



Generic Software

Unlocking Possibilities

Company Profile Of Generic Software





Table of Contents

Introduction.....	3
Background.....	3
Mission Statement.....	3
Vision Statement.....	3
Key Executives.....	4
Description of the Business.....	4
Corporate Policy.....	4
Company information.....	5
Location Area.....	5
Facilities.....	5
Company Staff.....	6
Our Expertise.....	6
Technology Used.....	7
Company Resource & Equipment.....	7





Introduction:

Generic Software was formed in 2023 as an IT company with experience in the Information Technology Enabled Services (ITES) sector, providing services to international clients with the following services:

- Software Development.
- Software and Application Customization.
- Digital Animation Development.
- Website Development.
- Website Service.
- Web Listing.
- IT Process Outsourcing.
- Website Hosting.
- Digital Graphics Design.
- Digital Data Entry and Processing.
- Digital Data Analytics.
- IT Support and Software Maintenance Service.
- Software Test Lab Service.
- Search Engine Optimization (SEO) Service.

Background:

Generic Software has partnered with

e-Synergy - Technology Consultancy, New London House, 6 London St, London EC3R

7LP, UK.

Systemagic Ltd. The Old Gas Warehouse, Frome Rd, Bradford-on-Avon BA15 1HA, United Kingdom.

And Datarockets, 150 King St W, Toronto, ON M5H 1J9, Canada works as its partner in Dhaka, Bangladesh.





Mission Statement:

To provide cutting-edge Information Technology Enabled Service (ITES) solutions to both private and public sectors in Bangladesh and international markets.

Vision Statement:

To emerge as a dynamic and value-based organization with responsible, outstanding committed, and skilled professionals who facilitate the seamless transformation of businesses to excellent digital performers in the irrespective sectors.

Key Executives:

Company Profile

Generic Software	Designation
Syed Nafiz Nazrul Raiyan	Proprietor

During 5 years of experience in the IT industry as a Proprietor he is responsible for foreign project implementation and execution.

Description of the Business:

The Proprietor is responsible for the overall management of the company. The Human Resources Department maintains all employee documents, and reports, and maintains office etiquette, office rules, and regulations.





Corporate Policy:

The company's main objective is to become a dominant player in the following markets in Bangladesh and international markets:

1. Digital Marketing
2. Web Design & Development
3. Video Production
4. Website Development.
5. Website Service.
6. Web Listing.
7. IT Support and Software Maintenance Service.
8. Search Engine Optimization (SEO) Service.

Company Information:

Name of the company	Generic Software
Legal Status	A Trading Company
Registered Address	411/1, Gawir, Ashkona, Dakkhin Khan, Dhaka-1230, Bangladesh.
CorporateAddress	House # 178, Road # 02, DOHS Baridhara, Dhaka, Bangladesh.
Cell	
DateofRegistration	03 September2023
Web	genericsoftbd.com
Status	Active
Natureof Business	ITES/IT Export
TradeLicenseNo.	TRAD/DNCC/011405/2023
TINNo.	518331911651
TelephoneNumber	01847131404
E-mailAddress	infogenericsoftware@gmail.com





Location Area:

Generic Software has its own office with proper utilities and proper securities which are easily accessible. The area of the office is around 1500 square feet and the address is House # 178, Road # 02, DOHS Baridhara, Dhaka, Bangladesh.

Facilities:

We use a dedicated line through a business account for internet connections for downloading and uploading files. Our employees have access to the Internet through these connections.

Company Staffs:

The following table shows the human resource information:

Category	No. of Employees
Total number of HR	01
Total IT resources	07

The following table shows the roles-wise number of persons engaged:

Roles	No. of persons
HR & Office Supervisor	01
Creative and IT Section	03
Digital Marketing	02
Data Entry & SEO	02

Note: Employees are playing multiple roles in the company to perform the above roles.





Our Expertise:

Generic Software designs and develops digital content and websites that drive business growth and increase customer engagement

Following are our major areas of expertise:

1. Digital Marketing
2. Web Design & Development
3. Video Production.
4. Website Service.
5. Web Listing.
6. IT Support and Software Maintenance Service.
7. Search Engine Optimization (SEO) Service.

Technology Used:

Generic Software uses a combination of programming language, framework, library and content management systems like the following on a regular basis for executing projects:

Category	Skills
Application Platforms	PHP, Laravel,
Web Technologies	PHP,HTML5,CSS3,JavaScript,Ajax,JQuery, ReactJS, Bootstrap, Json.
Web/Application Servers	Apache,XAMPP.
Database System	MySQL/MySQLi
Visualization& Reporting	StarUML.
Multimedia	Adobe Photoshop,Illustrator,Premiere,After Effects,3DsMax,FinalCutPro,AcrobatPro, AdobeXD.
Content Management Systems	Word Press.





Company Resources and Equipment:

Items	Quantity
Desktop Computer	03 Pcs.
Laptop Computer	03 Pcs.
Monitor	03 Pcs.
Videography/Photography equipment	02 Pcs.
Air Conditioners	02 Pcs.
Internet	Whole office under WIFI
Printer	02 Pcs.
Scanner	01 Pcs.
Power Backup through IPS	02 Pcs.

Our Digital Marketing Services:

Generic Software ensures that the work is up to standards with the best of the industry. We can do that because we have one of the best teams in the market. Here are some attributes that ensure our promise of premium quality at affordable rates:

In-Depth Industry Knowledge

1. Experienced Web Design Team.
2. Industry Leading Web Developers.
3. Integration Tools That Drive Business.
4. SEO Knowledge to Create Perfect Site.
5. Quality Assurance Team.
6. Maintenance & Update Team on Call.
7. Round The Clock Customer Service.

Portfolio:

Our client's business success means our success.

1. Logo Design
2. Web & App design
3. Print & Digital Ads
4. Flyers
5. Social Media Content
6. Info graphics
7. Brochure Design
8. Billboards

