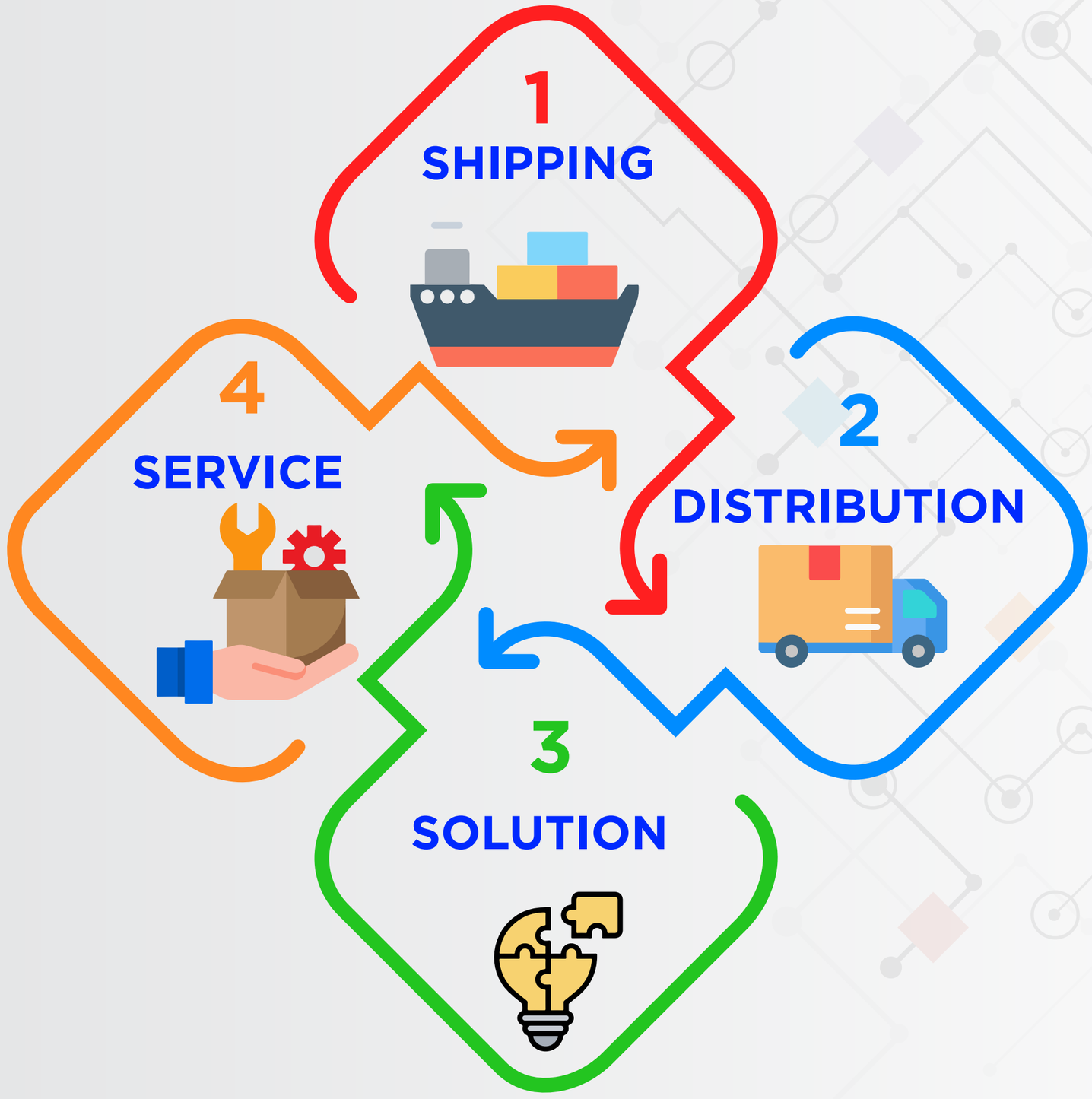
a brief

COMPANY PROFILE

COMPUTER CITY TECHNOLOGIES LTD

OUR JOURNEY

1999



Computer City Technologies Ltd (CCTL) is now one of the largest IT hardware distribution and solution company in Bangladesh. CCTL has been operating in Bangladesh ICT industry since 1999. We have been able to set an example of excellence to our customers using the state-of-the-art technology, quality products and dedicated service support. We have established ourselves as the fastest growing IT company of the country.

