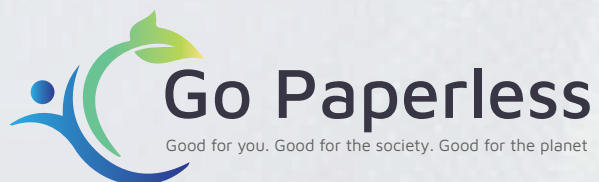




COMPANY PROFILE 2024



www.retinasoft.com.bd

ABOUT US

At Retina Soft, we believe in harnessing the power of technology to transform businesses and enhance their online presence. Our mission is to deliver tailored solutions to help clients achieve their goals and stay ahead of the competition.

WHO WE ARE

Retina Soft is a leading provider of comprehensive digital solutions. Our team of skilled professionals is dedicated to delivering innovative software design and development, website design and development, and mobile app development solutions. We also specialize in digital branding, SEO, SMM, Bulk-SMS gateway services, and provide domain, hosting, and IT consultancy.



EXPERIENCE

With 5+ years of industry experience, we have successfully completed numerous projects, ranging from small-scale ventures to large-scale enterprise solutions. Our extensive experience enables us to develop effective strategies to overcome the challenges businesses face.



EXPERTISE

At Retina Soft, our team consists of highly skilled professionals to address all your digital needs. Our collective expertise covers a wide range of disciplines, allowing us to offer comprehensive solutions under one roof.



25+

Professionals

200+

Happy Clients

400+

Completed Projects



MISSION

Our main focus is enhancing the business growth of our customers with creative Design and Development to deliver solutions of superior quality that adds value and creates competitive advantage for our clients.

Bearing in mind the customer satisfaction, we deliver solutions and services of the best quality at a very reasonable price. We are very flexible in our dealings with the customers which helps us retain and expand our customer circle. We always try to improve the quality of our products and services by exploring innovative and efficient techniques.

Retina Soft assists organizations to fulfill their missions through the effective use of technology. Our specialty lies in helping organizations pursue their overall goals and strategic priorities to run their business more effectively. Our achievement and growth lies in your success.

VISION

Our vision is to constantly grow and provide better service in the IT sector of our country and worldwide. By delivering high quality Web, Software Development and Digital Marketing solutions, we want to be a leading performer in the competitive global marketplace. Retina Soft always looks for new and innovative ways to accelerate the productivity of your business.

In order to accomplish our target, we have gathered professionals who have outstanding talent and are best in their fields. We acquired each individual who are truly passionate about their work and their combined skills generate extraordinary results. Their collective effort drives us to our vision of leading your organization to your goals.



OUR SERVICES

01

Web Development

At Retina Soft, we specialize in creating exceptional websites that captivate audiences and drive results. Whether you need a simple informational site, an e-commerce platform, or a complex web application, we have the expertise to bring your vision to life.

**02**

UI/ UX Design

We understand the importance of a captivating and user-friendly interface in today's digital landscape. Our talented designers work closely with you to understand your target audience, brand identity, and business goals in order to create intuitive and visually appealing experiences to engage your audience.



Software Development

At Retina Soft, we excel in developing robust and scalable software solutions that meet your specific business requirements. Whether you need a custom ERP system, CRM software, or any other business application, we have the expertise to deliver high-quality solutions.

