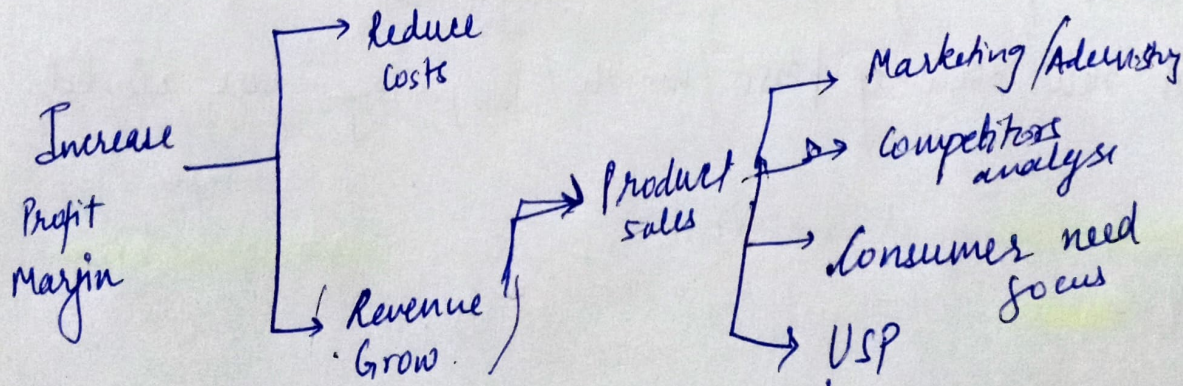
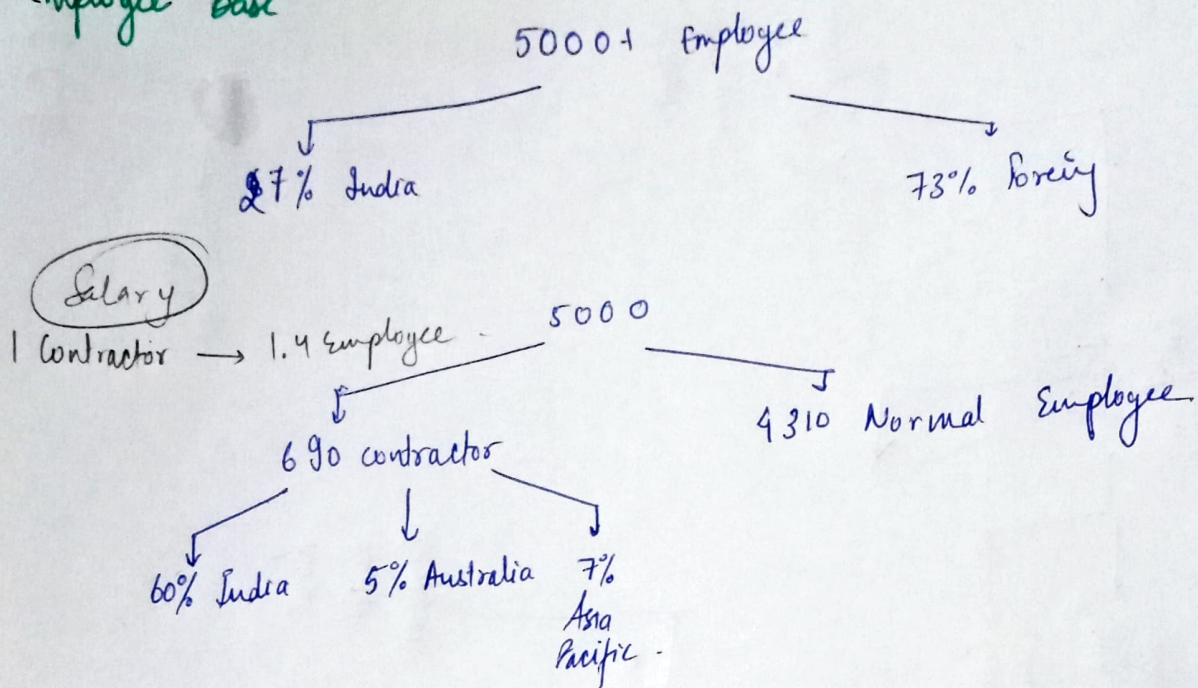


