



CENTER FOR ONLINE PROGRAMS

INTERNAL ASSESSMENT – ANSWER SHEET (MAIN)

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SWOT Analysis

TATA consultancy services

Tata consultancy service (TCS) is a global leader in IT service, consulting and business sol. It is a part of the Tata Group, one of India's largest and oldest industrial conglomerates.

TCS was founded in 1968. and is headquartered in Mumbai, India, It operates in over 46 countries. With a strong presence in North America, Europe and Asia Pacific.

TCS offers a wide range of services such as.

↳ Software development.

↳ Cloud computing

↳ Artificial Intelligence

↳ Cybersecurity.

↳ Data analytics

↳ Business process outsourcing (Bpo)

As one of the Top IT services companies in the world, TCS serves clients across sectors like banking, healthcare, retail, telecom, and manufacturing.

Strength of TCS

1. Strong Brand Image

TCS is a part of the trusted Tata group. It has a solid global reputation and high brand value.

2. Global presence

TCS operates in more than 46 countries, giving it access to global markets and a wide customer base.

3. Diverse service portfolio

TCS provides IT solutions, cloud services, consulting, AI, and enterprise application to various industries.

4. Skilled work force

TCS has over 600,000 employees with strong technical and domain expertise.

5. Financial stability

TCS is consistently profitable, with strong annual revenue and high market capitalization.

6. Strong R&D capabilities



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TCS invests heavily in innovation and has research labs (eg, TCS Innovation Labs) for advanced technologies.

3. Weaknesses of TCS

1. Heavy Dependence on the U.S and European markets

A significant portion of TCS's revenue comes from client in the U.S and Europe. This make it vulnerable to economic changes in those region.

2. Limited product offering

Compared to companies like Microsoft or Google, TCS focuses more on services than on proprietary product.

3. High Attrition Rate

Like many IT companies, TCS faces challenges retaining talent due to high employee turnover.

4. Slow Adoption in Niche Area

TCS is sometimes slow in entering newer Niche areas like gaming, metaverse, or creative tech industry.

4. Opportunities

1. Growth in Digital Transformation

Many companies are shifting to digital platforms. TCS can provide solution in AI, cloud, IoT and automation.

2. Expansion in Emerging Markets

TCS can grow its presence in Asia, Africa, and Latin America where demand for IT services is increasing.

3. Acquisition and partnerships

TCS can expand by acquiring startup and forming partnership with tech giants.

4. Increased Demand for Cybersecurity

With rising threats, TCS can offer cybersecurity solutions and build a strong business vertical.

5. Sustainability and Green IT

TCS can explore eco-friendly technology and offer solutions aligned with global sustainability goals.

5. Threats Faced by TCS

① Intense competition

② Changing technology Trends.

③ Regulatory challenges.

④ Economic uncertainties.

⑤ Geopolitical tensions.