

COMPETITOR ANALYSIS



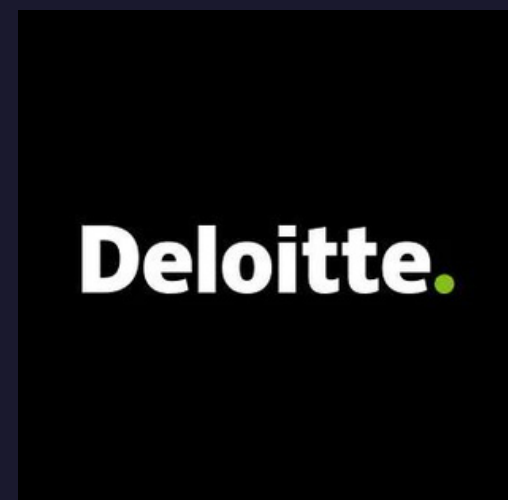
GORLA NANA ADITYA





Competitors

- Deloitte Accounting
- Pwc Accounting
- EY Accounting
- KPMG Accountig
- RattanIndia Finance
- Mazars



Porter - 5 - Forces

THREAT OF NEW ENTRANTS - HIGH



Reduced software and hardware costs barriers
Significant regulatory, quality assurance barriers
Influx of new cloud firms entering the market

THREAT OF SUBSTITUTES-LOW



Heavy regulations make the threat of substitutes negligible
In small business self-service is an option

COMPETITIVE RIVALRY-HIGH



Big 4 firms have a great competition
and also with other top forms

BARGAINING POWER OF SUPPLIERS-LOW



offshoring of processing work is an option
cloud tech has made location independent

BARGAINING POWER OF BUYERS-MEDIUM



Switching cost for customer is high
Technology evolvment may make switching costs less

