

Internship Report

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Roll no. 0404

1. Introduction:

- Organization Name: Coherent Market Insights
- Duration of the internship: 3 months (April to June 2024)
- Department: Business Consulting and Services
- Role: Business Development Intern

2. Objectives of Internship:

- a) To Gain practical experience in business development activities.
- b) To Enhance professional skills such as communication and project management.
- c) To Understand business strategies and their impact on company growth.
- d) To Network and build relationships within the industry.
- e) To Apply academic knowledge to practical business scenarios.
- f) To Contribute to the company's business development objectives.

3. Organizational Profile:

Coherent Market Insights is a market research and B2B consulting firm. They offer a variety of services including industry analysis, consulting services, market intelligence, customized research, long-term engagement, and country-specific analysis. Their website lists some of their clients including Deloitte Consulting LLP.

Key Highlights:

- **Expertise:** Coherent Market Insights offers a comprehensive suite of services including industry analysis, consulting services, market intelligence, and customized research. Their areas of focus include healthcare, chemicals and materials, ICT, automation, semiconductor and electronics, and more.
- **Client Retention:** They boast a high client retention rate, indicating the quality of their work and client satisfaction.
- **Team Strength:** Coherent Market Insights has a team of over 350 analysts and consultants, ensuring a quick turnaround time for projects.
- **Certifications:** Their certifications like ISO 9001:2015 and ISO 27001:2022 demonstrate their commitment to reliability and the security of client data. Let me know if you would like me to find more information about Coherent Market Insights.

4. Services Offered by Coherent Market Insights:

- **Industry Analysis:** This service helps clients identify target customers and develop solutions to meet their business needs. Coherent Market Insights can provide insights into industry trends, market size, growth potential, and competitive landscape. This information can be used to develop new products or services, enter new markets, or improve existing business strategies.
- **Consulting Services:** This service helps organizations keep up with the latest business trends and make informed decisions. Coherent Market Insights can provide consulting services in a variety of areas, such as market research, business strategy, and operations. Their consultants can help clients identify opportunities, develop plans to achieve their goals, and implement those plans.
- **Market Intelligence:** This service helps clients increase revenue and maximize ROI (return on investment). Coherent Market Insights can provide clients with market intelligence reports that track industry trends, identify customer needs, and assess the competition. This information can be used to develop marketing campaigns, pricing strategies, and product development plans.
- **Customized Research Services:** This service provides clients with specific information tailored to their business needs. Coherent Market Insights can conduct custom research studies on a variety of topics, such as market size, market share, customer satisfaction, and brand awareness. This information can be used to make informed business decisions and improve marketing campaigns.
- **Long-Term Engagement Model Services:** This service is designed to build client relationships and provide ongoing support. Coherent Market Insights offers long-term engagement models that provide clients with access to a team of analysts and consultants who can provide ongoing support and guidance. This can be helpful for clients who need ongoing market intelligence or who are facing complex business challenges.
- **Country-Specific Analysis:** This service helps clients understand the social, cultural, political, and economic factors that influence a market in a particular country. Coherent Market Insights can provide country-specific analysis reports that assess the market potential, identify regulatory risks, and understand the competitive landscape. This information can be used to develop market entry strategies, tailor products or services to local needs, and mitigate risks.

5. Commitment to Client Success:

Coherent Market Insights prioritizes client success throughout the entire engagement. Their high client retention rate speaks volumes about their ability to deliver results. By offering long-term engagement models, they go beyond a transactional relationship, providing ongoing support and guidance tailored to each client's specific needs. This commitment extends to their research services, where customization ensures clients receive actionable insights directly addressing their challenges

6. Key Activities/Projects Undertaken Other than Dissertation:

- i. Collaborated with the sales team to identify potential clients and develop sales strategies.
- ii. Conducted market research and analysis to identify new business opportunities and trends.
- iii. Assisted in preparing and delivering sales presentations and proposals to potential clients.
- iv. Supported the research team in gathering and analyzing data for various projects.