Indian Journal of Economics and Business
Vol. 20 No. 3 (Special issue, 2021)

http://www.ashwinanokha.com/IJEB.php

Driving Business Excellence: Launching Infochip IT Consultancy Services for Enhanced Software and Hardware Solutions

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Received: 25th July, 2021
Revised: 16th September, 2021
Published: 28th September, 2021

Abstract: In the dynamic world of business, staying at the forefront of technology is paramount for success. Infochip IT Consultancy Services is positioned to be a catalyst for business excellence by providing top-notch software and hardware solutions. This article offers an insight into the strategic implications of Infochip's service launch, emphasizing its pivotal role in elevating businesses through customized IT solutions that optimize operations, cut costs, and boost profitability. From leveraging technology trends to fostering business growth, this piece elucidates how Infochip's offerings are set to make a significant impact on the corporate landscape.

Keywords: *Infochip IT Consultancy Services, Limited Liability Partnership, Affordable IT Services, Market Research*

1. Introduction

The computer software market comprises two primary components: system software and application software. In the United Kingdom, application software constitutes 51% of the total market share, while system software accounts for the remaining 49%. Projections indicate a steady annual growth of 5% in the UK software market, reaching an impressive £11.5 billion by 2015. These trends suggest a maturing market with minimal anticipated fluctuations in the near term (Shah et al., 2023; Raiz et al., 2023; Keynote, 2011; Tufail et al., 2020). Moreover, the computer services sector demonstrates continuous expansion, achieving a noteworthy value of £25.8 billion in 2012,

reflecting a 3% increase from the previous year's £25 billion. Although this growth rate might appear moderate given the industry's technological innovation-driven nature, it remains stable, especially considering the economic challenges faced by the European Union. Anticipations indicate positive growth in computer services, as the European credit crisis gradually subsides over the subsequent five years. Economic experts predict an unprecedented 11% surge, potentially elevating the market to £36 billion by 2016 (Khan et al., 2022; Keynote, 2012).

1.1 Supportive Factors

The UK's robust population growth rate, leading at 0.8% in Europe (Telegraph, 2013), is projected to reach 70 million by 2028 (SAYYAM et al., 2021; Guardian, 2013), creating a fertile environment for new ventures. Gross Domestic Product (GDP) exhibited a year-on-year growth of 3.1% in 2014, the highest in six years, with a forecast of nearing its 2008 pre-credit crunch peak by mid-2014. Inflation has trended downward, potentially reducing service costs for Infochip. Despite inflation fluctuations, the computer software market has maintained stability and is predicted to remain so. The UK commands a substantial position in the global computer software market, contributing 5% worldwide and 18% within the EU (Ahmed et al., 2022; Khan et al., 2023). The computer software market shows continuous expansion, poised to grow from £7.7 billion to £11.7 billion by 2015 (52.2% increase), and computer services are projected to reach £36 billion by 2016, growing 11% annually (Ahmed et al., 2023; Khan et al., 2022; Khan et al., 2021).

1.2 Objectives:

i. Deliver high-quality IT products, bespoke software development, and hardware repairing services.
ii. Achieve a turnover of £200,000 within the first two years of business establishment.
iii. Attain a target gross margin of 50% by the end of the first year.
iv. Expand the business to provide similar services in neighboring counties, beginning with Northampton and South London.

2. Literature Review

2.1 The Business Concept

2.1.1 Market Potential and Affordability

Addressing the affordability challenge, Infochip IT Consultancy Services aims to provide superior website development at 40% lower costs than prevailing market rates, offering a solution to the financial constraints faced by small enterprises seeking quality websites.

2.1.2 Mobile and Network Services

With the pervasive use of smartphones and computers, Infochip plans to tap into the extensive customer base for mobile repairs and network setup, ensuring affordability alongside quality service in these domains.

2.1.2 Vision Statement

Infochip's vision is to emerge as a leading IT Development Company, specializing in delivering cost-effective and reliable software solutions to cater to the needs of retail and SME sectors.

2.1.3 Short-term Vision

Infochip's immediate objectives include launching the business, providing high-caliber software development and hardware repair services at affordable rates, while efficiently recruiting and retaining skilled staff.

2.1.4 Long-term Vision

In the long term, Infochip envisions expanding internationally, focusing on Europe initially. The company aims to become the UK's premier provider of specialized software, website development, and hardware repair services at reasonable prices.

2.1.5 Mission Statement

Infochip's mission is to provide highly affordable IT services to customers while ensuring their utmost satisfaction.

Infochip's core objective is to deliver top-notch web development, standalone software, and hardware services at a 40% lower cost than competitors, making quality IT solutions accessible to a wider audience.

2.1.6 Market Positioning

Based in Northampton, an entrepreneurial hotspot, Infochip aims to provide budget-friendly web development, bespoke software, and hardware solutions, capitalizing on founders' expertise to reduce costs and offer a competitive edge.

2.1.7 Strategic Growth

With a £50,000 initial investment, Infochip seeks to provide superior IT products, software development, and hardware solutions. The company has a five-year plan to expand operations across counties, achieving nationwide recognition and later targeting the European market.

2.1.8 Feasibility Assessment

Before entering the IT market, Infochip acknowledges the necessity to assess factors such as market demand, profitability, e-commerce trends, and local entrepreneurial activity in Northampton.

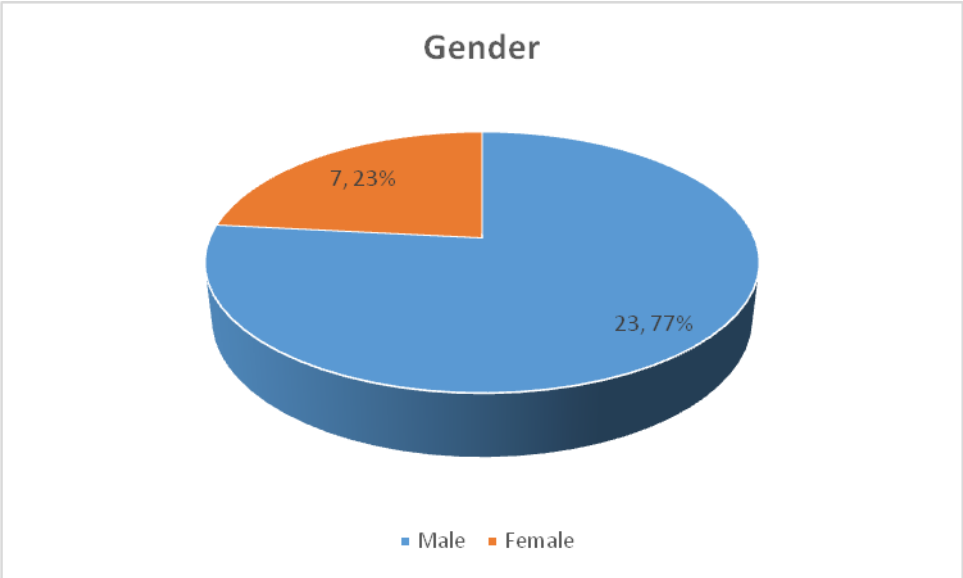
2.1.9 Market Research

Infochip conducts market research to identify potential challenges and devise effective solutions for sustainability. Primary research, involving competitor, customer, and stakeholder insights, informs strategies to ensure stability and competitiveness.

