



Summer Internship Report

Market Research Intern

Company:

Radiance Market Research

Industry Data Analysis | | Market Research | | Revenue Growth

Submitted To:

Prof. Mahesh K.C.

Submitted By:

Ritu Shah (191144)

Institute of management, Nirma university

MBA FT 2019-21



Author of Report:

Ritu Shah

Company Name:

Radiance Market Research

Industry Data Analysis | | Market Research | | Revenue Growth

Address:

202, B5, R-Euphoria, Pune, Maharashtra, India

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Conducting Market research and Business Development using different marketing strategies

Purpose of the Report:

Report for the fulfillment of the Summer Internship 2020 for the MBA FT 2019-2021 program
at Institute of Management, Nirma University

Prepared for:

Institute of Management, Nirma University, Ahmedabad.

Submitted to:

Prof. Mahesh K. C., Institute of Management Nirma University, Ahmedabad

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Executive Summary

My Radiance Market Research internship began with few tasks before the start of the main project. They have provided me with few tasks in connection with the writing of business articles, the drafting of news stories, the secondary review of a few subjects, the analysis and write-down of market trends for a specific marketplace. I also find out about a few websites used by them during my training time for researching and developing their data banks in conjunction with all of their tasks to provide links to this website, which allows me to complete my mission.

Then I started the live project, the "Market Research on the Unified Communication as a Services Market," where I made the entire project market research report. My mentor uses this study often to execute activities on a weekly basis or 4-5 days. So, I had sent the report in parts to him so that he can finish with the final market research report by collecting all parts. I was given all my work by email and sent by email only to my mentor. I have learned so much from the Unified Communication as a Services industry during my Internship, because before that I have no such opportunity, and this was completely new to me.

During organizational training and live project, I encountered with some tasks that gave me opportunity to learn and analyze the market strategies and business strategies of various companies, mostly the top vendors in any particular market.

On the ending note, this opportunity gave me lots of experience and knowledge in the market field with the industrial perspective, which will certainly open doors to a fruitful career with lots of opportunities and definitely it would add to my aspirations to build my career in the marketing area.

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PART A

Question 1

Compile an information report about the company, its organisation set up and its business organisation. An indicative scope can be as follows:

A. Company details – Name, Age, historical landmarks, business organisation, markets and business scope

❖ Company Details

Radiance Market Research

Industry Data Analysis | | Market Research | | Revenue Growth

- Radiance Market Research Company is a consulting firm, and a B2B research company strives to represent both SMEs and large corporations. They only work for three industrial verticals: ICT, Electronics and Semiconductors, and Energy and Power.

❖ Age

- The research company Radiance Market is not very old, it is a start-up that was established in 2018, and has been active in all the background work throughout the year. Since Oct-Nov 2019, it has commenced its actual operations. There are so many companies involved in market research, and three categories are loosely defined: Leader, Challenger, Emerging Companies. And work into the Radiance Market falls within the emerging group.

❖ Mission

- Its goal is to help their customers expand their companies to the fullest potential. Many companies face challenges as they are unable to produce sales and expand to gain market share in the marketplace. Radiance market research company aims to dig deeper and do systematic data analysis and data mining to figure out the dynamics of the underground market and understand industry patterns and scenarios. And with that support, they are helping and recommending that their clients develop in the right direction.

❖ **Market & Business Scope**

- The Radiance market research Market and Company Scope focuses mainly on business advisory and market analysis to help their clients expand their business. Market research can be carried out mainly in 2 sectors: B2C and B2B. Because it is an emerging company, it currently focuses mainly on the B2B sector for the purposes of business advisory and market research.

B. Products/Services - range, positioning, pricing, distribution structure, brands owned, brands profiles etc.

❖ **Services Offerings**

- Being a market research company, its first and foremost service offering is to support its clients through their various research reports to develop their business. The offer of advisories can be further segmented into the following:
 - Competitive Landscape and Analysis
 - Technology Trend
 - Market Sizing
 - Growth Rates
 - Use Cases and Case Studies
 - Vertical Trends
 - Geography Trends
 - Inorganic and Organic Growth Activities
 - Go-to-Market strategy
 - Porter's Five Forces/PESTLE analysis
- They have written numerous reports, articles, and press releases on the 3 vertical sub-segments: ICT, Electronics, and Semiconductors, Energy, and Power, so that their customers can view those reports pre-analyzed by the company's research executives after extensive data mining and market trends analysis.
- There are basically 2 models on which they are offering their services:
 - **Syndicate Model:** In this they engage in making market research reports on the various verticals listed above, and holding all data banks to support their business clients at their best for further research work.
 - **Consulting model:** In this various business are approaching them with their business-related issues and Radiance market research is supporting their client on a priority basis following the "service at the moment" concept.

❖ Pricing Structure

- Their pricing structure is entirely subjective, depending on customer and project. By looking at the brand image of the clients, their project power, customer relationship management, old or new clients and various other variables, a client approaches them with the project, and they give them the quote for it.

C. Customers - customer profiling, segmentation of markets covered, how does product/service reach customers

❖ Customers

- Their customers are mostly small or medium-large firms which are facing some or other problems in their business and needs consulting. Radiance market analysis offers the best of their expertise and skills for these companies to consult. They do not approach the firms; they merely market their business and they are approached by the firms, and they offer the firms solutions based on the market research they have done.
- Market segmentation covered: As an emerging business, they are currently focusing only on 3 industry verticals: ICT, Electronics and Semiconductors, Energy and Power. In these areas they have done a large deal of research and data mining to help their customers belonging to each of these industry sectors develop their business.

D. Market and competition: Who are company's competitors? Details of competitors on same lines as the Company details.

❖ Market and Competition

- At present, there are numerous companies in the market research field. Some of the top market players globally are:
 - The Nielsen Company, US (Founded in 1923)
 - IQVIA, US (Founded in 1982)
 - Gartner Inc. US (Founded in 1979)
 - Kantar, UK (Founded in 1973)
 - Ipsos Indica Research (Founded in 1975)
 - IMRB International (Founded in 1971)
 - RNB Research (founded in 1995)
 - Hansa Research (Founded in 1983)
 - P&S Market Research (Founded 2014)

- Grand View Research (GVR Research) (Founded 2014)
 - Persistence Market Research (PMR) (Founded 2014)
- Many of these businesses are in this field in the Leader category and the challenger category. For example: Gartner Inc. and EY come in the category Leader and PMR and GVE Research comes in the category Challenger. And all the stat-ups fall in the new category, the same as market research on Radiance.

E. Financial performance including dividend distribution

❖ Financial Performance

- Since this company's actual operations started in October-November 2019, the growth reflected the tremendous growth and the acceleration of their market. All their financial success depends on their department of marketing and sales, backed by the researches and their data bank. They have had a decent number of customers in the solar photovoltaic field since their actual operations started, which they currently perceive as their potential customers for their revenue generation. They took 4-5 months to support all those solar photovoltaic sector customers to the best of their knowledge and abilities. And they have had great success in that field so far.
- As a start-up company, they do not have their annual report or financial statements, but their financial results can still be measured by the growth it had achieved in a few months after the start of its actual operations. They have a very long way to go because in the future these market research firms will have tremendous growth potential.

Question 2

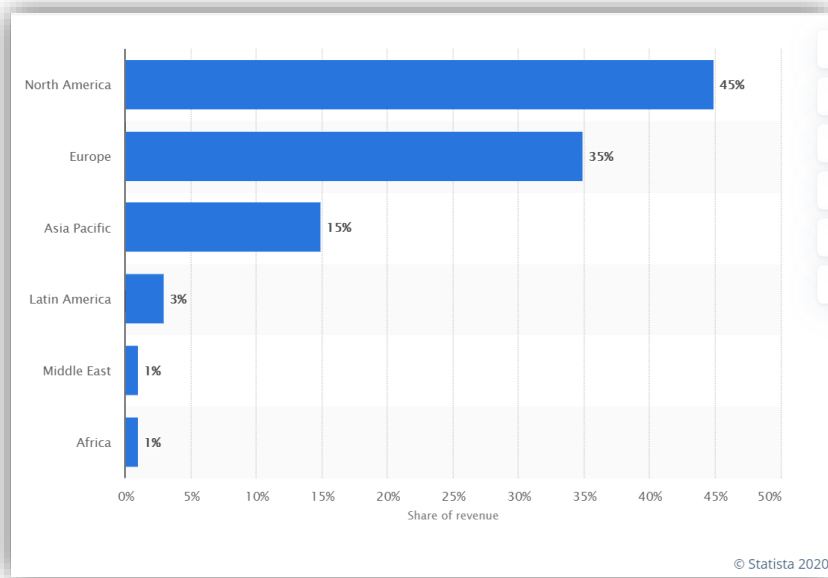
Compile an information report about the industry the company belongs to. An indicative list of information you may want to include:

A. Industry classification

- Radiance Market Research is a B2B research and consulting company that serves both large enterprises and SMEs. Industry Verticals served by Radiance Market Research include
 - ICT
 - Electronics and Semiconductors
 - Energy and Power
 - Petroleum
 - Petrochemical

B. Industry structure – general nature of competition, economic policy

❖ Market research industry - Statistics & Facts



- The market research industry's global sales in 2018 reached 47.3 billion U.S. dollars, growing year-on-year after suffering a small dip during the Great Recession in 2009. North America produced the largest share of market research revenue in 2018 at 45 per cent, or 21.3 billion U.S. dollars, closely followed by 35 per cent of Europe. These regions, however, were not the growth leaders that year, which fell to the Asia Pacific region at 3.7 per cent.