PROJECT 1

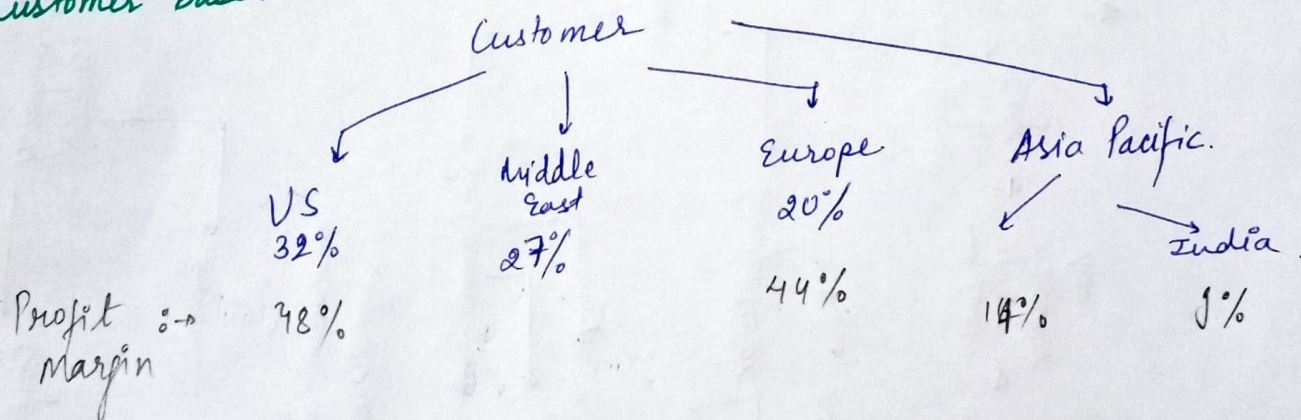
1. Root problem — low year-on-year profit margin improvement
rate = 11%