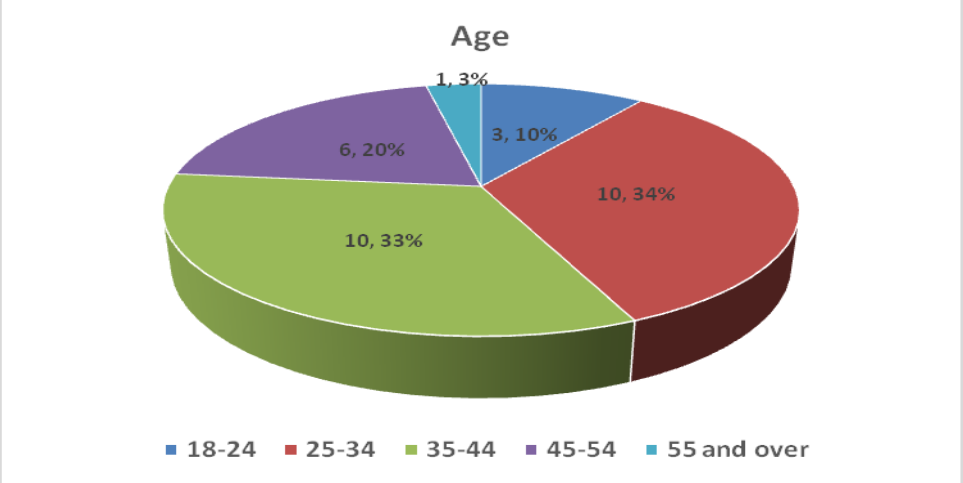
2.1.10 Market Survey

A comprehensive questionnaire, administered to diverse demographics, focuses on understanding customer needs, perceptions of e-commerce, budget allocation for websites, and interest in online business ventures. Results aim to tailor Infochip's offerings to market demands.

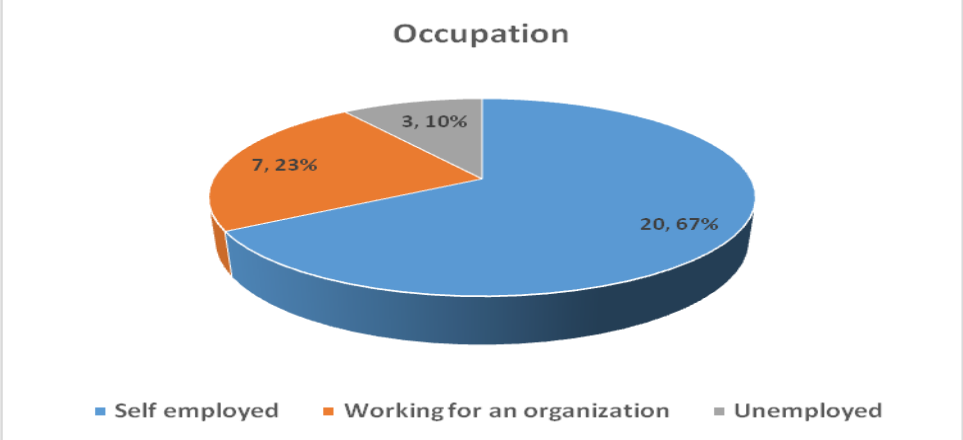
i. Gender:



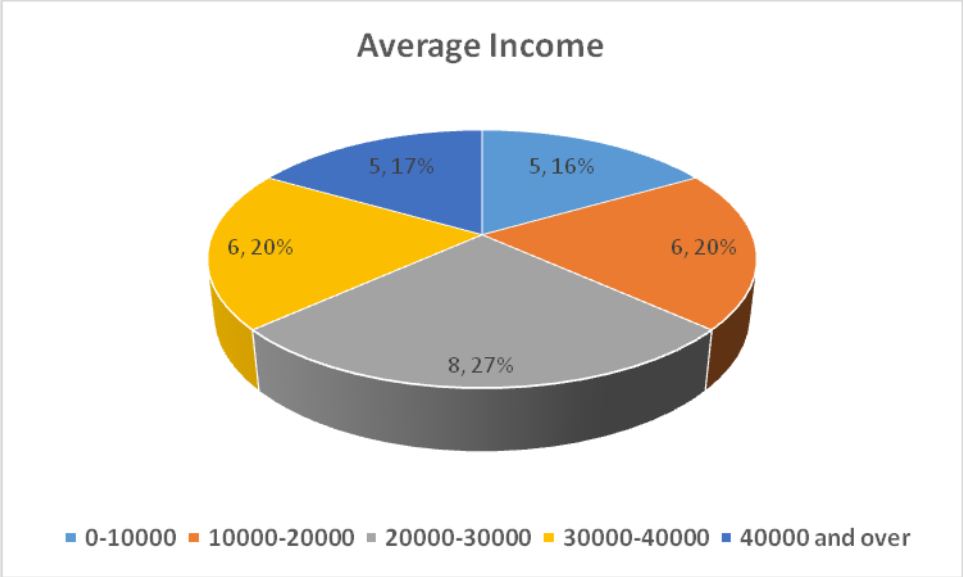
ii. Age:



iii. Occupation:



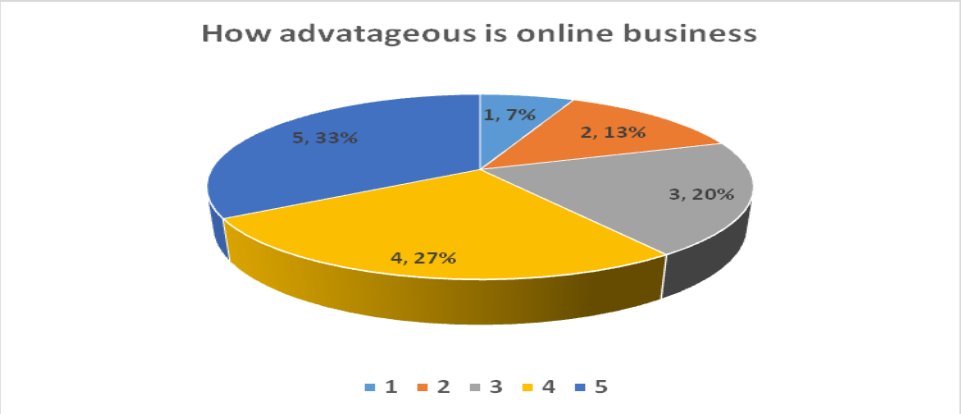
iv. Average Income:



Affordability and Advantages of Online Presence

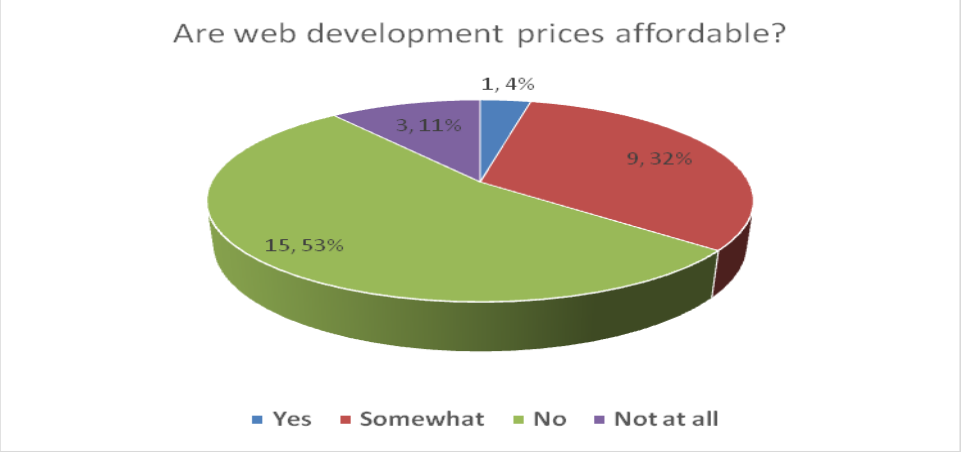
v. How advantageous is online business:

