



## **SUMMER PROJECT ASSIGNMENT**

### **PHASE II**

### **OMR GLOBAL**

#### **SUBMITTED TO:**

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## **ACKNOWLEDGEMENT**

At the beginning of this report, I would like to extend my heartfelt sincere obligation towards all the people who have helped me in this endeavour. Without their active guidance, help, coordination and encouragement, I would not have made headway in the project.

To start with, I would like to thank OMR Global for providing me the opportunity to undertake this internship, which will undoubtedly prove to be very beneficial to me in my future assignment, my studies and my career ahead.

I wish to place on record, my deep sense of gratitude to the chairperson of the company Mr. Anurag Tiwari. They have always supported me and provided constant guidance.

I am also grateful to the faculty coordinator, Mr. Parag Rijwani, for his constant guidance and support in completion of my project, as well as being available all the time for advice and mentorship.

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## **PART-A**

### **ABOUT THE COMPANY**

#### **Company Details**

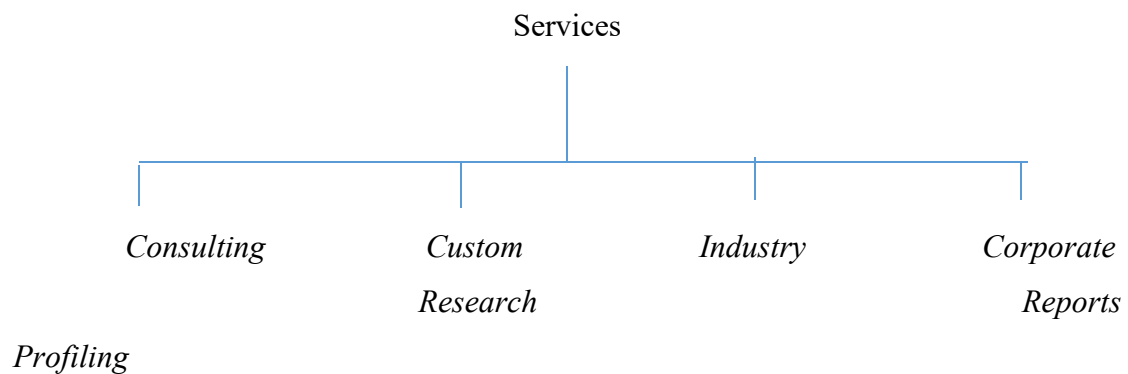
Orion Market Research (OMR) Global was established in the year 2015 and is headquartered in Indore, M.P. Orion means rising up in the sky which represents the company's belief in overcoming the competition and rising. The company was founded with an aim to provide exclusive data which would be a blend of qualitative and quantitative content. The company is in the business of providing in-depth research reports which helps the domestic and international companies to learn the market insights and bolster their business. The reports made by the company are authentic and requires a deep analysis and research. It is a privately held company which has a workforce of about 70 people. The employees consists of enthusiast analysts, content writers, researchers, editors, graphic designers and digital marketers. The analysts are specially trained to estimate the market , use analytical tools and gather information. The reports offered by the company are customer centric. Often the reports are customized which helps the customers of the company to increase revenue and gain competitive edge. The company is the business of consulting, custom research, industry reports and corporate profiling. The company covers the research of over 20 business domains. The clients of the company include companies from fortune 500 companies, eminent companies and new start-ups. The company focuses on the analysis and highlighting the crucial notes such as government policies which entices the companies all over the globe from niche companies to well established ones.

*Logo:*



### **Products and Services**

The company offers services such as consulting, custom research, industry reports and corporate profiling. The company offers services in wide range of fields which are based on the intensive research and analysis performed by the company. The classification of the services offered by the company can be done as:



**Consulting:** The company is resolved to give quality counseling administrations at appealing costs. They give 360 degree statistical surveying and examination in each counseling ventures. We have a unique group just for counseling ventures. From top markets to specialty showcase it offer top to bottom examination with point by point

and broad essential and optional research. Essential research is the substance of each counseling venture it attempt to give quality and fresh reports. A specialist team for counseling ventures empowers OMR to head-start on some random research venture quickly according to the customer's prerequisite.