**03**

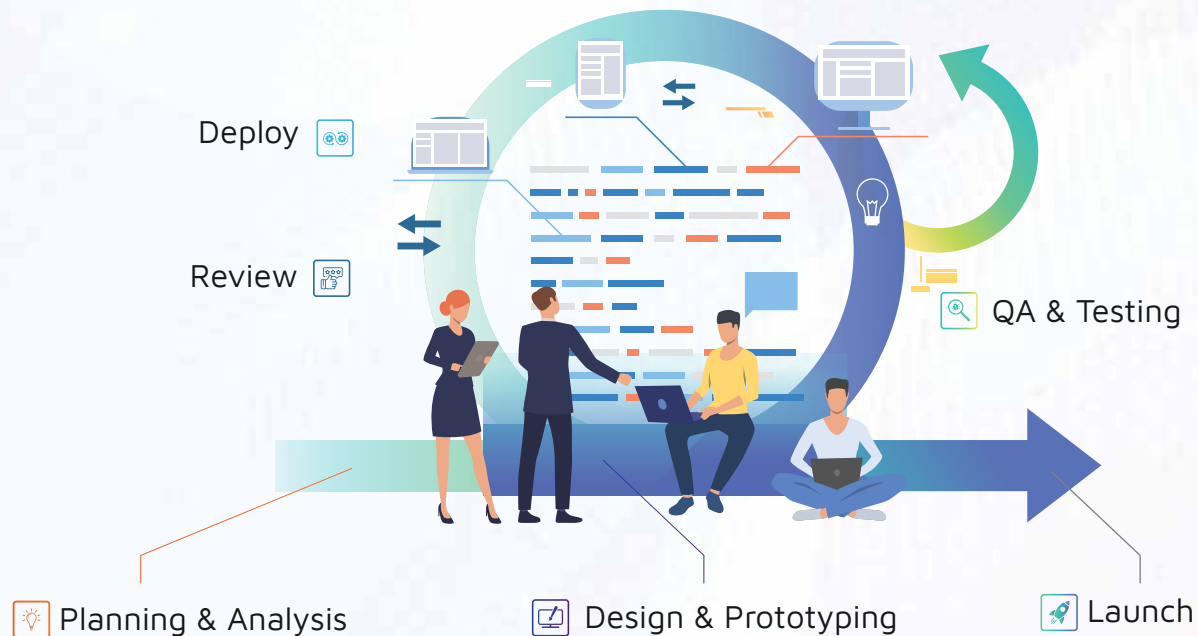
Apps Development

Our mobile app development services cover all major platforms, including Android and iOS, as well as responsive web apps. We have a deep understanding of mobile technology and user behavior, allowing us to create engaging and feature-rich mobile apps.

**04**

SOFTWARE DEVELOPMENT

At Retina Soft, our experienced software development team follows industry best practices and leverages cutting-edge technologies to create tailored applications. Whether you need a custom ERP system, CRM software, or any other business application, we have the expertise to deliver high-quality solutions. We work closely with you throughout the development process to ensure seamless integration, smooth functionality, and optimal performance.



Front-end Technologies



Back-end Technologies



WEBSITE DEVELOPMENT

We specialize in creating exceptional websites that captivate audiences and drive results. Our expert web development team combines the latest technologies with creative design to deliver visually stunning and user-friendly websites. We prioritize responsive design, ensuring that your website looks and performs flawlessly across all devices, providing a seamless user experience.

Mobile Responsive

Ensuring that your website is optimized for mobile devices is crucial for reaching a wider audience and maximizing engagement.

Clean & Modern Design

All our websites have a clear and visually appealing design that will align with your brand identity.

Analysis & Tracking

Monitoring metrics such as traffic, conversions, bounce rates, and user behavior provides valuable insights for optimizing your website and making data-driven decisions.

Page Speed

We optimize all our websites to reduce load-time. A fast-loading website improves user satisfaction, reduces bounce rates, and positively impacts SEO rankings.

CMS System

We can implement a user-friendly and efficient content management system that will allow you to update and manage your website easily.

User-Focused Experience

We prioritize the needs and expectations of the target audience to engage them and improve the conversion rate.

Security

We implement robust security measures, such as SSL certificates, encryption, and regular security audits, to safeguard user information and protect against cyber threats.

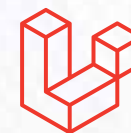
Search Engine Optimization

Implementing SEO best practices during website development helps attract organic traffic and increase the chances of reaching your target audience.

Front-end Technologies



Back-end Technologies



Laravel



shopify



WordPress



UX/ UI Design

Captivating and User-Friendly Interface

Our UX/UI design services are focused on creating intuitive and visually appealing experiences that engage your audience. Our talented designers work closely with you to understand your target audience, brand identity, and business goals. Through extensive research, wireframing, and prototyping, we craft interfaces that optimize user journeys, enhance usability, and elevate your brand presence.



Website Design

We design interfaces that provide intuitive navigation, visually appealing layouts, and seamless user experiences across different web browsers and devices.



Web Application Design

We create intuitive designs for web applications including designs of all the web pages as well as the Admin and User panels/dashboards.



Mobile Application Design

UI/UX design plays a crucial role in creating intuitive and visually appealing interfaces for both Android & iOS mobile applications.



Smart TVs and Connected devices

We create interfaces that are optimized for TV screens and remote control interactions, providing users with a seamless experience



Design Technologies



MOBILE APPs DEVELOPMENT

In the mobile-first era, having a strong presence on mobile devices is essential for businesses. Our mobile app development services cover all major platforms, including Android and iOS, as well as responsive web apps. From concept to deployment, we work closely with you to craft intuitive interfaces, seamless functionality, and exceptional user experiences that align with your brand and drive user engagement.



Platform Selection

We help you understand the user demographics and preferences to make an informed decision to select the target platforms for your mobile app, such as iOS, Android, or both.



Testing & QA

Testing the app for usability, performance, security, and user flows. Also tests are done to ensure compatibility and functionality on various devices, platforms, and screen sizes.



Integration of Device Compatibilities

With the consent of the user, we utilize features like camera, GPS, accelerometer, push notifications, and device sensors to deliver a rich and personalized user experience.



User Friendly UI

We prioritize on simplicity, clarity, and consistency in the app's design to provide a seamless and enjoyable user experience.



Performance Optimization

Mobile apps should be lightweight and optimized for quick loading times and smooth performance even in challenging network conditions.



App Security

We prioritize the security of user data and app functionality by implementing protection against common vulnerabilities, secure authentication, data encryption, etc.



App Platform



Development Technology :



DIGITAL MARKETING



FACEBOOK MARKETING

Facebook is the biggest social network in the world with about 2.27 billion active users. Why not use it for your business-marketing while just being socially active? Let us help you spread your business through facebook.



