



February 22, 2022



Orbit IT
YOUR DIGITAL PARTNER



OUR COMPANY **PROFILE**

Contact Us

Orbit IT Limited

Ka-18/1, Rasulbag, Mohakhali
Dhaka-1212, Bangladesh

www.orbitit.net



EXECUTIVE SUMMARY

In today's word software companies operate on several business models and they often produce different types of products based on the customer demands or market situation. Nowadays most of the companies of the world have started to use tailor made solution to meet their specific needs. Although the trend of change has influenced the Bangladeshi companies too. In this proposal, we'll cover the profile of **Orbit IT Limited** as a startup IT Company in Bangladesh.

COMPANY INTRODUCTION

Orbit IT Limited is one of the uprising software firms in Bangladesh. Our main goal is to develop Mobile applications, Software development and IT solutions. Our plan is to draw the attention of local market as well as international market within a short period of time. Our innovative work with the help of our creative team is supposed to be a milestone in the IT sector of Bangladesh. We also have the goal to develop first ever law related app of the country. Besides all these stuffs we have plans to develop many more unique apps and services for several institutions. The best part about us is not only in the local market, we wish to expand our wings in the international arena as well having global partners from different parts of the world.

SERVICES

Orbit IT Limited is the leading Software Development, Mobile Application Development, IT Solutions, Domain, Hosting, Web Development, Managed Cloud Services, Solutions and Consulting Provider helps businesses to modernize technology and automation as their needs. The list of the services is provided below:

Web Development

- Responsive Web Design
- UI/UX Design
- WordPress Development
- Domain (Registration, Renew, Transfer)
- Hosting (Shared, Dedicated, VPS, BDIX, Cloud)

Digital Marketing

- SEO Marketing
- Email Marketing
- Bulk SMS
- Social Marketing

Software Development

- Mobile Application Development
- E-Commerce Development
- Custom POS System
- HRM Solution
- School/College/Office Management System
- Restaurant/Business Management System

Cloud Services

- Web Hosting
- Cloud Storage
- Cloud Database
- Hybrid Cloud
- Cloud Backups

IT Solutions

- Corporate IT Consultancy
- Industrial Automation
- CCTV Solutions
- Fingerprint Attendance Solutions
- Technical Support

Other Services

- Google Workspace, Microsoft 365
- Poster and Banner Design & Printing
- Brochure Design & Printing
- Calendar Design & Printing
- IP Telephone
- IoT Services

OPPORTUNITY

ICT industry in Bangladesh is relatively new in comparison to other business sectors. However, the unlimited potential of the ICT sector has commended inquisitive interests from all concerned. The impact of global hype of the ICT sector is clearly visible in Bangladesh as well. In the recent years, the local ICT sector has grown enviably. The core strengths of Bangladesh ICT sector is the people. An educated, trainable and young workforce working in this sector possesses the required skill sets to compete in the global scenario. We strongly believe that the sustainable business is always driven by an outstanding and innovative development strategy. The established set up, links costing, sourcing, technical and engineering to a single table to make prompt development decisions. Our dedication in advancing technology and sampling capacity permits us a tremendous flexibility in servicing a vast range of development requirements. Flexibility and idea driven culture always make us being the most preferable development partner in success. “First time right” is the core objective of the team of development. Our effort is to:

- Align our values towards a sustainable growth in business with our customers.
- Gain profitability and extend the brand nationally & internationally.

MANAGEMENT/STAFF

Our team has experience of more than 5 years in the IT business.

Owner : Samiya Islam
Experience : SR Telecom, United Progressive Shipping Ltd.
Time : 5+ years
Qualification : LL.B from the University of London, 2019

CEO : Irfan Khan
Experience : Incept Hospital Limited
Time : 5+ years
Qualification : LL.B from the Independence University of Bangladesh, 2018

Team Leader : Sakibor Islam Sakib
Experience : Software Development
Time : 6+ years
Qualification : B.Sc. from the People’s University of Bangladesh, 2016

SUMMARY FINANCIALS

Company Owner & CEO will bring in all the investment, including the start-up cost and the running cost. They will invest a total of BDT 500000 for the startup. They will pay the employee salaries or other fees to the company. You can work up the reasonable fee amount and let us know about the details.

