



## **Need Analysis for Software Applications among Medium Scale Enterprises in Bangalore**

**-For a medium scale new generation IT firm, Jun. 2010**

A medium scale new generation software development and marketing firm, ISAC perceived a huge untapped potential for software applications among enterprises with an annual business anywhere in the range of Rs. 25 crore to less than Rs. 100 crore. With the purpose of ascertaining the market potential and the software needs of such medium sized firms- mostly among manufacturing firms spread across the industrial areas of Bangalore, ISAC awarded the project to BSBS student researchers' team.

***How many Light Engineering Equipment (LEE) manufacturers did the BuSiBeeS meet? What transformational insight did they obtain when they got to interact with small to medium scale entrepreneurs across LEE , Textile, Pharma, Industrial chemicals, Plastics and Biotech firms during the Descriptive Research? What is it to learn from such practical exposures as against conventional classroom learning?***

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