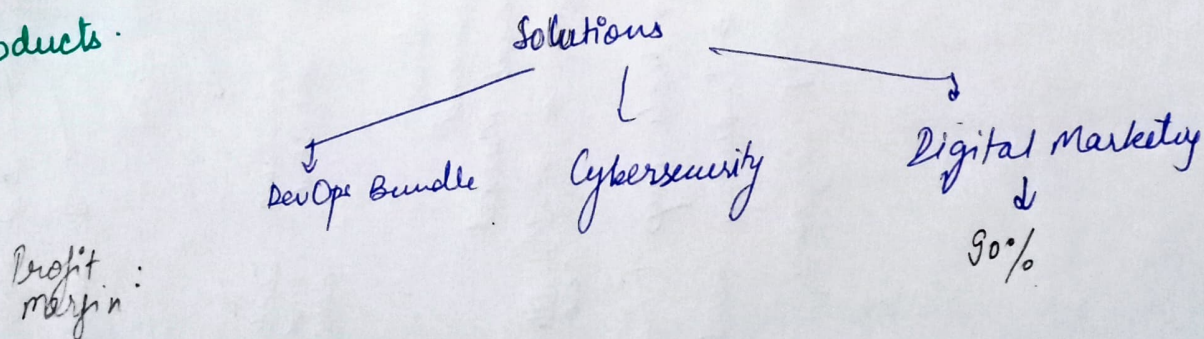
Employee Base



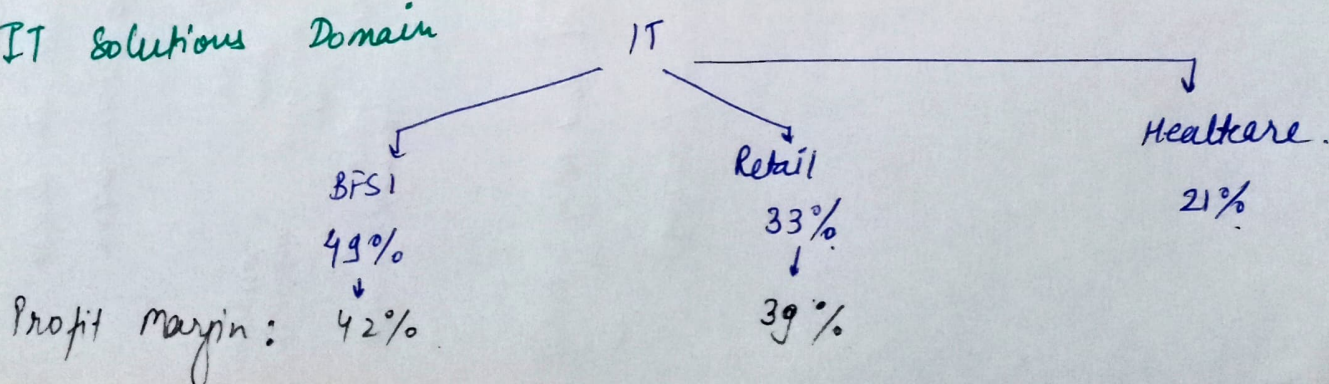
Customer Base.

