**IT Company Types – Homework**

**Analyzing Product-Based and Service-Based Companies**

Select one **product-based** and one **service-based company** from our **partners** and describe their **positive** and **negative aspects**. Write your opinion on the **pros** and **cons** of each. Discuss why working in a product-based or service-based company may be beneficial.

Pick companies from the SoftUni partners list: [https://softuni.bg/partners](https://softuni.bg/partners%20).

**Product-Based Company**

Research the company and describe **company profile** in the form below.

**Company Information**

|  |  |
| --- | --- |
| Company name: | СуперХостинг.БГ |
| Web site: | <https://www.superhosting.bg/> |
| Major products / services: | hosting solutions, domain registration, online based site building platforms and other tools |
| Company type: | Product |
| Major technology stack: | e.g.  1) Java + Spring + MySQL  2) C# + ASP.NET + … |
| Other info: | provide reliable hosting solutions and adequate 24/7 support to more than 200,000 websites! |

**Pros and Cons**

Describe the **pros** and **cons** for the company, based on your **personal preferences** and feelings.

|  |  |
| --- | --- |
| **Pros** | **Cons** |
| Revenue Generation | Market Saturation |
| Market Share | High Development Costs |
| Brand Recognition | Rapid Technological Changes |
| Economies of Scale | Regulatory Compliance |
| Customer Loyalty | Consumer Trends |

**Service-Based Company**

**Company Information**

|  |  |
| --- | --- |
| Company name: | PROLET |
| Web site: | <https://prolet.bg/w/> |
| Major products / services: | Development of complete business solutions |
| Company type: | Service |
| Major technology stack: | e.g.  1) Java + Spring + MySQL  2) C# + ASP.NET + … |
| Other info: | Implementation, Integration and Enhancement of ready solutions |

**Pros and Cons**

Describe the **pros** and **cons** for the company, based on your **personal preferences** and feelings.

|  |  |
| --- | --- |
| **Pros** | **Cons** |
| Low Overhead Costs | Dependency on Human Resources |
| Flexibility | Difficulty in Standardization |
| High Profit Margins | Vulnerability to Economic Downturns |
| Scalability | Competition |
| Easier Market Entry |  |