**Custom Report:** The company is customer focused association and resolved to work for customer's improvement and comfort. Its custom research administrations are uniquely intended to meet customer's necessity in the ideal report titles. Since the organization gives an account of individual targets may not completely meet the customer prerequisite, in such cases OMR invests wholeheartedly to give altered reports to fulfill customer's need. The group of area specialists and research experts altogether study the market and plan a redid inquire about report to satisfy explicit necessities. At OMR, the company take standard input from customer to structure an investigation that will convey the particular outcomes that are expected to settle on key choices in customer's business. Broad Primary and Secondary research are the key variables at OMR to investigate the market and meet customer's necessity.

**Industry Reports:** The organization reports cover over sixteen global technical and industrial classifications over the globe. These reports are intended to give showcase bits of knowledge to settling on vital and other key business choices. OMR likewise offers customization in existing reports dependent on customer's particular prerequisite. It gives Global industry statistical surveying reports under following classes.

Agro Chemicals

Chemicals

Green Chemicals

Plastic and Polymers

Biotechnology

Medical Device

Pharmaceutical

Food and Beverages

Cloud and Big Data

Healthcare IT

ICT Market

Semiconductor

Advanced Materials

Automobiles

Energy

Transportation and Logistics

**Corporate Profiling:** Orion Market Research distributes organization profiles for an assortment of customers. We give a point by point examination of organizations which incorporates following their ongoing exercises and breaking down the effect of these exercises on long haul and momentary premise. We dissect an organization profiles from three purpose of perspectives:

#### **COMPANY'S POINT OF VIEW**

- How a company see itself?
- How much investment the company is going to make in its future endeavors?
- Pipeline and patent analysis
- Strategic analysis
- Marketing strategy
- Geographical analysis

#### **CUSTOMER'S POINT OF VIEW**

- Brand image amongst the customers
- Product outreach
- Choice of products for the customer
- Gap analysis (Promise and delivery)

## **COMPETITOR'S POINT OF VIEW**

- Competitor's product
- Strategic analysis
- Marketing strategy

## **Customers**

The company serves for customers which belong to different industries. The company offers research for more than 20 industry domains. The list of the industries include healthcare, information and communication technology, energy and power, electronics and semiconductor, advanced technology and automobile. The detailed classification of customers belonging to different areas is as follows:

### **HEALTHCARE**

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\*Biotechnology   \*Healthcare   Information   Technology(IT)   \*Medical   Devices  
 \*Pharmaceuticals

### **INFORMATION AND COMMUNICATION TECHNOLOGY**

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\*Internet of Things   \*Analytics   \*Cloud Computing   \*Software & Solutions   \*IT Hardware  
 \*Security  
 \*Surveillance   Telecommunication   \*Artificial   Intelligence   \*Cloud   and   Big   Data  
 \*Communication and Connectivity Technology



## ENERGY AND POWER

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\*Power Solutions \*Conventional Energy \*Distribution & Utilities \*Power Generation & Storage \*Renewable Energy

## ELECTRONICS & SEMICONDUCTORS

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\*Electronic Devices \*Electronics Parts and Components \*Semiconductor Materials and Components \*Battery and Wireless Charging

## ADVANCED TECHNOLOGY

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Automotive and Transportation \*Communications Infrastructure \*Industrial Automation \*Communication Services  
Digital Media \*HVAC & Construction \*Network Security \*Next Generation Technologies

## AUTOMOBILE

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Automotive Parts and Materials \*Advanced Technologies \*Automotive Systems  
\*Driving Support System and Solutions \*Electric Vehicles

## CHEMICAL & MATERIAL

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Fertilizers \*Agrochemicals \*Disinfectants & Preservatives \*Organic Chemicals \*Paints, Coatings & Printing Inks  
Personal Care & Cosmetics \*Speciality Chemicals \*Plastics and Polymers \*Green Chemicals \*Petrochemicals

## FOOD & BEVERAGES

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Animal Feed & Feed Additives \*Food Manufacturing & Processing \*Nutraceuticals & Functional Foods \*Processed & Frozen Foods \*Food Ingredients

## CONSUMER PRODUCTS

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Home appliances \*Consumer electronics \*Packaging \*Consumer Goods

