**Submitted By
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**Post Graduate Diploma in Hospital & Health Management
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Introduction

I started my internship on February 3rd, 2014 at ZS Associates India Private Limited in Knowledge Management Practice Area that lies under Business Consulting Track of ZS Associates in Gurgaon (Global Head quarters) , Haryana.

On my first day I was issued the ZS ID card and I carried out all the HR formalities.

The next day I had my meeting with my Project Lead, Project manager and other team members. We discussed the dissertation topic for a while and then made a draft of target research heads and timeline of completion of research on the respective research heads.

There were already a part time team working on Emerging Trends in the KM Team and Biosimilars was one of the study subjects for them but my role was to carry out Full time dedicated research on the Biosimilars and Impact they have brought on global pharmaceutical market space.

During the first week of my Internship I was told to read about the Organization and in particular about the Basic definitions and terms associated with biosimilars. I found it very interesting.

Later from the second week onwards I started working on my specific Research heads which required literature review on

Biosimilar approval pathways in detail in geographies like Europe where they first came in to existence followed by study of United States regulatory Environment where

biosimilar are soon to get launched and compare both the markets and bring out the differences between the two.

This was followed by study carried out in Japan and later in pharmerging markets like China and Russia

This led to the clarity in the topic under discussion and further led to formulation of a research question after observing the regulatory settings trends which guided the study further.

I started searching internal data sources* which were leveraged by the team for their research as well along with them publically available secondary data sources like Google and online available articles and pharma industry specific literature grey literature simultaneously stored the references

Note*

(Names of data sources are confidential and cannot be shared as per the company policy)

1. A Brief Overview of ZS Associates:

A Foundation of Innovation and Academic Rigor

ZS Associates is rooted in an academic partnership that began in the early 1970s. In **1973**, Andy Zoltners completed a PhD in integer programming algorithms at Carnegie Mellon University, devoting a chapter in his dissertation to sales territory alignment problems. Andy subsequently accepted a teaching position at the University of Massachusetts (UMass).

The following year, Andy crossed paths with PhD student Prabha Sinha, who was exploring the use of higher math in meal planning for the military. The two collaborated on the [Multiple Choice Knapsack](#) problem and co-wrote a paper on the topic. Eventually they realized that this line of thinking was highly applicable to the problems of sales force sizing and resource allocation.

Over the next several years, the pair worked with a number of companies, gaining practical experience applying modelling techniques to sales force problems.

In **1982**, Andy presented his and Prabha's mathematical models for sales force sizing and territory alignment to the Pharmaceutical Management Science Association (PMSA), using an early Apple computer to display sales territories on-site. Executives from many of the attending companies were stunned by the model's ability to quickly solve sales force sizing, sales resource allocation, and territory alignment issues and see solutions visually in real time, with one exclaiming, "I've been waiting my whole life for this!"

By **1983**, both Andy and Prabha were teaching at North western's Kellogg School of Management. They lectured by day, and by night they worked on the many client projects that came their way. Already having consulted to eight companies, the two professors concluded that there was an opportunity to help many clients address critical sales force effectiveness issues,

and so they incorporated ZS Associates, Inc.

2.1 About the work at ZS Associates

ZS Associates is one of the world's largest business services firms specializing in transforming sales and marketing from an art to a science. They help clients gain market share at lower cost by creating data-driven strategies that they can implement rapidly. They also take on complex sales and marketing operations to make their clients more competitive.

ZS focuses exclusively on the two areas that create customer demand: sales and marketing. As a result, their expertise in this domain is both broad and deep. They provide a vast range of marketing- and sales-related services in the industry, from customer insight, product development, and sales and marketing strategies, to sales compensation planning and even plan administration, to name just a few. Their consultants leverage the firm's deep knowledge of the range of sales and marketing activities and how they interact in order to anticipate the upstream and downstream effects of virtually any decision. Thus, they offer clients the unique advantage of understanding what will work best for their company as a whole.

Since 1983, ZS has been working shoulder to shoulder with leaders at hundreds of the world's top corporations. Their clients typically are large and mid-sized companies whose success depends on the effectiveness of their sales and marketing. They help them gather and analyze data to create the best strategies; orchestrate sales and marketing activities to increase demand efficiently; and change quickly to become more competitive. Their clients work with them year

after year because we are responsive, collaborative and flexible – and, not least of all, because they are passionate about what they do.

Today more than ever, executives must drive their sales and marketing strategies and operations with data – and the expertise to interpret it. That’s where ZS comes in. We’re in the business of turning the art of demand generation into a science.

2.2 ZS Associates Global Offices

Americas	Europe	Asia
Boston	Barcelona	New Delhi
Chicago	Frankfurt	Pune
Evanston	London	Shanghai
Los Angeles	Milan	Tokyo
New York	Paris	
Philadelphia	Zurich	
Princeton		
San Diego		
San Francisco		
São Paulo		
Toronto		

ZS Associates is one firm with multiple offices positioned to provide the highest quality and most attentive service to our clients. Each office can effectively serve local or regional clients while also contributing to project teams working around the world, assembling the optimal mix of capabilities, experience, geography, language and culture.

2.3 ZS Offerings to clients

2.3.1 Services

- [Sales](#)
- [Marketing](#)

2.3.2 Expertise

- [Consulting](#)
- [Outsourcing](#)
- [Technology](#)
- [Software](#)

Knowledge Management Team

I was designated as Knowledge Management Associate Intern .

Knowledge Management is one of the practice area under the Business Consulting Track of ZS Associates

It basically involves solving business queries of clients predominantly pharma clients by providing data driven strategies that they can implement easily to increase their market share.

ZS Clients constitute

Pharmaceutical MNCs

Medical devices

Priority Industries :

Airlines

Hospitality

Consumer goods