- Nielsen Holdings (U.S.), Kantar (UK), IQVIA (formerly QuintilesIMS and IMS Health Holdings) (U.S.), Ipsos (France) and GfK Group (Germany) are world leaders in market research industry. Nielsen, with headquarters in New York City, in 2018 was by far the world's largest market research company in terms of revenue. The company's revenue that year was 6.52 billion U.S. dollars – almost twice that of its nearest rival, Kantar, with revenue of 3.9 billion.



C. External environment sectors – suppliers, technology, economic policy and its impact, etc.



❖ Political

- Profits would be cut by mandatory employee benefits.
- High taxes would discourage companies like Nielsen Holdings plc from increasing their income.
- The possibility of military invasion by hostile countries may result in company divestment.
- Low minimum wage would mean higher income and therefore higher chances of survival for market research into radiance
- The laws enforced by the country, particularly as regards business, such as contract law, since they dictate what Radiance Market research is and is not allowed to do.

❖ Economic

- The country's GDP growth rate will impact how quickly Nielsen Holdings plc is projected to expand in the short term.
- The country's interest rates will impact the number of individuals willing to invest.
- Country exchange rate Radiance Market research operates in would impact Radiance Market research 's profitability. Also important is currency stability-an unstable currency discourages international clients.
- A high level of unemployment in the country due to COVID-19 would mean a greater supply of jobs than demand, meaning that people would be willing to work for lower wages, which would reduce the costs of research on the Radiance Market.

❖ Social

- Differences in educational history between the marketers and the target market can, to some degree, make it difficult to effectively appeal to and draw on the target market. Research on the radiance market should be very careful not to lose link with the interests and priorities of the target market.

❖ Technological

- If Radiance Market research discovers a new product that is gaining popularity in the sector in question, it is necessary to track the level of popularity and how quickly it expands and disrupts the revenues of its competitors. This would translate into the degree of urgency required to respond appropriately to the innovation either by matching the technology or by seeking a creative alternative.
- The effect of the technology on the costs to which most industry companies are subject has the potential to dramatically increase or decrease the resulting income. When such profits are high in size, they can be reinvested in the Department of Research and Development, where potential technical advances will further raise income rates, and so on, ensuring long-term, sustainable profits.

❖ **Environmental**

- Current weather conditions can have a significant impact on Radiance Market research's ability to manage both resource and finished product transportations. This, in turn, would affect the final product delivery dates in the event, say, of an unexpected COVID-19.

❖ **Legal**

- As stated earlier, intellectual property laws and other data security laws are in effect to protect the inventions and patents of companies that can benefit from that information. If the data is likely to be compromised, otherwise work on the Radiance Market will lose its competitive advantage and have a high risk of failure.
- Discrimination laws are put in place by the government to protect employees and ensure that all research on the Radiance Market receive fair treatment and equal opportunities, regardless of gender , age, disability , ethnicity, religion or sexual orientation.

Question 3

Analyse the information compiled in the sections 1 and 2 above to explain your inferences

A. Narrate the growth story of the company

- As already described, Radiance market research has begun its actual operations since October-November 2019 and since then it has been able to attract many clients to its consultancy services. For many companies market research and business consulting are treated as a requirement. Market research in radiance essentially works on three factors listed below, to increase their market share:
 - **Time:** Time matters for every consulting firm. Timely delivery of the service is giving their customers a really positive impression. Radiance market research strongly believes in this dimension and they think that consulting companies don't have much time for businesses that need consultancy services. Accordingly, the goal of Radiance market research is to provide the services needed with maximum effort within the time provided by the companies.
 - **Quality Data:** The timely provision of trash services does not help its customers in any way. Time is not the only concern for market research companies, but delivering high quality data is what will bring the consumer back into the future. The satisfaction of the client depends only on these two factors: data on time and price. Radiance market research is popularly known among various MSME firms in particular for its high quality and quantitative data.
 - **Pricing (Tier 1 companies):** This dimension comes at very early stages, as market research on Radiance is just an evolving sector. Top-level firms typically choose the Tier-1 market research company to get consulting services. But few of the top-level solar photovoltaic companies approached Radiance market research last year and they were initially priced very fairly and also received high-quality data to push their company forward.
- By concentrating on these three factors, Radiance market research has seen tremendous growth in just a few months and, in just 4-5 months, has served several clients. Their key goal is to become a Gold Standard consultancy firm and to represent Tier-1 companies.

- At the beginning of their operations in 2019, they only operated on 3 verticals, i.e. ICT, Electronics and Semiconductors, Energy and Power, but at the moment they operated on 5 verticals with 2 additional verticals: Petroleum and Petrochemical. In a very short span of time adding two more verticals to their research and also serving large numbers of customers, it can be seen that the company is moving forward towards high growth and will certainly soon fall under the industry's challenging group.
- Radiance Market Research was developed to meet the dynamic problems of sales growth at the C-level and D-level executives. They are here to show them the hot market bets and propel their business to strong growth.

B. Describe your understanding of the company's organisation culture based on your analysis of its growth patterns, achievements and recognition, value system, adapting to changing contexts

- According to their mission statement- "Our mission lies to help our clients to grow their business to the fullest of its potential. We strive hard to make our client believe in their vision and strategy and understand the unknown and hidden market dynamics which affect the business scenarios. Radiance Market Research is here to show our clients the light and help our clients make their own path."
- The organization has shown tremendous growth in a very short span of time only because they have strong guidance of their vision in pursuing their mission statement. We are adopting "open door policy" organizational culture, rather than the conventional hierarchical corporate culture, according to my interpretation of the organizational culture. As a research-oriented organization, it offers all of its employees the access to research related data based on their understanding and capabilities.
- As an intern, I have had several opportunities to explore and help the organization increase the data for its research banks via the Internet. I had been given several tasks to dig for the many verticals they are working on, and also to build some models that will definitely give a vision to increase their consulting services.
- They had started their actual operation work few months back, therefore till now they have not received any achievements and recognitions but they have gained a good amount of market share by working truly and consistently on their 3 aspects as mentioned above. This hard-work will truly payoff someday in the near future and hope that Radiance market research would soon be called as the challenger firm in this industry.

C. Comparative performance vis-à-vis other significant or comparable players in the industry. You may want to refer to benchmarking practices in the industry here.

Distinguishing Points	Radiance Market Research	Competitors
Depth of research	With the assistance of primary research, secondary research, and paid databases, they strive to provide deeply rooted study results.	Majority of rival's tackle subjects on a shallow basis and do not go deep into addressing consumer problems and needs.
Workforce	They are expanding their list of full-time workers. Beyond the full-time base of staff, they expect to expand contacts with independent consultants who have more than 10-15 years of experience and serve as specialists in the subject matter. The combination of full-time staff and independent consultants help us produce the best results of market analysis in different vertical and geographical analyzes of the industry.	The quality of market study results is affected by the lack of contacts with experts who belong to different verticals and geographies in the industry. Employee base lacking experience affects research quality.
Niche Topics	They research niche subjects to help their customers stay ahead in the game and increase their market share.	They don't study niche topics and don't discuss the granularity of subjects
Mega Trends	Megatrends Research (technology that is a game changer). ICT megatrends, for example, are-IoT, AI , Machine Learning, Analytics, Smart City and others	Lack of coverage on megatrends
Complete customer assistance in inorganic and organic strategies	There is full support for consumers in creating and improving new products and making successful alliances and acquisitions	Lack of full aid for inorganic and organic growth
Syndicate and consult business	They concentrate on both syndicated research and market consultancy to optimize our growth	There are very few players involved at both



- With respect to results and earnings, it is difficult to report on us and our rivals as the majority are private players. Many players are public corporations with strong results and earnings as regards members, and are also funded by strong investment firms.

Question 4

After you have completed all of the above, present your analysis of the company's strategic framework. Use of 7-S frame work to analyze the different aspects of the organization.

Strategy

- The company's objective is to help the clients to grow their business to the fullest of its potential. They strive hard to make their clients believe in their vision and strategy and understand the unknown and hidden market dynamics which affect the business scenarios. Radiance Market Research is here to show their clients the light and help their clients make their own path.

Shared Values

- The company refers to the Radiance Experience and rallies employees behind delivering and satisfying this notion. Radiance majorly works on client's satisfaction and best experience. This experience includes solving complex revenue growth problems and show them the hot bets in the market and drive their company to high growth.

Structure

- The company has hierarchical process-based structure. This includes employees of different process report directly to the head of that process and all that head reports to the CEO-top management of the company. All the process head coordinate among themselves for improving the speed and efficiency of a company and due to start-up company, it follows centralized decision-making system.

Systems

- Radiance Market Research is a B2B research and consulting company that serves both large enterprises and SMEs. Industry Verticals served by Radiance Market Research include ICT, Electronics and Semiconductors, and Energy and Power. The company's business model includes both syndicate market research study and consulting.