Some of the major clients of the company are:

- Baxter
- Nikin
- Rheem
- Toshiba
- Intel
- Alere
- Bayer
- Konica Minolta
- SRF
- Macter
- Amazon
- Samsung
- TEVA Pharmaceuticals

### **Market and Competition**

The company has several competition. The competition is rising due to the growth in the importance of the industry of market research and analysis. The company faces competition from the local players like the Seminal Research, GreyCells Research

company and more. It also faces competition from the major global players such as Allen Market Research, PR Newswire and many more. Although the competition is high its efforts to find qualitative and reliable data assist it to sustain in such high competition market. There are also some services like the customized research service and the consultancy service which gives the company an extra edge to stand out of the competition in the market.

## **INDUSTRY**

The company belongs to the market research industry. The industry is dedicated to offer the in-depth research for other markets and industries. These research includes the identification of drivers, restraints and opportunities. It also includes the analysis of market on different segments, regions, financial statements and so on. The industry has high competition within the local and global companies. The competition is based on the more correct estimation of the market forecast, qualitative data and trusted source of the data of the reports.

The industry is associated with the external environment of the industry. These external environment include the economical, technological and supplier factors. The technological aspect is one of the most influential factor. The industry uses the online platform to deliver its services. The technological advancement assist the company to gather the information much quickly, precisely and easily. The revenue generated by the company is also majorly based on the online payment which require the application programming interface including other technology for the functioning. The economical factors are expected to drive the industry growth. With the growth in the economy, industries are expected to conduct more research. There are no as such suppliers in the industry. There is no raw material for the industry other than information. Thus the industry rely on the supply of the information from different sources such as the WHO, World Bank and other trusted source which can contribute to conduct a substantial research report.

## **GROWTH OF THE COMPANY**

The company was established in 2015 by Anurag Tiwari. The company is headquartered in Indore and operates from Indore. The company started with a dozen of employees and now it has more than 100 employees workforce. The company is thriving with the confidence it has over the quality of its reports and services that it offers. Since the company is an client oriented company, it believes in customer satisfaction to grow and encourage its business. The company has customers from all over the world. From the local companies to big multi-national companies such as Intel, it offers its services to more than 115 clients.

The company has a very friendly culture. The hierarchy in the company is not felt by the people working in it. Since the company is a young generation company, most of the employees working in it belongs to Gen-Y. The young workforce results into energetic performance delivery and a friendly atmosphere within the employees of the company. Although young in age, the employees of the company have a very professional attitude towards the company and the work they do. The employees are strictly abide by the time limits and the benchmark of the quality of work that needs to be attained. The employees are trained well by the capable trainees present at the company. Employees working in the company could be differentiated as analysts, content writers, researchers, editors, graphic designers and digital marketers where each one knows the other task but is inapt at its own task.

The competitors of the company include companies such as Seminal Research, GreyCells Research company and more. There is no as such benchmark for the company. Different companies work for different industries. There is not much of differentiation in the services offered by the companies in the market. Thus this market faces high competition and the success primarily relies on the quality of the service and marketing of the company.

## **7 S MODEL**

### **STRATEGY:**

The company have encountered and dynamic personalities to serve worldwide customers through imaginative and significant bits of knowledge about worldwide markets. Its trustworthy research systems and comprehensive essential and optional research and examination recognize us from other specialist co-ops.

- ◆ The ideal mix of subjective and quantitative research approach for making Its administrations progressively canny.
- ◆ The quality substance in Its report all things considered sensible cost.
- ◆ Its duty to offer the auspicious assistance dependent on Its customer request.
- ◆ The examination strategy that we use for undertaking the exploration procedure is elite which helps in giving the top tier bits of knowledge.
- ◆ Report customization according to the necessity inside given time period

### **STRUCTURE:**

The company has a simple structure. The company employees are distributed according to the role they perform. The different roles performed by the company are analysts, content writers, researchers, editors, graphic designers and digital marketers.

### **SYSTEM:**

There are day to day activities which are very smoothly which are co-ordinated right from the start of the research to the end of the completion of the report. The activities performed are highly oriented as per the requirement of the customer and demand of the market.