1	0	0%
2	0	0%
3	3	10%
4	5	17%
5	22	73%



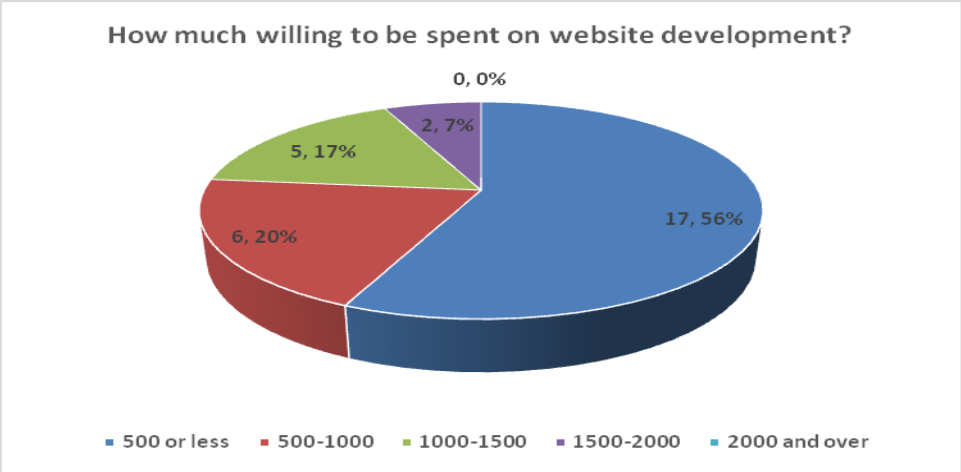
vi. Are the current website development prices affordable:

Yes	1	4%
Somewhat	9	32%
No	15	53%
Not at all	3	11%



vii. How much would you be willing to spend on website development?

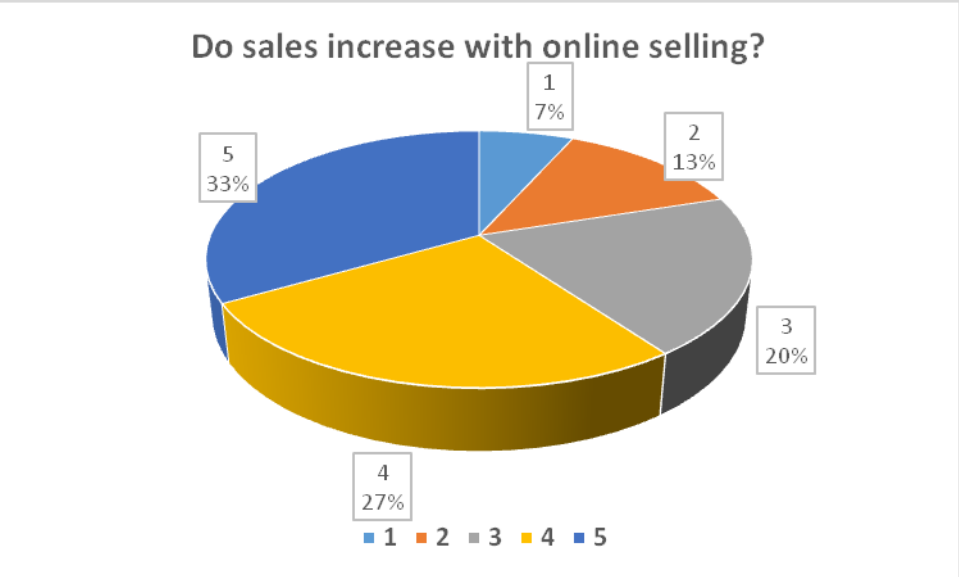
500 or less	17
500-1000	6
1000-1500	5
1500-2000	2
2000 and over	0



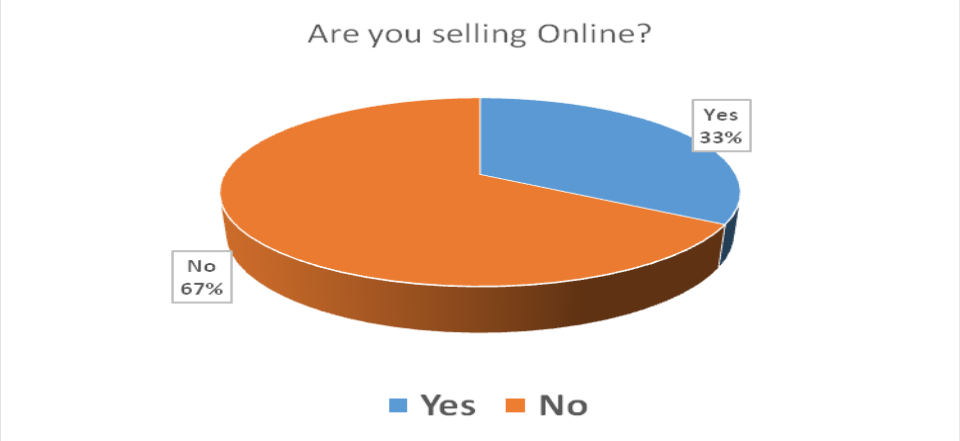
Competitiveness

viii. Do you believe that your sales can increase with selling online?

1	19
2	3
3	4
4	3
5	0



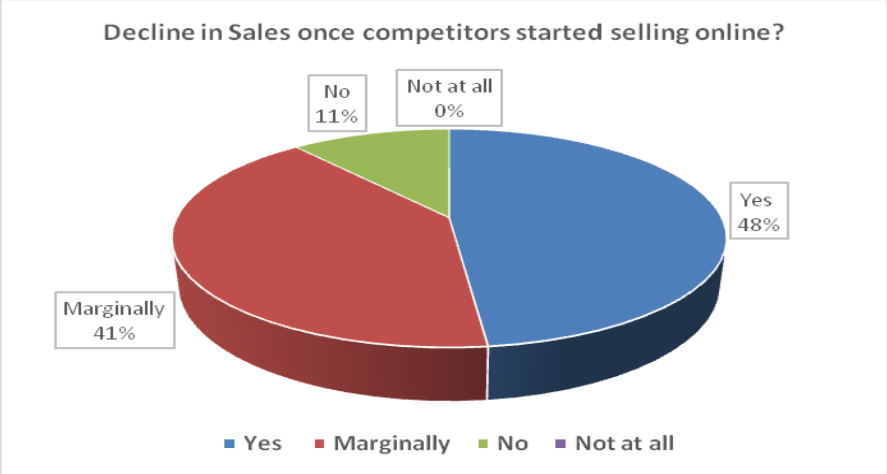
ix. Are you currently Selling Online?



x. Are your competitors selling online?

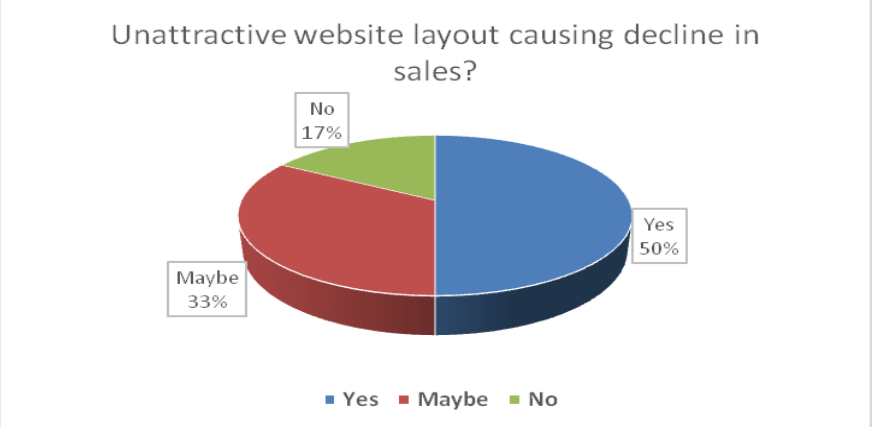
xi. Have your sales declined since your competitors started selling online?