Skills

- Radiance Market Research has distinct competitive advantage with its employees who are knowledgeable and friendly. Training and development programs are organised in a systematic manner and thus they make sure that all their employees are equipped with skills necessary to achieve a high level of client satisfaction and experience.

Staff

- Radiance Market research company prefers capable and promising candidates who can work with the company for long time and provides 100% efforts in the B2B research and consulting work. The company also looks for the employees who has decision making skills in them and provides best solution to the problem. They prefer employees who can help in increasing the growth of the company in any situation and should be a risk taker in necessary times.

Style

- The style of the company is defined as innovative, flexible and team oriented. Leadership in the company is largely participative where employees are given chance to learn and perform the task. Employees are constantly motivated by participating them in the decision-making process for the company's growth. Founder and CEO of the company has experience in this field for last 20 years and has keen interest in this area.

Question 5

Competitive position in industry (Using Porter's Framework)

- Porter's framework was defined to analyze the competitive position of the company in the particular industry. It is defined within the boundaries of 5 forces mention below:



Porter's five forces analysis of Radiance Marker Research:

❖ Threat of new Entrants: (High)

- Market research is one of the emerging fields worldwide, as many companies are unable to perform research and measure the data required to drive their companies. Such market analysis companies are doing their job of data mining, predicting and evaluating for them to make it very clear to the company in which way they will take it.
- Several start-ups occurring each year requiring some or other form of consultancy to expand their businesses in the initial process.
- Anyone with strong qualitative and quantitative data and the skills needed for their research will easily enter the market.
- Low entry barriers: these types of businesses do not have a lot of entry barriers because someone with strong market analysis expertise and experience will enter the market as a start-up company offering services to their clients, for example: business consultancy that would be solely backed by their database.

❖ **Threat of Substitutes: (Medium to High)**

- Any company or start-up with significant resources to invest in market research data mining can offer any form of replacement service that can provide the same advantages to companies that need consultancy.
- In this situation, the loyal consumer base is very critical for keeping their customers for life. Otherwise a customer still has the option of opting for a replacement service with another business.
- Any market research firm's pricing structure is usually variable, based on different factors. But if any other replacement service with the alternative price structure offers the same benefits, it will attract the customers.

❖ **Bargaining power of Suppliers: (Medium to high)**

- Research services are intended to address the clients' various forms of business problems. Since the pricing structure is subjective, the quotation power is somewhat in the service provider, since they typically offer the quotation for the service based on different criteria such as: the brand value of the product, the business size of the customer, the intensity of the service demand, the specified time span, etc.
- The quotation given by the market research industry leader will be comparatively high compared to the challenger companies and emerging firms. Hence, mostly large companies that need advisory services approach leader firms.
- If some large company approaches the challenger to an emerging company, then some negotiating leverage is also in the research firm 's hands because they can quote higher based on the high-end parameters.
- Any market research firm is known to provide high-quality data, and if any research firm quotes for the service, it will also quote on the basis of its high-quality database and input from its previous clients.

❖ **Bargaining power of Buyer: (High)**

- Top-level organizations in every sector typically tend to target Tier 1 market research firms, i.e. the leading market research firms.
- In a few situations, when a top-level organization challenges the competitor or the new company, it has a strong bargaining power relative to the service providers.
- It depends solely on the company's budget, because if the company had a decent budget, it would reach the Tier-1 or Tier-2 companies. Otherwise they can only focus their work on their internal research unit.
- Also, if they have at some point approached one company and they like the quality of the research services they offer, then only the client can again continue with the same business. Here price determines consumer return.

❖ **Threat of existing Rivalry: (Very High)**

- Market research is a very dominant field because of the extremely competitive existence of the field. Since the late 1900s, there have been numerous numbers of companies in this sector and a lot has arisen since.

- Growing number of companies and start-ups now a few days, the need for consulting and research services is immediately rising. Despite having the leading market research firms since the late 1900s, many start-ups have emerged in these many years with huge client base for their consultancy services, since the early 2000s.
- Existing competition relies very heavily on the quality of the research data and the services they offer. Any start-up, if they have the right qualitative and quantitative data, will emerge at a higher rate than any challenger company.
- In order to maintain market share and customer base, a market research company will always continue to dig into the issue of every field of order to get the best out of it, and always continue to refresh its database on the basis of recent developments.

Question 6

Detail at least three specific problem areas, either internal or external that you foresee the company will have to deal with in the next 3-5 years' time. What can be the possible approaches to address these problems?

- **Data is difficult to obtain** because of government privacy regulations.
- **Differentiate themselves from the rivals.** With the introduction of BIG DATA and analytics, the market research firms will follow cutting edge techniques in order to stay ahead of the competition.
- **Cliental Constraint:** Consumers need the most up-to - date, informative knowledge delivered super-fast with ever-increasing competition. It will help the customers gain a lead over their competition and expand rapidly on the market. Clients frequently have constraints regarding the timelines, budget and scope of work involved.
- The **human dimension** is becoming ever more important in the race toward big data, automation and AI. The more we know what people are doing, the more we need to learn why they are doing this, and what strategies might cause people to change what they are doing. Market research has always focused on understanding people, and since the 1940s, using both qualitative and quantitative methods, it has tried to do so. Understanding the findings of the study. The estimation of the results will be increasingly a challenge for data scientists and bots with Big Data, AI and automation, but analysis requires human intuition.

PART B: Experiential Learning Project

Question 1

Introduction

❖ Context of the organization and specific department/branch

- Radiance Market Research Company is a consulting firm, and a B2B research company strives to represent both SMEs and large corporations. They only work for three industrial verticals: ICT, Electronics and Semiconductors, and Energy and Power.
- The research company Radiance Market is not very old, it is a start-up that was established in 2018, and has been active in all the background work throughout the year. Since Oct-Nov 2019, it has commenced its actual operations. There are so many companies involved in market research, and three categories are loosely defined: Leader, Challenger, Emerging Companies. And work into the Radiance Market falls within the emerging group.

❖ Work flow of the department, roles and expected contribution to business

- The company has hierarchical process-based structure. This includes employees of different process report directly to the head of that process and all that head reports to the CEO-top management of the company. All the process head coordinate among themselves for improving the speed and efficiency of a company and due to start-up company, it follows centralized decision-making system.
- As an intern, I have had several opportunities to explore and help the organization increase the data for its research banks via the Internet. I had been given several tasks to dig for the many verticals they are working on, and also to build some models that will definitely give a vision to increase their consulting services.
- According to their mission statement- “Our mission lies to help our clients to grow their business to the fullest of its potential. We strive hard to make our client believe in their vision and strategy and understand the unknown and hidden market dynamics which affect the business scenarios. Radiance Market Research is here to show our clients the light and help our clients make their own path.”

Question 2

Methodology

❖ Company image from inside

- As radiance market research is the growing company, they have made their workplace a very smart place to let its employee grow and learn and gain experience, and to create a good image of the organization from inside. They are hiring very smart and dedicated workforce to take the company to the higher level, and for that first and foremost requirement is to make a good image of the organization in the eyes of employees, because they will be the one who will contribute for the growth of the company.

❖ Employee Satisfaction

- It plays a very important role for any organization either it is at a larger scale or any small firm. And radiance market research always appreciates their employees for their good work. Appreciation from a senior authority always satisfies an employee and not just this, it also motivates the employees to work even harder. As per my observation, the environment that the company provides is also very good for the company, full of opportunities to grow and learn, full transparency between the employees, very smart workplace with full of advanced technologies, etc.
 - **Company Policies** -Policies are transparent, fair and applied equally to all employees So, will decrease dissatisfaction. Therefore, fairness and clarity are crucial in improving employee attitude.
 - **Salary/Benefits** -Making sure employee salaries and benefits are comparable to other organization salaries and benefits will help raise satisfaction. If a company wishes to produce a competitive product, they must also offer competitive wages.
 - **Interpersonal/Social Relations** - Encouraging employees to develop a social aspect to their job may increase satisfaction as well as develop a sense of teamwork. Co-worker relationships will benefit the organization as a whole since teamwork is a very important aspect of organization productivity and success. Moreover, when people are allowed to develop work relationships, they care more about pulling their own weight and not letting co-workers down. Employee involvement groups are a great way to help employee's interact with individuals outside their department or organization.
 - **Working Conditions** - Upgrading facilities and equipment and ensuring employees have adequate personal workspace can decrease dissatisfaction. A cramped employee is a frustrated employee plus faulty equipment leads to frustration in trying to get work done.

- **Achievement** - Ensuring employees are appropriately placed to utilize their talents may enhance satisfaction. When employees are given proper role and feel a sense of achievement and challenge, their talents will be in line with the goals best suited for them.
- **Recognition** - Ensuring a job well done is duly acknowledged increases the likelihood of employee satisfaction. Positive and constructive feedback boosts an employee's morale and helps them work at the desired level and towards the desired direction.
- **Autonomy** – Radiance is giving employees the freedom and sense of ownership of their work which may help raise job satisfaction as the individuals realise, they are responsible for the outcome of their work.
- **Advancement** – Radiance is allowing employees showing high performance and loyalty, the room to advance will help ensure satisfaction. A new / higher position and sense of responsibility can often increase job satisfaction in an employee.
- **Job Security** - Especially in times of economic uncertainty, job security is a very crucial factor in determining an employee's job satisfaction. Radiance is giving an employee the assurance that their job is secure will most likely increase job satisfaction.