CCTL is the distributor and solution partner of world-renowned brands like Netgear, ZyXEL, Uniview, ZKTeco, IBM/HP/Dell Server, CISCO Systems, MikroTik, Ascend-Optics, AMD, AFox, Toshiba HDD, Western Digital, TNE, Value-Top, Rongta, Sunlux, Havit, Remax, SNOM, Saramonic, Xiaomi etc. For more information of our product range, please visit our website www.comcitybd.com and www.valuetop.net.

2023

We are heading towards a single source of interactive information and communication technology solution provider for various market segments in local ICT business.

OUR STRATEGY

STRATEGY FRAMEWORK: Bringing Internal and External Factors Together

SWOT Analysis (also known as SWOT Matrix) is a business framework that helps us assessing a wide variety of factors that may have a profound impact on our business's performance. These factors may either be internal to our company or external. Furthermore, these factors may either be favorable/helpful or unfavorable/harmful to the company. By combining these two dimensions we draw a 2x2 matrix consisting of four quadrants: **Strengths, Weaknesses, Opportunities and Threats**.

STRENGTHS

Our company's strengths are its characteristics that gives us an advantage over others (competitors). The source of these strengths are resources and capabilities that are valuable, rare, hard-to-imitate and organization-wide supported. Our resources are strong brand reputation, new innovative products, talented workforce, historically developed know-how and large financial reserves.

WEAKNESSES

Every company has its strengths and weaknesses. The weaknesses of the company such as poor reputation among customers, small working capital, bad leadership, inefficient workforce, etc. may place the company at a disadvantage relative to others. We always try to find our weaknesses by getting feedbacks from clients/partners and having weekly/monthly evaluation meetings both internally and externally and try to eliminate or minimize our weaknesses as much as possible.

OUR STRATEGY

OPPORTUNITIES

Opportunities are the external factors that may positively influence a company's performance. To assess the opportunities, we look for elements in the environment that could be exploited to its own advantage. The best way to assess the external factors is by focusing on the economical, social, technological and environmental trends in the macro environment. The increasing purchase capabilities of the customers, governmental subsidies, government development projects, more favorable international trade policies, and general lifestyle changes among the population could be among the opportunities. We always keep an eye on the present and future opportunities and act accordingly in order to ensure growth of the company.