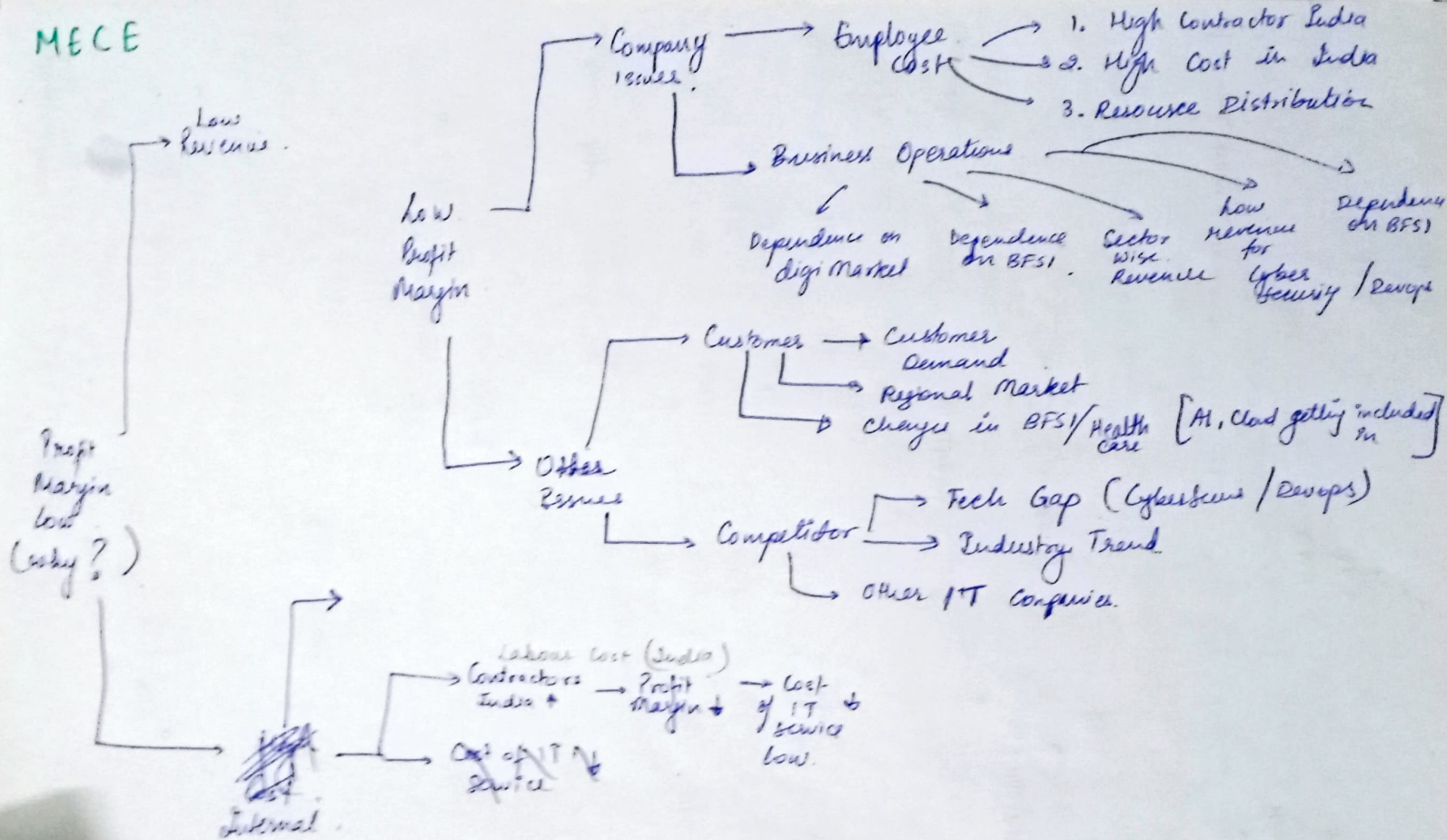


Products.