❖ Effectiveness of instruments for motivating employees

- Motivating employees is one of the most important thing that every company need to look after, because some employees might get bored, or irritated or feel stressful at his workplace, so motivating them by using various effective instruments like, appreciation, awards and recognition, promotions and salary hike, organizing events to appreciate them in the public, etc. All of these are being done by Radiance market research to motivate their employees to work even harder to contribute more to the company. And not only to the employees, they also appreciate the work and gives regular feedbacks to their interns. Good appreciation also motivated us “interns”, a lot to work harder for the company.
- More than anything, the biggest motivating factor for employees are words of affirmation. Showing recognition of work, encouragement and giving employees opportunities to improve will often reap the biggest productivity benefits.
- By offering a specific and clear compliment, trust with a new or bigger project or another kind of growth opportunity, you can show gratitude for your employees and encourage them to perform.

❖ Work culture

- Doing work from home doesn't let me know much about the work culture of the company, but as per my observations as an intern and with due respect to all the conversations with my mentor, I have understood that the work culture of the company is very open. There is complete transparency between the employees and

managers. And not only this, they provide full co-operation to their employees as well as their interns wherever required and also, they give full opportunities to use your creativity to present the research work.

- Teams work together on all work-related projects and help where necessary. It doesn't matter who gets credit for what because they accomplish everything together. They're knit together, not separated. As a start-up company, they believe that, any creativity in their research work, and providing full opportunities, motivates their employees and let them feel that this company as their second home.

❖ Sources for opportunities for company

There are too many opportunities for Radiance market research to expand and grow its business. Some of them are:

- Low inflation rate brings more stability in the market, new trends in consumer behavior will help Radiance market research to explore new verticals and build new revenue streams, governments green drive brings new opportunities to expand its business worldwide, technological advancements also brings new opportunities to grow and brings advances in their products and services.
- Innovation is mandatory and agility and intelligence must be added to processes in a proactive manner.
- For Radiance, it is important to understand which research methodology is better for each specific problem: "What" versus "Why".
- It is necessary to find partners and generate collaborations that help us grow, adapt and learn. And as a result, offer more holistic investigation approaches.
- Business and strategic recommendations must be made, based on the results of the research. The "must know" has to be separated from the "nice to know". Focus on the message and not on data.

❖ Issues for future competition

- Market research field is having very intense competition worldwide. Apart from top companies, there are numerous challenging and emerging companies. Future competition is mostly reliable on the products and services that they are providing and the technological advancements that they have adopted to provide services, develop innovative products and to drive their business. Continuous innovations alongside with the upgraded technologies can put Radiance market research ahead of its competitors.

Question 3

Observations

❖ Organizational Training

- Radiance market research gave an immense training before starting the main project with the company. As the profile mostly includes the research type of experience to know more about various industries and top-level companies, creating and enlarging the company's qualitative and quantitative database of market research was our utmost priority. So, I was given the main project to work on the Managed services market after getting a hands-on training by completing few tasks so that I would be able to use different websites more effectively to extract out the data and to get prepared for some more extensive research work.
- Some of the training tasks are mentioned below along with the **sample snapshots** of the same (not the complete tasks):
 - Business Writing on Impact of COVID-19 on healthcare sector market
 - Marketing Collateral/Press Release
 - Market Dynamics of IOT Market
 - Case Study on The-Body-Shop-Approach-To-Stakeholder-Auditing
 - PRESS: Biometric System Market

Impact of Covid-19 On Healthcare Sector

COVID-19

COVID-19

Disease caused by the SARS-CoV-2 virus



Novel coronavirus

Coronaviruses are viruses that circulate among animals but some of them are also known to affect humans.

The 2019 novel coronavirus was identified in China at the end of 2019 and is a new strain that has not previously been seen in humans.

Prevention

When visiting affected areas

Avoid contact with sick people

Wash your hands with soap and water

If you develop cough, use a medical face mask

Wherever you travel apply general hygiene rules

Symptoms

FEVER

COUGH

DIFFICULTY BREATHING

MUSCLE PAIN

TIREDNESS



Transmission

VIA RESPIRATORY DROPLETS

2-14 days
estimated incubation period



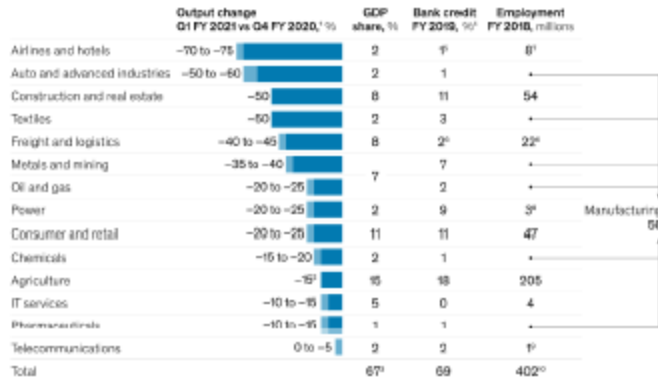
ECDC, European Centre for Disease Prevention and Control

On November 17, 2019, the first case of China in the Hubei Province went unrecognized. In December, eight more reports emerged with investigators pointing to an unknown virus. The virus continued to spread in the next three months via direct and indirect communication with many people in Hubei. Because we live in a global society, it is suspected that foreign travel has brought the virus all over the world. It reached such a scale that by March 2020, WHO declared COVID-19 a pandemic as it reached to 784,794 cases worldwide and caused 37,788 deaths by Mar 30, 2020. The first case was registered in India on 30 January. By March 30, India reported 1251 cases and 32 fatalities.

Figure-1: Business Writing

The economic impact of COVID-19 in India will vary by sector.

Scenario 2 (lockdown continues until mid-May 2020): Potential impact on key sectors



McKinsey
& Company

Indian Healthcare Sector

• India pharma's global standing

The Indian pharmaceutical industry has been a world leader in generics, both internationally and in domestic markets, substantially contributing in volume to the global demand for generics. Made-in-India drugs given to industrialized economies like the US, EU and Japan are known for their protection and efficiency. In recent years, India has seen increasing competition from China, which it has been able to exploit due to its inherent cost advantage, manufacturing intermediates and APIs at a much lower cost than those in India, leading to a steady rise in API imports from China to India, which in turn has resulted in the depletion of domestic production capacity for some main APIs.

• Risks from India pharma's China linkages

India's high import reliance on China (around 70 per cent by value) has become a major threat to India's manufacturing of healthcare and global supply chain. Although Indian pharmaceutical companies have gradually migrated up the value chain over a period of time to concentrate on higher-margin value-added formulations, this over reliance on China has increased the threat to the nation's health security as some of these vital APIs are crucial to mitigating India's increasing disease burden.

Figure-2: Business Reading & writing

Problem – A leading IT company faced a problem to market and promote their product. They wanted to increase their market share and understand competitive landscape. (4-5 lines)

- Issues such as respect for human rights, animal and environmental protection.
- Include criteria for workers' rights embracing a safe, healthy working environment, fair wages, no discrimination on the basis of race, creed, sex or sexual orientation, or physical coercion of any kind.
- Support long term sustainable relationships with communities in need. Pay special attention to those minority groups, women and disadvantaged peoples who are socially and economically marginalised.
- We will use environmentally sustainable resources wherever technically and economically viable. Our purchasing will be based on a system of screening and investigation of the ecological credentials of our finished products, ingredients, packaging and suppliers.
- We are against animal testing in the cosmetics and toiletries industry. We will not test ingredients or products on animals, nor will we commission others to do so on our behalf. We will use our purchasing power to stop supplier's animal testing.

Need – The company wanted a consultation from a leading consulting firm but budget was also a concern. (2-3 lines)

- Senior managers must run the organisation in such a way as to satisfy the different groups of stakeholders. This may not be easy and conflicts of interest may develop. Priorities may have to be agreed and compromises made.
- The managers' jobs may be made harder as the different stakeholders' objectives may change over time according to how the firm is performing.
- Cosmetics company is the second largest employer. Job creation is therefore very important to the town. The Body Shop also allows its employees paid time off to do volunteer work in their local community.

Solution - The company consulted with Radiance Market Research. Radiance Market Research provided them with business and market research assistance. (4-5 lines)

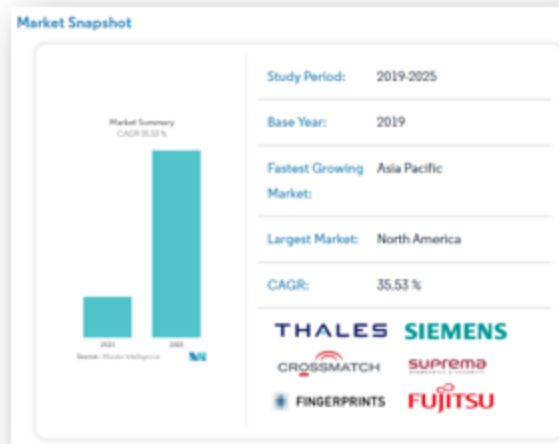
- To passionately campaign for the protection of the environment, human and civil rights and against animal testing within the cosmetics and toiletries industry.
- We will promote animal protection throughout our business activities.