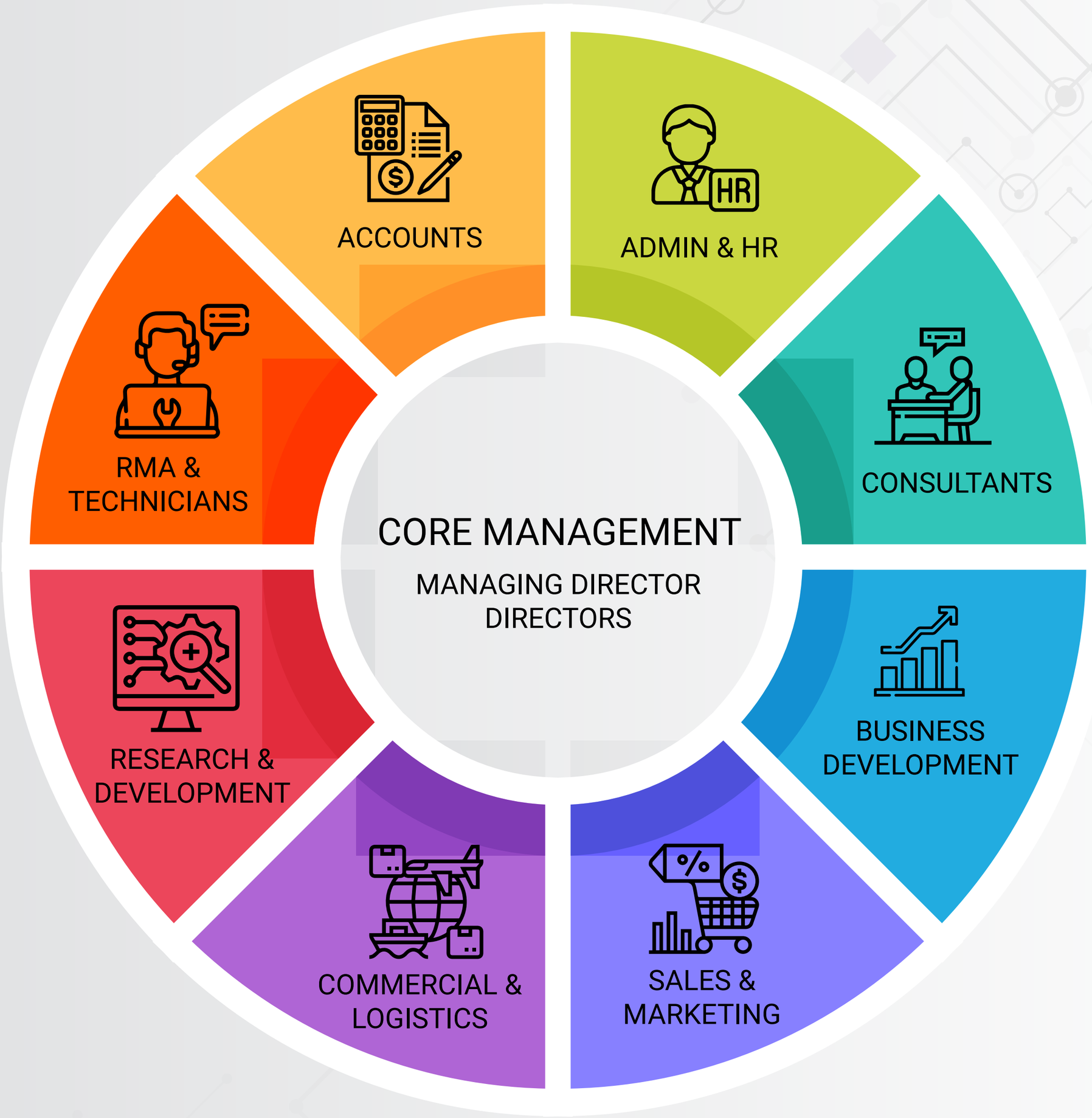
THREATS

The threats on the other hand are the external factors that could cause trouble for the company. We always assess the elements in the environment that could harm the organization. Industry specific threats, like new competitors entering the arena, lower price of the parallel products offered by the competitors, the availability of substitute products, etc. Regular market analysis, improving products' features by the help of the manufacturers, adopting new technologies and introducing new models help us eliminate the present and future threats.

PLAY THE GAME AS WE GO

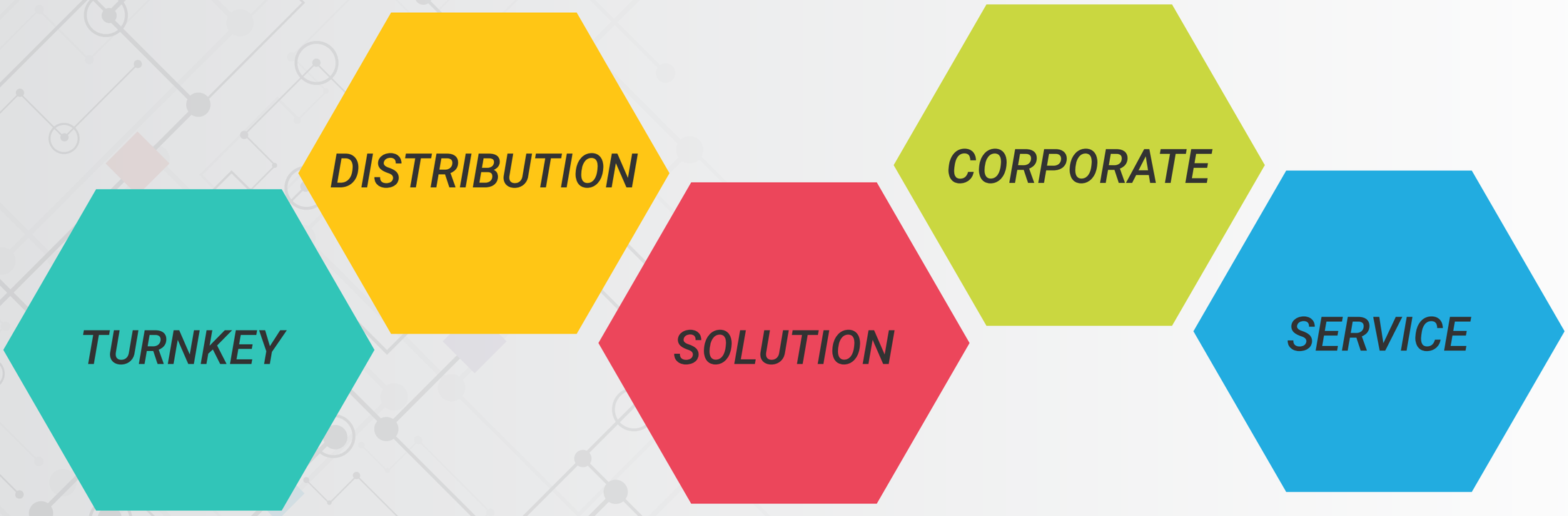
RED OCEAN STRATEGY	BLUE OCEAN STRATEGY
Compete in existing market space.	Create uncontested market space.
Beat the competition.	Make the competition irrelevant.
Exploit existing demand.	Create and capture new demand.
Make the value-cost trade-off.	Break the value-cost trade-off.
Align the whole system of the firm's activities with its strategic choice of differentiation or low cost.	Align the whole system of the firm's activities in pursuit of differentiation and low cost.

