EXPO
TECHNOLOGIES LIMITED

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TABLE OF CONTENTS

About EXPO TECHNOLOGIES LTD	01
Overview of EXPO TECHNOLOGIES LTD	02
Business Philosophy	03
Mission, Vision, Values	04-05
Financial Strategy	05
Infrastructure	06
Data Connectivity	06
Data Security	07
Our Service	07
IT & ITES Training	08
It Services	08
Software Solutions	09
Mis And Erp Solutions & Support	10
Web Solutions	10
Cyber Security	11
Graphic & Multimedia	11
Quality Assurance & Testing	12
Offshore Development	13
Digital Marketing Services	14
Technical Knack	15
Our Location	16

ABOUT EXPO TECHNOLOGIES LTD

EXPO TECHNOLOGIES LTD offers a full range of IT, ITES & Digital services to any business. The world of online business is now highly competitive and EXPO TECHNOLOGIES LTD makes sure that you are one-step ahead of your competitors. EXPO TECHNOLOGIES LTD helps in virtual online marketing so that client's business gets the attention of the target audience.

Our profound technical knowledge and marketing strategy combined with general experience in digital marketing, software solutions, website and app development can give our clients the perfect advice to achieve within your budget. We strive hard to bring the best results.

EXPO TECHNOLOGIES LTD is the rapidly growing information technology development and digital marketing organization that envisioned and instigated the adoption of the flexible business practices that today enable our client companies to operate more efficiently and produce more value.

EXPO TECHNOLOGIES LTD's strength lies in perceiving the client's business processes, culture, vision and goals across the industry segments and offering client-oriented solutions, which are highly reliable.

OVERVIEW OF EXPO TECHNOLOGIES LTD

Legal Title	EXPO TECHNOLOGIES LTD
Registered Address	2nd Floor, House-54/A, Road-132, Gulshan-1, Dhaka, Bangladesh
Legal Status	Limited
Year Of Registration	2024
Authorized Representative	Md. Enamul Haque
Designation	Managing Director
Cell	+88 01713-397450
E-Mail	info@expotechnologies.com
URL	www.expotechnologies.com

EXPO TECHNOLOGIES LTD's COMMITMENT

Our approach focuses on new way of business, thereby combining IT innovations and adoption while lever- aging an organization's current assets. Our team is committed to provide IT Services with: **Quality, Technology, Innovation, and Support.**

QUALITY

Our main emphasis is to deliver best quality in every project we undertake. With our time-tested business methodology, and structured solution building approach, we ensure to maintain global business standards.

TECHNOLOGY, INNOVATION AND SUPPORT

Technology leadership is the most successful strategy to challenge competitors and consolidate our position since business and technology work hand in hand. Our firm's belief in this synthesis has motivated and enabled us to deliver solutions with a decisive competitive advantage. EXPO TECHNOLOGIES LTD today, is a new generation framework of technology innovators to accelerate growth.

In each project, we emphasize on innovation. Our structured team works with a methodology and knowledge to innovate and deliver excellent services.

We are committed to provide development and tech-support teams to software and high–tech companies with the required infrastructure.

MISSION

Our mission is to work with integrity and to help our clients to produce exceptional services in the field of IT services, Digital Marketing and Consultancy with maximum efforts driven towards customers' fulfilment with most cost-effective.

VISION

Our Vision is to be a qualified, preferred and acknowledged long-term partner for our clients. We believe in doing our work in the most efficient way with strong and structured methodology, with steady evaluation from hard work to smart work culture to achieve customer satisfaction.

VALUES

Quality | Technology | Innovation | Customer Satisfaction | Win together

We aim to be the best at what we do. EXPO TECHNOLOGIES LTD has a dream of evolving into an IT, ITES & Digital Company, ensuring that the solutions being delivered include best practice in IT with the chosen area of technology.

- Operate with complete focus to maximize customer satisfaction.
- Develop and encourage an environment of mutual respect within company and extending it beyond to clients.
- Encourage commitment and personal learning of workforce.