Figure-3: Case Study: The-Body-Shop-Approach-To-Stakeholder-Auditing

Radiance Market Research Forecasts Biometric system market to grow to USD ABC Billion by 2025. Keep value of forecast blank, we will enter it later.

Paragraph 1 – Radiance Market Research released an exclusive report on XYZ market.

Radiance Market Research revealed an exclusive market research report on the biometric system market. The report helps key executives in understanding the global scenario by giving them a picture of the market size in USD billion, key segments, regional trend and competitive landscape. The report would help executives in devising a strategy that would help to increase their sales and maximize their ROI.



Paragraph 2 – Key segments in the report

The market for biometrics technology is segmented by type, end-user, and geography. The market is segmented into two categories based on characteristics of physics and behaviour. Physical-based biometric technology is further segmented into face recognition, iris recognition, fingerprint recognition, hand geometry recognition, and others (DNA, ear), while behavior-based technology is further segmented into signature recognition, voice recognition, middleware recognition, and other (keystroke, handwriting).

Biometric industry end users include defense, government, banking & finance, education, transportation & immigration, commercial security, non-commercial safety & security, and others (hospitality, gaming, car, retail). The scale of the biometric market has also been studied across North America, Europe, Asia-Pacific and LAMEA regions.

Paragraph 3 – Regional trend

Asia-Pacific to Witness a Significant Growth Rate over the Forecast Period

The region's economy is expected to see substantial growth in emerging economies, anticipated to rise steadily over the forecast period. In addition to the consumer electronics and government sectors, a development in the application of next-generation biometrics in this region is anticipated for the healthcare sector.

Figure-4: PRESS: Biometric System Market

IOT Market Dynamics

Drivers

- The decrease in the cost per CPU memory and storage makes the collection of big data and subsequent analytics possible.
- Devices such as sensors have proliferated, without which IoT opportunities cannot be realized.
- The decreasing cost of megabytes increases the amount of money available for investment in large processing systems.
- Cloud and big data offer elastic repositories for storing and analysing the onslaught of data.
- The convergence of information technology and operational technology are coming together to create a new revolution.
- The Internet world is colliding with the industrial world to create unprecedented opportunities.

Restraints

- IOT market Fails to establish a Clearly-Defined Business Case
- This market is Enable to Connect, Gather, and Understand the Data
- To implement a product in IOT it has high cost for implementing it.
- Uncertainty that the IoT will deliver the benefits promised.

Opportunities

Figure-5: Market Dynamics: Internet of Things (IoT)

Question 4

Project Work

❖ Market Research analysis on Unified Communication as a Services Market

- After getting hands-on training experience on various research tasks, the company allotted me an exclusive one-and-a-half-month live project on Unified communication as a Services Market. Broadly I needed to do a complete market research on Unified communication as a Services Market and make a complete market research report on the same. Any general market research report on any particular industry or market can be bifurcated into following points:
 - Market Size
 - CAGR
 - Market Dynamics
 - Market trends in industries
 - Geographic trends
 - Company profiles of top 10 companies in the market
 - Market study and analysis by vertical
 - Market study and analysis by geographic regions
 - Porter's 5 forces analysis
 - PESTEL Analysis
 - SWOT Analysis
 - Go-To-Market Strategy
- Unified Communications as a Service Market is classified into Component (Telephony, Unified Messaging, Conferencing, and Collaboration Platforms and Applications), Currently there are numerous companies who are providing various types of UCaaS which can be categorized into two categories as Organization Size (SMEs and Large Enterprises).
- UCaaS is also divided into different Vertical(BFSI, Telecom and IT, Consumer Goods and Retail, Healthcare, Public Sector and Utilities, Logistics and Transportation, Travel and Hospitality, Others (Education, Media and Entertainment, and Manufacturing), along with different Region(North America - US, Canada, Europe - UK, Rest of Europe, APAC - China, Rest of APAC, MEA, Latin America - Mexico, Rest of Latin America)
- To make a complete market research report on any particular market, these bifurcations are also done to do the in-dept analysis of the market, so that the companies that are in need of these information to grow their business can directly take the consultancy services and buy such kind of market research report in order to understand better about the market and most importantly the growth trends in the market.

- I was given the task to do extensive research on all the above mentioned points and do the analysis and write the report in a bifurcated manner so that all the sub-parts of the report can be compiled at the end by the market research executives of Radiance market research to do the business consulting of companies in this market by keeping this report as the base of consulting, in the near future. So, I had done in-depth analysis and have written write-ups on all the points. Snapshots of some of those sub-parts of the report that I had written, are given below:

Unified Communication-as-a-Service (UCaaS) Market			
Sr no.	Key Pointers		
1	Global Market Revenue	\$22 billion as of 2018	
2	CAGR	11.1% by 2025	
3	Market Growth Drivers	IT solutions offer under a single roof-UCaaS reduces in-house software and hardware complications being solely undertaken by a third party service provider. This help the business entrepreneurs to focus on primary subjects without any diverted response attributing to UCaaS market growth.	
4		· Organizations dependency on communication induce innovations and established clientele reliance through various channels such as web-based texting, screen sharing, and video and voice media that majorly influences the UCaaS market demand.	
5		· Additional digital features of pay per use services, incorporating several apps in single-user interface, strong networking infrastructure, and replacing conventional telephonic system with VoIP solutions are constantly boosting the UCaaS market scope.	
		AI Induced Automated Transcription: Speech-to-text transcription with technologically advanced AI and ML systems will lead the market in forthcoming years with ability to transcribe video and audio conference calls. The recent trend of cloud UCaaS will provide new solutions to communication-led business transition with automated transcription, response identification and instantly deliver the appropriate description, details, and solutions via text messages to the	

Figure-6: UCaaS market

Top 10 vendors						
Sr no.	Vendor Name	Products/Solution	Employee Designation	First Name	Last Name	Email ID
1	8*8 Inc.	CLOUD BUSINESS PHONE SYSTEMS, CLOUD CONTACT CENTER, VIDEO CONFERENCING, PHONES & ACCESSORIES, INTEGRATIONS	CEO	Vik	Verma	Uk-info@8x8.com
			CMO	Marge	Breya	vik.verma@8x8.com vikverma@8x8.com vik@8x8.com
2	Cisco	Networking, Software, IOT, Security, Collaboration, Data Center, Cloud	CEO	Chuck	Robbins	info@cisco.com
			CMO	Gerri	Elliott	chuck.robbins@cisco.com chuckrobbins@cisco.com robbinschuck@cisco.com chuck@cisco.com ceo@cisco.com
		Cloud, Unified Communication,				

Figure-7: List of Vendors

	A	B	C
8	6	Key players	Microsoft Corporation (U.S.), Cisco Systems (U.S.), 8x8, Inc. (U.S.), Verizon Enterprise Solutions (U.S.), Avaya, Inc. (U.S.) AT&T, Inc. (U.S.), BT Group plc (UK), Centile Telecom Applications (France), DXC Technology Co. (U.S.), Fuze (U.S.), IBM Corporation (U.S.), Mitel Networks Corporation (Canada), NTT Communications (Japan), Orange Business Services (France), RingCentral, Inc. (U.S.), Vonage (U.S.), West Corporation (U.S.), and others.
9	7	Market Challenges	Cloud computing majorly involve UCaaS integrators and service providers that make it essential to choose the right vendor. In order to provide low cost services, UCaaS eliminate essential cloud IT requirement which leads to significant drawbacks such as security breach and data backup redundancy caused by inadequate data controlling environment.
10	8	Industry Vertical Points	On the basis of industry, this market is divided into banking, financial and insurance, telecom and IT, consumer goods and retail, healthcare, public sector and utilities, logistics and transportation, travel and hospitality, and others.
11			
12			
13			
14			
15			
16			
17			
18			