### **STYLE:**

The style of operation is very conventional wherein the top management discuss the goals and targets with the middle level management, which is in turn passed on as targets and objectives to the distributors and the retailers. There are timely meetings with the distributors which help the company understand their concerns and also to take their suggestions as they serve as the point of contact with the customers.

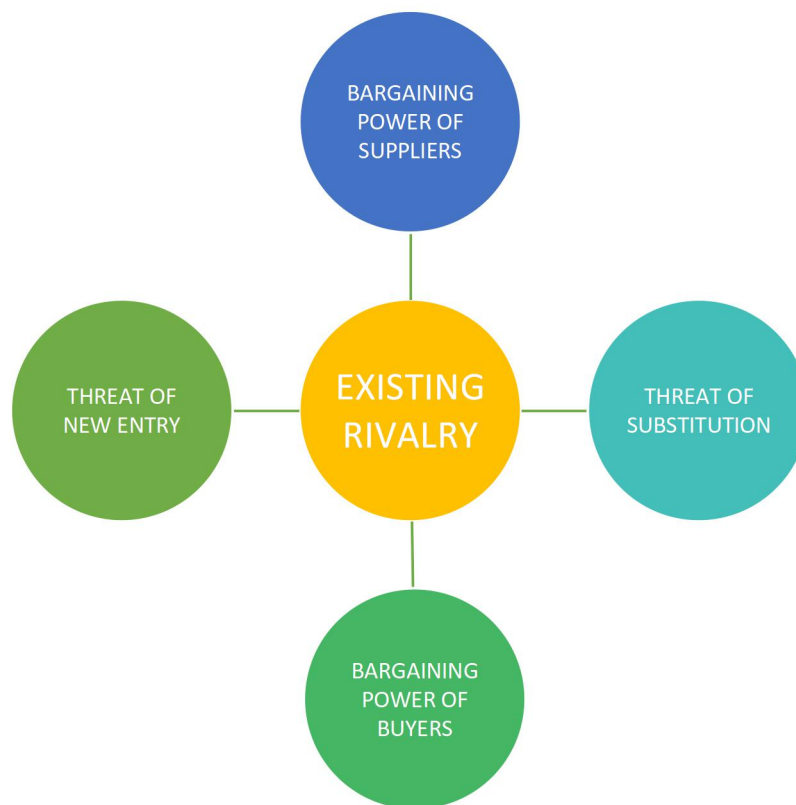
#### **STAFF:**

The staff of the OMR are highly organized and well qualified. The staff conveys a professional decorum and discipline at the workplace. Each employee is highly dedicated to perform for the company and give extraordinary result. The staff members are young, energetic and at the same time have industry experience which caters to produce high quality research of the market. The staff members are from different domains such as engineers, biology background and commerce background.

#### **SHARED VALUES:**

Each and every employee of the Organization as well as those associated with it, are aware and very conscious about the brand OMR. The brand stands for honesty and quality and has earned the trust of its customers over a period of time. These values are deeply rooted in the organization as well as each member associated with it.

## PORTER'S FIVE FORCE MODEL



### THREAT OF NEW ENTRANT

The threat of new entrants is high as entry barriers are low. The OMR itself can be called as a new entrant as it was established in 2015. The company had made its way in the market through high commitment and performance delivery. The main reason is the trust that has been created among the customers. The threat of the new entrant is very high not only from the local players but also from the global players which have high financial backups. There are hardly any barriers to entries in this industry. Players like Global PR Newswire and Statista are the leaders in the market which offers many services as well as ratings for the market and products. These global players are well-established and thus create some entry barriers for the new entrants.

## **THREAT OF SUBSTITUTION**

Market research is something that cannot be substituted very easily. Even though the constant changes in the technology and improvement in the quality of research is present, there is rarely any aspect of substitute in the near future. The company also offers other services such as consultancy and corporate profiling. The services have a higher risk of being substituted by the emergence of artificial intelligence and data collection. The technology can serve as consultants for the company by the growth in the machine learning and AI.

## **BARGAINING POWER OF SUPPLIERS**

Suppliers do not have much bargaining power because in this industry because the products offered by the company rely on the data collection. This data is not supplied, it is collected through various sources unlike the raw material. Thus the company does not need to worry about the bargaining power of the suppliers because the data collected is not purchased from sources. Therefore, this industry doesn't face any issues related to growing bargaining power of suppliers.