THE ORGANIZATION



QUALITY SERVICE WITH EFFECTIVE AND DEDICATED BACKBONE

Computer City Technologies Ltd is presently one of the leading computer vendors and solution provider in Bangladesh. At present we have 153 (Hundred & Fifty Three) full-time personnel in various departments of the company.



UNLEASHING THE POWER OF SEAMLESS SOFTWARE SOLUTIONS

Central to our mission is a dedication to product excellence, whereby we strive to develop and maintain high-quality software that not only meets but exceeds user expectations. We recognize that our success is intricately tied to the growth and satisfaction of our employees; thus, we invest in fostering a positive and innovative work environment that values creativity and collaboration.

OUR SERVICES

WEB DEVELOPMENT

Our team of seasoned web developers combines creativity with technical expertise to build websites that not only look stunning but also deliver exceptional performance. From responsive and mobile-friendly designs to complex web applications, we have the skills and experience to bring your vision to life.

Keeping pace with the latest technologies, our developers stay ahead of the curve. We leverage industry best practices and integrate cutting-edge technologies to build robust, scalable, and future-proof web solutions.

SOFTWARE DEVELOPMENT

With a team of highly skilled and dedicated software developers, we specialize in creating bespoke software solutions that cater to the unique needs of your business. From concept to deployment, we offer a full spectrum of services, including software design, development, testing, deployment, and ongoing support.

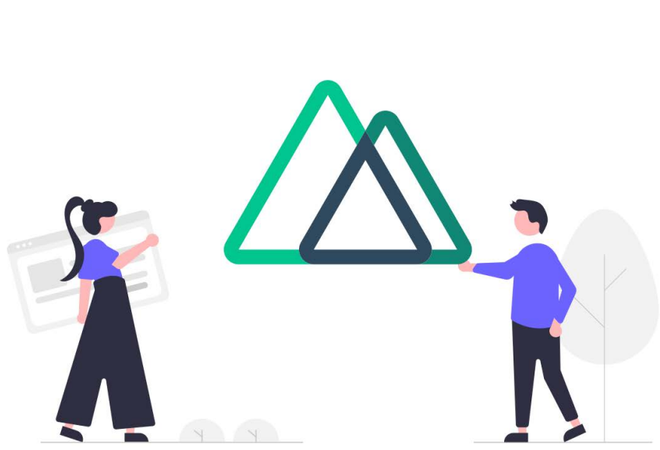
In an ever-evolving technological landscape, we stay ahead of the curve by embracing the latest tools and technologies. Our commitment to innovation ensures that your software solution is not just functional, but also future-proof and ready to adapt to the dynamic needs of your industry.

