

## EXECUTIVE SUMMARY

This report is about improve annual revenue in Illumine business solutions. The target is to increase new sales from existing customers and new customers by 1.9M to 4M by Dec 2021. Also, to increase annual maintenance sale revenue and project completion revenue by 80% within existing project and clients by June 2020 and to increase software development revenue by 30% by Dec 2020. According to the company financial reports its clearly indicate that there is a significant retrogression in revenue growth. Specially from 2018 to 2018 revenue growth % indicates a very low number comparative to other year. Also, the losing 3 major clients impact the company revenue badly. Over company performance also not in a good position. This three-key problem combinedly stagnate the company revenue growth.

Every organization ultimate goal is to maximize revenue and profit. This project can be benefitted to the company in many ways. Increasing annual revenue, streamline the internal process through strategic planning and enhancing the efficiency of the staff by providing training are the key benefits that company can reward. SWOT analysis, PESTEL analysis and GAP analysis were performed to understand the company current situation. Always more than one analysis is help to see the company status in many angles. Two key limitation were identified. With the current economic slowdown in GCC countries company are not so much interest about new investments. Also, especially in UAE success a project with different nationalities is so difficult due to various attitudes of the people.

All the secondary data analysis is required to determine the problem accurately. SWOT and PESTAL analysis were carried out to identify the organization and industry situation. According to the analysis three key problem was identified which are declining sales targets, losing major customers and declining performance. In 2018 company recorded the biggest difference in budget sales and actual sales. Budgeted sales were 2.8M and Actual sales was 1.9M. Losing three major clients lost around 350,000 AED for each year. Also, the survey monkey results prove that how customer dissatisfaction level goes up and the performance level of the company goes down.

The theoretical studies performed under the areas which identified from the cause and effect diagram. It was analyzed under four key areas. First was increase annual revenue. Secondly, sales

and marketing management, Thirdly, process improvement, Finally, training and developments. The detail theoretical underpinning has directly supported to justify and understand the problems and route cause for the problem, development of solutions and to provide the recommendations. Further those key four areas were identified as key project components.

Main project objectives are identified as to increase new sales from existing customers and new customers by 1.9M to 4M by Dec 2021, to increase annual maintenance sale revenue and project completion revenue by 80% within existing project and clients by June 2020 and to increase software development revenue by 30% by Dec 2020. Cause and effect analysis were performed to identify the root cause of the problem. Each project components were discussed in detail with the issues affecting to main problem. Under each component solution development has being performed. Resource allocation and responsibilities are clearly defined for each role. Cost estimation give the comprehensive understanding of the investment of the project. Cost benefit analysis were performed and it illustrated NPV index 13%, IRR 266% and payback within the first year of the project.

Project finding were constructed base on the literature. All the components are explained how it works theoretically and the benefits. Recommendations were given based on the solution developments. Implementing a new CRM system and new ticketing system will improve the quality of the service which ultimately increase the efficiency of the company. Training and developments are must for any information technology company to survive with the rapidly changing techno environment.