POINTS OF PARITY

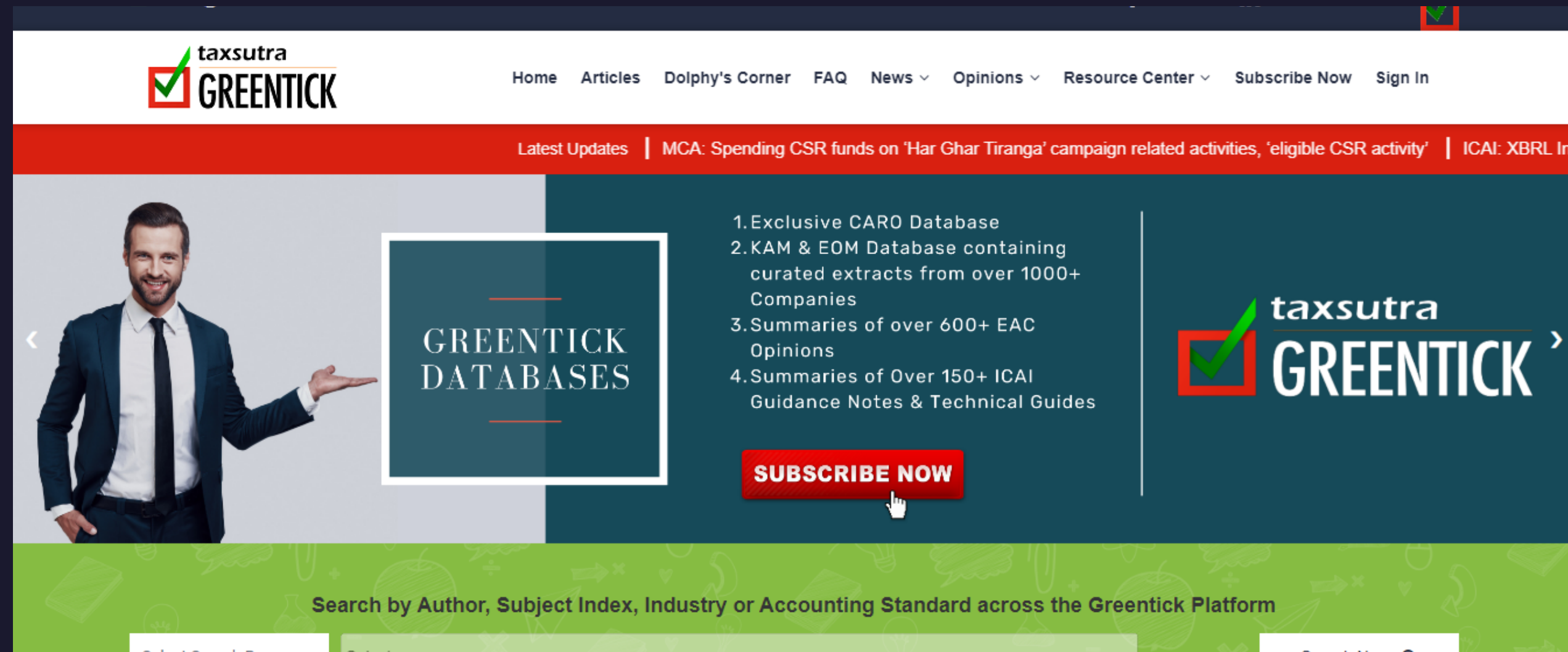


Features that are present in all competitors

- Region select in landing page
- Nav bar
- Services
- Industries
- About Us

Missing in Greentick

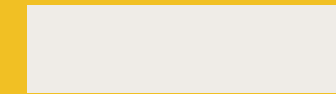
- Region Select in landing Page
- Industries that firm caters to





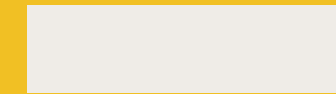
Features

Additional features that can be incorporated that are not mentioned in the document



Region Select

User is provided with an option to select country that make website to change accordingly



Industry Select

Different industries that can be selected which shows the regulations pertained to that sector



Video on basic features

This can be our USP which shows the videos on different features that we offer that can be useful to attract start ups

Metrics

01 **Region Select**

- Bounce rate of the landing page after region selected
- Stickiness ratio of the page (DAU/MAU)
- No of visitors clicking on options – CTR

02 **Industry Select**

- CTR – Number of visitors clicking on the button
- Bounce rate of the landing pages after industry selected
- Stickiness ratio of the pages (DAU/MAU)

03 **Video on basic features**

- No. of visitors that played the video
- No. of visitors that played more than 30 sec
- No. of visitors that clicked on the enroll link after video
- No of visitors who left the page after playing the video

Marketing Strategy

01 Get to the top of local search results

- Maximize the number of visitors to a website by ensuring that the site appears high on the list
- Understand key performance indicators, keywords and trends specific to organization

02 Update your website

- Utilize a clean, crisp design that focuses on the top three items of accounting firms
- clear, engaging options that tell visitors what they can do next