MARKET ANALYSIS

Our target market consists of individuals, corporate offices and other software firms in Dhaka, Bangladesh. There are more than 10 million people living in this area including over 50000 small and large companies. Having a website or customized software is becoming more and more common these days, so individuals or corporate companies can have their growth faster and more reliable than traditional way. We believe there is a need for unique IT Company in this area because we are likely to be much more affordable and supportive than other competitors.

MARKETING STRATEGY

Our developer team comprised of experts to pay attention to details of your desired need and bring solutions to host competitive edge to your business over the competition. The customer satisfaction is our matrix of success. With all those are in our mind, our goal is to become the largest IT solutions company in the region and gain the biggest amount of customers locally and internationally.

We will be focusing on the following:

- To provide affordable domain & hosting services
- Downtime free local hosting with BDIX support
- To be the best-in-class IT solutions provider
- Create such a profile that provides our consumers with a brand to trust and grow their business.

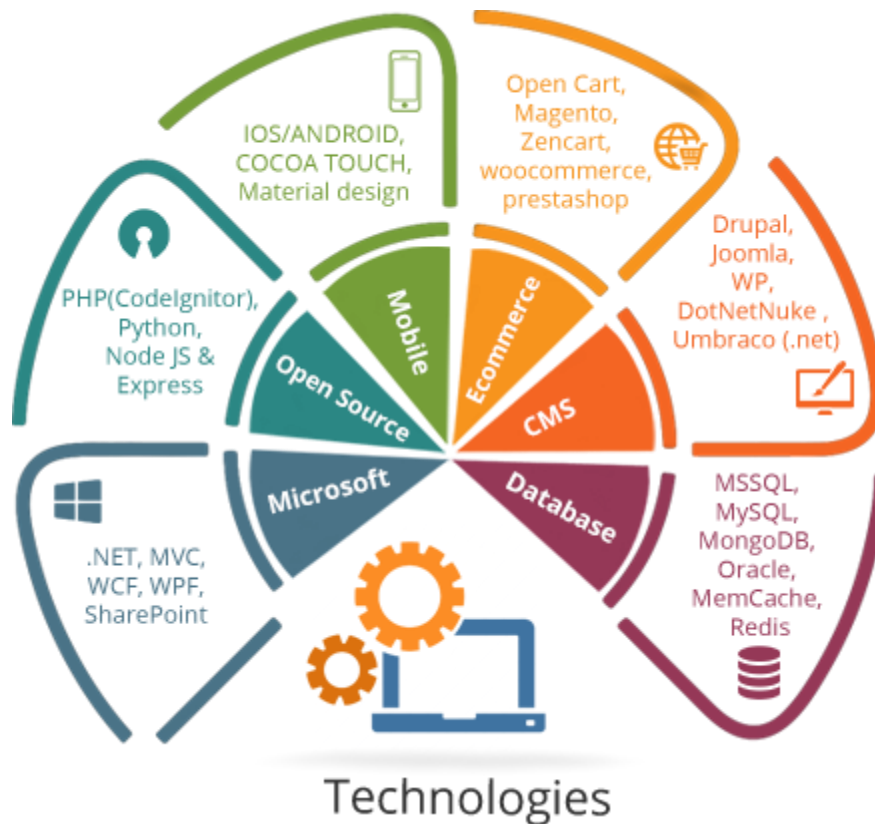
MARKETING

We will work with several marketing companies as comprehensive marketing plan and you can provide us the outline which we can follow to prepare for marketing on the local level. Meanwhile, the following is what we have in mind:

- Various online promotions like Facebook, YouTube etc.
- Distribute and place flyers in the surrounding areas
- We will offer discount vouchers offering different promotions
- A big launch party at the office for the opening night
- Offer 25% off in several services during the first week
- Several free offers for the first time

TECHNOLOGIES

There are several technologies out there in the market right now. Here are some of the technologies we use for our various software developments.



TERMS AND CONDITIONS

- All purchases made will be first approved by your company.
- Any business document should not be disclosed to any third party without the consent Orbit IT Limited.
- Monitoring the customer base and sales will be the responsibility of Orbit IT Limited.

CONTACT US

You can contact us with any of the following ways:

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Phone: +88-09696916196, +88-01966666196

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