Yes	13	48%
Marginally	11	41%
No	3	11%
Not at all	0	0%



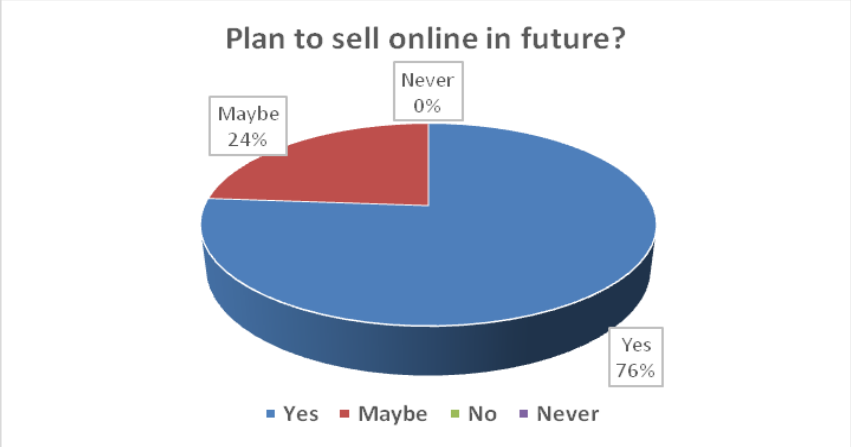
xii. Do you think you sales have declined because of your website layout being unattractive?

Yes	3	50%
Maybe	2	33%
No	1	17%



xiii. If you still haven't started than do you plan to sell online in future?

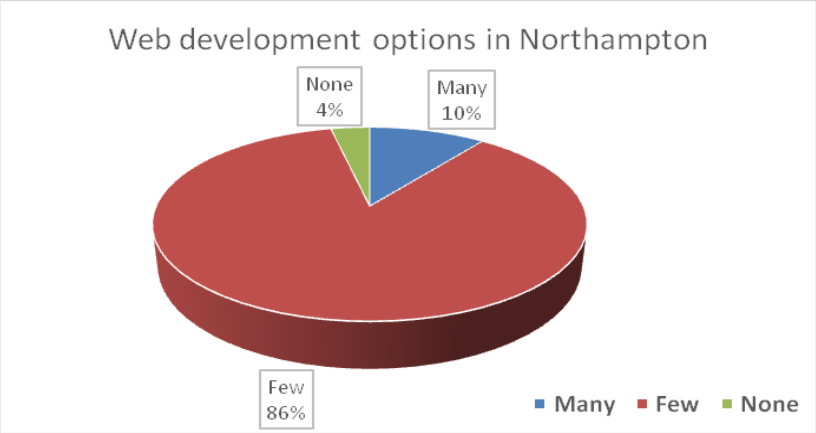
Yes	16	76%
Maybe	5	24%
No	0	0%
Never	0	0%



Availability of Options

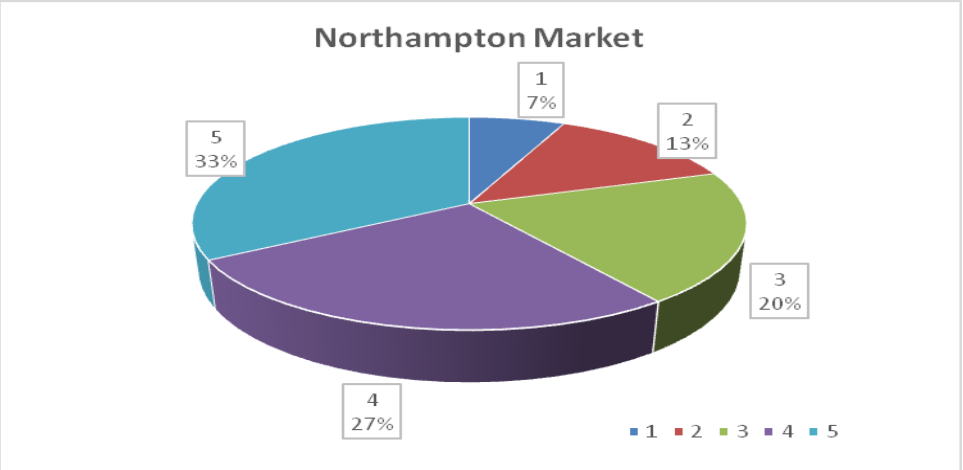
xiv. Are their many web development options available in Northampton?

Many	3	10%
Few	25	86%
None	1	3%



xv. Northampton Market (Perfect competition or Monopoly)

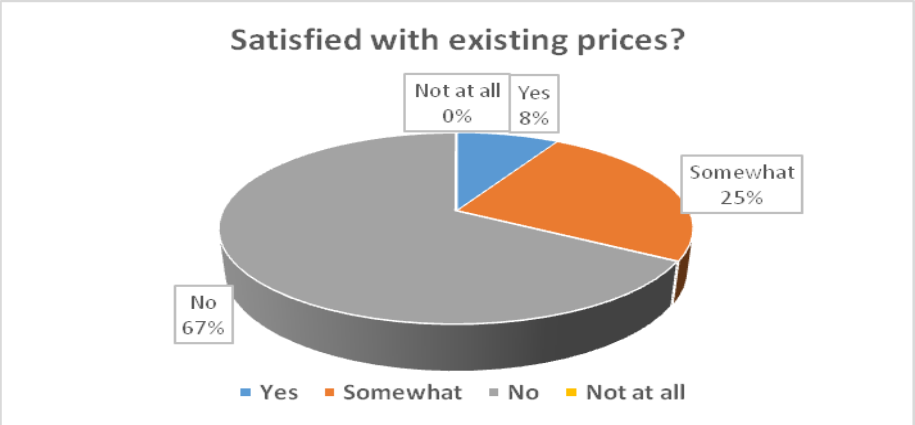
1	1
2	8
3	7
4	7
5	6



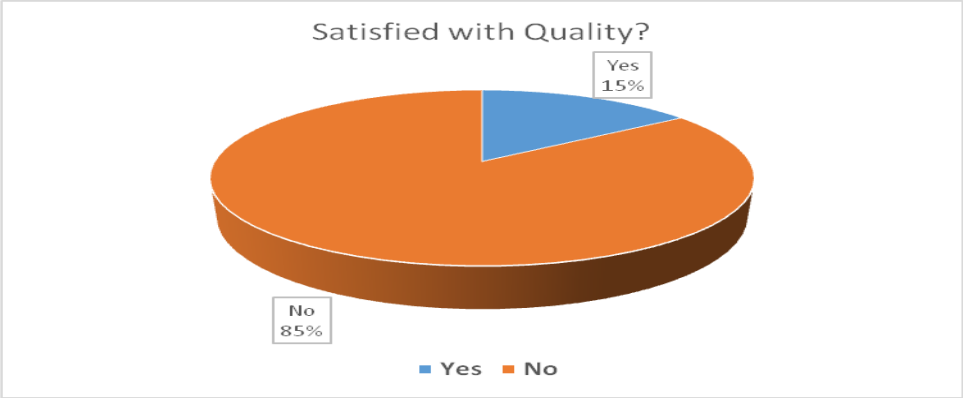
Customer Satisfaction (for business having online presence)

xvi. Are you satisfied with the price you are paying for your web development?

