**Assignment-1**

**1)What are the various industry domains that exist?**

A vertical market is a [market](https://en.wikipedia.org/wiki/Market_(economics)) in which [vendors](https://en.wikipedia.org/wiki/Vendor_(supply_chain)) offer [goods](https://en.wikipedia.org/wiki/Goods_(economics)) and [services](https://en.wikipedia.org/wiki/Service_(economics)) specific to an [industry](https://en.wikipedia.org/wiki/Industry), [trade](https://en.wikipedia.org/wiki/Trade_(occupation)), [profession](https://en.wikipedia.org/wiki/Profession), or other group of [customers](https://en.wikipedia.org/wiki/Customer) with specialized needs. An example could be software that manages services in hotels amenities solutions. It is distinguished from a [horizontal market](https://en.wikipedia.org/wiki/Horizontal_market), in which vendors offer a non-specific, broad range of goods and services to a large group of customers with a wide range of needs.

Some common examples of vertical markets:

* Automobile
* [Banking](https://en.wikipedia.org/wiki/Banking)
* [Education](https://en.wikipedia.org/wiki/Education)
* Energy: Petroleum, LPG
* [Fast-moving consumer goods](https://en.wikipedia.org/wiki/Fast-moving_consumer_goods) (FMCG)
* [Financial](https://en.wikipedia.org/wiki/Financial)
* [Food](https://en.wikipedia.org/wiki/Food) and [beverage](https://en.wikipedia.org/wiki/Beverage)s
* [Government](https://en.wikipedia.org/wiki/Government)
* [Healthcare](https://en.wikipedia.org/wiki/Healthcare)

**2)Discuss and find the scope of the IT industry in the industry domains mentioned in question 1.**

The Information Technology – Information Technology Enabled Services (IT-ITeS) sector is a field which is undergoing rapid evolution and is changing the shape of Indian business standards. This sector includes software development, consultancies, software management, online services and business process outsourcing (BPO).

The IT industry is one which is not limited to software development alone. Technology can be applied in libraries, hospitals, banks, shops, prisons, hotels, airports, train stations and many other places through database management systems, or through custom-made software as seen fit.  
Among other sectors, the IT industry has been driving growth for the last decade and more, and has the potential to continue doing so for the next couple of years if shortcomings are met and challenges are faced.

**3)What are the different products available in Microsoft?**

**Microsoft Corporation**

It is an American multinational technology company with headquarters in Redmond, Washington. It develops, manufactures, licenses, supports, and sells computer software, consumer electronics, personal computers, and related services.

* **Bing:** Web Search Engine
* **Outlook:** Webmail Service which includes mail, calendar, tasks, etc.
* **OneDrive:** Cloud based storage service
* **Office 365:** Microsoft also has an online version of Office but is with fewer features
* **MSN:** Information portal i.e., news, weather, etc.
* **Visual Studio:** Integrated Development Environment (IDE)
* **MS Azure:** Public cloud computing platform
* **Skype:** Video call and conference
* **Xbox Live:** Online multiplayer gaming and digital media delivery service
* **Microsoft Visio:** It is a diagramming and vector graphics application
* **Microsoft InfoPath:** It is a software application for designing, distributing, filling and submitting electronic forms containing structured data
* **SharePoint:** It is a web-based collaborative platform that integrates with [Microsoft Office](https://en.wikipedia.org/wiki/Microsoft_Office)
* And many more…

**4)Who else is offering the boutique solutions?**

* **Goji labs**: Based out of Los Angeles they specialize in digital transformation.
* **Centaurea**: They specialize in services related to big data.
* **1950labs**: They provide specialized services in remote software development.
* **Intellectsoft**: Digital transformation consultancy.

**What is a boutique software development company?**

* Boutique software development company is firm that provides clients with software products and services accordingtotheirspecificbusinessneeds. It is not a very large company but, however, has experience and expertise enough to implement projects of varying levels of complexity.

Boutique software development companies are industry**-**focused and strive to buildstrong**,** fulloftrustrelationswiththeirclients. They are flexible and usually support fulltransparency.

**5&6)Procurement Procedure for a Business Firm**

**Procurement** is the sourcing and purchasing of goods and services for business use from an external source.

Steps involved in procurement of services/goods for a business firm

* **Collecting needs/requirements:** Involves collecting the necessities of the business
* **Identifying vendors/manufacturers/service providers:** Identifying the all the outlets in the market which supply the required goods/services
* **Selecting vendors/manufacturers/service providers:** Filtering the list of outlets based on the certain criteria (location, service)
* **Negotiate:** Negotiation can take place based on quality, quantity and prices of the goods/services
* **Contract:** An agreement takes place between the business and outlet regarding the quality, quantity, prices, delivery, payment, etc.
* **Payment:** The payment is carried out as specified in the contract/agreement between both the parties
* **Receive goods/services:** Delivery takes place either in one go or in batches
* **Invoice:** It is a list goods/services provided, with a statement of the sum due
* **Record keeping:** It involves keeping track of all the purchases carried out and the payments done