

EY: Empowering PE Investors with Commercial Due Diligence & Business Process Transformation

ABOUT ERNST & YOUNG

Ernst & Young Global Limited, trade name EY, is a multinational professional services partnership. EY is one of the largest professional services networks in the world. It is considered one of the Big Four accounting firms. “EY Parthenon” is the healthcare arm of EY. It provide deep strategic, financial, operational, tax, turnaround and restructuring advice to help solve business issues in critical and complex situations and reshape for a better future. Partnership formed in 1989 by merger of 2 firms, Ernst & Whinney and Arthur Young & Co.

PURPOSE OF EY

**Purpose :** EY exists to *build a better working world*, helping to create long-term value for clients, people and society, and to build trust in the capital markets. Enabled by data and technology, diverse EY teams in over 150 countries provide trust through assurance and help clients grow, transform and operate.

COMMERCIAL DUE DILIGENCE

**Benefits**

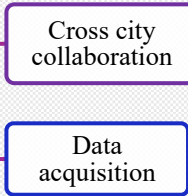
- Analyze the market potential
- Identify risks
- Forecast sales potential
- Understand the target company's position
- Gain holistic insights
- Make informed decisions

**Focus areas**

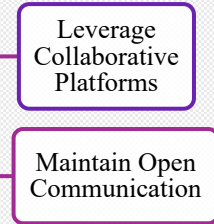
- Market assessment
- Pricing strategy
- Strategy development
- Business landscape analysis
- Profitability analysis
- Competitor profiling
- Trend forecasting

**COMMERCIAL DUE DILIGENCE**

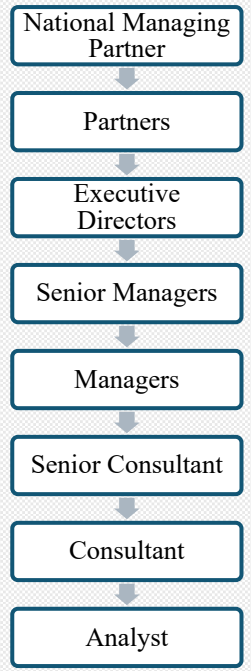
CHALLENGE



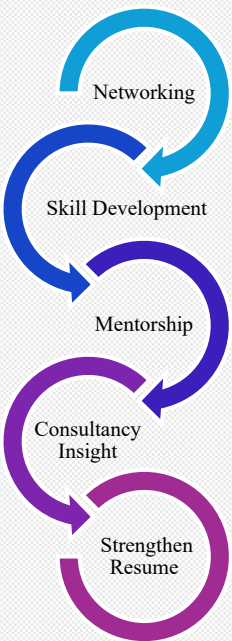
SUGGESTION



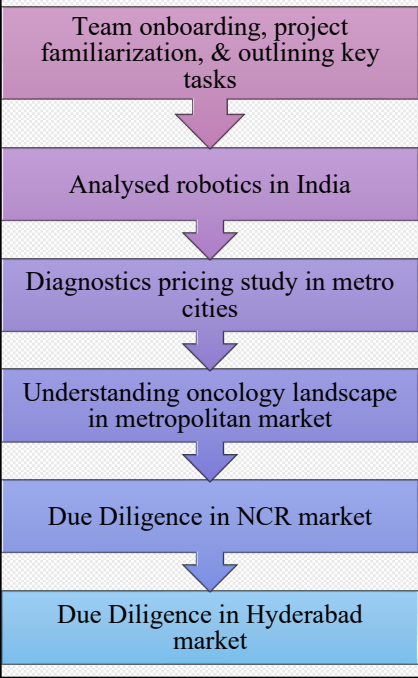
ORGANOGRAM



BENEFIT OF INTERNSHIP



KEY ACTIVITIES OF INTERNSHIP



KEY TAKEAWAY & CONTRIBUTION

- 01** Market Research Skills: Applied theoretical knowledge in primary data collection, competitor analysis, benchmarking, and market assessment.
- 02** Stakeholder Engagement: Attended meetings, recorded minutes, and understood consultancy workflows.
- 03** Challenge Resolution: Developed strategies to overcome cross-city collaboration and data acquisition challenges.
- 04** Financial Analysis: Analysed healthcare costs to understand profitability during market research.
- 05** Communication Skills: Improved communication through client and team interactions.
- 06** Client Communication: Prepared presentations and interacted with clients to discuss progress

PUTTING THEORY INTO PRACTICE

THEORY APPLIED & PRACTICAL SKILLS DEVELOPED

Healthcare cost analysis , providing valuable data for market research.

Communication: I collaborated effectively with a geographically dispersed team, fostering clear and efficient communication across locations.

I collected data, using primary research methods to gather insightful information.

Market Research: I actively conducted interviews, analyzed cost structures, and performed pricing studies, showcasing my market research skills.

Decision-Making Frameworks: By analyzing data and competitor trends.

Market Study Techniques: I employed competitor analysis techniques like benchmarking and market assessments to gain a understanding of the healthcare landscape.

Project Management: I participated in team onboarding and task outlining, demonstrating my ability to contribute to project organization and execution.

SWOT ANALYSIS

MARKET STUDY ON USE OF ROBOTICS IN INDIA

|                                                                                                                                        |                                                                                   |
|----------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| <b>Strength</b><br>Clear project goals<br>Proactive team member                                                                        | <b>Weaknesses</b><br>Cross-city collaboration challenges<br>Limited device access |
| <b>Opportunities</b><br>Lucrative Robotics Market in India<br>Acceptance and demand for technological advancement like robotic surgery | <b>Threats</b><br>Competitive Landscape<br>Data Acquisition Challenges            |