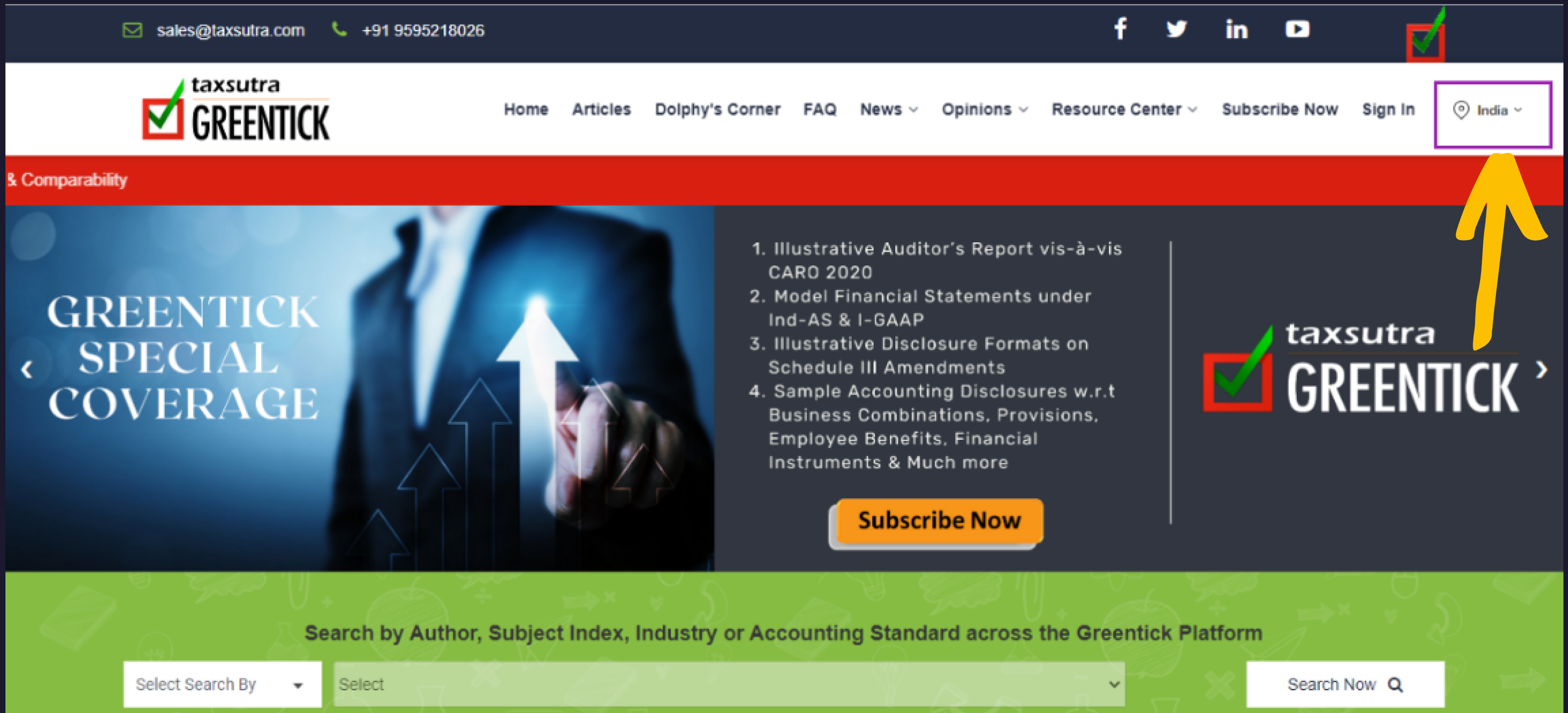
03 Maximize email marketing efforts

- Make the most of your email marketing efforts with regular updates and eye-catching content
- Focuses on business strategy and financial tips, not only accounting matters consistently

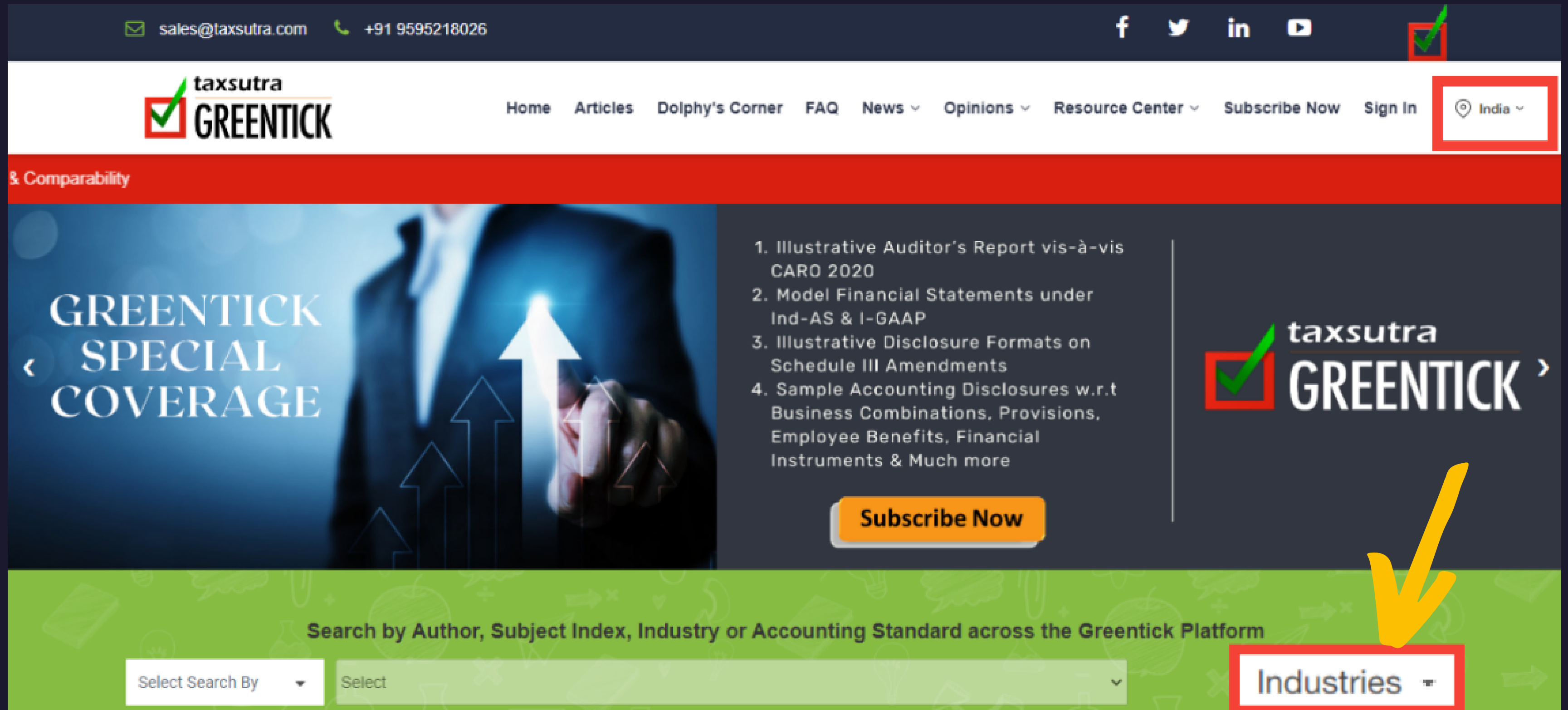
04 Use social media effectively

- Make sure to post content frequently and interact regularly with followers
- Increases brand visibility and awareness