Figure-8: UCaaS Market Challenges

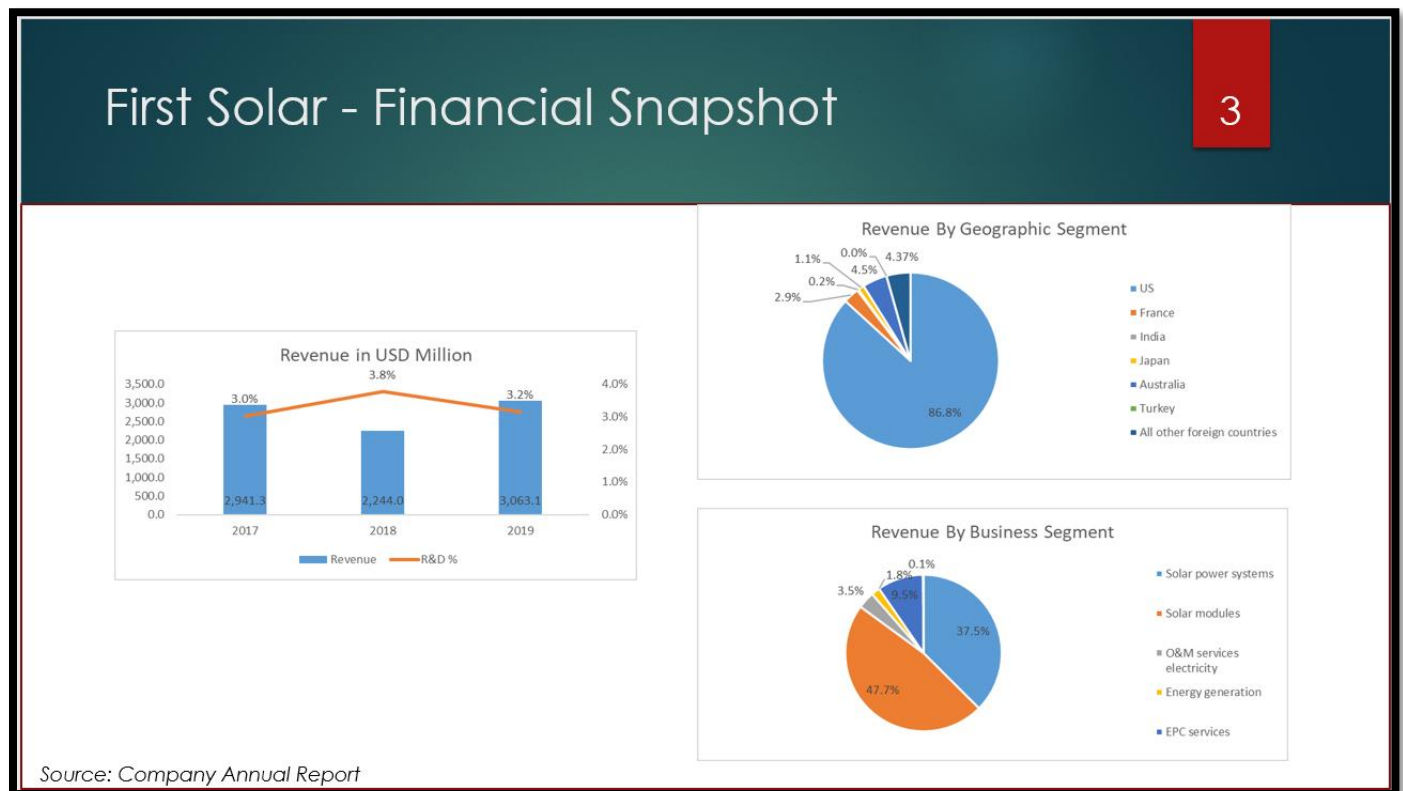


Figure-9: Financial Snapshot of Top leaders in the Market

Jinko Solar - Organic/Inorganic Development(2018 -2020)

5

Date	Development Type	Description
Oct-18	Partnership	-Partnered with <u>ReFeel</u> RD, a Dominican renewable energy project developer and EPC service provider. -Both companies will come together to install 1.5 MW PV plant in Puerto Viejo, Dominican Republic.
September 2018	Partnership	-Partnered with <u>Edisun</u> Microgrids, a company specializing in delivering solar storage technologies. -Under this partnership, both companies will come together to develop Eagle PowerTrack, a performance bundle for rooftops. -The bundle will feature <u>JinkoSolar's</u> G2 modules integrated with <u>Edisun's</u> PV Booster rooftop tracking technology.
Aug-18	Agreement	-Entered into an agreement with <u>OWERCHINA</u> Huadong Engineering Corporation Limited. -Under this agreement, <u>JinkoSolar</u> will supply 240 MW solar module required in <u>Dau Tieng</u> solar plant in Vietnam.

Source: Company Website and Press Release

Figure -10: Organic/ Inorganic Development of Top leaders in the Market

Hanwha Q Cells – SWOT

8

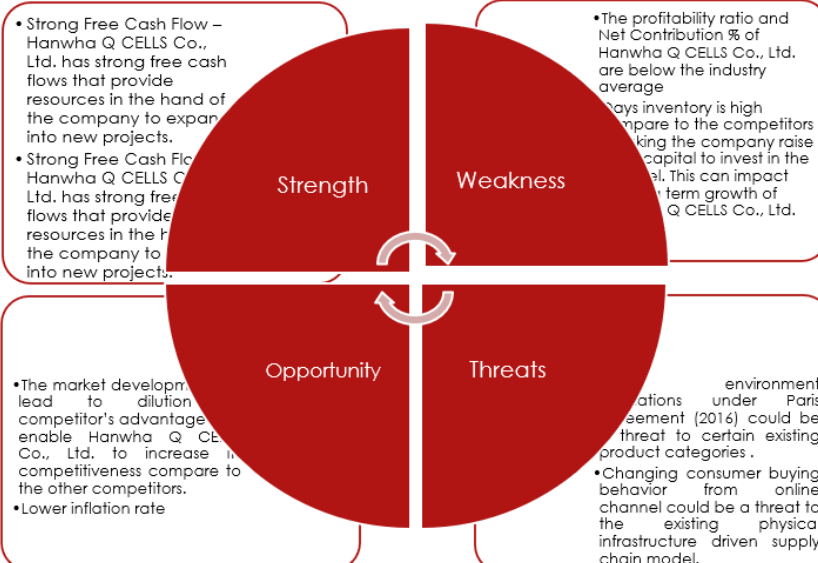


Figure-11: SWOT analysis of Top leaders in the Market

- As stated, Fig. 9, Fig. 10 and Fig. 11 are of Profiles of businesses that basically cover business revenue generation and investments on research and development over the past 3-4 years. These are the best companies on the market and they operate in various industry sectors in various geographic regions around the world. To order to plan its future growth, it is extremely important that a company knows which area produces more revenue and also which market segment is more suitable and generates more sales. I have come to understand that spending on R&D is highly important to the business because revenue generation is, in most cases, directly commensurate with R&D expenditure. In certain cases, with the growth of R&D, sales production declined due to such external factors, such as government regulations or changes in customer preferences etc.
- The company profile also includes the latest basic details and the company's recent strategic steps to advise other emerging businesses to expand. This basic information covers the strength of its staff , partners, sales, R&D expenses, big ventures and clients, business goods and services etc. Some alliances and acquisitions will enhance each company's growth. It is therefore also important to follow up the company's strategic moves that have transformed the company into organic or inorganic development. Emergent industries can be best consulted with the aid of all this knowledge as these organic and inorganic technologies are also needed to expand at a faster pace.

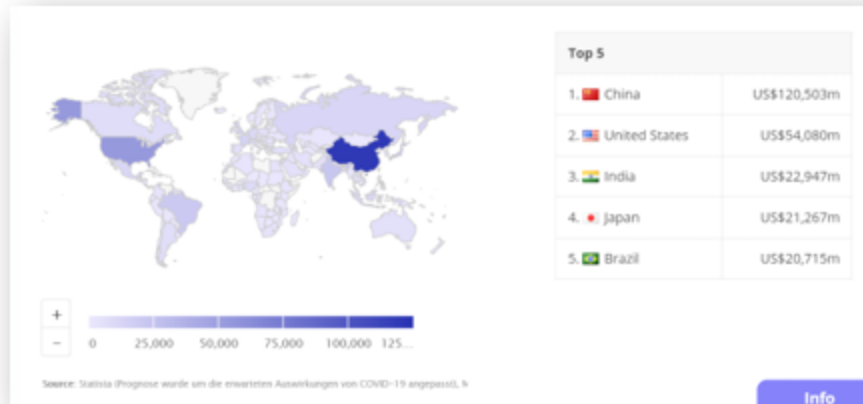


Figure-12: Unified Communications as a Service Market by Component

Please write 2-3 paragraphs on following points. You may write in the word doc.

8. Unified Communications as a Service Market By Vertical

8.1 Introduction

The UCaaS market also analyses the major industry vertical for the market. The regions and countries covered in the study include:

8.2 Banking, Financial Services, and Insurance

Financial services are changing. Traditionally seen as slow to adopt new technology, banking institutions across the world are now becoming key investors in blockchain and other ~~cutcha~~. It's no different in the US, where communications in particular are being revolutionized.

In today's volatile global economy, communication through various channels has become an inevitable part of BFSI industry. Banking, Financial Services and Insurance industries are under mounting pressure to offer anytime connectivity with value chain partners and customers without increasing operational costs and communication delay. The reliable, quality and secured communication link is of the utmost importance for these industries. Moreover, the communication tools and devices play a significant role in increasing staff productivity and efficiency.

The finance industry, including banking, insurance, accounting and stockbroking firms, faces unique and complex challenges, including regulatory and stringent security requirements.

The BFSI sector has gained significant revenue share owing to increasing demand for improved customer engagement and support. Rising adoption of private cloud model by banks to safeguard sensitive information is providing an impetus to industry growth. Furthermore, unified communication as a service allows financial firms to exercise scalability essential for large-scale implementation, such as integrating account monitoring, phone assistance, chatbot-enabled messaging, and mobile transactions. Additionally, deploying cloud solutions facilitate flexibility and reduces the overall cost and time, thereby enhancing customer experience.

8.3 Telecom and IT

The IT and telecom segment dominated the Unified Communication as a Service (UCaaS) market in terms of revenue share in 2018. Increasing demand for transformation of IT infrastructure for upfront collaboration and communication practices is expected to drive the segment. Telco's preference for the subscription-based revenue model has allowed them to redirect resources to other lines-of-business for effective utilization. Digital channels provide IT administrators with access to essential organizational data, which can be further leveraged for employee collaboration, customer engagement, and to manage workflows.