## **BARGAINING POWER OF CUSTOMERS**

There are many companies in the industry which offer similar services to their customers. The customers of the industry can change their service provider quickly according to the prices offered by the companies. Although the customers expect a high quality research which can help them to understand better and price is considered to be less important aspect than quality. Still, more or less price stands out to be one of the most important factor for the customers to choose a company. Thus it can be said that the industry faces a high bargaining power of the customers for which they have to offer their services at an attractive price.



## **EXISTING RIVALRY IN THE MARKET**

A high level of rivalry is seen at the Pan India level between the major market research players. Apart from the high competition from the local players, there is also a high rivalry from the players across the globe. Since the data and facts are something that does not have a right by the company, there is high rivalry to produce the same set of information in a much lucid way. The companies also have to take care of the data being copied by the other player, thus the rivalry includes keeping the data confidential and safe.

## **CHALLENGES IN THE FUTURE**

One of the major challenges that the company might face in the future is the reduction in the orders and revenue collection. This is because of the current scenario of the lockdown in many countries across the globe. Due to the ongoing spread of the Covid-19, there is a situation of economic slowdown which in return results into low production and even complete shut down of many companies. This could lead to a fall in the rise of the industry as a whole due to which the company would also have to suffer. The economic slow down would result into reduction in demand and the company would have to struggle to thrive in the market.

Another challenge which the company has to face is the increasing competition in the world. Due to the rise in the demand and importance given to the primary and secondary research of the market before taking any decision is boosting the market. But with the boost in the market and due to the low entry barriers for the players, a lot of new companies have emerged in the industry in a very short span of time. This would create a high competition scenario for the already established players and even the companies which are in their growth phase such as OMR.

## **PART-B**

### **PROJECT WORK**

#### **COMPANY PROFILE:**

<b>NAME</b>	Orion Market Research Global Pvt. Ltd.
<b>INDUSTRY</b>	Market Research and Consultancy
<b>LEGAL FORM</b>	Private Limited Company
<b>INCORPORATION DATE</b>	May, 2015
<b>SPECIALITY</b>	Industry Analysis and Market Forecast
<b>NUMBER OF EMPLOYEES</b>	>50
<b>HEADQUARTER</b>	Indore, MP
<b>OTHER OFFICE</b>	Nil.
<b>OPERATIONAL STATUS</b>	Active

#### **ABOUT THE COMPANY:**



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**WELL KNOWN CLIENTS:**

- Baxter
- Nikin
- Rheem
- Toshiba
- Intel
- Alere
- Bayer
- Konica Minolta
- SRF
- Macter
- Amazon
- Samsung
- TEVA Pharmaceuticals



### **PROJECTS WORKED UPON:**

I am working in the OMR Global as a market research intern. The role and responsibilities of this designation are analyzing the markets, their drivers, restrains, applying Porter's Five Force model on the market, collecting related news about the companies in the market, collecting financial reports, estimating the total revenue earned by the total market and forecasting the growth rate of the market. The job also includes creating a well organized and quality report which should be informative and should be able to portray the market scenarios along with the current trends. The various market I worked upon are:

1. Information and Communication Technology
2. Healthcare
3. Energy and Power
4. Electronics and Semiconductors
5. Automobile
6. Advanced Technology
7. Chemical and Material
8. Food and Beverage

During the internship period there were a lot of times and situations where the learning from the first year came in handy. Different subjects learned in previous terms were really useful during this internship process. The list of the subjects and there use are mentioned as:

- **Financial Accounting and Reporting (FAR):** This subject was really helpful while analyzing the financial reports of various companies during the internship.

To calculate the overall share of the company in the market and to calculate the market size, it was essential to go through the financial reports of different companies. It was also helpful to know the contribution of different products of the companies among its product portfolio towards the profit earned by the company. The financial reports also included the future plan of the company, expected growth rate and much more which made it easier to forecast the overall size of the market. For this purpose, the financial accounting and reporting subject learning was very helpful. It really helped to increase the proficiency of my work and to reduce the time taken by me to complete it.

