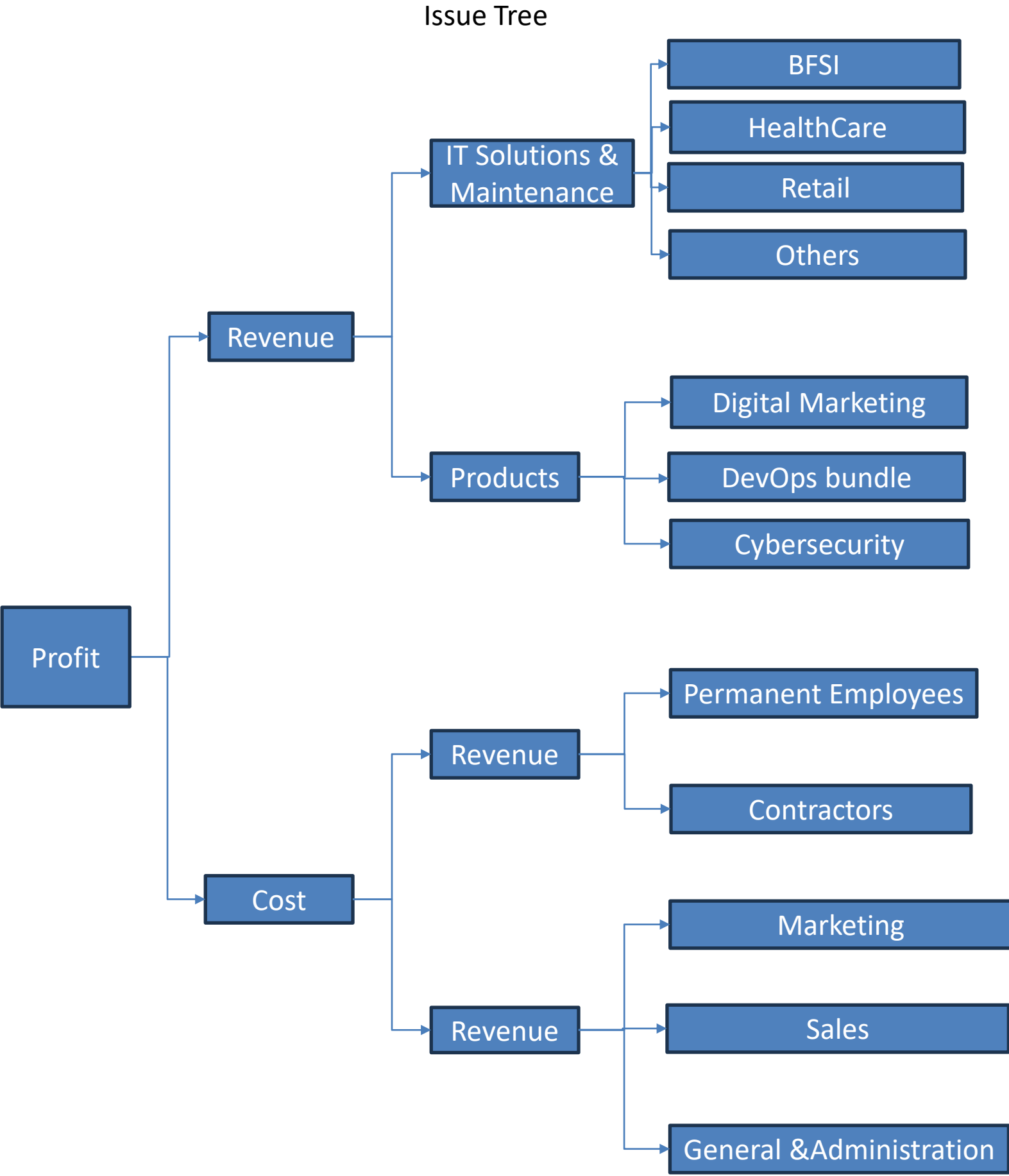


Root Problem: Difficulty in improving margins compared to competitors



# Geographical Revenue Distribution

## A. India

- 1. BFSI sector
- 2. Other sectors (excluding BFSI)

## B. US

- 1. Healthcare sector
- 2. Other sectors

## C. Europe

- 1. Healthcare sector
- 2. Other sectors

# Analysis and Recommendations:

## A. Revenue Growth Opportunities

- 1. Focus on expanding IT Solutions and Maintenance services in the BFSI sector in India to capitalize on the company's existing expertise and the sector's potential growth.
- 2. Leverage the promising healthcare sectors in the US and Europe by offering IT Solutions and Maintenance services tailored to the specific needs of healthcare organizations.

## B. Cost Management

- 1. Evaluate the cost-effectiveness of contractors compared to permanent employees, considering their higher cost and potential impact on margins. Explore options for optimizing the contractor workforce.
- 2. Streamline overhead costs in marketing, sales, and G&A through process improvements, efficiency measures, and cost control initiatives.

## C. Margin Improvement

- 1. Enhance profitability by focusing on high-margin sectors, such as BFSI and Retail, and high-margin regions, such as the US and Europe.
- 2. Implement strategies to improve margins in low-margin regions, such as India and other Asia Pacific countries, by identifying cost-saving measures, operational efficiencies, and pricing optimizations.

## D. Acquisition Strategy

- 1. Acquire smaller organizations specializing in niche technologies to enhance the company's offerings and expand its customer base.
- 2. Prioritize acquisitions that align with the strategic focus on the BFSI sector in India and the healthcare sector in the US and Europe, as these sectors show promising growth potential.

Based on the analysis, the company should invest in expanding IT Solutions and Maintenance services in the BFSI sector in India, leverage the healthcare sectors in the US and Europe, and explore opportunities for cross-selling the digital marketing product. Additionally, the company should focus on optimizing costs, improving margins, and consider strategic acquisitions that align with its growth objectives.