

# Ascent FutureTech LLP

LLP IN # AAF-3423 • GST # 27ABEFA4532E3ZR • PAN # ABEFA4532E

Regd. Office: 150 / 4120 Parivartan, Vallabh Baug Lane, Ghatkopar East, Mumbai 400075, Maharashtra, India

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**Ascent** is a leading technology and consulting enterprise specializing in **digital transformation, ERP and process automation solutions**. With over a decade of experience in crafting bespoke solutions, we are the trusted partner for industry leaders such as **Deloitte, CEAT and Ogilvy** across India, UAE, Singapore, USA and the UK.

In today's rapidly evolving business environment, seamlessly integrating technology, data and software into user-centric experiences is essential for driving strategic growth. At **Ascent**, we help businesses navigate these complexities, **delivering solutions that align with business vision and operational goals**.

We believe that **form and function are inseparable**.

Our approach - **rooted in research, guided by strategy and powered by technology** - translates into transformative client experiences.

At **Ascent**, we don't just innovate - we imagine, deliver and sustain the future.

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## Consulting Offices

**Worli, Mumbai:** 264-265, Dr. Annie Besant Road, Worli, Mumbai, Maharashtra 400025 • **BKC, Mumbai:** C 20, G Block, Bandra Kurla Complex, Bandra East, Mumbai, Maharashtra 400021 • **Vikhroli, Mumbai:** 247 Park, Lal Bahadur Shastri Marg, Vikhroli West, Mumbai, Maharashtra 400079

Email: [hello@ascentft.com](mailto:hello@ascentft.com) • Call: +91-9137-917820 • Website: [ascentft.com](http://ascentft.com)

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## Case Study Assignment for Intern - Business Analyst (Consultative B2B IT Sales) Internship Applicants

### Background

The **eComm Studio** is a leading photo and content production studio catering to major fashion retail brands across India. Once a client is onboarded, the studio follows a multi-step operational workflow to deliver high-quality product listings for eCommerce platforms.

The core operations include:

1. **Receiving products** from the client
2. **Photo-shooting** each product (model shoot, mannequin shoot, flatbeds, etc.)
3. **Assigning a name** to each product
4. **Drafting product copy** (short and long descriptions)
5. **Returning the product** to the client after completion

### Your task

We'd like you to **think like a consultant** - understand the client's operational flow and propose a solution that leverages **web and/or mobile applications** to automate and streamline the process.

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## What You Need to Submit

Please respond in **not more than one A4 page** and structure your response into the following three parts:

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### 1. Questions for the Client

List the **top 5 questions** you would ask **The eComm Studio** team to better understand their business process and requirements. These questions should help you uncover bottlenecks, clarify goals and design an appropriate solution.

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### 2. (Hypothetical) Client Responses

Based on the questions you asked, write **plausible and concise responses** as if you were the client. These will be your working assumptions for the solution you propose.

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### 3. Your Proposed Solution

Outline your proposed **web/mobile system** to automate the studio's operations. Be clear and specific about what modules or features the system would include, who the users would be and how it would improve efficiency and transparency.

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## Evaluation Criteria

We're not expecting polished product designs or perfect technical plans. We're looking for:

- Clear thinking and logical structure
  - Understanding of business operations
  - Ability to map processes into systems
  - Communication and presentation skills
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Please submit your response to [hr@ascentcts.com](mailto:hr@ascentcts.com) in PDF format and keep it to **one A4 page**.

We're excited to hear how you'd approach solving real business problems through systems thinking!

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