- **Marketing Management:** Marketing management helped to understand the market and how it functions. The subject gave me an insight about the different types of market such as entertainment, product based, experience and many more. While working with the company I had the opportunity to work on companies from different markets. Apart from this other learning which was really applicable in my work was the implication of drivers, restrains and opportunities for the markets. What are the various reasons because of which a market is driven and how the market can find opportunities on which it can expand. The knowledge gained by the subject regarding the competitive analysis was also very useful while completing the internship.
- **Micro Economics:** The micro economic subject was really useful while understanding the sales and the demand of the products for different markets and companies. How some markets were monopolistic, while some were oligopoly and others monopoly was really evident while researching about the different markets. I also came across how demand and supply curves work and how most of the markets are demand driven rather than supply driven. All these learning were really crucial to understand the market in depth.
- **Macro Economics:** In the special scenario of the Covid-19, this subject was experienced in great detail and played a very important role. It helped in understanding the trends of macro economic factors on different markets and for different regions. Such as while the pharmacy sector took a very light hit while the sectors such as automobile, tour and travel and other such were badly hit by

the pandemic. Apart from this many companies started shifting their business operations from China and China was affected deeply due to the pandemic. The forecast and estimated growth rate of the different markets were changed drastically due to the entry of the virus. The projected growth rate of most of the markets came down and took a plummet while a few remain unaffected. All such understandings were impossible without the leaning of the subject.

- **Organization Behaviour:** This subject was really helpful while understanding the work culture. It helped me to already maintain the professional behaviour, politeness and empathy for the colleagues and seniors while working for an organization. While I was being trained I experienced a similar professionalism from the employees of the company and I also learned the importance of time constraints, punctuality and commitments. While a work was assigned, the collective effort of the team as a group helped to increase the quality and time efficiency of the task. Various learning such as the Maslow's hierarchy and ABC model were also evident in the organization. All such learning of the subject helped me to understand the work culture better and keep the required professional behaviour.
- **Corporate Finance:** Corporate finance also helped me during my internship as it helped me to calculate and conduct the ratio analysis for the different companies while making the company profile. The ratio analysis helped to understand the performance and profitability of the companies in respect to the other companies in the same market. All such learning of the subject enhanced the quality of my work and the insight it gave.
- **Strategic Management:** The learning of this subject was explicitly used while my internship. The strategic management of different companies and how it lead to their placement in the market was quite evident while researching the different markets. How the first movers faced risks, advantage and even failure could be seen while researching. It also included how different companies set their aims, objectives, vision, mission and goals and work accordingly. How some companies are product specific and deal in only a specific segment or product and are specialists while others have a very extensive and diverse portfolio of products or services or both.

- **Industrial Analysis:** The industrial analysis subject is most closely related to the work done during the internship. The learning from the subject such as the Porter's Five Force Analysis, SWOT Analysis were the main part of application that was performed during the internship period. How the markets or industry have the competitors, what are the bargains of the suppliers and the customers, what are the threat of the new entrants and what are threats possessed by the substitute products or services. All this learning was really helpful to improve the information and understanding.

Apart from all the other subjects which are mentioned above, all the remaining subjects also helped to develop my understanding about the corporate holistically. The leanings from all the other subjects were also helpful to not only understand but also to apply in my work and which resulted in enhancing the quality and the insight that my work provided during the internship. With all such learning already I went through, it reduced the effort it would have otherwise taken to provide the same output. This is why I could complete my internship without any disruptions and problems faced and provided satisfactory results. After internship, much of the theoretical learning has been converted into experiential learning and the application of the knowledge was enhanced.