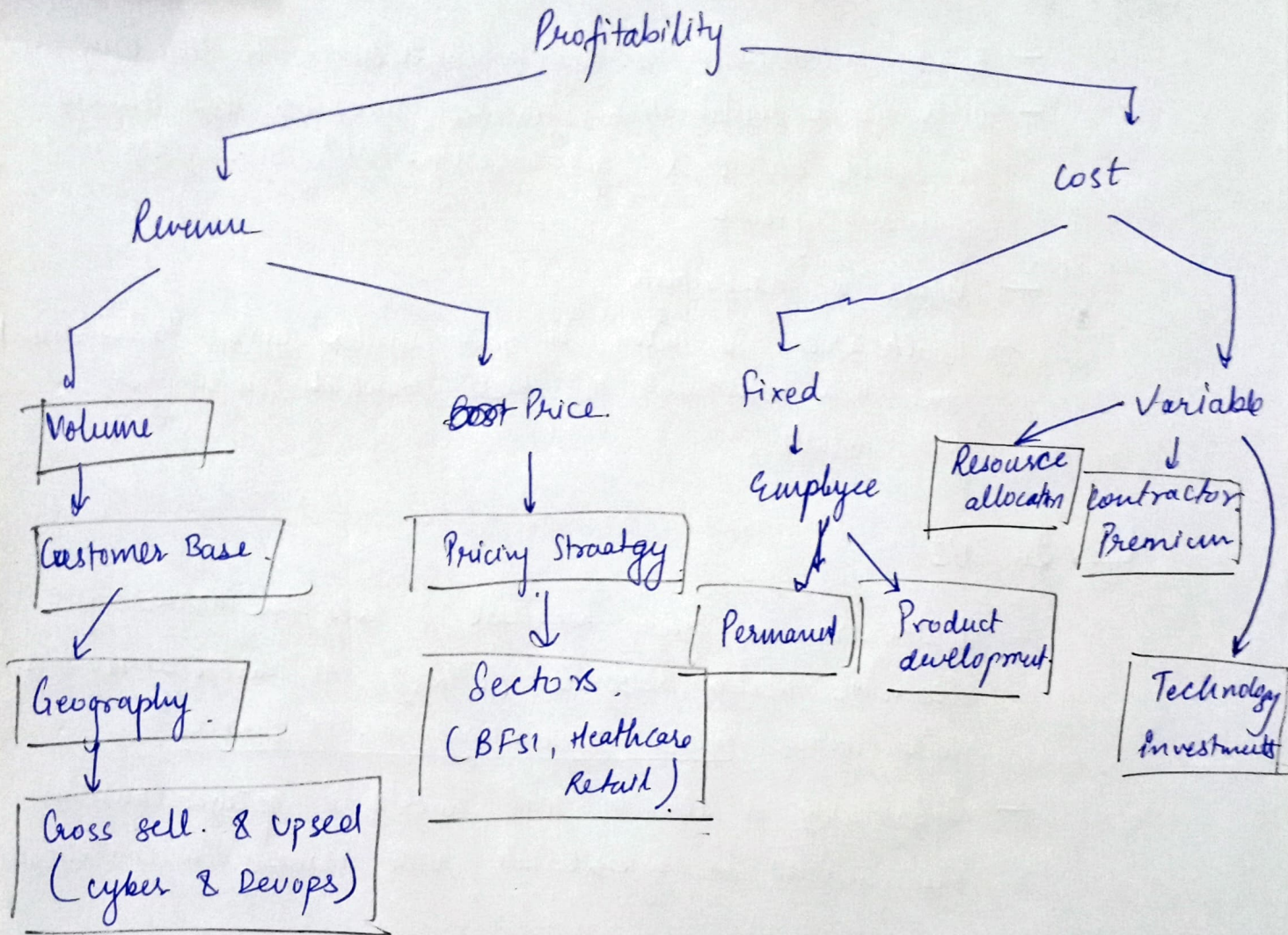


IT Solutions Domain





Profitability Tree.



- Revenue growth can be achieved through optimizing volume by expanding the customer base. In US, Europe.
- focus on cross sell opportunities of cybersecurity & Devops
- optimizing pricing strategy across sectors.

→ Cost optimization can be carried out easily by addressing contractor costs, in India & low margin area.

→ Balancing permanent employee and making efficient investment in product development. will be able to control both fixed & variable cost

For investing in India, USA and Europe.

↳ In India.

- BFSI is already a major contributor to the company.
- With rapid digitalization, fin tech adoption and demand for cloud-based & cybersecurity solⁿ, BFSI offers significant growth.
- Retail & Manufacturing
- Healthcare in India is going under digital transformation. High investments in these potentials might get good results.

↳ In US

- Healthcare is growing because of adoption increase of electronic health Records (EHRs), AI-based diagnostics which means more requirement of IT services
- Cybersecurity is also a good investment option considering the increase in cyber threats with increase in digitalization.

↳ In Europe.

- Similar as US. This also makes cybersecurity crucial.

CONCLUSION

→ In executed in planned manner, acquisitions will help the IT company improve margins.

1. Access to Niche Tech will promise higher value. Service, premium services that will get more revenue.
2. It will also expand customer base and cross selling opportunities. For eg. acquiring a cybersecurity company we can upsell cyber products offered by our company. The company will also have access to the new company customer pool.

3. Shared resources between the companies will reduce cost.

4. By bringing in better tech, Acquisition can improve operational efficiency lowering variable costs.

5. In US & Europe, which already gives good margin, acquisition in higher growth sectors like healthcare & IT will increase revenue and customer base.

6. Similarly in India, BFSI is growing sector, therefore acquisition in that sector is profitable.

•> Challenges & Risks

1. Integration Issues

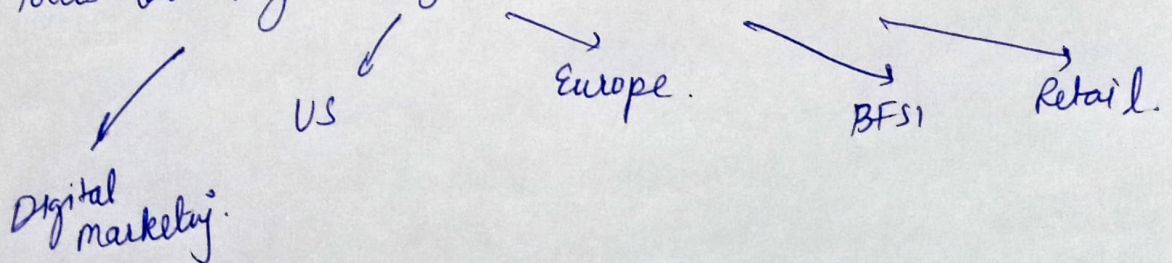
2. Overvaluation of target acquisition & revenue. It might become a burden to the company.

•> Alternate Strategies

1. Focus on Cost Optimization.

- Contractor management
- offshoring.
- Automation & efficiency

2. Focus on High margin Sector & Geographies



3. Reevaluate Pricing strategy.

- Subscription-based pricing
- Value Based pricing

4. Finally, Partnership instead of acquisition.