

## EXECUTIVE SUMMARY

Best Group is a large multi-faceted organisation whose success is built on diversification. It currently has a multi-industry presence and a network subsidiaries. In 2009, Best Group took a decision to diversify its portfolio further in to an upcoming industry, Business Process Outsourcing. The venture initially started as a Shared Service Centre and later changed in to a Business Process Outsourcing Business. This study revolves around the transformation of this new business from a shared service to a BPO venture.

In discussing this business transformation, three key drivers were clearly identified, as Leadership, Business Model and Brand. The study analysed in detail how Best BPO used each of these drivers in order to achieve business transformation.

Through this study, the author finds that in order to achieve a successful business transformation, a systematic due diligence process, a focused strategy and a business model, key drivers identified above which will be the key success factors, people and a change management process were important.

Having successfully transformed the business, the author recommends that, Best BPO looks forward to the future, in terms of offering more value added services to its clientele in order to successfully stay ahead of its competition and to benefit from the changes that takes place in this fast paced, technology-enabled industry.

The case study is built on theories and business models learnt throughout the Executive Master of Business Administration course and attempts to apply the knowledge gathered in the class room to a real business scenario.