## **Research Based Project [Type-1]**

### **[1] Introduction**

#### **Nature of Information**

The nature of the information basically consisted of the information related to the market as a whole. This included the information about the market, the market segmentation, market drivers and restrains, different company profile and market leader companies, their share in the market, regional analysis of the market and the forecast of the market i.e. the CAGR of the market. The information included:



- 1. Report Summary**
  - 1.1. Research Methods and Tools
  - 1.2. Market Breakdown
    - 1.2.1. By Segments
    - 1.2.2. By Geography
    - 1.2.3. By Stakeholders
- 2. Market Overview and Insights**
  - 2.1. Scope of the Report
  - 2.2. Analyst Insight & Current Market Trends
    - 2.2.1. Key Findings
    - 2.2.2. Recommendations
    - 2.2.3. Conclusion
  - 2.3. Rules & Regulations
- 3. Competitive Landscape**
  - 3.1. Company Share Analysis
  - 3.2. Key Strategy Analysis
  - 3.3. Key Company Analysis
    - 3.3.1.1. Overview
    - 3.3.1.2. Financial Analysis
    - 3.3.1.3. SWOT Analysis
    - 3.3.1.4. Recent Developments
- 4. Market Determinants**
  - 4.1 Motivators
  - 4.2 Restraints
  - 4.3 Opportunities
- 5. Market Segmentation**
- 6. Regional Analysis**
  - 6.1. North America
    - 6.1.1. United States
    - 6.1.2. Canada
  - 6.2. Europe
    - 6.2.1. UK
    - 6.2.2. Germany
    - 6.2.3. Italy
    - 6.2.4. Spain
    - 6.2.5. France
    - 6.2.6. Rest of Europe
  - 6.3. Asia-Pacific
    - 6.3.1. China
    - 6.3.2. India

- 6.3.3. Japan
- 6.3.4. Rest of Asia-Pacific
- 6.4. Rest of the World

&

## **7. Company Profiles**

Apart from this information other numeric information such as the market size of the companies, their share percent in the market and the total value of the market were also key information required for the project.

### **Objective of Study**

The objective of the study was to identify, analyze and state the valuable information about a market. Apart from this, the objective of the study also include the calculation of the market size, other financial aspects and most importantly the estimation of the growth of the market i.e. the forecast of the market.

### **Utility of the Study**

The study about the market helped the clients of the company to analyze the market closely and take decisions accordingly. While some of the clients might be entrants in the markets while other might be established players of the market. These clients collected information and data about the market which helped them to take decisions and also understand the scenario of the market. Such information was also useful for the other organizations such as the economists which helped them to analyze the trends of the market.

## **[2] Methodology**

The market study of the market is incorporated by extensive primary and secondary research conducted by the research team at OMR. Secondary research has been conducted to refine the available data to breakdown the market in various segments, derive total market size, market forecast, and growth rate. Different approaches have

been worked on to derive the market value and market growth rate. Our team collects facts and data related to the market from different geography to provide a better regional outlook. In the report, the country-level analysis is provided by analyzing various regional players, regional tax laws and policies, consumer behavior and macro-economic factors. Numbers extracted from secondary research have been authenticated by conducting proper primary research. It includes tracking down key people from the industry and interviewing them to validate the data. This enables our analyst to derive the closest possible figures without any major deviations in the actual number. Our analysts try to contact as many executives, managers, key opinion leaders, and industry experts. Primary research brings authenticity in our reports.

### **Secondary Sources Include**

- Financial reports of companies involved in the market.
- Whitepapers, research-papers, and news blogs.
- Company websites and their product catalog.

The report provides an in-depth analysis of market size, intended quality of the service preferred by consumers. The report will serve as a source for a 360-degree analysis of the market thoroughly integrating different models.

### **[3] Context of Industry Problem**

The research was not a part of solving a problem of the industry, rather it was based on gathering information which could improve decision making for different organizations.

### **[4] Presentation of Data**

The data collected was represented through different forms. The reports consisted of various infographics. To show the percentage share and value, pie chart was most preferably used whereas to represent the data either in numeric form or as a value, tabular form of presentation is used. Apart from these basic presentation forms different forms of presenting such as presentation through different colors and more were used to represent the qualitative data.

## **[5] Analysis and Discussion**

The conclusion of the internship report is that there was a plethora of opportunity while completing the internship. A lot of exposure towards the actual industry and corporate world was faced while working as an intern. It was also a great platform to work for big companies and it was a source of enthusiasm because all the theoretical learning could be applied practically and the difference between the two could be noted easily. Thus internship acted as a platform to build and alleviate my skills and to give me a brief introduction to the corporate world.