We are proud to have built our organization on the strong pillars of integrity, honesty, and self-respect.

FINANCIAL STRATEGY

The operational structure has been built in such a manner that it lets business operate individually. The interdependence of each segment is minimal with maximum support to each one. The entire business is able to run out substantial benefit upon investment made within 3-5 years' cycle. The complete business has been structured with a vision to achieve revenue targets.

INFRASTRUTURE

EXPO TECHNOLOGIES LTD is not only equipped with a pool of talent where manpower is concerned, but it also has that infrastructure that assists them achieve their targets efficiently. The company is equipped with the latest hardware and other related peripherals and uses up-to-date software for its efficient functioning.

FACILITY INFRASTRUCTURE

- Floors with 2650 sq. ft. office setup Complete
- Power Backup

IT INFRASTRUCTURE

- 16 High-end workstations with a Google file share server
- Google secure server with Windows 10 Professional Workstations
- All computers powered by Intel Core i7 and AMD Ryzen 7
- All computers include high end graphical chip and super-fast ram
- Redundant remote cloud and physical server for disaster recovery

DATA CONNECTIVITY

- High speed Optical Fiber line, with backup line
- Google secure network device with high speed
- Wireless transmission
- All the devices in the office are connected via wireless

DATA CONNECTIVITY

- Fire walled Proxy Server & SSL Encryption / VPN
- Network Audit on a weekly basis
- Norton Antivirus with Symantec firewall with every device both computer and cell phone

MANAGEMENT

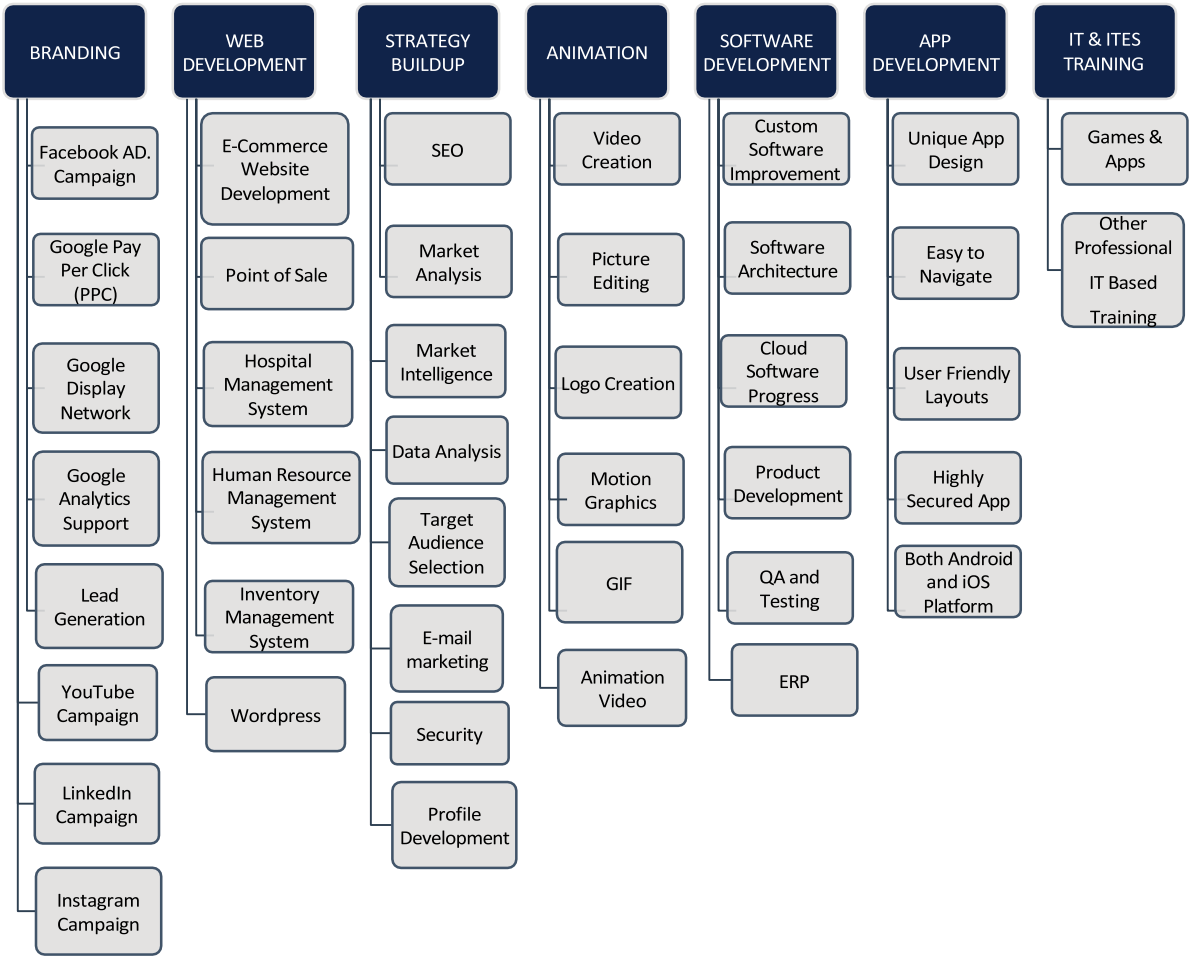
Technology, Business and visionaries that lay the founding stone of the business. The team has made it from initial phase to today's business stance, with full-fledged, completely owned set of variety of operations with experience in the technology industry.

