

## **SWOT-ANALYSIS OF UKRAINE IT COMPANY**

*The study examines the processes of project management in IT companies in Ukraine, examines the weak and strong sides of the Zoom Support (Ukraine) IT company.*

**Key words:** *projects, SWOT, IT Company, strategic project management.*

**Problem statement and the purpose of research.** Ukraine ranks sixth in the world by the number of certified IT specialists (after the USA, India, Russia) and fourth in Eastern Europe, as well as Ukraine is in the top 30 locations for the transfer of software development orders. The Readiness Index measures countries' inclination to exploit the opportunities generated by information and communication technologies (ICTs). In Ternopil there are a lot of IT Ukraine and foreign companies. One of them, ZoomSupport Ukraine, which we will analyze with using SWOT analysis. The aim of this analysis is to get an assessment of the company and consider the future perspectives of the company strategic management.

**Research results.** The results of the analysis of trends in the development of the IT industry in the world and the identification of the positions of the domestic IT sector among other countries made it possible to distinguish between strengths and weaknesses, as well as opportunities and threats for Ukraine in the international IT market (Table 1) [1-2].

For a detailed analysis of competition in the industry, a map of strategic groups of competitors for national producers was built. It helped to highlight the sectors with the highest and lowest competition in this area, as well as to find the main competitors of LLC “ZoomSupport” - Ukraine.

Table 1 – SWOT analysis of Ukraine IT sector

Strengths	Weaknesses
<ol style="list-style-type: none"><li>1. High level of qualification of IT specialists</li><li>2. Great prospects for the development of IT outsourcing market</li><li>3. Large-scale labor market</li><li>4. State policy is aimed at the development of</li></ol>	<ol style="list-style-type: none"><li>1. Rich market</li><li>2. Low use of ICT by the state and business</li><li>3. Low level of Internet penetration. In 2015, Ukraine fell into the list of countries with</li><li>penetration less than 45%</li></ol>

the industry 5. Low wages 6. The presence of a large number of large international companies and small start-ups 7. Cheap mobile and Internet services	4. Insufficient number of domestic clients 5. Weak level
Opportunities	Threats
1. Cooperation with foreign clients and establishment of constant contacts 2. Investment in the country in the form of foreign currency 3. Distribution of the remote through the popularization of mobile devices.	1. There are strong competitors on the market 2. Reduce domestic demand for IT 3. Migration of skilled specialists 4. Changes in the taxation system 5. Reduce domestic demand for IT due to over-saturation of the market 6. Reduction of IT budgets of Ukrainian enterprises

The following companies were selected for analysis: EPAM Systems (№1), Ciklum (№2), SoftServe (№3), GlobalLogic (№4), Cogniance (№5) and LLC “ZoomSupport” - Ukraine (№6) [3]. The most important characteristics for an IT company are the qualifications of the specialists and the volume of production (Figure 1).

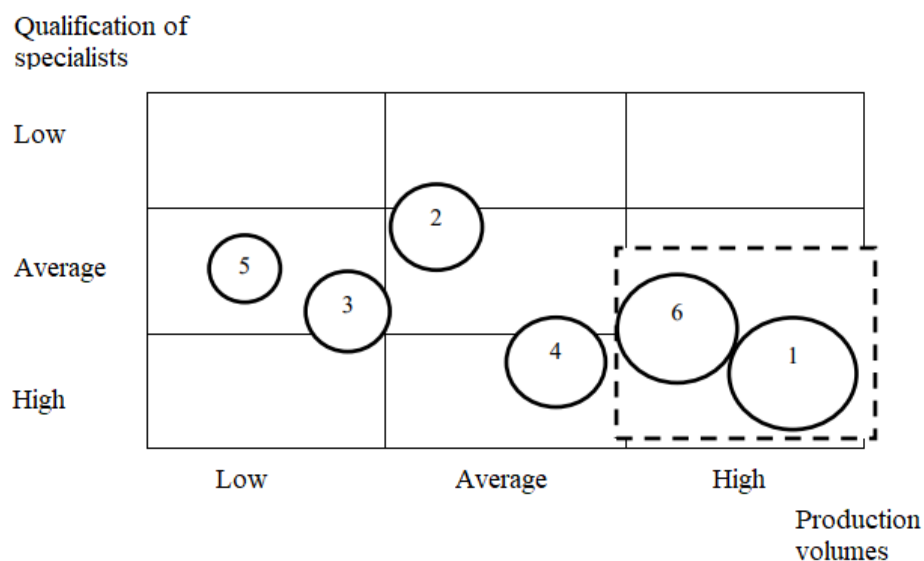


Figure 1 - Competition analysis

As can be seen from Fig. 1, the main strategic competitor of LLC “ZoomSupport”-Ukraine is an EPAM Systems company, and is also a leader GlobalLogic company.

This way you can characterize the strengths and weaknesses of LLC ZoomSupport

#### 1. Strengths (S)

a) opportunities: a strategy of concentrated growth; integrated growth strategy, namely, reverse vertical integration;

b) threats: a strategy of concentrated growth. In this case, it is advisable to start providing one more service while developing the software; integrated growth strategy, namely horizontal integration.

## 2. Weaknesses (W)

a) Opportunities (O): strategy of concentrated growth, strengthening of positions on the market; the strategy of reducing costs is also appropriate, since the company's profit is small, and the prices for materials are growing;

b) Threats: the strategy of diversified growth, namely, horizontal diversification, it is necessary to adjust the work on the provision of a new service; a strategy of centered diversification, you can start providing a new service based on existing ones.

**Conclusion.** Thus, having conducted a SWOT analysis of ZoomSupport LLC activities, there were errors in the strategy of the company, which could lead to a failure of the project. The SWOT analysis matrix helped to look at the company's strengths and weaknesses, analyze the opportunities and threats of the environment, and eventually create a new strategy for the enterprise. Strategic planning should give priority to concentrated growth strategies (concentration of effort).

*The consultant of the master's thesis is Oksana Dunets*

## References

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