



TECHNOLOGY AID LTD

Level 7, House # 25, Raindra Sarani, Sector #
03, Uttara, Dhaka-1230, Bangladesh

Company Profile

Overview: Technology Aid Ltd. estimated in 2019 with few promises to provide services to the clients with best quality. We process the data or information in such way so that it reaches it's ultimate goal and help to succeed more efficiently. Everyday we are solving the issues and provide more efficient solution to reduce the cost and time at the same time. The idea is to serve the client to reach their ultimate goal and help them achieve maximum possible efficiency. We usually work with offshore marketplace where client's requirement is always our first priority. We ensure the quality of the service in order to boost the company's performance. From our previous records, it can be stated loudly that our clients are satisfied enough with our service and that is why they always choose us as the first option when there is any project arrives. To take place in today's competitive business world company must ensure not only speeding process but also other factors should be brought under concern as well such as: cost effectiveness, quality services and last but not the least maintaining maximum efficiency. What we never do is to compare the project budget with size because we know every assignment or project are highly important for the clients to ensure the customer satisfaction.

About us: Technology Aid Ltd. is a next-generation global technology company that helps enterprises reimagine their businesses for the digital age. Our technology products and services are built on four decades of innovation, with a world-renowned management philosophy, a strong culture of invention and risk-taking, and a relentless focus on customer relationships. Technology Aid also takes pride in its many diversities, social responsibility, sustainability, and education initiatives. Enterprises across industries stand at an inflection point today. In order to thrive in the digital age, technologies such as analytics, cloud, IoT, and automation occupy center stage. In order to offer enterprises, the maximum benefit of these technologies to further their business objectives, Technology Aid offers an integrated portfolio of products and services through three business units. These are IT and Business Services (ITBS), Engineering and R&D Services (ERS), and Products and Platforms (P&P).

Our story: To accomplish a project or assignment in effective way we must gather individual department with great connectivity, which we ensure without any doubt. We have multiple teams to reach one single purpose which is to get the best output out of any work orders. Whenever a work assignment comes by the first thing we do is to analyze and divide the order among different groups so that each team can provide the best outcome.

Ethics: As it was mentioned before it is a competitive business world. So, in order to grow faster many companies follows some techniques which can boost up the company's profile for certain periods of time, but in the long run, everyone have to suffer for following any unethical ways. Our employees are committed to keep all the company's secret and information safe and secured and we never share any of our information to any third-party companies under no circumstances. From, our previous experience what we can offer is to ensure the ethics in every sort of project though if sometimes it doesn't be highly profitable but helping us to continue our growth in a linear acceleration.



info@technologyaidltd.com



www.technologyaidltd.com



+880181 576 7914



TECHNOLOGY AID LTD

Level 7, House # 25, Raindra Sarani, Sector #
03, Uttara, Dhaka-1230, Bangladesh

Mission: When a company is grows then it doesn't increase not only it's market value or profit margin and broad business structure but also it carries a lot of key factors with it's mission. Technology Aid. Ltd. has

a mission to reach it's mission and to help in many factors which includes to help the people financially. As Bangladesh is developing country so when employees are getting paid it is helping the country's economy and increasing the pay per head. Also, our mission is to make an effective marketplace while off-shore clients can rely on the services provided by most of the companies in this country.

Ref.:

1. helping a lot of people
2. boosting country's economy
3. developing an effective marketplace

Vision: Technology Aid Ltd. dreams of reducing the number of unemployment heads in the country which is the most basic needs of this time for a developing country like us. The number of unemployed heads is increasing day by day but at the same time number of workplaces aren't increasing accordingly. So, our vision is to ensure to grow more similar companies and climb the hill all together to achieve company's (Technology Aid Ltd.) ultimate goal. Also, the structure of the IT sectors will be boosted at the same time and efforts from all tech. companies can contributed to boost up the development process of Bangladesh in more efficient way than before.