OUR SERVICE

EXPO TECHNOLOGIES LTD delivers quality and timely solutions and services at a price that make our clients smile. EXPO TECHNOLOGIES LTD focuses on offshore development at our excellence office Uttara, Dhaka, Bangladesh. An in-depth knowledge of various technology areas enables us to provide end-to-end solutions and services. With our 'Web of Participation', we maximize the benefits of our depth, diversity and delivery capability, ensuring adaptability to client needs, and thus bringing out the most innovative solutions in every business and technology domain. EXPO TECHNOLOGIES LTD strength lies in understanding the client's business processes, culture, vision and goals across the industry segments and offering client-oriented solutions which are highly reliable, creating customer comfort.

Our team is committed to provide IT, ITES & Digital Services with: Quality | Technology | Innovation.

OUR SERVICE



IT & ITES TRAINING

Web Design & Wordpress Theme Development	Web Development	Cyber Security	Graphics Design	.Net Framework
CCNA	SEO & Outsourcing Training	Android Apps Development	Oracle	AutoCAD

IT SERVICES

IT has high potential in terms of employment and revenue generation. The IT manufacturing sector is growing at an average rate of 11.99% in the current fiscal year and 10.22% growth the previous fiscal year. Software industry continues to contribute a major portion of Bangladesh IT industry's revenues. According to the IT vision of Govt. of Bangladesh, at present, the sector's contribution to GDP exceeds 32%.

With the dedicated and adroit employees at EXPO TECHNOLOGIES LTD, it has been adept in assisting the growth of the nation in the field of Information Technology. EXPO TECHNOLOGIES LTD with its vision of quality and innovation has been successful in catering the needs of those who seek our assistance in following areas of IT enabled services:

- Software Solutions
- Web Solutions
- Cyber Security
- Graphic & Multimedia Solutions
- Quality Assurance & Testing
- Offshore Development

SOFTWARE SOLUTIONS

EXPO TECHNOLOGIES LTD has developed a number of products and applications for its clients in this service. Our mature software development processes, combined with excellent infrastructure have significantly increased the “on-time and on-budget” delivery of software. Our services begin from analysis, moving through designing, development, testing and implementation to maintenance. Our applications come in all sizes, be it a one-table database.

WE OFFER

Application Development

- Interactive Application Development
- Custom Application Development/ Maintenance
- MIS and ERP Solutions & Support
- Android and iOS App development integrating with ERP solution

APPLICATION DEVELOPMENT

Interactive Application Development

Interactive Application Development (IAD) is about harmonizing art with technology. This business division of EXPO TECHNOLOGIES LTD complements the client's requirement of online and desktop applications - be it a work- group solution or mailing platform. It adds a further arc to the circle of 'Net Totality'.

