

INTERNSHIP REPORT

SUBMITTED TO



The IIHMR University, Jaipur

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1. Introduction:

This report outlines my internship journey at Octavus Consulting, where I served as an Intern Analyst from March 18 to June 18. Octavus Consulting is a renowned management consulting firm specializing in providing strategic advisory services to businesses across various industries. The firm is well-known for its expertise in market research, business strategy, and performance improvement, helping clients navigate complex challenges and achieve sustainable growth.

During my internship, I was designated as an Intern Analyst, a role that involved working closely with consultants and senior management. My primary responsibilities included conducting exhaustive secondary research on a variety of topics, gathering relevant information from diverse sources such as Google, company websites, industry reports, market studies, general news articles, databases, and other pertinent resources. Additionally, I familiarized myself with the company's vision and mission, aligning my efforts to accomplish the set goals and objectives. This experience provided me with valuable insights into the consulting industry and enhanced my analytical and research skills.

2. Objective of Internship:

- To apply theoretical knowledge from academic studies in real-world business scenarios and gain hands-on experience in consulting practices.
- To enhance analytical and problem-solving skills by working on various client projects and identifying effective solutions.
- To learn and understand industry best practices and methodologies used in consulting to deliver value to clients.
- To build a professional network by collaborating with experienced consultants and industry professionals, thereby creating potential future career opportunities.
- To improve both verbal and written communication skills through client interactions, presentations, and report writing.
- To develop a deep understanding of how to assess and address client needs and challenges across different industries.
- To learn how to effectively collaborate within a team, including leveraging diverse perspectives and skill sets to achieve project goals.

3. Organizational Profile: Octavus Consulting

Company Overview Octavus Consulting is a leading management consulting firm dedicated to delivering high-impact solutions to businesses across various industries. With a focus on strategic advisory services, the firm helps clients navigate complex challenges and achieve sustainable growth. Founded on principles of innovation, integrity, and excellence, Octavus Consulting has built a reputation for its deep industry expertise and commitment to delivering measurable results.

Key Areas of Expertise

1. **Market Research:** Octavus Consulting excels in conducting comprehensive market research to provide clients with actionable insights. The firm's in-depth analysis helps businesses understand market dynamics, consumer behavior, and competitive landscapes.
2. **Business Strategy:** The firm specializes in developing strategic plans that align with clients' long-term goals. By leveraging industry best practices and innovative thinking, they assist organizations in defining clear, achievable objectives and formulating effective strategies to reach them.
3. **Performance Improvement:** Octavus Consulting offers performance improvement services aimed at enhancing operational efficiency and effectiveness. The firm's consultants work closely with clients to identify areas for improvement and implement solutions that drive productivity and profitability.

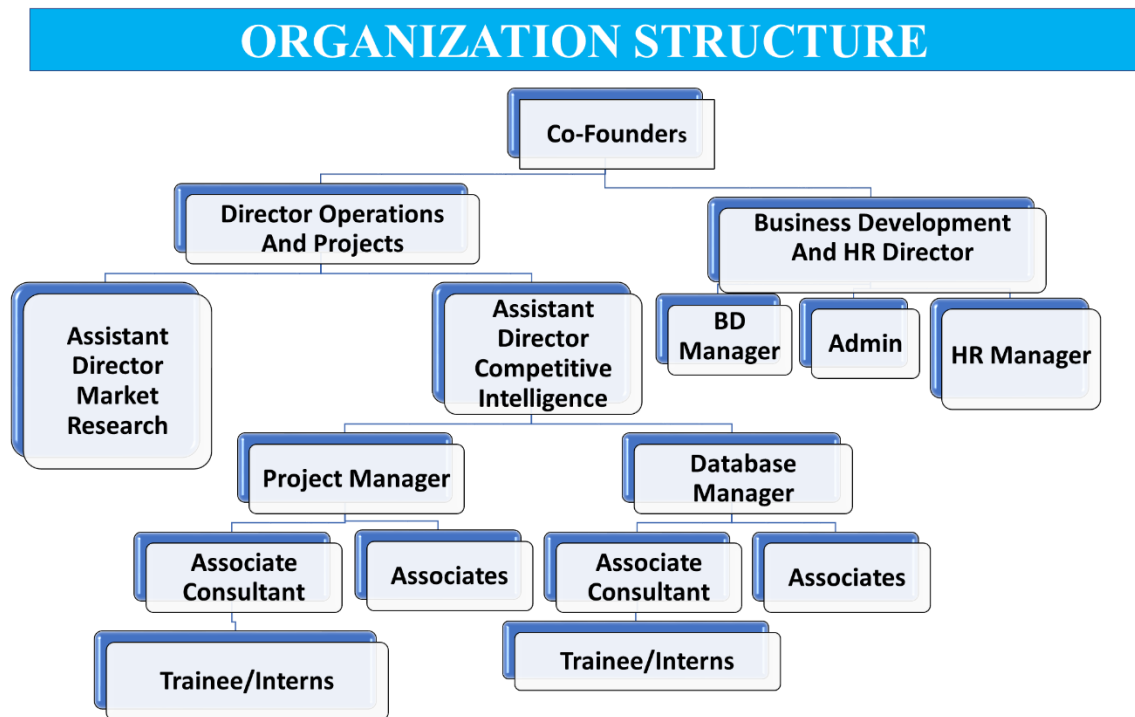
Our Offerings

1. **Competitive Intelligence:** Octavus Consulting provides clients with in-depth competitive intelligence services, helping them understand the competitive landscape, anticipate market shifts, and develop strategies to gain a competitive edge.
2. **Market Research:** The firm offers extensive market research services, delivering valuable insights into market trends, consumer behavior, and industry developments. This helps clients make data-driven decisions and identify new opportunities for growth.
3. **Conference Coverage:** Octavus Consulting offers comprehensive conference coverage, providing clients with detailed reports and analyses of key industry events. This ensures that clients stay informed about the latest trends, innovations, and strategic movements in their sectors.
4. **Business Intelligence:** The firm delivers robust business intelligence solutions, helping clients transform data into actionable insights. This enables organizations to improve decision-making processes, optimize operations, and drive strategic initiatives.