GOOGLE PROMOTION

Promote your business with Google. With Google, you have the power to reach new customers at the exact moment when they search for the products or services that you offer.



INSTAGRAM PROMOTION

Like Facebook, you can also use Instagram to help us grow your brand. We can promote your business through this social platform.



YOUTUBE PROMOTION

We can help you boost the reach of your business through YouTube ads. To help drive more views and subscribers to your channel, you can pay to run an ad campaign for your videos on YouTube.



EMAIL MARKETING

Email marketing is the act of sending commercial message or advertisements, typically to potential or current customers, using email.



SEARCH ENGINE OPTIMIZATION

Through SEO, we can increase the traffic in your website by increasing the visibility of your website or web page to users of any search engine.



SMS MARKETING

Like Email marketing, SMS marketing can be done by sending commercial messages to potential or current customer. Greeting people, sending products or services related information, spreading organizational announcement is very easy and effective.



DOMAIN AND HOSTING

Creating a business website has never been so easy. All you have to do is select a name for your website and choose any of the packages that we provide. We are offering domain and hosting for you at a very reasonable price.



PRODUCTS

Surveil Sales

Sales Employee Management System

Surveil Sales is a powerful Sales Force Management system which comprises of Mobile and Web apps. By leveraging its comprehensive features, businesses can effectively manage their sales teams, improve customer relationships, and drive sustainable growth.



Alhisab

Accounts Management System

Our Account Management System is an all-in-one accounts manager which can be used to run small to large businesses with complex transactions. It supports both Single and Double Entry transactions for easy and smooth operation.

Surveil HR

HR and Payroll Management

Surveil HR provides comprehensive analytics and reporting tools, allowing HR teams to gain valuable insights into workforce trends, employee engagement, and compensation analysis. These insights enable data-driven decision-making aligning HR practices with organizational goals.



Bizglow

Salon & Beauty Parlor Software

With rise in growth of your business, it becomes hard to keep a track of your business's operations if you are using traditional bookkeeping methods. Bizglow is a cloud-based web solution that helps all salon & parlor owners manage their day-to-day business operations very easily.

Restaurant Buddy

Restaurant & Fast Food POS Software

Alongside necessary features like Order & Table Management, Menu Customization, Inventory control, Staff Management, Payment processing, Reporting & Analytics, we offer easy ordering system for customers from their respective table without the need for waiters, thus reducing your operations costs.



Surveil Pharma

Pharmaceuticals Sales Management System

Comprising of Web and Mobile apps, Surveil Pharma offers comprehensive tools for sales planning, execution, and analysis, empowering sales teams to effectively target healthcare professionals and maximize their sales potential. This software allows sales representatives to efficiently track their customer interactions, manage their territories, and schedule appointments, ensuring they make the most of their time in the field.

RS iPOS

POS for Wholesale & Retail businesses

RS iPOS offers a user-friendly POS system that seamlessly integrates with inventory management. It allows businesses to easily manage their product lineup, track stock levels, and much more. With real-time inventory updates, businesses can ensure accurate stock information, avoid stockouts, and streamline.

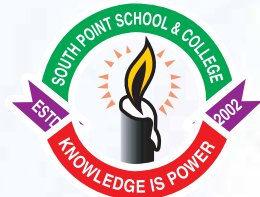


Multi Commerce

Multi-Vendor E-commerce Marketplace

One of the standout features of Multi Commerce is its robust administrative backend. Marketplace owners have full control over the platform, including vendor management, product moderation, and order fulfillment. The platform provides powerful analytics and reporting tools, enabling owners to gain valuable insights into sales performance, customer behavior, and marketplace trends.

OUR CLIENTS





OUR SISTER CONCERN

BDCN 24
BD CURRENT NEWS
সময়ের গতিপথে সংবাদ সাথে সাথে

icon
film and media

ecodeal.shop
pick on amazing deal

eduFLEET
Digitize Education System

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+8801877756677



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www.retinasoft.com.bd



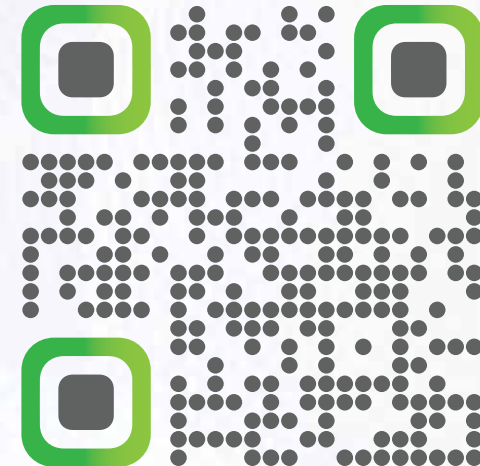
HEAD OFFICE

House - 01, Road - 02, Metro Housing,
Mohammadpur, Dhaka-1207, Bangladesh.



CHANDPUR AREA BRANCH

Noor Complex, Opposite side of DC Office,
Chandpur-3600, Bangladesh.



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