Varun Geddada

BA class

The IT and Software Industry is primarily categorized into two parts: Service based and Product based.

**Product based vs Service Based:**

* Product based companies offer more freedom in terms of learning as compared to Service Based companies.
* Your work is development in Product Based as compared to managing projects and software that are done in the Service Based.
* You’re allowed to learn to learn technologies and allow your creativity juices to take over and develop something new in the product based companies in comparison to service based companies where you’re only trained to work with the existing technologies and manage them.
* Since product companies have a smaller employee base and longer product cycle, they are willing to give better increments. Considering the smaller team size, delivery dependency is higher and finding replacements costlier.
* Services companies are process-driven while product companies are innovation-driven. To keep up the innovativeness, these companies are ready to shell out more money.

But the major hindrance comes in landing a job in the product based companies. Product based companies have stringent hiring processes and use multiple filters before they select a candidate. While applying for jobs, you should have certain rain checks done before hand.

First thing the product based companies look for in a candidate would be the latest languages and frameworks under your belt. In the product based industry it is all about your skills and how these skills can benefit the company in the company.

* In the present date, languages and frameworks based on JavaScript. Learning frameworks like **MongoDB, Angular, NodeJs and ExpressJs** makes your profile quite strong while applying for jobs. If you have not learnt these languages before hand, there are several online platforms that offer certification courses in the same. **Udemy, Udacity, Edx, Coursera** are to name a few.
* After learning the latest technological trends, it is highly advisable for you to conduct **projects** that directly showcases your efficiency in the languages you have learnt along with directly broadcasting your