4. Products & Services:

- **PharmaShots:** PharmaShots is an innovative news service, which provides concise real-time news updates of Pharma, Biotech, Medtech, Digital Health, Diagnostics and Life science industries.
- **IntelliShots:** IntelliShots is a cloud-based customized platform for all the real time updates required to track competitor activity and create strategic & comprehensive solutions.
- **ProfileShots:** ProfileShots is a curated KOL profiling service for the life science and pharmaceutical industry to maintain a record of the Key Opinion Leaders of relevant therapy areas.
- **TrialMaps:** TrialMaps is a global trial analysis service with advanced analytics for a broad analysis of the ongoing clinical trials which provide updates on a competitor's product.

TrialMaps and ProfileShots are not currently offered, but they are coming soon, while Pharmashots and Intellishots are already available.



5. Key Activities/Projects Undertaken Other than Dissertation:

- **Secondary Research**

During my internship at Octavus Consulting, I conducted extensive secondary research on a variety of topics. This involved gathering and analyzing data from numerous sources such as industry reports, market studies, company websites, general news articles, and databases. The research was critical in providing a solid foundation for various consulting projects and helping the team make informed decisions.

- **Competitive Landscape Analysis**

I was responsible for creating competitive landscapes for both the company and its clients. This involved identifying key competitors, analyzing their strengths and weaknesses, and understanding market positioning. These insights were essential in helping our clients develop strategies to enhance their competitive edge.

- **Promotional Material Creation**

Another key activity was developing promotional materials, including presentations, articles, and other content. These materials were used for client

engagement, marketing purposes, and internal communications. My work helped to effectively convey the value propositions and strategic insights of our consulting services.

- **Company and Product Profiling**

I undertook detailed company and product profiling, which involved compiling comprehensive profiles on various companies and their products. This task required an in-depth understanding of the companies' operations, financial performance, market presence, and strategic initiatives. The profiles were used to support consulting recommendations and client projects.

- **Deal Profiling**

Deal profiling was another significant aspect of my role. I analyzed various business deals, including mergers, acquisitions, partnerships, and other strategic transactions. This involved assessing the impact of these deals on the market and the companies involved, providing valuable insights for strategic decision-making.

- **Project Work on Quarterly Investor Calls**

One of the major projects I worked on a project for a client that involved covering quarterly investor calls. This task included listening to and summarizing the key points from these calls, analyzing the financial performance, and understanding the strategic direction of the companies. The insights gained were used to advise the client on potential investment opportunities and strategic moves.

- **Getincyte Project**

Another major projects I worked on was the Getincyte project. This involved comprehensive research on specific companies, including their subsidiaries and synonyms. I analyzed their key therapeutic areas and detailed their drugs, including brand names, International Nonproprietary Names (INN), codes, pharmacological classes, mechanisms of action (MOA), and modalities. This research was pivotal in understanding the companies' market presence and strategic focus in the pharmaceutical sector.

- **Dashboard and Graph Creation**

I created dashboards and graphs to visualize data and present key findings effectively. These visual tools were crucial for making complex data more accessible and understandable for clients and the consulting team. They played a vital role in reporting and decision-making processes.

6. Key Learnings from My Internship

- **Enhanced Research Skills**

One of the most significant learnings from my internship at Octavus Consulting was the enhancement of my research skills. Conducting exhaustive secondary research on a wide array of topics taught me how to efficiently gather and analyze data from diverse sources. I learned to discern credible information and compile comprehensive reports that support strategic decision-making.

- **Improved Analytical Abilities**

Working on competitive landscape analyses and deal profiling honed my analytical abilities. I learned to evaluate competitors' strengths and weaknesses, understand market dynamics, and assess the impact of various business deals. This experience sharpened my ability to think critically and strategically.

- **Effective Communication**

Creating promotional materials and covering quarterly investor calls improved my communication skills. I learned how to convey complex information clearly and concisely through presentations and written reports. This experience enhanced my ability to articulate insights and recommendations effectively to both clients and internal teams.

- **Data Visualization**

Developing dashboards and graphs taught me the importance of data visualization in consulting. I learned how to present data in a visually appealing and easily understandable format, which is crucial for effective communication and decision-making.

- **Industry Insights**

Through company and product profiling, as well as the Getincyte project, I gained deep insights into various industries, particularly the pharmaceutical sector. Understanding therapeutic areas, drug classifications, and market trends provided me with a comprehensive view of the industry's landscape.

- **Project Management**

Working on multiple projects simultaneously improved my project management skills. I learned to prioritize tasks, manage time effectively, and meet deadlines. This experience taught me the importance of organization and efficiency in a fast-paced consulting environment.

- **Collaborative Work**

Collaborating with consultants and senior management gave me valuable experience in teamwork and collaboration. I learned to work effectively within a team, leveraging diverse perspectives and skills to achieve project goals. This experience highlighted the importance of communication, cooperation, and mutual support in achieving success.

- **Adaptability and Flexibility**

The dynamic nature of consulting work taught me to be adaptable and flexible. I learned to quickly adjust to new projects, industries, and client needs. This ability to adapt to changing circumstances is a crucial skill in the consulting industry.