

Problem Statement:

An electronic security distribution company has been in India for the last seven years. It installs mainly electronic security equipment. The company saw 15-18% growth in profitability in the first four years, after which growth has tapered off to 10 % and is decreasing. The company wants to accelerate its growth and improve its profitability.

- The company has a pan-India presence.
- They primarily sell CCTV cameras.
- The product is solid and the company has a good reputation in the market.
- The product sales in mainly pulled down due to residential market segment, which has the slowest growth rate.

Suggest a suitable way to increase sales and hence profits.