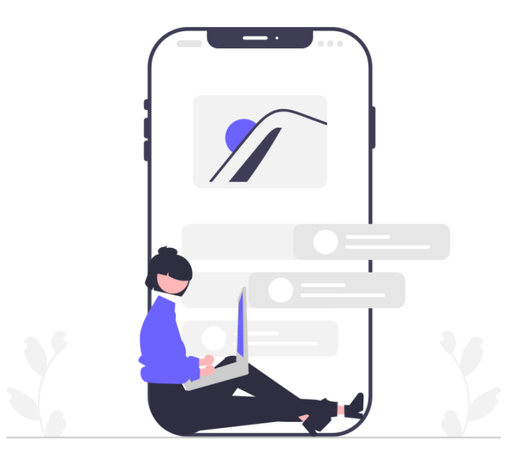
MOBILE APP DEVELOPMENT

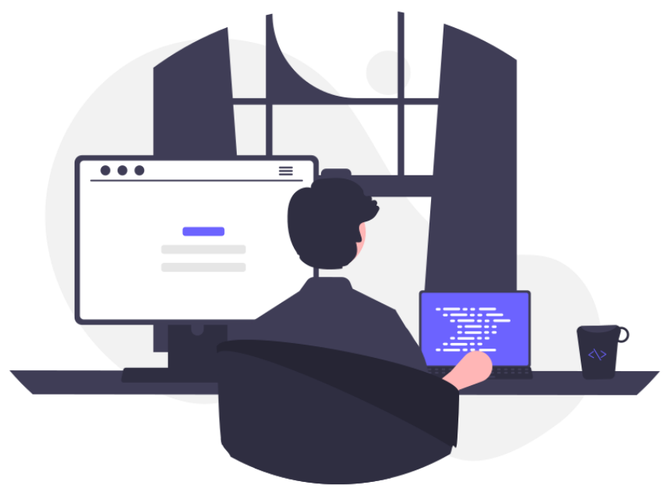
From concept to deployment, our mobile app development services cover the entire spectrum of development. We specialize in creating user-friendly and feature-rich apps that cater to diverse business needs, including e-commerce, healthcare, finance, entertainment, and more.

We believe that great mobile apps start with great design. Our user-centric approach ensures that every app we develop not only looks visually stunning but also provides an intuitive and engaging user experience.

Staying at the forefront of technological advancements, we integrate innovative features and leverage emerging technologies to make your mobile app stand out. Whether it's augmented reality, artificial intelligence, or blockchain integration, we have the expertise to incorporate the latest trends into your app.







OUR GLOBAL PARTNERS

NETGEAR

Exclusive Distributor

Network routers, managed & unmanaged switches, indoor & outdoor access points, PoE switches, wireless controllers, network storages, etc.

MIKROTIK

Master Distributor

Ethernet routers, switches, wireless systems, wireless for home and office, LTE products, data over powerlines, LoRa products, router boards, antennas, etc.

ZYXEL

Exclusive Distributor

Unmanaged, managed & fiber switches, GEPONs, GPONs, VPN routers, access points, network storages, security appliances, concentrators, etc.

CISCO

SMB SELECT Partner

Switches, routers, access points, wireless controllers, firewalls, video conferance equipment, servers, data center products, IOT, software, etc.

ZKTeco

Distributor & Solution Partner

Time attendances, access controls, video surveillance, smart locks, point of sales, access control equipment, security inspection equipment, client software etc.

UNV

National Distributor

IP cameras, PTZ cameras, transmission and display equipment, network video recorders, VMS, digital video recorders, network storages, client software, etc.

RONGTA

Authorized Distributor

Receipt printers, mobile printers, label printers, commercial scales (label scale, PC scale), PoS terminals, panel printers, printer modules, control boards, etc.

SUNLUX

Authorized Distributor

2D barcode scanners, 1D/2D wireless barcode scanners, omnidirectional scanners, handheld barcode scanners, handsfree barcode scanners, etc.

OUR GLOBAL PARTNERS

snom
Authorized Distributor

Desk IP phones, wireless phones, audio conference devices, headsets, public announcement devices, location gateway, phone accessories, etc.

Saramonic®
Authorized Distributor

Microphones and audio adaptors for DSLR, Mirrorless and Video Cameras, other audio tools for use with tablets, smartphones and other devices.

