

Dear top managers and stakeholders, we are No.4 ICT consultant team from ESC. These are my team members. Here is outline of our presentation.

First of all, let briefly go through the current market. Kaizen consists of 4 main departments spreading all over the world. 70% of business is UK based taken by Cars department. 10% of Business is US based taken by PSV departments. 5% is taken by marine and 5% is taken by energy.

In terms of car department, There is big growth in EMEA and American markets. there is potential that China and India market could triple current car engine sales in the near future. EU environmental legislation will put up cost of cars and require systems to track engine parts to ensure that they are recycled.

The global automotive market worth \$2 Trillion with over 60 million vehicles built. About 40 major players shared this market in every major region. Currently, they are facing the rapid globalization as well as the rising non product costs which is the employee health care and pensions.

In terms of the PSV department, the market is growing in EMEA due to people are moving to environmentally friendly transportation

Marine is focus on Luxury market with predicted 5% growth per year

Growth in energy department happens in spurts as countries do deployments of new power station which is up to 30 year lifespan.

the global manufacturing industry worth \$144 billion and currently is facing several issues such as globalisation, pricing pressure, increased market demand and urgency in product innovation

The aftermarket operated by kaizen is worth \$180 billion which is even large than the global manufacturing industry.

Considering of the current market, we have found out several opportunities and threats for you.

Cost can be reduce by deploying the global center. Digital marketing and diversification to service business model enable us to penetrate into the aftermarket. Innovation is the key to improve our continuous competitive advantages.

However, we are also facing the law compliance issues and standard disparity all over the world. Mismatch of supply and demand is also another problem in the market. Meanwhile, rivals and new entrants are catching up gradually. Due to resembling product emerge in the market, our competitors are trying to lower the price for attracting more customers. Lastly, Legacy IT infrastructure would hinder our business in the future.