Yes	1	8%
Somewhat	3	25%
No	8	67%
Not at all	0	0%

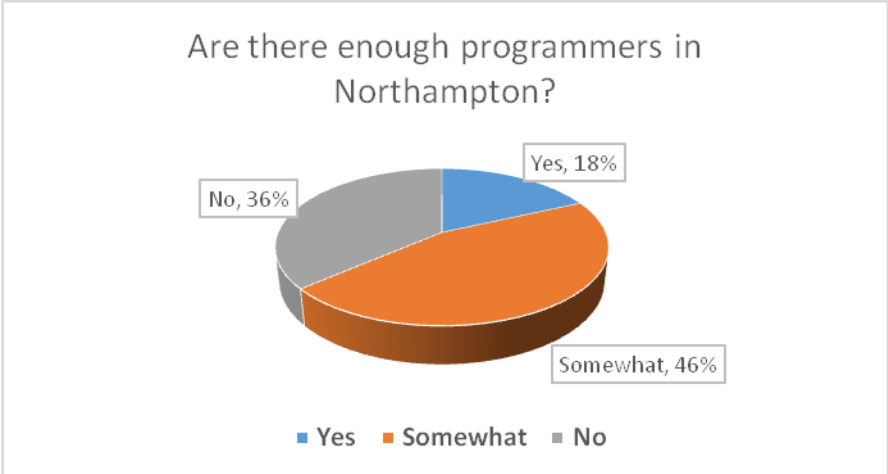


xvii. Are you satisfied with the Quality?



xviii. Is there enough availability of programmers in Northampton?

Yes	2	18%
Somewhat	5	45%
No	4	36%



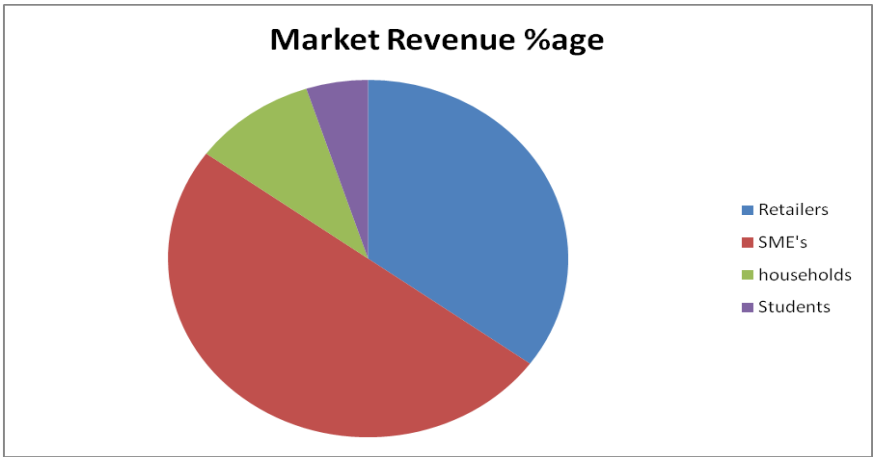
2.1.11 Primary Research Findings

The results of primary research conducted on a sample of 30 individuals, primarily males (77%) and self-employed (67%), revealed significant insights. Around 83% had annual incomes surpassing

£10,000, with 65% acknowledging unaffordable web development prices. Notably, 87% were willing to invest between £500 and £1000 for website development, while 66% anticipated sales growth with online selling. A noteworthy 89% reported sales declines once competitors began online selling. Despite 76% intending to engage in online sales, 86% felt options for web development in Northampton were limited. Although 67% of respondents reported dissatisfaction with available prices, a substantial 85% were discontent with service quality. These findings underscore the potential for a competitive IT software and hardware services business in Northampton, with quality and affordability as critical success factors.

2.1.12 Secondary Research Insights

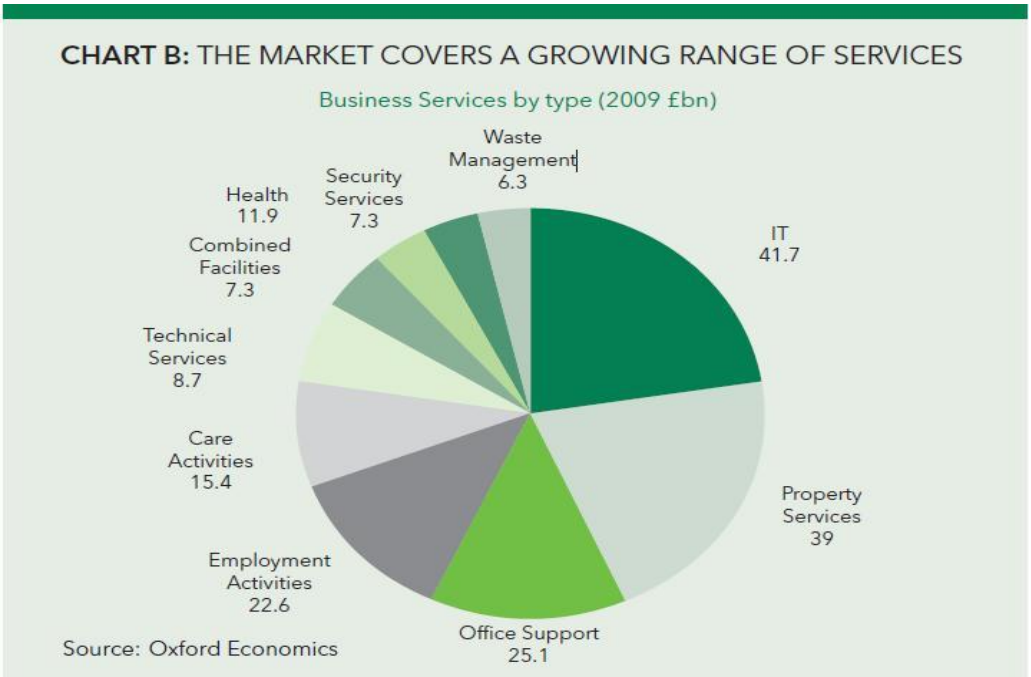
The computer software market is categorized into system software and application software, comprising 51% and 49% respectively. Projections indicate the UK IT service market is poised to experience steady 5% annual growth, reaching £11.5 billion by 2015. This market maturity suggests a stable growth trajectory (Keynote, 2011). Despite a 3% growth to £25.8 billion in 2011, the computer service market's contribution to the UK economy is significant, especially given Europe's economic crisis. The sector's growth is projected to reach 11% annually by 2016 due to UK and EU economic recovery (Keynote, 2012). Acknowledging the rise of e-commerce, Infochip plans to leverage online sales for its unique products and services.Market Segmentation



Graph 2: Representing market segmentation of Infochip IT Consultancy Services.

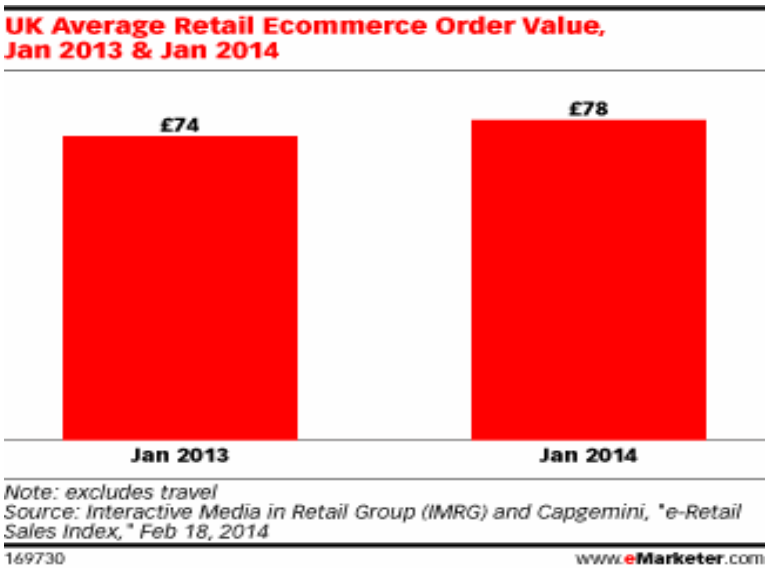
The UK IT services market can be categorized into four primary segments. The largest portion, accounting for approximately 50% of utilization, consists of Small and Medium Enterprises (SMEs). Following this, Retailers contribute 35% to the target market, while Household and Student users comprise 10% and 5% respectively.