8.4 Consumer Goods and Retail

Unified Communication (UC) Solutions enables retailers to provide a rich platform for collaboration and smarter way to interact seamlessly, converging physical experiences with virtual, while reducing costs and enabling flexible expansions across the enterprise.

The changing consumer ~~behavior~~ has resulted in a dynamic shift in today's retail industry. From a single point of physical interaction to omnichannel interactions, like web, mobile, or

Figure-13: Unified Communications as a Service Market by Vertical

- All information on the market is included in a market research report. Although I developed this study I have also done detailed research into various market segments such as the Unified communication as a market for services in North America, Latin America, Asia Pacific, Europe, Middle East and Africa as well as vertical market knowledge on the industry. Unified communications as a market for services are further defined by its vertically operating (list below), in which I examine the growth of a particular vertical, its dynamics, new technologies, and many more indicators, which certainly allow the customers of radiance market research to strategically think and prepare to expand and to expand.

- Telecom
- Information Technology
- Banking, financial services and insurance
- Consumer goods & Retail
- Media & Entertainment
- Manufacturing
- Healthcare & Life-sciences
- Education
- Energy & Utilities

	A	B	C	D	E	F	G	H
1	Companies	Company Revenue in Million	Product Revenue in Million					
2		2017	2018	2019	2017	2018	2019	
3	Microsoft Corporation (U.S.)	96571.00	110360.00	125843.00	32760.00	45863.00	59774.00	
4	IBM Corporation (U.S.)	79139.00	79591.00	77147.00	48652.00	49257.00	47493.00	
5	Verizon Enterprise Solutions (U.S.)	126034.00	130863.00	131868.00	107145.00	108605.00	110305.00	
6	8x8, Inc. (U.S.)	253.39	296.50	352.59	236.00	280.43	334.44	
7	AT&T, Inc. (U.S.)	160546.00	170756.00	181193.00	145597.00	152345.00	163499.00	
8	Avaya, Inc. (U.S.)	3272.00	2851.00	2887.00	870.00	718.00	863.00	
9	Cisco Systems (U.S.)	48005.00	49330.00	51904.00	12300.00	12600.00	12900.00	
10	NTT Communications (Japan)	105889.90	109525.98	110434.14	43580.00	44270.00	45000.00	
11	Vonage (U.S.)	1002.29	1048.78	1189.35	820.12	921.10	1059.98	
12								
13	Market Size of 9 Companies	620712.57	654622.26	682818.07	391960.12	414859.53	441228.41	
14	Lets say this forms 60% of the market							
15								
16								
17	Adding 40% to the market size							
18		Company Revenue in Million			Product Revenue in Million			
19	Total Market	1034521	1091037.1	1138030.1	653266.86	691432.54	735380.69	
20								

Market Size
Market Analysis
Exponential Market Projections
Polynomial Market Projections
...
+

Figure-14: Unified Communications as a Service Market size

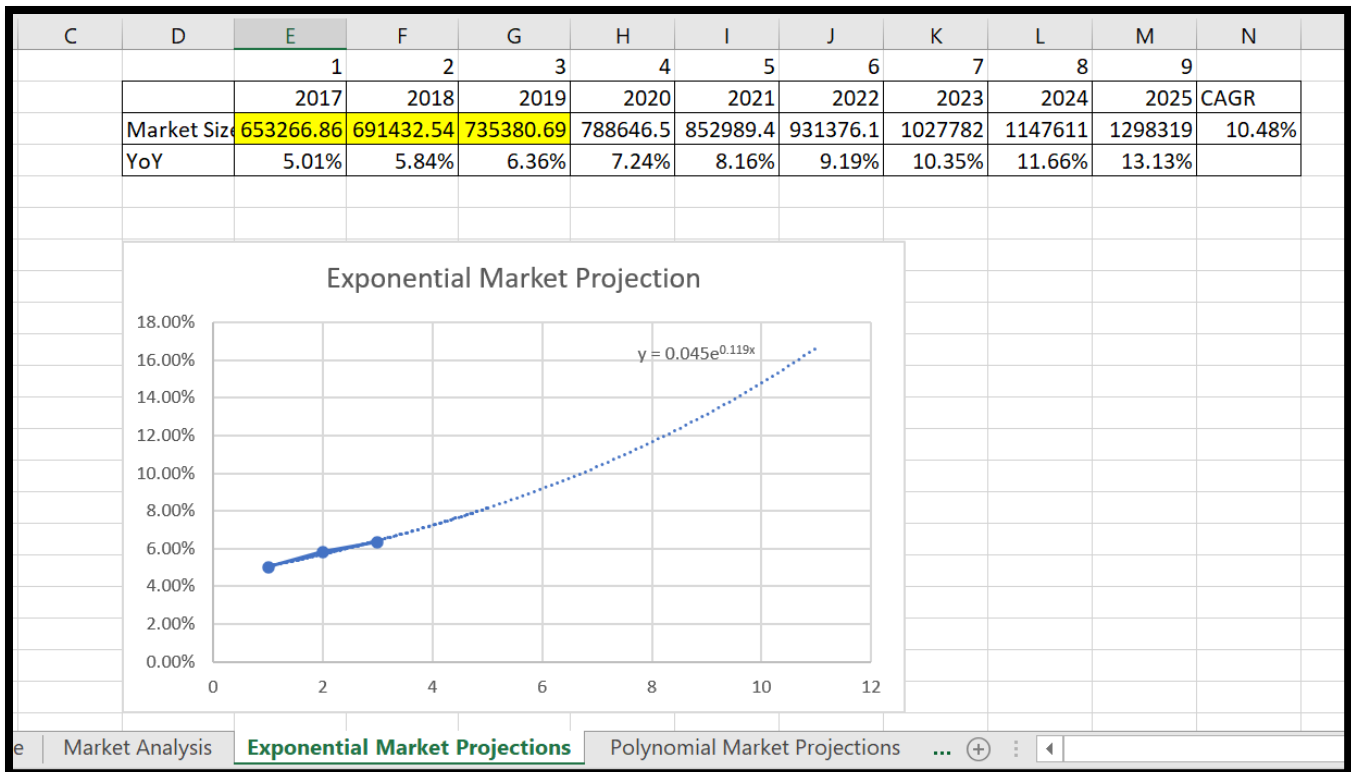


Figure-15: Unified Communications as a Service Market- Exponential Market Projections

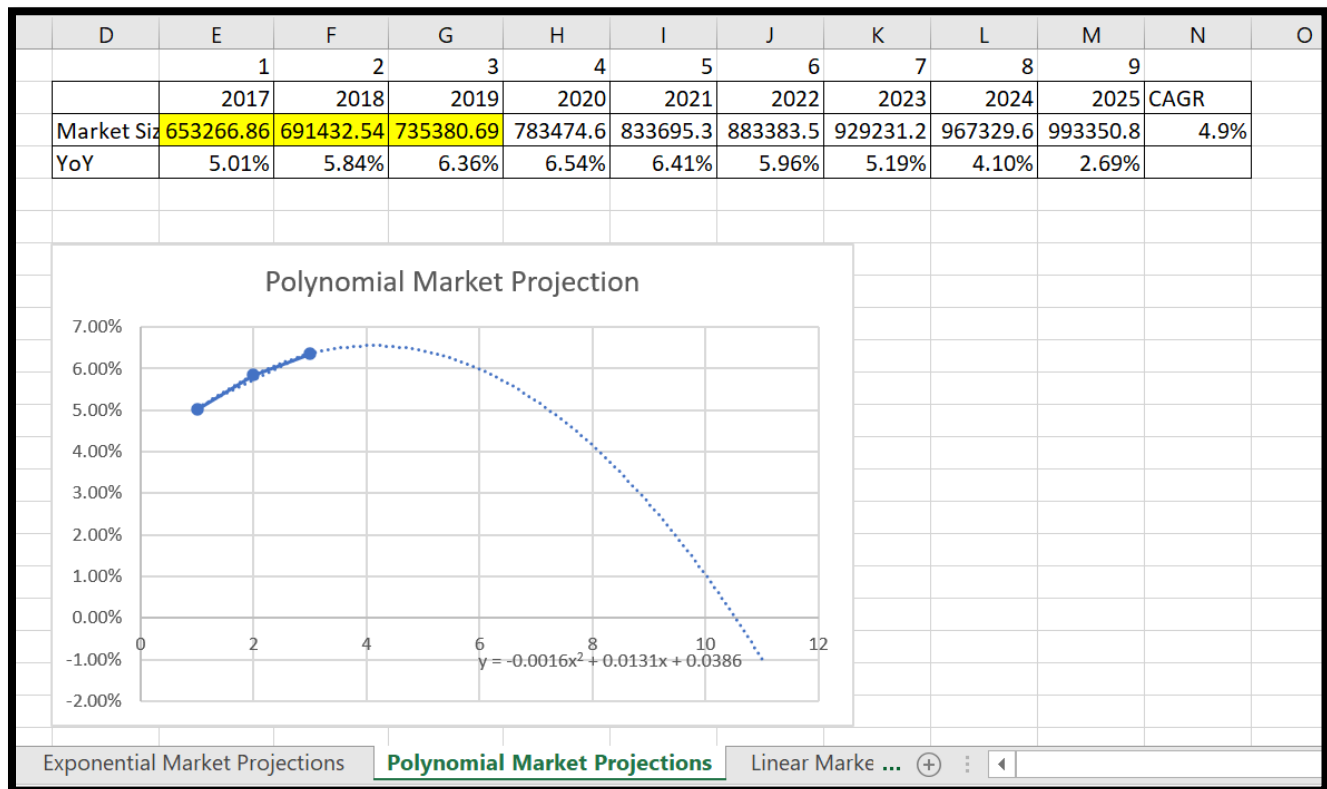


Figure-16: Unified Communications as a Service Market- Polynomial Market Projections