Ref.:

1. to reduce the unemployment in country significantly
2. to encourage individual getting into ITES business (influence to create more entrepreneurs)
3. changing country's IT infrastructure

*** Services we offer to our clients:

1. Property Preservation Services
2. Vendor Management
3. Web Design and Development
4. Search Engine Optimization
5. Digital marketing
6. Virtual Assistant Services



info@technologyaidltd.com



www.technologyaidltd.com



+880181 576 7914



Property Preservation Services

Property preservation refers to the process of maintaining and preserving a property, typically a residential or commercial property, to prevent it from falling into disrepair or becoming a safety hazard. The goal of property preservation is to ensure that the property remains in a condition that is safe, habitable, and attractive to potential buyers or renters.

This process typically involves a variety of tasks, such as securing the property to prevent unauthorized entry, making necessary repairs to the building and its systems, maintaining the landscaping and outdoor areas, and removing any hazardous materials or waste. Property preservation can be carried out by property owners, property managers, or specialized companies that offer property preservation services.

Property preservation is particularly important in situations where a property is vacant or in foreclosure, as these properties can be at greater risk of damage or neglect. By preserving and maintaining the property, it can be more easily sold or rented, benefiting both the property owner and the surrounding community.

As a property preservation company we are responsible for maintaining and preserving properties on behalf of property owners. Here is an overview of how we provide property preservation services:

1. **Work Order Management:** Once our clients give us an order, we receive work orders by PPW/Purvan with all the requirements for the client that needs to be performed on the order. We need to manage these work orders, including scheduling tasks, tracking progress, and managing vendors.
2. **Property Inspection:** Before beginning work on a property, we typically conduct a thorough inspection to assess the condition of the property and determine what work needs to be done. We may also document the condition of the property through photos and other documentation.
3. **Property Preservation:** Then we begin work on the property, which may include tasks such as cleaning, repairing damage, securing the property, and maintaining the property.
4. **Documentation and Reporting:** Throughout the preservation process, we document all the work, including before and after photos, repair documentation, and other related information. We also provide regular progress reports to the property owner, mortgage company, or other client.
5. **Invoicing and Payment:** Once the work is completed, we submit an invoice for payment. The invoice should include a detailed breakdown of the work performed, any materials used, and the total cost of the job. We may also need to follow up with the client to ensure prompt payment.

To manage these tasks, we use specialized software solutions, such as Property Pres Wizard or other property preservation management systems, which can help to streamline the workflow, automate documentation, and improve communication with clients and vendors.

As a property preservation company we are providing quality assurance with 24/7 service involves implementing several measures to monitor and address any issues that arise. Here are some ways that we use to provide quality assurance with 24/7 service:



TECHNOLOGY AID LTD

Level 7, House # 25, Raindra Sarani, Sector #
03, Uttara, Dhaka-1230, Bangladesh

1. **Establish Quality Standards:** The first step in providing quality assurance is to establish quality standards that define the level of service that the company aims to provide. This may include standards for workmanship, communication, and customer/client service.
 2. **Conduct Regular Inspections:** To ensure that work is being completed to the established quality standards, we conduct regular inspections of the work that has been completed. These inspections may include before and after photos, documentation of repairs, and other relevant information.
 3. **Use Property Preservation Software:** Property preservation software, such as Property Pres Wizard helps us to automate the documentation and reporting process, making it easier to monitor the quality of work being performed. The software can also help to track progress, schedule tasks, and manage vendors.
 4. **Offer 24/7 Support:** Providing 24/7 customer support is essential for addressing any issues or concerns that arise outside of regular business hours. we have a dedicated phone line & email address that clients can use to contact them in case of emergency.
 5. **Address Issues Promptly:** When issues or concerns are raised, it is important to address them promptly. We have a process in place for responding to issues, including assigning a point of contact to investigate the issue, providing regular updates to the client, and taking appropriate corrective action.
- By implementing these measures, Our companies can provide quality assurance with 24/7 service, ensuring that their clients receive the level of service that they expect and deserve

VENDOR MANAGMENT

As a property preservation company, vendor management is an important aspect of ensuring that we deliver high-quality services to our clients. Here's how we perform vendor management:

