

# S.W.O.T ANALYSIS OF IT INDUSTRY

Indian Information technologies (IT) industry is one of the fastest-growing industries in the country and contributes nearly 8% of India's GDP. Indian IT has developed some valuable brands in the global markets and the IT sector has helped the domestic economy to integrate with the world economy



## STRENGTHS

- Brands & talents from India are well-known worldwide.
- Affordable employee cost.
- Supportive government policies like (STP scheme)
- Affluent domestic market
- Domestic IT startup ecosystem attracts record investment



## WEAKNESSES

- Because of the talent war, margins are sometimes affected.
- Lack of Internet penetration.
- Lack of computerization



## OPPORTUNITIES

- Capture Opportunities in domestic as well as global markets.
- Rapid introduction of IT technologies in major sectors such as telecom, BFSI.
- Strong growth in export demand



## THREATS

- Highly competitive market.
- Emergence of China, Vietnam and Philippines as substitute.
- Poor infrastructure.