# ABC's Strategic Crossroads: Unlocking Global B2B Potential

### Global SME E-Marketplace

Leverage Expertise

Connect Indian SMEs with international buyers. High market potential aligns with ABC's B2B expertise.

Risk: Mission creep and overextension. Mitigation: Phased specialization approach.

#### Domestic SME E-Procurement

Focused B2B procurement for Indian SMEs. Quick wins leverage ABC's core competencies.

Drawback: Moderate scalability may limit long-term growth potential.

## Agricultural E-Marketplace

Expand into agricultural commodities. Taps into large domestic market with platform synergies.

Challenge: Fierce competition from established agritech players.

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ABC's auction and e-marketplace prowess forms the foundation for expansion.

# Global SME Focus

Prioritize international B2B connections to position ABC as a global leader.

#### Phased Growth

Implement strategic specialization to mitigate risks and ensure sustainable scaling.

By pursuing the Global SME E-Marketplace, ABC can leverage its tech-driven platform expertise to catalyze high-growth opportunities. This aligns with our vision of becoming a transformative force in global B2B e-commerce.