

# Finlactics Project 1

MECE

Ankur  
Gohil

IT Service & Product  
5000+ employees

73% India

Rest of world

690 contractors  
(1.4 costlier)

Permanent

60% India

5% Aus

7% Asia Pacific

Also, problem

Customers

35 countries

US (32%)

Middle east (27%)

Euro (20%)

India

margin 48%

margin 44%

margin 9%

IT Solutions & AMS

- Main Business (60% revenue)

BFSI

46%

Healthcare

21%

Other

[Retail, Public, Manuf, Travel]

margin 42%

margin 39%

Product Based Business

(40% revenue)

DevOps, Cybersecurity & digital market<sup>n</sup>  
↳ 90% revenue

Company margin improve 11%  
Other company 26%

Problem

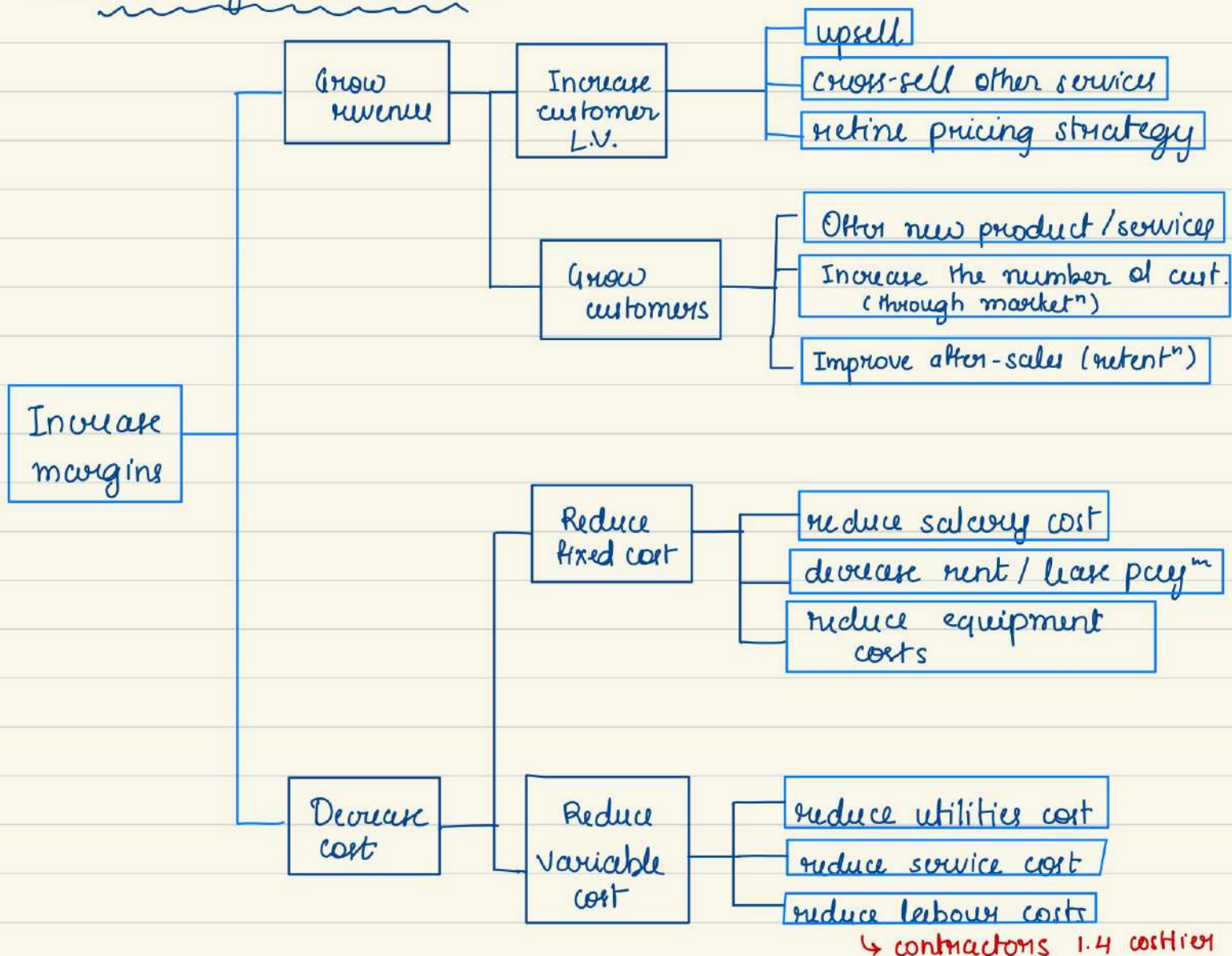
Proposal : Acquire other small business

↳ niche tech

↳ larger customer base

↳ cross-sell opportunity

## Profitability Breakdown



Company looking forward → Invest in India, US & Europe  
Potential for growth?

### Geography

- US : Healthcare, Manufacturing, Public Sector
- Europe : Healthcare, Retail, Travel & Entertainment
- India : BFSI, Retail, Public Sector

### Product-wise growth

- Digital market<sup>n</sup> : expand offerings, as promising
- New products : High-growth sector focus

### Other options

- As mentioned in growth, company look to expand in the retail sector — higher margin (39.1%) & room for expansion (9% of business)
- Also focus on product offerings, esp. Digital market<sup>n</sup> which has similar scope for higher margins
- Expand<sup>n</sup> product offerings would also lead to increased cross-sell / upsell opportunities



## Recommendations

1. Focus on expansion of higher margin business (Retail, Digital Market)
2. Increase operational efficiency - costly contractors can be converted to full time employee
3. Allocation resources to areas with potential for growth  
i.e. BFSI - India, US & Europe - Healthcare  
↳ and increase market efforts to bring in more customers
4. Acquisitions of smaller firms can indeed improve an edge on competition + increase cross sell opportunities  
↳ They need to be related to sectors with high growth potential & higher margins  
↳ Preferably with customers based in Europe & US
5. Increase customer lifetime value  
↳ offer more products to existing customers by improving CRM  
↳ Identify future need / trends in advance to be able to offer the required products / service