1. **Vendor Selection:** We carefully evaluate potential vendors based on their experience, capabilities, and reputation. We also conduct background checks, verify their licenses and insurance, and review their references.
2. **Vendor Contracting:** Once a vendor has been selected, we negotiate a contract that clearly outlines the scope of work, timelines, payment terms, and other relevant details. The contract also includes provisions for managing risk, such as liability insurance and indemnification clauses.
3. **Vendor Performance Management:** We track key performance indicators (KPIs) to ensure that our vendors are meeting our quality and service standards. We also provide regular feedback on their performance and address any issues or concerns in a timely and respectful manner.
4. **Vendor Relationship Management:** We maintain strong relationships with our vendors by communicating regularly, providing feedback, and addressing any issues or concerns in a timely and respectful manner. We believe that strong vendor relationships are essential for ensuring ongoing success.
5. **Vendor Training:** We provide our vendors with training on our processes, quality standards, and expectations. We also ensure that they have the necessary equipment and resources to perform their work to our standards.



info@technologyaidltd.com



www.technologyaidltd.com



+880181 576 7914



By following these steps, we are able to effectively manage our vendors and ensure that we deliver high-quality services to our clients. We believe that vendor management is a critical component of our success, and we are committed to maintaining strong relationships with our vendors to ensure ongoing success.

WEB DESIGN AND DEVELOPMENT

Web design and development involve a series of steps that take a website from conception to launch. Here's how the process works:

1. **Planning:** The first step in web design and development is planning. This involves identifying the goals and objectives of the website, the target audience, and the desired features and functionality. A website map or wireframe is created to outline the website's structure and content.
2. **Design:** Once the planning phase is complete, the next step is designing the website. This involves creating the visual design, including the layout, color scheme, typography, and other design elements. The design should be user-friendly and easy to navigate.
3. **Development:** Once the design has been approved, the website is developed using a variety of programming languages and technologies. This includes creating the website's functionality, such as forms, shopping carts, and other interactive elements. The website is also optimized for search engines and tested for compatibility across different browsers and devices.
4. **Content Creation:** After the website has been developed, content is created for the site. This includes text, images, videos, and other media. The content should be engaging, informative, and optimized for search engines.
5. **Testing:** Once the website is complete, it is tested to ensure that it is functioning properly and that all features are working as intended. This includes testing the website's speed, functionality, and compatibility with different devices and browsers.
6. **Launch:** After testing is complete, the website is launched and made available to the public. This involves deploying the website to a web server and configuring it for public access.
7. **Maintenance:** Once the website is launched, it requires ongoing maintenance and updates to ensure that it continues to function properly and remains secure. This includes updating the website's content, fixing bugs, and updating software and security patches.

By following these steps, a website can be designed, developed, and launched to meet the needs of its target audience and achieve its goals and objectives.

As a professional web design and development company, our primary focus would be to create websites and web applications that are visually appealing, user-friendly, and optimized for search engines. We work closely with clients to understand their needs and goals, and then design and develop a website that meets those requirements.

In addition to website design and development, we also provide services such as website maintenance, website hosting, and website security. These services are important to ensure that your clients' websites remain up-to-date, secure, and running smoothly.





To provide 24/7 services, we need to consider having a dedicated team to handle support requests outside of regular business hours. This team should be available to respond to urgent issues such as website downtime, security breaches, or other technical issues that may arise.

We also use tools such as live chat or ticketing systems to ensure that clients can reach out to you at any time, and receive prompt responses to their inquiries or concerns. This way, we can provide support around the clock, ensuring that your clients' websites remain operational and their business remains uninterrupted.

Search Engine Optimization (SEO)

SEO, or Search Engine Optimization, is the process of optimizing a website or web page to increase its visibility and ranking in search engine results pages (SERPs). The goal of SEO is to improve the quantity and quality of organic traffic to a website from search engines.