AVerMedia
Authorized Distributor

Game capture cards, video capture cards, video conference kits, webcams, micro-phones, headphones, wireless micro-phones, video collaboration software, etc.

IdeAL
Authorized Distributor

Uninterruptible Power Supply (UPS), Inverter, Automatic Voltage Regulator (AVR), Voltage Protector (VP), Surge Protector (SP), etc.

HAVIT
Sole Distributor

Computer, laptop and smartphone accessories: mice, keyboards, earphones, headphones, laptop coolers, projectors, speakers, bluetooth accessories, etc.

REMAX
Authorized Distributor

Mobile accessories: wired earphones and headphones, wireless bluetooth speakers, wireless earphones, earbuds, audio recorders, microphones, etc.

AFOX
Sole Distributor

Motherboards for laptops and desktops, graphics cards, solid state devices, random access memories (RAM), CPU coolers, etc.

TOSHIBA
TR1 Partner

External HDDs (Desktop and Portable), Internal HDDs (Video Surveillance drives), Network attached storage drives, PC Drives, enterprise drives, etc.

SOMETHING OF OUR OWN

Value-Top

Value-Top, an own brand of Computer City Technologies Ltd, has a number of products and accessories in its lineup. The major products in the lineup as follows:
Desktop compuer cases, different sizes and shapes of monitors, computer power supply units, keyboards, mice, cooling fans, CPU coolers, etc.

Value-Top just recently introduced its new desktop monitor lineup: 21.5”, 24” & 27” 65-175 Hz monitors are available in both traditional and curved shapes.

Value-Top desktop casings are well-knowned for its varieties in shapes and sizes. ATX, Micro-ATX, gaming casings are available for various usage purposes.

Wired mouse, bluetooth wireless mouse, RGB gaming mouse are available for use in variouse purposes and targeted to different segments of customers.

Value-Top has a number of different keyboards for different purposes. RGB gaming keyboard, standard keyboard, mini keyboard, wireless keyboard etc.

Value-Top mainly focuses on the quality whent it produces desktop power supply units. It has power supply units ranging from 200W - 750W with 85% efficiency.

As always, quality first. Value-Top ensures the best quality for its several models of CPU coolers ranging from normal to high-end gaming models.

SERVICES

Computer City Technologies Ltd provides a variety of value-added services on top of its regular products and services and has been offering solutions for enterprises in broad categories:

- LAN & WAN Solution
- Data Center
- Security and Surveillance Solution
- Systems Integration
- Enterprise Network Architecture & Security
- Technology Consulting
- Information Security & Risk Management
- Project Management
- Managed Services
- Complete Turnkey Solution including Hardware and Software.

SERVICE CENTER & RMA

Computer City Technologies Ltd has its own fully equipped local service center having skilled technicians who provide the best support service for all the product lineups of Netgear, ZyXel, Mikrotik, ZKTeco, UNV, Rongta, Avermedia, Saramonic, Snom, Sunlux, Value-Top and all the other brands distributed by CCTL. CCTL also maintains the local RMA center that provides hassle-free RMA in terms of warranty claims.

SOLUTION PARTNERS

When it comes to providing solution, Computer City Technologies Ltd partners with the leading technology brands to provide a wide range of tailored solution as per the requirements of the organizations. Some of the major brands are as follows:

CISCO | NETGEAR | ZYXEL | MIKROTIK

aruba NETWORKS | JUNIPER NETWORKS | UBIQUITI NETWORKS | SOPHOS

D-Link | Rosenberger | PANDUIT | vmware

Microsoft | ORACLE | Red Hat | 3M

IBM | DELL | hp | SAMSUNG

AXIS COMMUNICATIONS | Panasonic | WD | TOSHIBA

unv | ZKTeco | intel | HID

HUAWEI | SONY | amazon | *and many more...*

MAJOR CLIENTS

Computer City Technologies Ltd has a wide range of clients like corporates, system integrators, vendors, online retail stores, end customers, etc. Some of the major customers of CCTL are stated below:

