

PROJECT-1

- ❖ Costs associated with each sector would be employee salaries, overhead expenses and product service costs. The Margin for a sector is the fraction of the Difference between its Revenue and the total costs, Out of its Revenue itself.
- ❖ Given that Margins are less for India & Asia pacific regions and also overall Margin improvement rate is currently not desirable.
- ❖ 2 Problems glaringly come up when doing deep root cause analysis, which are contract jobs and most of its product revenue comes from digital marketing products.
- ❖ Although contract jobs offer flexibility, they have higher salaries(1.4X). So, it's better to scale down contract jobs.
- ❖ We can see that 90% of Product revenue comes from digital marketing products. It presents us a huge opportunity to cross-sell other products to these customers.
- ❖ Further we could study the product pricings of our competitors to see an avenue to raise the price and we can further offer bundles linking several products together to mix up distributions. Further setup study with our biggest customers to better understand how to place our offerings as effective products & services.
- ❖ Acquiring smaller organisations which specialise in niche technologies and Are having a larger customer base will help in further cross-selling and improves our distribution, Marketing and Overall reach. We can also invest into a business by entering new product markets where we can utilise its current functional capabilities or resources.
- ❖ The Merger can be considered a low risk situation which offers potential of significant margin improvement. The most substantial shareholder gains from linked acquisitions occur when one merger partner's specific abilities and industry knowledge may boost the competitive position of the other. It is important to emphasise that these specialised talents and resources must not only exist in one of the two partners, but they must also be transferable to the other.
- ❖ After establishing precise and extensive standards, an acquisition-minded organisation should create its own method for selecting suitable businesses. This screening procedure should identify businesses that have the highest potential to provide value to the shareholders of the acquiring firm.

- ❖ This Acquisition should consider a model having economic, strategic, and managerial variables that have the greatest potential impact on value creation. Which can be classified into two categories that are the candidate's risk-return profile and candidate's integration potential.
- ❖ Create high-quality video content for a first impression that sticks and also Identify and fill gaps in your content marketing strategy to broaden your reach
- ❖ The COVID pandemic has resulted in increased awareness regarding healthcare in the people, Expansion of diagnostic and pathology centres as well as miniaturised diagnostics have high potential for growth With technology advancements such as AI, wearables and other mobile technologies, along with IOT's So the healthcare sector has very good projections across the world.
- ❖ In Europe particularly, Ukraine invasion by Russia has very much destabilised the Energy sector which could lead to increased revenue through the BFSI sector(Finding new energy sources and establishing power plants), Manufacturing and Public Sector.
- ❖ In the US healthcare and BFSI sectors are projected to be the most profitable sectors in the next decade. Also Communication Services have a good outlook owing to the streaming services containing videos, tutorials, etc.
- ❖ Getting small scale companies which are at the end of the recession stage of business cycles, gives us the best bang for buck, due to their low purchase cost and potential for huge rebound. They often need equity injection to get the products rolling.
- ❖ We should make available online training videos and tutorials on our products and services readily available in all Major skill sharing platforms and previews on social media.
- ❖ In Fact upskilling has huge potential as jobs nowadays need regular upskilling to get by. Also skill shifting is getting prevalent mainly due to digitization and automation of services with regards to Banking, Manufacturing & Energy Sectors.
- ❖ Logistics which involve Supply Chain Management has a lot of untapped potential owing to its transformation with the help of Artificial Intelligence and Machine Learning. We could set up collaborations with various institutions with regards to their research and development and also buy-In Exciting Start-Ups, Which has potential.
- ❖ Autonomous vehicles and drone delivery systems use advanced technologies which use AI to analyse information in real time, and also use high-performance computing and deep learning systems to adapt to the Circumstances. Acquiring small companies related to these technologies is beneficial as they could be adapted to Business Transactions too and have a wide range of applications.