A strong team of software professionals empowers the application development capability at IAD, EXPO TECHNOLOGIES LTD. The applications developed range from Web-stores, online service retailing to enterprise information systems. Our competencies in .Net technologies, ASP, XML, PHP and C/C++ are demonstrated in various network-based applications. SQL/ Oracle database engines support most of these applications.

Custom Application Development/ Maintenance

It is a well-known fact that some of the ready-made, packaged applications have failed to meet the requirements of the customers because of their unique needs and differing business
practices and processes. In addition, prohibitive cost of implementing a packaged application and the maintenance thereafter becomes an unwelcome perspective.
We have experienced IT Consultants for Project analysis, formulation and concept planning, right up to project management and installation. We develop customized Software that is completely based on user’s requirement with GUI (graphical user- friendly interface) on any of the mentioned platform / languages

MIS AND ERP SOLUTIONS & SUPPORT

We offer customized low-cost solutions to industries based on open standards, contemporary technologies and maintenance support. While incorporating the best of business practices, we do take special care of the customer requirements.

ERP Solutions include the development of software in a distributed model, with some phases of the project being conducted onsite and others being conducted offshore. Each phase is uniquely defined and executed. After unit, and system testing the product is then sent to the client for acceptance testing. We have satisfied customers find the solutions user friendly, flexible, and comprehensive.

ANDROID AND IOS APPLICATION

People are more comfortable with their smartphone now a days. We offer both Android and IOS application for our client. We develop strong and swift API for Apps. So ERP system or Accounting software of a company can be easily used from a smartphone.

WEB SOLUTIONS

EXPO TECHNOLOGIES LTD provides web solutions & services to help customers reach to a wider customer base. The web is a new and different medium for communication and requires a different viewpoint and skill set to use it in the most effective way. Businesses need web consulting to get more return on investment in web site. We can help get the most effective solution through:

- Website Development
- E-commerce

WEBSITE DEVELOPMENT

Websites can enhance awareness of brand, leading to more sales. It is easier to build relationships with customers, vendors, and shareholders through online identity and get:

- More traffic from the search engines
- Fast loading web pages with excellent navigation
- Designing Communicate more effectively

We can help our clients acquire both Dynamic site and a static site. We offer web sites on flash, asp, PHP which are tailor made to target customers and make our clients' presence live on web.

E-COMMERCE

We offer e-commerce services in custom-built solutions as well as packaged software customizations and implementations. This helps customers to heave their business from point of sale implementation and go global. Our competent management team, good post-sales services, well-organized business structure, network infrastructure and a secured, well-designed website will ensure ripe results on your investment.

CYBER SECURITY

We help our clients to build or rebuild Cyber Security practices that deliver real value. We manage IT security services such as firewalls, intrusion prevention, security threat analysis, proactive security, vulnerability and penetration testing and incident preparation and response, which includes IT forensics.