Here is how we complete SEO works for you:

1. **Keyword Research:** The first step in SEO is to identify the keywords that people are using to search for information related to the content of the website. Keyword research involves identifying high-traffic, relevant keywords that can be used to optimize the website's content.
2. **On-page Optimization:** This involves optimizing the website's content, title tags, meta descriptions, headings, and images to ensure that they include the identified keywords and are optimized for search engines.
3. **Technical Optimization:** This involves optimizing the website's technical elements such as site structure, URL structure, and site speed to ensure that the site is optimized for search engines.
4. **Link Building:** This involves building links to the website from other websites, which helps to increase the website's authority and credibility in the eyes of search engines.
5. **Content Marketing:** This involves creating high-quality, relevant, and engaging content that attracts backlinks and social shares. The content should also be optimized for search engines to increase its visibility in search results.
6. **Analysis and Reporting:** This involves tracking the website's performance using tools such as Google Analytics and Search Console. The data collected can be used to improve the website's SEO strategy and identify areas for improvement.

Overall, SEO is a continuous process that involves regularly updating and optimizing the website to ensure that it is visible to search engines and attracts organic traffic.

We provide 24/7 services and support & we consider the following:

1. Have a dedicated team to handle support requests outside of regular business hours. This team should be available to respond to urgent issues such as website downtime, security breaches, or other technical issues that may arise.
2. Use tools such as live chat, email, or ticketing systems to ensure that clients can reach out to you at any time, and receive prompt responses to their inquiries or concerns.



3. Provide regular communication and updates to clients, including progress reports, and scheduled calls or meetings to discuss campaign performance.
4. Use automated tools to monitor website performance and alert you of any issues outside of business hours.

By providing 24/7 services and support, we can ensure that our clients' SEO campaigns are continually optimized and that their websites are performing at their best.

Digital marketing

Digital marketing refers to the use of digital channels such as search engines, social media, email, mobile devices, and websites to promote and market products or services. The goal of digital marketing is to reach and engage with a target audience through various digital channels to drive brand awareness, traffic, and conversions.

As a Digital marketing specialist, we perform and provide range of activities, such as:

1. Search engine optimization (SEO): optimizing websites to rank higher in search engine results pages (SERPs).
2. Pay-per-click (PPC) advertising: using paid search ads or social media ads to drive traffic to a website.
3. Social media marketing: using social media platforms like Facebook, Instagram, Twitter, and LinkedIn to build brand awareness and engage with a target audience.
4. Email marketing: using email campaigns to promote products or services, build relationships with customers, and drive conversions.
5. Content marketing: creating and distributing valuable and relevant content to attract and engage with a target audience.
6. Influencer marketing: partnering with influencers to promote products or services to their followers.
7. Affiliate marketing: partnering with affiliates to promote products or services and earn a commission for each sale or lead generated.

Digital marketing is a rapidly evolving field that requires ongoing education, testing, and adaptation to keep up with new trends and technologies. The success of a digital marketing campaign relies on targeting the right audience, using the right channels, and delivering the right message to achieve the desired business outcomes.

Virtual Assistant Services

Virtual assistant services refer to administrative, technical, or creative assistance that is provided remotely by a virtual assistant or a team of virtual assistants. Virtual assistants are independent contractors who work remotely and provide a wide range of services to businesses or individuals, such as:



TECHNOLOGY AID LTD

Level 7, House # 25, Raindra Sarani, Sector #
03, Uttara, Dhaka-1230, Bangladesh

1. Administrative tasks: scheduling appointments, managing emails, booking travel arrangements, and organizing files.
2. Social media management: creating and scheduling social media posts, responding to comments and messages, and tracking social media metrics.
3. Customer service: answering customer inquiries, handling complaints, and providing support.
4. Data entry: entering and organizing data into spreadsheets or databases.
5. Content creation: writing blog posts, creating social media graphics, and producing videos.
6. E-commerce support: managing online stores, updating product listings, and processing orders.
7. Technical support: providing basic IT support, troubleshooting software issues, and setting up equipment.

Virtual assistant services are designed to help businesses or individuals save time and money by outsourcing administrative or technical tasks to a third-party provider. By working with a virtual assistant, businesses can focus on core tasks, increase productivity, and reduce overhead costs associated with hiring and training full-time staff. Additionally, virtual assistant services offer the flexibility to scale up or down as business needs change, providing a cost-effective and efficient solution for many businesses.



info@technologyaidltd.com



www.technologyaidltd.com



+880181 576 7914



Company Organogram

