

Company – Executive Briefing

1. Executive Summary:

Zoho Corporation is an Indian multinational technology company, founded in 1996 by Sridhar Vembu and Tony Thomas. It specializes in developing business software and web-based business tools. The company is primarily recognized for its comprehensive online office suite, Zoho Office Suite.

2. Key Offerings & Business Segments:

Business software

Web-based business tools

Zoho Office Suite

3. Strategic Direction & Initiatives:

The provided content does not detail specific strategic goals, key initiatives, or areas of focus beyond the company's core business activities.

4. Market Positioning & Target Audience:

Zoho positions itself as a developer and provider of business software and web-based tools, primarily serving other businesses (B2B). The provided information does not specify its particular market positioning (e.g., premium, low-cost leader).