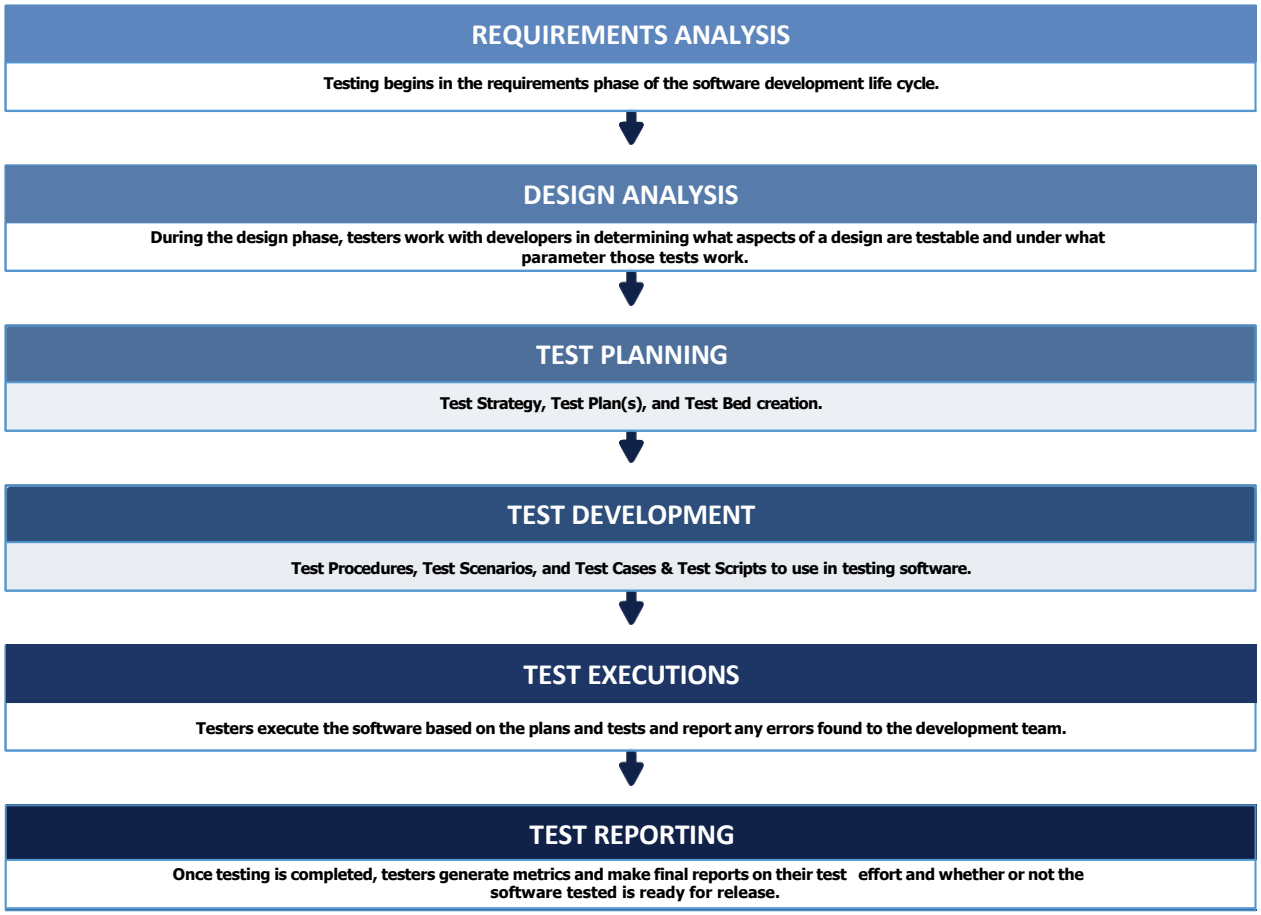
GRAPHICS & MULTIMEDIA SOLUTIONS

Each Client is different with his own ideology and vision, so should be his designs. Having done more than 200 design solutions, we lend our services for:

Logos, Brochures, Advertisements, Corporate Profile Presentation, Product Catalogue, GIF, Digital Campaign Banner, Product Explainer Video, Training/ Tutorials Presentation, 2D-3D Animation and Walk- through.

QUALITY ASSURANCE & TESTING

All the software solutions developed undergo following cycle of testing:



RETESTING THE DEFECTS

In this cycle applications are passed through following levels of testing:

- Component testing tests the minimal software item that can be tested.
- Component integration testing exposes defects in the interfaces and interaction between integrated components.
- System testing tests an integrated system to verify that it meets its requirements.
- Acceptance testing allows the end-user or customer to decide whether or not to accept the product.
- After modifying software, either for a change in functionality or to fix defects, a regression test re-runs previously passed tests on the modified software to ensure that the modifications haven't unintentionally caused a regression of previous functionality.

OFFSHORE DEVELOPMENT

To get the best IT solutions, clients don't need to be geographically near us. That's because we offer quality offshore development center. Our offshore software solutions in application development and web site development guarantee cost savings without the need to compromise on either speed or quality.

