Centralized decisions
Marketing capabilities
Accounts cross-selling
Win on price image
BPO market
No differentiation

Technical and business expertise
Stable management team
Economies of scale
Financial stability
Acquisition capabilities
Domestic market orientation
Training programs
Loyalty and retention

Marketing push
Adding BPO capabilities
Pricing structure
Business process approach
Annuity engagement

High-risk deals
Image change inability
Degree of automation
Profitability losses

%usepackage{pst-node,multido,varwidth}
definemcolor{swotGreen}{rgb}{0.815, 0.955, 0.71}
\psset{unit=0.5cm}\SpecialCoor
\begin{pspicture}(-16,-16)(16,16)
\psframe[fillcolor=gray!25,fillstyle=solid](-16,-16)(16,16)
\psline(-16,-16)(16,16)\psline(-16,16)(16,-16)
\psframe[fillcolor=white,fillstyle=solid](-14.3,-14.3)(14.3,14.3)
\multido{\iA=29+90,\iB=45+90}{4}{{%}
 \rput{!\iA\space 29 sub}{\pspolygon[linecolor=gray](0.05,0.05)(14.1,0.05)(0.05,14.1)}
 \rput\text{\iA}(10.5;\iB){%}
 \pspolygon[linecolor=swotGreen,fillstyle=solid]%(7.2;-126)(7.2;-54)(7.2;16)(7.2;88)(7.2;160)(7.2;232)}
\rput{-45}(7.5,7.5){\varwidth\text{\parskip=Opt%}
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