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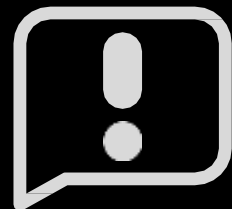
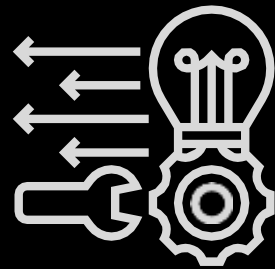
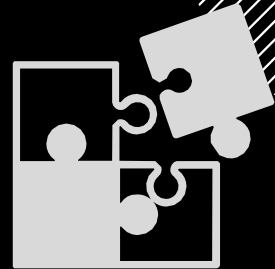
# PROJECT-1

Vedant Kale

BUSINESS ANALYST PROGRAM

## ROOT PROBLEM

- ♦ The company is facing a problem in improving its margin at a rate comparable to its competitors(11% vs 26%).
- ♦ The IT business is not that profitable in certain regions like India(9%) and Asia-Pacific countries(14%).
- ♦ The main customer base is located only in 35 countries across the US, the Middle East, and Europe. Regions like India, China, and Southeast Asia have been left, although they are emerging economies and have huge potential to grow.
- ♦ 90 percent of its revenue in product development comes from digital marketing only. This makes the company quite vulnerable, if the clients for the digital marketing were to leave then the company would be facing huge losses.



# REVENUE

- ♦ The main business of the company is IT solutions and Annual Maintenance Services. Though they provide IT solutions in all domains, 46% of their revenue comes from the BFSI sector, 21% is from the Healthcare sector, and the rest from other sectors like Retail, Public sector, Manufacturing, Travel, Entertainment, etc.
- ♦ Its product-based business is providing pre-made software and applications for companies. The three products they offer are the DevOps bundle, cybersecurity, and digital marketing. 90% of revenue comes from the digital marketing product.
- ♦ For revenue, 60% of it comes from IT solutions and maintenance, and the rest comes from its products.



## Recommendations:

- ♦ The company should focus on growing its IT solutions and maintenance business in the US and Europe, where there is more potential for high margins, and it should focus on developing its product business in India (particularly BFSI sector), where there is a large market for digital marketing products.
- ♦ The company should invest in R&D in the healthcare sector as the market seems promising in US and Europe.
- ♦ The company should also invest in cyber security product development as the industry is estimated to grow at a CAGR of 13.8% till 2030.



# COST

The company has a total strength of 690 contractors out of 5000+ employees which are 1.4 times costlier than the permanent ones.

## Recommendations:

- Thus, the company should try to negotiate a better rate with the suppliers so that it can bring the cost of production down.
- The company should try to hire permanent employees rather than contractors and should try to hire employees from India as India has the cheapest labour cost and a large English speaking youth.



## ALTERNATE RECOMMENDATIONS AND ACQUISITIONS

- Identify smaller organizations specializing in niche technologies that align with the company's strategic objectives. Evaluate their customer base, market presence, and potential for cross-selling opportunities.
- Prioritize acquisitions that can provide synergies with existing business lines and complement the company's product portfolio and service offerings. The competitive landscape in the IT industry is constantly changing. The company needs to be aware of new trends and technologies so that it can stay ahead of the competition.
- The company should assess the competition and identify ways to differentiate itself from its competitors.
- Invest in automation and other technologies to improve efficiency.
- Improve its sales and marketing efforts to generate more revenue.