### **Insights about the Managerial Role**

The managerial role required constant engagement with the work. Since there were a lot of different markets, the information played a key role for the manager in the research perspective. The manager also had to deal with employees from different backgrounds such as an analyst, content writer, editor and much more. More importantly the role of the manager comes in as binding factor of fragmented elements. The employees from different backgrounds had to be used in such a way that each of their skill-set combine to produce a result which can be class apart. The manager thus played an important role as a leader where he/she has to understand different perspective and take a decision which would be most beneficial or least harmful for the organization as a whole.

## **PART-C**

### **LEARNINGS FROM INTERNSHIP**

#### **New Knowledge and Techniques Learned**

Apart from the learning that I already had, there were a lot of new and different learning which were developed during my Internship programme. The corporate requires a lot of skill sets to work for a project efficiently. These skill include soft skills and hard skills both. The soft skills generally include the communication skills and the hard skills include the core skill sets such as the ability to operate a software

efficiently. All such skills were improved during my internship programme and are mentioned below:

- **Microsoft Word:** Since the analysis was recorded and represented, there was a need to develop the skill sets for microsoft office. The different office programs were Microsoft Excel and Microsoft Word. Since the reports have to be presentable and error free, microsoft word was an important application to learn. It included proper alignment, use of different charts, pictures, formatting and other tools so that it could look presentable. Thus while using the Microsoft Word, the ability to use it proficiently was enhanced and improved.
- **Microsoft Excel:** Microsoft Excel was necessary for the numeric part of the research. Since the market share, total market size, growth estimation and all other such activities of the internship required the use of different formulas and the tables, Microsoft Excel best suited for this purpose. The Microsoft Excel has various inbuilt functions and formulas which was applied during the work and research. The continuous practice and exercise of the application improved the efficiency to work with it. Also since many activities required new approach, a lot of different functions of the Excel were also discovered and worked upon to improve the quality of the work.
- **Collection of Data for Research:** One of the most important job in the internship was to collect data for the research purpose through various sources. This data must be from the trusted source only. The importance of the data to be authentic is very high in the corporate culture and thus it has to be taken care that the data has to be full proof. Thus collecting data from various sources became a task. For this purpose, different sources such as the government sites, Global Organizations and more were surfed to collect data in abundance and of quality. All this process improved the speed of surfing through the sites and analysis and collection of data really quick. This technique is really beneficial especially in the generation where data collection is one of the most important process for the growth.
- **A Brief Introduction to Various Industries and Sectors:** Since the company was market research company and also a consultancy, an opportunity was grabbed to explore different sectors in the market. This improved the knowledge

of the market holistically and I learned new segment of the market, various new products and also learned about different companies. This internship gave me exposure to learn about the market giants who own various subsidiary companies and are parent to other companies. This also enhanced my knowledge about the strategic management of different companies, their financial planning and their expansion policies.

- **Content Writing:** One of the major task of my internship was content writing. I had to build content for the company about the different companies, markets and industries. The content had to be of quality benchmark which was set by the company. Since there were various custom reports, the content writing was not monotonous and really required focus and enthusiasm for writing. Different markets had different approach and this helped me to develop my content writing skill. Since the written content was delivered to the customers of the company which were big companies sometimes, the task could not be taken lightly and required the sincerity for the task.
- **Softskills:** One of the most underrated skills is the softskill. Although this skill is not very evident while working in the corporate but holds a high importance while working. How to talk to colleagues, seniors and the communication method which would allow the maximum flow of information within the team is of utmost importance while working in a corporate. The constant communication with my fellow interns, trainer and the Manager regarding the work of the company allowed me to understand and develop this very important skill of communication and my other softskills.

### **Bibliography**

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## Annexures



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Date: 24/06/2020

**INTERNSHIP CERTIFICATE**

To Whomsoever It May Concern

This is to certify that **Shubham Shegokar**, a student of MBA, Nirma University, Ahmedabad, has successfully completed two months (From 28<sup>th</sup> March 2020 to 28<sup>th</sup> May 2020) internship programme at Orion Market Research Pvt. Ltd. Indore. During the period of internship programme with us, he was found punctual, hardworking and inquisitive.

We wish him all the best in future endeavors.

Regards 

Mahesh Mukati  
Director  
Orion Market Research Pvt. Ltd.