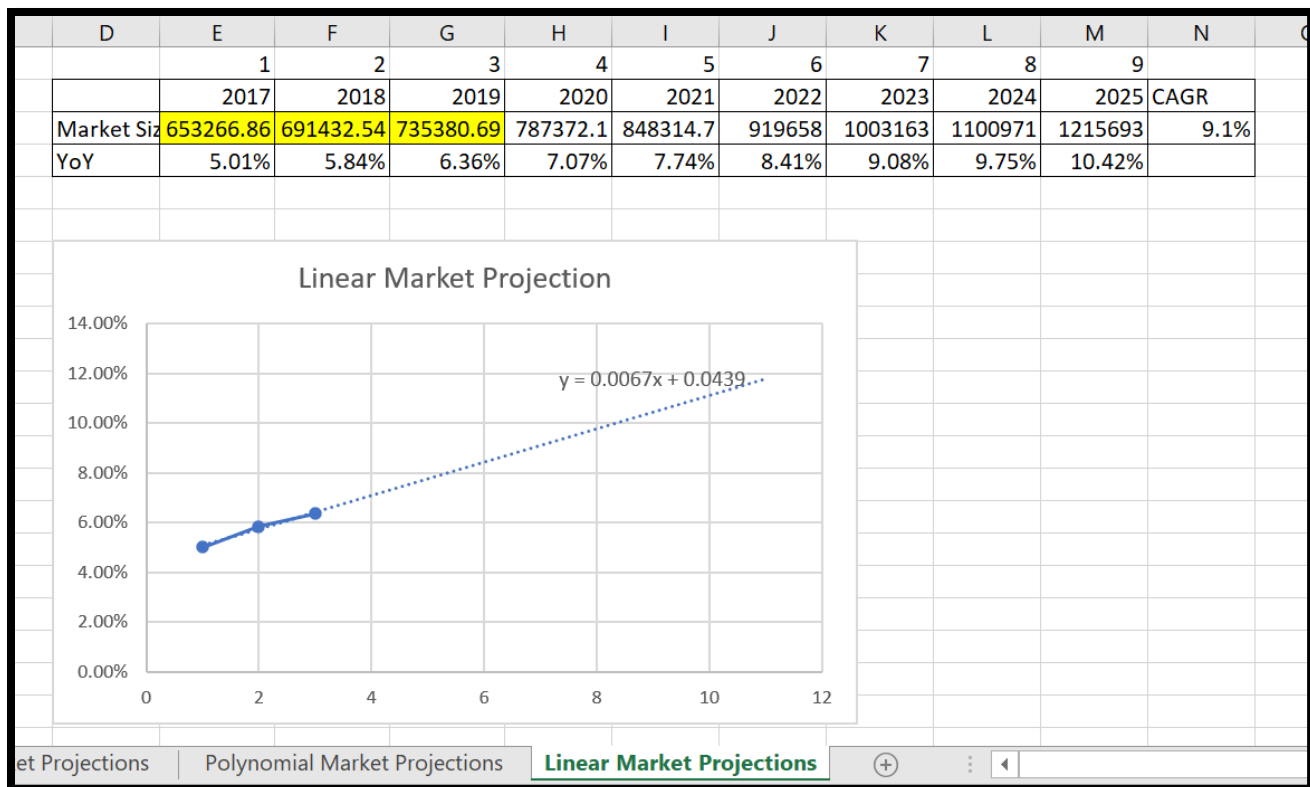


Figure-17: Unified Communications as a Service Market- Linear Market Projections

Porter Five Forces of Unified Communication as a service

Threat of competitive Rivalry

- Entry barriers are very high in Unified communication as a service market.
- Exit barriers are low as the companies are very keen in bringing new technology and new features in it.
- Switching cost is very low for the users as there are many applications available now with same functions in it.

Threat of Substitutes

- Threat of substitutes is very high.
- Users shift to their substitute product due to high functionality product.
- Cost of product is also the reason why users shift to the substitute product.

Threat of new competitors

- Economies of scale are difficult to achieve by new competitors.
- They face disadvantage of cost due to minimal service given at a time.

Figure-18: UCaaS Porter Five Forces

- In the market research study, Porter's five-point analysis and PESTEL market analysis also play a crucial role. The pointers listed in both the study enable companies to evaluate the opportunities, drivers, economic, legal, political and other factors for the business to take strategic initiatives.

BUSINESS CANVAS MODEL

























Network Security  	Cloud Security    	Web security 	Mobile Security  	Data Security   
Application Security  	Email Security  	Advanced Fraud Protection 	Identity and Access Management 	Intelligence Analysis and Investigations 
Mainframe Security 	Security Information and Event Management (SIEM) 	Security Orchestration Automation Response (SOAR) 	IOT 	FRAUD Detection 

Figure-19: UCaaS Business Canvas Model



Figure-20: UCaaS Go to Market Strategies

- Radiance Market Research typically allows a Go-To-Market plan for other firms, thus working with them using these market data. Radiance Market Research currently offers its services primarily to emerging enterprises. So, for every emerging company, I was tasked with creating a Go-To market Strategy to help customers build Go-To-Market strategies.

PART C

❖ Learning from the summer training project

- The first thing I would like to mention is definitely team work. In an internship, I learn to work as a team without focusing entirely on myself. I also developed patience in situations when I disagree with other members of the team.
- What real-life problems have I solved till now other than to decide what to wear the next day and how to dodge the upcoming assignment deadline? An internship introduced me to real-life work problems and hence I developed problem-solving skills.
- Not everyone is adaptable from the beginning. In fact, I can refuse to be so even during my internship experiences but the loss is mine. Being adaptive to my surroundings easily is one of the most useful soft skills not only desirable to employers but also important to my self-growth. So, I made the most of my internship experiences and learn some adaptability skills there.
- Talking of soft skills, can the importance of communication skills be ever put into words? It's one of the top listed skills that recruiters look for in a resume and something that can get me from bottom to top. Communicating well is a gem of a skill which I learn during my internship experiences.
- Often missed out in the list of soft skills, being responsible is an integral skill required in the job arena. My internship experience made me more responsible and accountable for what decisions I made and how I executed what's been allocated to me.
- Last on my list, but still as important as the others, is time management. Earlier, I could just miss a class because I had some personal commitments. During an internship which is almost the beginning of my work life, I can't mark my absence on a regular basis.
- Hence, it helped me learn to manage my time better by maintaining a balance between my work and personal life, without harming any of them.
- Talking about tools, I have learnt many tools, tricks and shortcuts in Microsoft Excel, Microsoft Word, Microsoft Power Point.

- I have also good experience on doing the SWOT analysis of the companies or the market, as I had it for number of companies during my internship period, it also helped me to realize the importance of SWOT analysis for any company. All the companies should do SWOT analysis at least once in order to understand their present situation and determine future outlook.
- In college I studied Porter's five forces and in internship, I learned the practical aspects of Porter's five forces analysis as I had Porter's analysis for various companies and market.

Project Completion Certificate

Radiance Market Research

Industry Data Analysis | Market Research | Reverse Growth

Date: 30th June 2020

Radiance Market Research

202, B5, R-Euphoria, Pune, India

Email: info@radiancemarketresearch.com

Website: www.radiancemarketresearch.com

Candidate Name: Ritu Shah

College/University: Institute of Management, Nirma University

Phone: 9427811114

Email: rshah_19@nirmauni.ac.in

TO WHOM IT MAY CONCERN

This is to certify that Ms. Ritu Shah has completed an internship with Radiance Market Research as a Market Research Intern in the ICT Department for a period of 2 months from 20/04/2020 to 20/06/2020.

She has worked on the research assignment on Unified Communications as a Service (UCaaS) Market and also contributed to the corporate development tasks. During the internship, she has gained hands-on experience in handling various research tasks that include - market dynamics, market analysis, competitor landscape, company profiling, marketing collaterals, industry trend analysis, case studies, and developed multiple skills required for shaping into industry analyst.

Besides showing high comprehension capacity, analytical mindset, managing assignments with the utmost expertise, and exhibiting maximal efficiency, she has also maintained an outstanding professional demeanor and showcased excellent moral character throughout the internship period. Her performance exceeded expectations and was able to complete the project successfully on time.

Wishing her the best of luck for her future endeavors.

Fazal Swale S.

CEO and Founder

Radiance Market Research

30th June 2020

Fazal Swale S.

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CERTIFICATE OF COMPLETION

THIS CERTIFICATE IS GIVEN TO

RITU SHAH

for successfully completing
the internship at Radiance Market Research
for a period of 2 months from 20/4/2020 to 20/06/2020.



Fazal Swale S.

FAZAL SWALE S.

CEO
Radiance Market Research
4th July 2020

www.radiancemarketresearch.com

Pune, India