DIGITAL MARKETING SERVICES

Animated Video Campaign

Creative advertisement animation is the most powerful and profitable way of promoting companies' products effortlessly. Creative animated advertisements include various creative visual elements which attract consumers with more effectiveness to showcase their values and identity that work well on both television and internet platforms.

WEB PROMOTION

We can promote your site to acquire more traffic, more enquiries, more leads, and more value. Web Promotion is a three-phase process and we are your companion to see you through all the phases and that too very well. We promote your website in different search engines like Google, Yahoo, Bing and other part- ner search engines. Our Google ad word campaign will make sure that your web site is in the top of all searches. Dynamic search campaign will show your website to your potential customer everywhere they visit. Through social media we will promote your website and bring you ultimate traffic to your website. To make it easy for you know about your website traffic we will set an analytics account for your website by which you will always catch up with your site traffic.

SEARCH ENGINE OPTIMIZATION

Your website doesn't mean anything to anyone unless it can be found by your customers. Phase two in Web Promotion is optimizing your site so it appears high in the search engines and uses them to bring even more people to your pages. Our Web development and Promotion methodology, caters to the best of breed processes which helps in a successful on-time and above expected delivery. Phase three ensures that your site attracts even more traffic for which our experts go over techniques like reciprocal links, email signatures, newsletter articles and more. In Order to good SEO we need to follow these steps

- SEO Project Brief
- SEP Keyword Research
- Identity SEO Competitor
- Technical SEO Audit SEO
- Backlink Analyze SEO
- Content Writing
- On-Page SEO
- Local SEO citation
- Off-Page SEO
- High DA Link building

SOCIAL MEDIA CAMPAIGN

Yes, social media campaign and we are the master of it. We can target any group of customers through social media like Facebook, Instagram, LinkedIn, YouTube, Twitter etc. We just not only boost post but also, we research, understand your product or services, and investigate your competitor and then we come up with a plan for next 3-6 month. We develop content based on your goods structure. Our expert graphical team will come up with best creative design for your product or services. Then we set up a target market. We don't believe in mass marketing for all the goods. A regular person will not buy an expensive watch or gadget. So, we target those who could be your potential customer and then we campaign. We just don't do one campaign because people choice and interest could be different. So, for each product we do 4 test AD. We observe those ads for few days. According to those ads result we can easily find out what type of ad is creating more impression among your target customer. Then we focus those type of ad and mass market those. These bring us the most success for every product or services. We also do collect client info. We track them and their choice of goods and promote those according to customer's choice.

TECHNICAL KNACK

DATABASE	Oracle, SQL Server, PL/SQL, SYBASE, Access, MySQL, Post Gre SQL, NoSQL, Sqlit3, Firebase, Mon- goDB, NewSQL, Redis, Microsoft SQL Server
TECHNOLOGIES & LANGUAGE	HTML5, CSS3, WordPress, Perl, Curl, C, C++, VC++, C#, .NET, VB, VB.NET, MS.NET, .NET CF, .NET CORE, Java, Kotlin, Dart, JavaScript, TypeScript, Vue.js, jQuery, Node.js, Spring, GoLang, Swift, Python, PHP, Laravel, Magento, Code igniter, Django, Flutter, Ionic, Ruby, Bash Script,
OPERATING SYSTEMS	Windows 10, Linux, Mac OS, Ubuntu, centos, kali linus
METHODOLOGIES	ER Modeling, Waterfall Model, Agile Methodology, OOPS, Microsoft .NET Framework, Microsoft Development Environment, Design Patterns, UML, Relational Database, Scrum, Feature Driven Development, Test Driven Development, Extreme Programming, Lean.
GRAPHIC SKILLSET	Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Premier Pro, Adobe Animation, Adobe XD, 3D Image, 360 Panorama Rendering, Vector Drawing, VR Video.

OUR LOCATION

CORPORATE OFFICE

- House-63, Road-13, Sector - 10, Uttara Dhaka-1230

THANK YOU

www.expotechnologies.com