As per Oxford Economics, the UK's business service industry holds a value of 207 billion pounds, representing 8% of the total output industry. This industry encompasses a wide spectrum of activities, with IT and data-related functions constituting the predominant share at 41.7%. Of the industry's activities, 60% serve the private sector, while the remaining 40% is directed towards governmental purposes.



2.2 Product/Service Feasibility

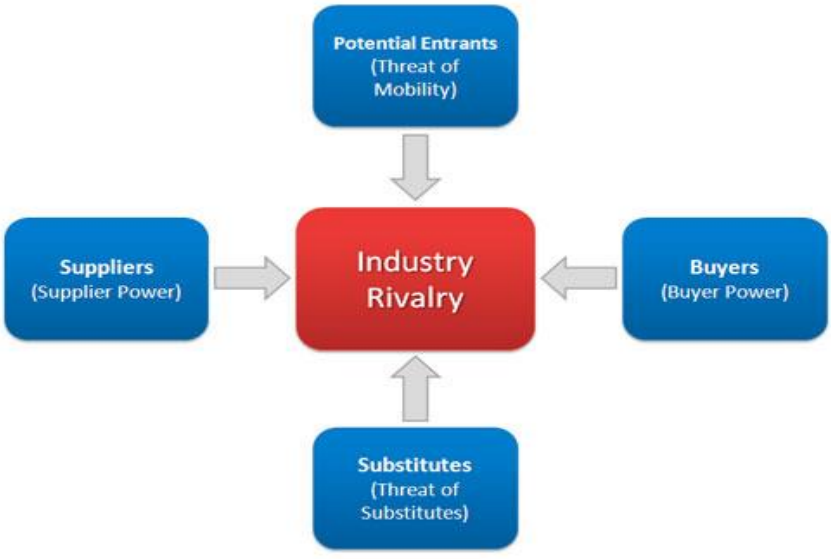
The foundation of Infochip IT Consultancy Services revolves around delivering cost-effective, yet superior, website and software development solutions to Small and Medium Enterprises (SMEs) and small-scale retailers. The company's vision extends to offering hardware solutions to its clientele. Recognizing the swift growth of e-commerce, Infochip strategically targets those businesses constrained by limited resources, enabling them to enter the online selling sphere.



According to Emarketer.com, the growth of B2C e-commerce reflects increasing business and consumer confidence. Capgemini and retail group IMRG report an 18% surge in online retail sales in 2014 compared to the previous year. IMRG also notes an average UK customer spending of £78 online, up from £74 in the prior year. Notably, the UK leads B2C e-commerce sales with £109.63 billion, followed by Germany with £58 billion. Infochip IT Consultancy Services is founded on delivering quality at affordable prices. Its corporate culture emphasizes customer satisfaction and post-delivery support, fostering return business and referrals. The company's sales target is focused on small retailers and SMEs. With Northamptonshire's significant presence of these target customers, the plan leverages primary and secondary research to ensure tailored strategies for cost reduction, lowering customer prices. Amidst Northampton's thriving business activity per capita, Infochip aims to create personalized relationships with customers through its in-house team, enhancing communication efficiency and reliability. As part of the feasibility analysis, Northampton's economic background is explored, highlighting its business diversity and high self-employment rates. The University of Northampton's social enterprise support presents an advantageous opportunity for Infochip's cost-effective offerings.

In the product life cycle context, the UK's software market, with a projected growth of 5% annually, resides in the maturity stage, indicating a favorable landscape for Infochip's entry. Despite upcoming competitors, the company employs Porter's five forces model to anticipate external threats and develop countermeasures.

Porter’s 5 forces



For a company to effectively implement Porter's five forces framework, it must meticulously assess and execute strategies aligned with Porter's four main factors.

1) Supplier Bargaining Power

In the computer software industry, supplier bargaining power is notably weak, distinct from many other sectors. The essential resources are skilled programmers who can collaborate to bring concepts to fruition.

2) Buyer Bargaining Power

Buyer bargaining power is influenced by factors such as switching costs, brand identity, product standardization, and demand classification. In the IT sector, buyers encompass a vast global population with computer access. Given the multitude of options and low switching costs, customers largely dictate the industry. Infochip IT Consultancy Services recognizes customer power and has reduced prices while maintaining quality. The company's strength lies in quality products and services at affordable rates, fostering customer loyalty through continuous support and technological updates.

3) Threat of New Entrants

The IT industry's allure stems from rapid growth potential and a substantial customer base. In the case of computer software development, Infochip IT Consultancy Services capitalizes on differentiation by offering cost-effective solutions and quality despite minimal investment.

4) Threat from Substitutes

Substitutes hold limited threat in the IT sector due to the absence of comparable alternatives. In today's society, IT plays a vital role in business and daily life, making substitutes scarce. For instance, while scientific calculators exist, they cannot replace the multifaceted role of computers.

5) Existing Players' Rivalry

The computer software market is marked by efficiency, growth, and competition. While larger competitors might possess scale advantages, Infochip's efficient setup and focused advertising enable it not only to compete but also to surpass rivals.

3. Organizational Feasibility

3.4.1. Buyer Bargaining Power

Organizational feasibility necessitates an evaluation of the company's leadership skills and expertise.

3.4.2. Company Ownership

Infochip will adopt a limited liability partnership (LLP) structure, in line with the Limited Liability Partnership Act 2000 in the UK. LLP members share responsibility based on agreements, limiting liability to invested amounts and shielding partners from each other's actions.

3.4.3. Employees and Organizational Structure

In the initial phase, cost-saving measures dictate a lean workforce. With two directors, Ulasyar Jalazai and Abhey Sharma, handling managerial, analytical, and programming roles, Infochip will expand its workforce gradually as the business grows. Collaborative efforts between newly recruited and on-the-job employees will drive business development.

3.4 Organizational Framework

An organization functions akin to a chess board, positioning each piece strategically to create a formidable defense. Recognizing the need for a winning arrangement, Infochip IT Consultancy Services comprehends that optimal placements are essential for the company's prosperity. The ensuing diagram depicts the proposed hierarchical structure.

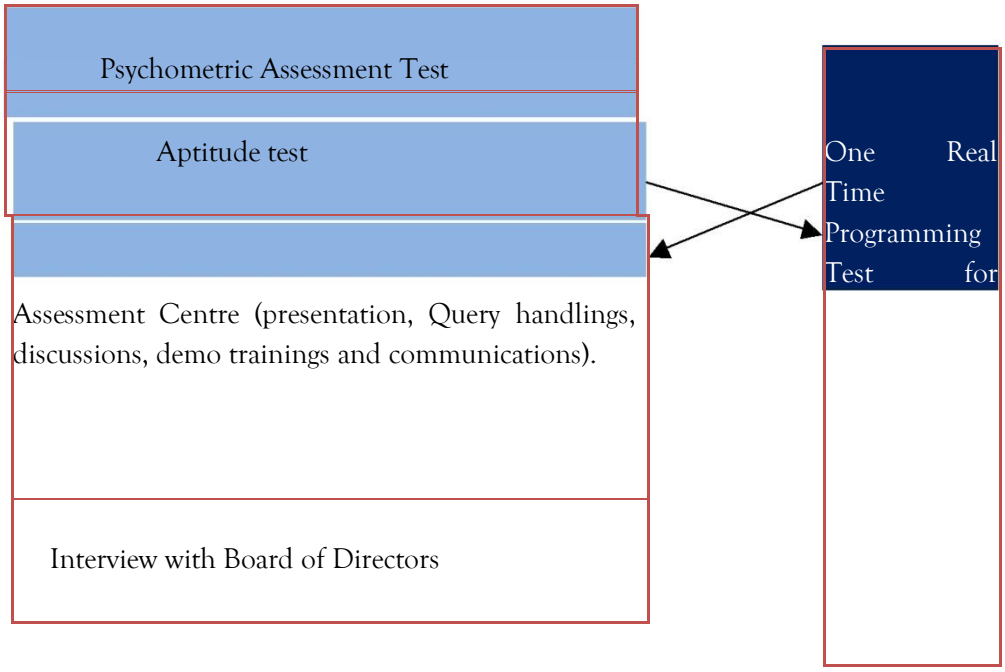
3.5 Board of Directors

3.5.1 Management Summary

The personnel possess over four years of experience across diverse domains in the UK, India, and Pakistan. The adept management is equipped to handle the company's multifaceted responsibilities. For future growth, Select IT Services Ltd will contemplate recruiting additional staff.

