**Executive Summary**

***Prepared for Mr. Edgar Goldsmith, VP Business Development of Platinum Investment Limited***

***December 22, 2010***

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**Business Marketing Team, International Marketing**

**Competitiveness of Wipro Ltd., Information Technology Service Industry**

Our research and analysis looks into the possibility of partnering with Wipro Ltd. This company is rising information technology service headquartered in Bangalore, India. Our primary focus is on two competitive advantages of the Wipro Ltd.:

1. Market share: Wipro ranks 4th in the India major company ranking. Wipro ranks 3rd in the India information technology service industry. Also Wipro ranks 7th in the world information technology service company ranking. It is 9th most valuable brand in India according to an annual survey conducted by Brand Finance and The Economic Times in 2010. Our forecast points out the company is poised to rank 3rd in the India major company ranking, respectively within the next 3 years.
2. Character: Wipro Ltd is one of the India largest company. The company sell information technology product and develop software. By Wipro company is India famous IT service industry, the company created an enormous profit. And Wipro ranks 1st in research and development outsourcing service all over the world.

The information technology service is one of the growing industry field. Above all the rest, Wipro Ltd is hottest company internationally. Wipro Ltd is a giant information technology services corporation headquartered in Bangalore, India. According to the 2008–09 revenue, Wipro is one of the largest IT services company in India and employs more than 115,900 people worldwide as of September 2010. It has interests varying from information technology, consumer care, lighting, engineering and healthcare businesses. It is 9th most valuable brand in India according to an annual survey conducted by Brand Finance and The Economic Times in 2010.

Wipro’s most palmary value product is also information technology services. Wipro provides complete range of IT Services to the organization. The range of services extends from Enterprise Application Services (CRM, ERP, e-Procurement and SCM) to e-Business solutions. Wipro's enterprise solutions serve a host of industries such as Energy and Utilities, Finance, Telecom, and Media and Entertainment.

Also, Wipro is the largest independent provider of R&D services in the world. Using "Extended Engineering" model for leveraging R&D investment and accessing new knowledge and experience across the globe, people and technical infrastructure, Wipro enables firms to introduce new products rapidly.

And Technology Infrastructure called as TIS provides remote infrastructure management solutions and services. Wipro Technologies achieves this through a Global Command Centre

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(GCC) which consolidates services and resources in one place and centrally manage them. It is a true enabler for the company for providing services in infrastructure management.

**According to a recent research, Wipro Ltd’s net profit is up by almost 31% over a year ago.** This figure is to created 132 hundred million rupees of profit this year, 31 hundred million rupees more than last year. Experts are unforeseen this figure. **Also the sales of Wipro Ltd increased by 16 percent compared to last year.** So Wipro is expected to **hire twenty thousand more** workers for ten years from now.

**31% increase**

To initiate our partnering with Wipro Ltd., I recommend immediate action to the following recommendations:

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| --- |
| KEY WORDS: IT service Industry, Wipro Ltd., India company Investment , Foreign Direct Investment, Rate of Sales, Commodity prices, Trade Investment, Business Partnering |

* **Establish a Joint-Venture to growing industry field, Information Technology Service**
* **Set in motion a MOU preliminary meeting with Wipro executive managers**
* **Contact Information Technology Service of Trade for direct investment in this company**