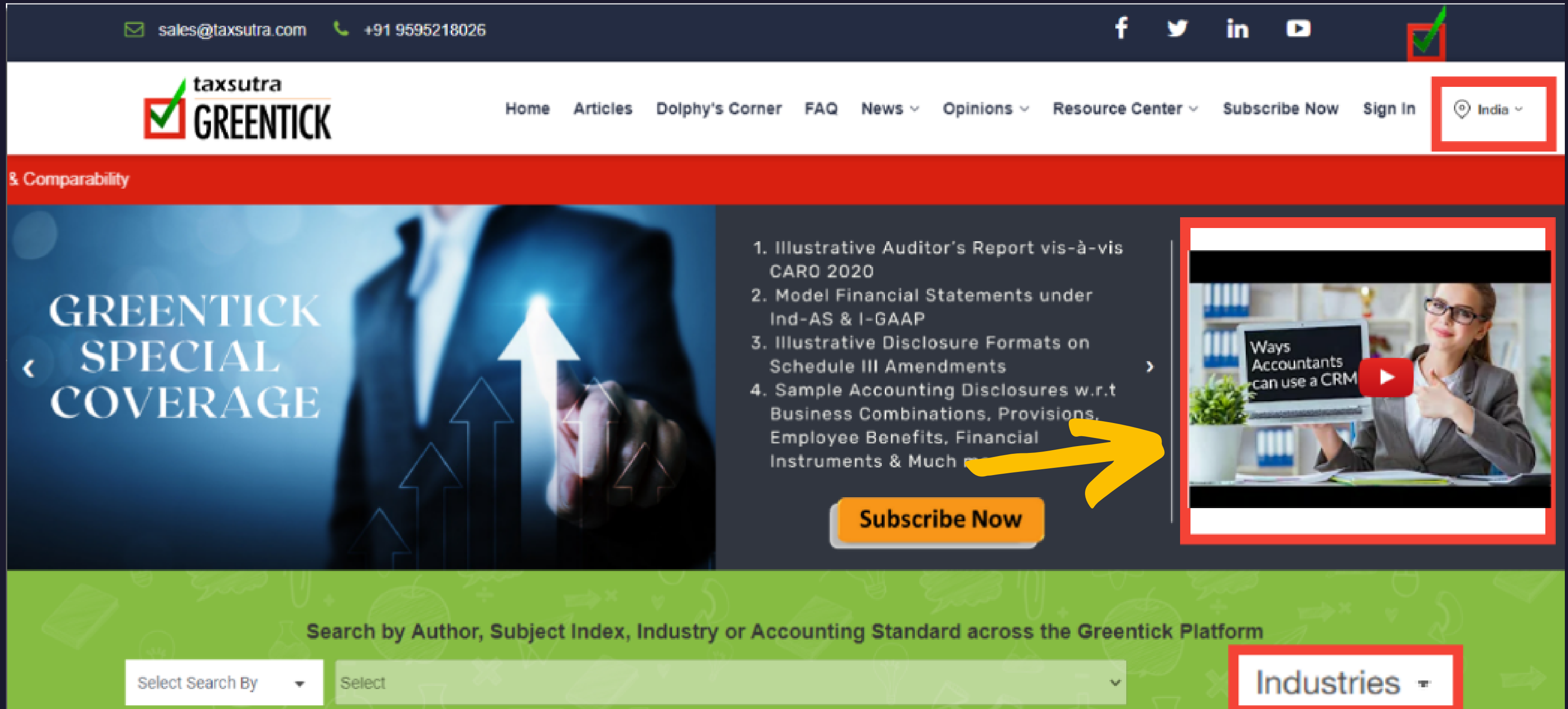
Wireframes - Feature 1



Wireframes - Feature 2



Wireframes - Feature 3



Milestones

SR No.	Milestone	Requirements & Deliverables	Efforts (Hours)
1.	M1	Design: 01,02,03	100 hours
2.	M2	Design: 04, 05, 06 Development: 01, 02, 03	100 hours
3.	M3	Design: 07, 08, 09 Development: 04, 05, 06	100 hours
4.	M4	Development: 07, 08, 09 SEO: 10	120 hours
Total			420 hours.
Estimated Time of Delivery : 2 - 2.5 months			



THANK YOU