3.5.2 Recruitment and Selection

The company favors internal recruitment and eschews external agencies. Job postings will be featured on the Job Center Direct website. Thorough tests will simulate real-world scenarios to evaluate candidates' competence.



The outlined selection procedure pertains to the recruitment of both programmers and marketing assistants. The board of directors will oversee the interviews, meticulously scrutinizing each phase of the selection process to ensure the recruitment of the most qualified and fitting candidates. The founding directors aspire to cultivate mutual understanding and regard for each other's choices.

3.5.3 Financial Feasibility

A) Sales Forecast

Year	**0**	**1**	**2**	**3**	**4**	**5**
(a) Sales Value		90,000	103,500	119,025	136,879	157,411
(b) Cost of goods		0	0	0	0	0

B) Financial Requirements

Year	0	1	2	3	4	5
Net cash flow	22.000	2,000	14,500	25,400	38,622	79,941
Opening Cash Balance	0	22,000	24,000	38,500	63,900	102,523
Closing cash balance	22,000	24,000	38,500	63,900	102,523	182,463

Infochip IT Consultancy Services has adequate financial resources to initiate the project, with a total startup equity of £50,000. If further funding becomes necessary, the company may consider engaging an external financier.

c) Profitability

Year	0	1	2	3	4	5
Revenue	0	90,000	103,500	119,025	136,879	157,411
Cost of sales	0	0	0	0	0	0
Gross profit	0	90,000	103,500	119,025	136,879	157,411
Expenses	0	90,000	89,000	90,000	91,000	92,000
Profit before tax	0	0	14,500	29,025	45,879	65,411
PAT		0	10,875	21,769	34,409	49,058
ROEI		0%	22%	44%	69%	98%

The projected gross profit margin for the second year is expected to be 14%, which will subsequently rise to 24.385% by the third year, with a continued upward trajectory. The Return on Equity Investment (ROEI) remains within acceptable levels.

D) Investment appraisal

(Pounds in thousands)

Payback	203 days
NPV @10%	498,010.66
NPV@ 20%	395,025.48

The exact payback period is calculated to be 6 months and 23 days. Infochip IT Consultancy Services is established as a long-term endeavor, designed to operate for more than 5 years, with the potential for increasing returns over time.

E) Diagram: Break even analysis

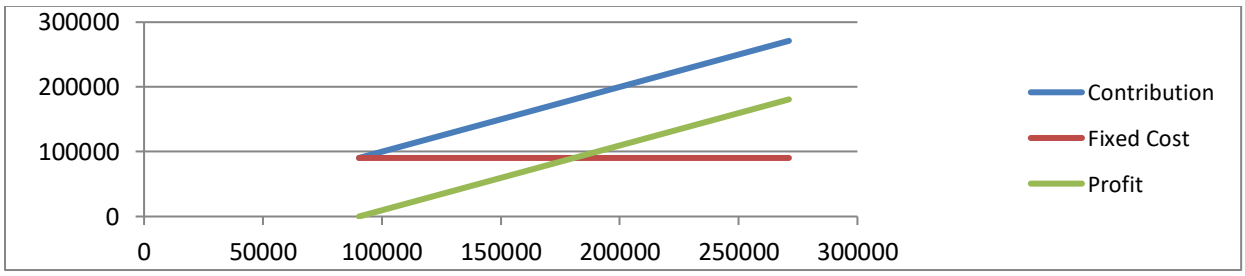


Table: Break even analysis

Revenue	Contribution	Fixed Cost	Profit
90400	90400	90400	0
80800	180800	90400	90400
226000	226000	90400	135600
271200	271200	90400	180800

Infochip IT Consultancy Services must achieve a total of £90,400 in order to break even, a goal that is anticipated to be reached within the first year of operation.

3.5.4 Facilities and Technology

An office space will be rented near the town center, furnished with a few initial computers and a meeting room to accommodate customer interactions. The utilization of an E-Receptionist phone system will be employed, offering the functionality of a professional receptionist while also generating cost savings.

3.5.5 Resource Requirement Evaluation

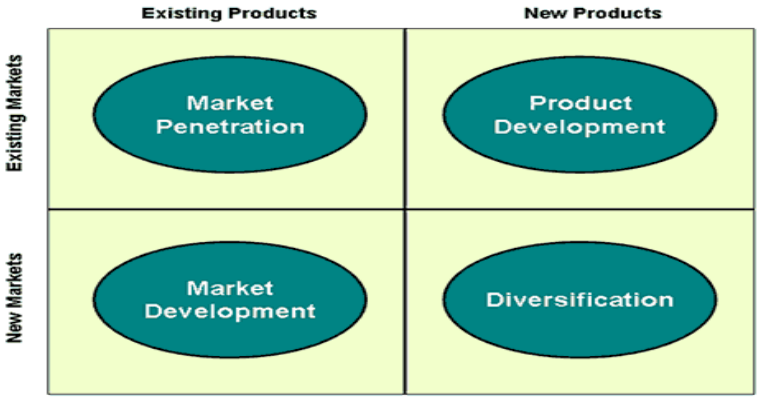
The company's founders will collectively invest a total of £50,000 in the business and secure a lease amounting to £8,000. Both founders will contribute 50% each, amounting to £25,000 per founder, entitling them to hold 50% of the overall shares.

4. Strategic Analysis and Business Model

The strategic concept behind Infochip IT Consultancy Services revolves around providing customized IT software application development services and pre-developed, tested applications. The primary objective is to enhance profits while concurrently minimizing fixed costs.

The core proposition of Infochip centers on offering cost-effective and high-quality IT solutions, catering particularly to Northampton's business environment, which exhibits substantial business activity but a shortage of IT service providers.

Infochip's growth trajectory envisions the utilization of various strategies, with the initial focus on the Ansoff matrix—a tool designed to guide business strategies by outlining growth-oriented approaches.



4.1 The Ansoff matrix delineates four distinct growth strategies:

4.1.1 Market penetration

Considered a low-risk approach, this strategy leverages a company's existing capabilities and resources. During market expansion, growth can be achieved by simply maintaining market share, with opportunities for share augmentation as competition reaches capacity limits. However, when market saturation occurs, alternative strategies must be explored.

4.1.2 Market development

This strategy entails entering new geographical regions or segments. It is particularly suitable for companies with specialized product competencies rather than expertise in a specific market segment.

4.1.3 Product development

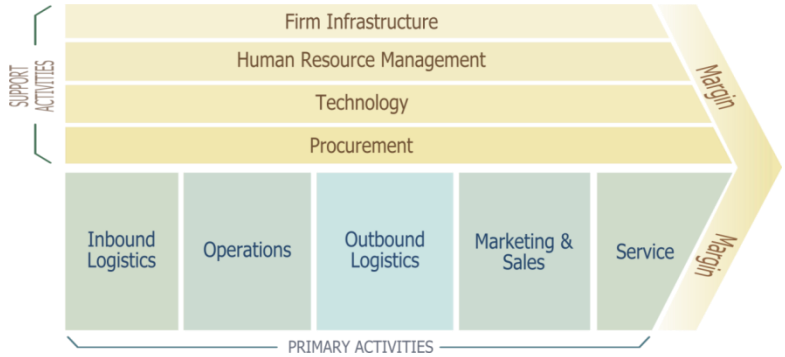
For firms excelling in specific customer interactions rather than particular products, product development takes precedence. This strategy involves creating new products for the existing customer base.

