



## Strategic Expansion for Growth A Case Study on Codescape Consultants Pvt Ltd. (Infinite Possibilities)

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### Keywords :

Among all the projects that the team oversaw for Codescape since its incorporation, Sancharscape for BSNL has proved to be the most important strategic step for the company. Codescape was set up in the year 2009 at a rented premise in Jaipur with core manpower of 8 people (Exhibit 1), who all were the founder members for the company. All the founder members were highly motivated and had all the required technical skills to start the venture.

#### About the Company

Rather than defining quality by industry standards alone, Codescape went a step further to take a customer-backwards view. They see quality as "value as perceived by the customer".

To them, standards compliance is a given. However, they believe that there can be no 'one size fits all' definition of quality. Based on varying needs and expectations, customers take varying views of quality during each individual engagement. The company may be seeking value from timelines, cost-effectiveness, performance, service, or other parameters.

Codescape has a unique way of defining quality processes. Our process methodology is context-composed; they work closely with clients to understand the unique "value" expected from each engagement, and then tailor their processes to enable realization of that value. They measure their success through periodic formal independent feedback mechanisms.

Regardless of the specific service offering, they continually take steps to tailor every element of our solutions – from hardware and software, to expertise and organizational structure, to contract terms and world-class security – to meet the unique requirements of the organizations they serve. Throughout, maximizing clients return on investment remains a central focus. And that means using sophisticated metrics to validate a sound business case, expertly managing change to minimize disruption and risk and providing mechanisms to bring you continuous improvement and ongoing value creation.

Codescape is transforming how knowledge is captured, expressed and processed through knowledge intensive applications. The true intentions of today's knowledge workers and business experts are precisely expressed in the software they need. Benefits are automation of knowledge intensive processes, faster delivery and ultimately accelerated innovation.

Innovation is more than an aspiration at Codescape. It's a guiding philosophy that motivates and pushes them to move beyond perceived limitations. They are builders who thrive on

finding elegant solutions to complex problems. They share a collective appetite for asking uncomfortable questions, for challenging sacred cows, and a passion for exceeding expectations. That is what it means to be part of a transformation. These convictions are not simple platitudes – they are an honest reflection of our core values; as individuals, employees, and teammates.

#### Back Ground of the Company

Company's Mission: - To be the most respected solution provider in the communications ecosystem.

It was mid June 2009, heavy summers when young high spirited entrepreneurs from the software world got this idea of opening their own enterprise.

They got their Company name registered in September 2009 by the time they started working from their house with initial capital of 4 lacs (Exhibit 2) contributed by the founder members. They spent this capital in buying things which were essential for their setup (Computers with latest technology, software's, server etc). The best part which happened at Codescape was the division of work among the founder members at the starting of the firm. They mutually agreed to work as per department and raise their teams towards the common goal. The different dept were Marketing/Sales Dept, Operations/Production Dept, HR Dept, Finance Dept and Research Dept. All the members took the dept as per their skills and convenience. Since the first project of its inception the company started making money which was more or less spent to cover the basic requirements of setup and its activities started enlarging but then also in the initial stage the company faced complications.

#### Innovations

Innovations as we say are not so easy to profound, they were not only innovators of new software's, and they were efficiently doing the after service of their product. Each product and each service adhered to a specific and disciplined strategy, with the help of marketing team. They have a number of websites designed by them. In software development, they have developed software's in all different domains which are System Integration, Software Consulting, Product Engineering, Software Platform etc in all the available languages like Asp. net (3.5/4.0)PHP, Java, Android, Python and many more..

To narrow down the field of the work, Sanchar Scape would be the best example.

#### Sanchar Scape

SancharScape - is an online Base Transceiver Station Moni-

toring System developed for various cellular service providers strengthening their internal Compliances and Maintenance procedures. With this tool, Providers can keep track of their infrastructure performance in terms of downtime, error alarms and performance. This information is highly critical to maintain the Quality of Service at optimum levels.

They have gone beyond the trends of new software's and technologies.

#### Roots of the Strategy

At the starting of their venture, they only had strong technical skills which they actually capitalised. These skills became their hardcore strength; this helped them reach to growth stage from Introduction Stage. Every person started working with the thought of capitalising each other's expertise. The opportunity came with them as there is intense requirement of software's in different varied fields where opportunity existed of Website development. Every smallest possible enterprise we think of today, has a website. It was not easy and smooth that it seems, the main hindrance came in this race of growth when they realised that only operations in a company is not essential, marketing your product is also required. As their allegiant strength was operations (technical skills), they started working in the marketing domain, where after making their product they stepped out to sell it. Rather than sitting in their office and waiting for assignments to come to them, they stepped out and choose the path which was less walked on which they were pretty confident would work for them.

#### The Cunning Edge

The researches done earlier left their mark on the founders of the company as well. Abraham Maslow's motivation theory was actually practically implemented in this case. The founder's actually went step by step fulfilling first the physical and comfort needs. As they were all bachelors and graduate from the same college, they decided to stay together and start there venture in house. While working in the house they made sure that they follow a discipline for the work which resulted

in thier first project, after which they were pretty satisfied for their safety towards business. The atmosphere was such that there was friendly environment and love and belongingness among all, which remained even after the expansion in their teams. Today they have two offices in Jaipur and one office in Gurgaon. The head office is in Jaipur itself and the Founder Directors keep moving between the offices as per requirement.

Concept is not always enough you always need good topping i. e Strategies to see your tasty cake. This is transparently said by one of the Codescape client Mr. Kumar Saurabh " Codescape consultants is a different kind of consulting firm, there conceptualisation and excellent execution is their secret sauce. There methodologies and models are instrumental in the organization's growth aspirations."

#### Exhibit

1

Abhishek Jain
Peeyush Raj
Prateek Goel
Utkarsh Jain
Prateek Jain
Varun Gurjar
Amit Sharma
Vaibhav Vijay

#### Exhibit 2

Capital Contributions	
Partners Capital	
Abhishek Jain	50,000
Peeyush Raj	50,000
Prateek Goel	50,000
Utkarsh Jain	50,000
Prateek Jain	50,000
Varun Gurjar	50,000
Amit Sharma	50,000
Vaibhav Vijay	50,000