

Business and Market Research Outsourcing: Financial Performance Review

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Abstracts

ValueNotes has conducted a study of the financial performance of pure-play Business and Market Research Outsourcing (BR/MRO) service providers (their size, operating margins, solvency, and efficiency), principally in the Indian BR/MRO industry. Here are some key findings from the study, which covers fiscal years 2007 through 2011:

Since 2007, the companies in the sample achieved an aggregated compounded annual growth rate (CAGR) of 14%.

The aggregated revenue per employee of companies in the sample was INR 1,284k in 2011, with a slight 0.5% drop in its five year CAGR from 2007 to 2011.

The total cost per employee for pure-play BR/MRO companies in India has reduced by more than half of its previous year's value in 2011.

The report includes service provider profiles of 10 BR/MRO firms, along with their service offerings, key financial ratios, shareholding patterns, and names of directors.

Contents

RESEARCH METHODOLOGY

EXECUTIVE SUMMARY

1 MACROECONOMICS

- 1.1 Global Economy
- 1.2 Major Economic Regions
- 1.3 National Economic Performance of Select Countries
- 1.4 Currency Movements
- 1.5 Global Capital Markets

2 INDUSTRY INSIGHTS

- 2.1 Indian IT-BPO Industry Revenue
- 2.2 IT-BPO Contribution Towards India's GDP
- 2.3 IT-BPO Contribution Towards India's Exports

3 OPERATING EARNINGS

- 3.1 Total Income
- 3.2 Revenue Per Employee

4 EXPENSES

- 4.1 Operating Cost
- 4.2 Employee Cost
- 4.3 Total Cost Per Employee

5 PROFITABILITY

- 5.1 EBITDA Margin
- 5.2 EBIT Margin
- 5.3 Net Profit Margin
- 5.4 Net Profit Per Employee

6 OPERATING EFFICIENCY

- 6.1 Debtor Days
- 6.2 Creditor Days
- 6.3 Debtor Days Versus Creditor Days
- 6.4 Net Operating Cycle

7 SOLVENCY

- 7.1 Quick Ratio
- 7.2 Debt Ratio
- 7.3 Debt/Equity Ratio

8 CAPITAL EFFICIENCY

- 8.1 Return On Capital Employed
- 8.2 Return on Equity
- 8.3 Return On Assets

9 SERVICE PROVIDER EVALUATION

10 COMPANY PROFILES

- 10.1 Annik Tech
- 10.2 Beroe
- 10.3 Dun & Bradstreet
- 10.4 Mott Macdonald
- 10.5 TPI Advisory
- 10.6 Exevo
- 10.7 Forrester
- 10.8 Frost & Sullivan
- 10.9 Prognosys
- 10.10 Ugam

11 APPENDIX

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