4.1.4 Diversification

Among the riskiest strategies, diversification combines market and product development, sometimes diverging from a firm's core competencies. It's occasionally referred to as a high-risk endeavor. This strategy only becomes viable if the potential for high returns offsets the associated high risks.

Infochip IT Consultancy Services will adopt the market development strategy from the Ansoff matrix, focusing on attracting new customers to existing products. The objective is to capture customers who currently utilize alternative services or individuals who have refrained due to competitors' high pricing. With its competitively priced services in IT software application development and pre-developed applications, Infochip is poised to attract customers in Northampton and potentially expand its reach to London in the future.

Value chain and SWOT Analysis



The objective of Value Chain Analysis is to identify organizational activities that contribute value and confer a competitive advantage. Porter's Value Chain is a strategic management tool designed to deconstruct a company's operations into discrete components. The goal is to comprehensively discern differentiation sources and cost-driving factors, thereby facilitating targeted modifications.

4.2 Outlined below are the primary activities:

4.2.1 Inbound logistics

In the realm of IT enterprises, a significant aspect of inbound logistics pertains to the collective knowledge possessed by the company's workforce and its capacity to benefit customers. Infochip IT Consultancy Services derives its forte from the competencies and knowledge of its staff. In case of specific requirements, employees are prepared to acquire additional certifications.

4.2.2 Operations

During operational phases, Infochip IT Consultancy Services plans to address challenges with inventive ideas, enhancing clients' businesses and fostering favorable perceptions of the company. All bespoke and specialized products will be tailored to meet client needs.

4.2.3 Outbound logistics

Assigning personnel to distinct tasks based on a careful analysis of customer requisites will be a key facet of outbound logistics.

4.2.4 Marketing and sales

To prevent escalating costs and service fees, Infochip IT Consultancy Services will minimize marketing expenses. The company will create and optimize a website and extensively employ cost-effective social media platforms for promotional and sales endeavors.

4.2.5 Service

Infochip IT Consultancy Services prioritizes after-sales service, maintaining continuous client engagement even after service or product delivery. The service framework encompasses software maintenance, add-ons, extensions, upgrades, and troubleshooting.

4.2.6 Support activities

4.2.6.1 Procurement

Given that Infochip IT Consultancy Services is knowledge-based, reliance on external procurement will be limited. Expertise within the IT domain is intrinsic to the business model.

4.2.6.2 Human resource management

Within the context of being a small to medium enterprise, human resource management will be overseen by partners. Recruitment will be guided by expertise and potential contributions to the company's growth and customer satisfaction.

4.2.6.3 Technological development

Recognizing the dynamic nature of the IT industry, continuous upskilling is mandatory. Employees will be required to pursue certifications, courses, and seminars to maintain cutting-edge knowledge and skills.

4.2.6.4 Infrastructure

Infochip IT Consultancy Services will maintain a current, feature-rich website to showcase and sell products and services. The website will be linked to the company's bank account for seamless transactions. Additionally, an interactive phone system will be established for communication efficiency.

4.3 Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis:

The outsourcing sector provides cost-cutting avenues for companies, making it a viable option in times of austerity. Embracing technology is a prevailing trend among UK companies, with a substantial reliance on IT services. However, the scarcity of certain IT skills poses a challenge. The industry accommodates significant contracts through consortium collaborations, and a multitude of SMEs and multinationals offer clients a diverse array of options.

Nevertheless, the UK IT sector grapples with skill shortages and pricing intricacies, while dependence on public and financial sectors exposes it to financial crises. Companies with foreign headquarters might impact the UK market, as technological developments often originate in home countries prior to global deployment.

Infochip IT Consultancy Services will not compete head-to-head with large IT corporations, focusing instead on retail and SME sectors in Northampton and South London. The company's uniqueness stems from UK-based operations, cost-effective pricing, and a simplified management structure. Leveraging customer references and word-of-mouth, Infochip aims to penetrate the market effectively.

4.4 Business Plan Schedule:

Infochip IT Consultancy Services plans to secure office space by July 2014. The company will be established under LLP regulations in June 2014, following a streamlined online registration process. Directors will directly handle the accounts, negating the need for an external auditor. After registration, the company will open a bank account with Lloyds Bank, with the initial capital of £50,000 deposited. Initial projects will be managed by directors, with new hires joining as workload demands increase. Advertising will be predominantly conducted through social media and workshops in collaboration with the University of Northampton.

Table-: 1 Steps for execution of mission and objectives

Year One	
	To launch the business which offer very high quality software development and hardware repairing services at very affordable prices.
	To employ the talented employees successfully
Year Two	
	To grab at least 20 contracts a month so that organization works way above

	the breakeven point and organization can make significant profit.
	To attract the potential customers throughout the UK and make it a revolution amongst the IT software development industry
	To establish 2 company branches around Northampton, London UK
Year Three to five	
	To expand the business internationally, by focusing on Europe in the beginning as they are most demanding and potential market
	To become the UK's foremost company which provides specialized software, website development and hardware repairing services at reasonable prices

5. Discussion of Critical Factors

5.1 The viability of Infochip IT Consultancy Services' success hinges on several pivotal factors:

5.1.1 Strategic Location of Northampton:

Situated within one of England's most entrepreneurial towns, Northampton, Infochip IT Consultancy Services benefits from a robust entrepreneurial environment. Northampton boasts an above-average density of entrepreneurs compared to both the national average and neighboring midland counties. This strategic choice is further reinforced by Northampton's central position in England, making it an ideal business launchpad.

Furthermore, Northampton's proximity to the economic hub of London offers strategic advantages. As the company expands, it anticipates extending its services to South London and potentially exploring opportunities across London and the wider UK.

5.1.2 UK IT Industry Growth:

The projected 5% annual growth rate in the UK's IT industry until 2015, with an estimated value of £36 billion by 2016, underscores a favorable environment for Infochip IT Consultancy Services' sustenance and expansion.

5.1.3 Continuous Product Innovation:

Embracing continuous product enhancement is pivotal to Infochip IT Consultancy Services' strategy. Recognized across diverse industries, technology stands as a paramount strategic asset. Numerous enterprises heavily rely on technology for progress, often lacking the expertise to implement IT structural changes. In this context, Infochip IT Consultancy Services is well-positioned to meet this demand.

Periodic training will equip employees with contemporary IT knowledge, aligning them with industry advancements.

5.1.4 Offshoring:

While offshoring can economize costs, its implementation necessitates proper training to ensure client satisfaction. Infochip IT Consultancy Services acknowledges the challenges tied to offshoring and emphasizes the significance of skilled support teams for successful client engagement.

5.1.5 Simplified Marketing Strategy:

With a cost-effective approach, Infochip IT Consultancy Services will leverage references, word-of-mouth referrals, and free social media platforms for advertising. Active participation in university business fairs will target young and aspiring entrepreneurs.

5.1.6 Reward System:

A comprehensive reward system awaits diligent employees, featuring bonuses for successful customer interactions. Such incentives elevate morale and motivation. In the future, additional rewards may include foreign trips and extended time off.

5.2 However, potential threats loom over the business landscape:

5.2.1 Government Policies:

Government austerity measures akin to previous cutbacks could impede the computer service sector. Heavy reliance on the private sector may hinder growth by curtailing public sector contracts.

5.2.2 Offshoring:

While offshoring holds economic benefits, subpar customer service resulting from offshored support teams may lead customers to competitors.

5.2.3 New Technologies:

Lagging behind in adopting and providing new technologies compared to competitors jeopardizes Infochip IT Consultancy Services' customer base and overall reputation.

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