

# **Internship Report**

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Roll No: 0464

## 1.Introduction:

- Organization name: Coherent market Insights
- Duration Of Internship: 3 months (April to June 2024)
- Department: Research and Business Development
- Role: Management Trainee

## 2.Objective of Internship:

- ✓ Market Research Objective
  - Conduct comprehensive market analysis to identify key trends, opportunities, and threats in the industry.
  - Collect and analyse data on competitors and their market strategies, strengths, and weaknesses.
  - Formulate detailed customer profiling and segmentation to have a proper understanding of your target audiences.
  - Survey, Interviews, and Focus groups to determine the size of the market demand and the targeting of the products or services.
  - Highlight and give actionable insights based on the study that fits into strategic plans.
- ✓ Business Development Objectives:
  - Identify and assess business opportunities, collaboration possibilities, and business partners.
  - Aid in the formulation and implementation of business expansion strategy and planning.
  - Generate business presentation material and create and present business presentations/ pitches to potential customers or business partners.

- Track and analyse the performance of sales and business development efforts to determine success and areas for improvement.
- Engage with the market to attract interest and generate a pool of potential clients.

### 3.Organization Profile:

- Coherent Market Insights: A leading Indian Market Research and Business Consulting Company
- Founded: Mr. Raj Shah in 2016
- Headquarters: Pune, India
- Core Focus: Market Research, Research Reports and Business Consulting.
- Global Presence: Sales offices at U.S.A, U.K, Australia and Japan.

### 4. Services provided by Organization:

- Market Research
- Primary Research
- Secondary Research
- Market Research Reports
- Syndicated Reports
- Business Consulting

### 5.Key Activities/ Projects Undertaken Other than Dissertation:

- Conducted secondary research on various healthcare topics.
- Prepared company profiles for competitive analysis.
- Worked on the consulting project for an International Pharmaceutical Company.
- Worked with international clients for Syndicated Reports.
- Daily emailing and skype calling to the clients.
- AI generated market reports.