- BEPZA
- Bangladesh University of Professionals
- Dhaka City Corporation (North)
- Indian High Commission
- Eastern Housing Ltd.
- Bangladesh Army
- Bangladesh Navy
- Border Guard Bangladesh
- Rapid Action Battalion
- Robi Axiata Limited
- Pubali Bank Limited
- Assure Development & Design Ltd.
- Assure Tourism Ltd.
- Orion Pharma Limited
- Orion Footwear Limited
- Orion Infrastructure Ltd.
- Orion Infusion Limited
- Advanced Chemical Industries Ltd. (ACI)
- Pran-RFL Group
- Palmal Group
- ADN Telecom Limited
- Fiber@Home Limited
- Rahimafrooz Superstors Ltd. (Agora)
- Toggi Services Limited
- GETCO Online
- Grameen Communications
- Guardian Life Insurance Limited
- Aristopharma Limited
- Epyllion Group
- Aamra Networks Ltd.
- GPH Group
- Abul Khair Group
- Youngone Group
- T.K Group of Industries
- Confidence Group
- Chittagong Port Authority
- Southern University Bangladesh
- Infinia Group
- Kenpark Bangladesh Apperals Ltd.
- Pacific Jeans Group
- Ispahani Summit Alliance Terminal Ltd.
- BSA Group of Industries Ltd.
- PHP Family
- Asian University for Women
- East Delta University
- Young An International Ltd.
- Campex (BD) Ltd.
- Summit Alliance Port Ltd.
- KDS Group of Industries Ltd.
- BSRM Group of Industries Ltd.
- Seth Group
- Beximco Group
- Friendship NGO
- Combined Military Hospital (CMH)
- Expo Group
- Power Grid Company of Bangladesh
- Navana Group
- Ha-Meem Group
- Hotel Agrabad
- Square Group

FEW MILESTONES

Computer City Technologies Ltd has successfully delivered a lot of large-scale surveillance, access control, time attendance, parking management, enterprise network projects, etc. either directly or through our partners. Some of the major projects are as follows:

INDEPENDENT UNIVERSITY, BANGLADESH

ROBI AXIATA

CITY BANK

ASST. HIGH COMMISSION OF INDIA, SYLHET

DHAKA CITY CORPORATION, NORTH

BANGLADESH UNIVERSITY OF PROFESSIONALS

FEW MILESTONES

Some more major projects are as follows:

HA-MEEM ASHULIA

EASTERN HOUSING LTD.

UNIVERSITY OF CREATIVE TECHNOLOGY

HA-MEEM DENIM

HEIDELBERG CEMENT

ASIAN UNIVERSITY FOR WOMEN

OUR OFFICE LOCATIONS

Head Office
75-76, B.S Bhaban (3rd Floor)
Laboratory Road
Dhaka-1205
Phone: +8809604700800

IDB Bhaban
Shop No. SR-318 (3rd Floor)
BCS Computer City
IDB Bhaban, Agargaon, Dhaka
Phone: +8801938858840

Multiplan Center
Shop No. 1038-1039 (Level 10)
Multiplan Center
69-71 New Elephant Road, Dhaka
Phone: +8802-55153584

Gulshan
Shop No. 106 (Ground Floor)
10 Taher Tower, Gulshan-2
Dhaka-1212
Phone: +8802-2222287687

Uttara
Shop no. 28, 29 & 30 (3rd Floor)
HM Plaza, House-34
Uttara, Dhaka-1230
Phone: +8802-58950201

Motijheel
Shop No. 215 & 216 (2nd floor)
Gause Pak Biponi Bitan, Toyenbee
Circular Road, Motijheel, Dhaka
Phone: +8802-9513753

Motalib Plaza
Shop No. 210 (1st floor)
Motalib Plaza, Road-2
Paribagh, Dhaka
Phone: +8801999086720

Hazaribagh
Apex Tannery
127 Hazaribagh
Dhaka
Phone: +8801938858848

Chattogram
Shop no. 306 & 401 (2nd & 3rd Flr)
RF Johura Tower, 1401 Sheikh
Mujib Road, Agrabad, Chattogram
Phone: +88031-721730

Rajshahi
Chand Shopping Complex (2nd Flr)
Gorhanga New Market Road
Rajshahi-6100
Phone: +880721-775414

Bogura
S122-124, 146-148 Delwara Sheikh
Sharif Uddin Super Market (3rd Flr),
Nawab Bari Road, Bogura-5800
Phone: +88051-64413