# DEVELOP STRATEGIES

OS Technology have plans to grow our business and increase sales and profits. However, there are certain methods we must use for implementing a growth strategy. The method of our company uses to expand its business is largely contingent upon its financial situation, the competition and even government regulation. Some common growth strategies in business include market penetration, market expansion, product expansion, diversification and acquisition.

## GROWTH STRATEGIES

Uses market penetration strategy when it decides to market products within the same market it has been using.

Markets where there is little differentiation among products, a lower price may help to the company increase it’s share of the market.

Use a market expansion growth strategy

Products should quality when use that product

Company should also expand new product line and add new features to increase its sales and profits.

Our company will need to plan carefully when using a diversification growth strategy

## PRODUCT DIFFERENTIATION STRATEGY

When we have a competitive advantage, such as superior quality or service.

When developing a project we should keep our quality.

Always connect with clients and take more information and make their requirements possible.

Giving a complete free training and take users to the right way using the system.

A product differentiation strategy can also help a company build brand loyalty.

## PRICE-SKIMMING STRATEGY

* A price-skimming strategy involves charging high prices for a product, particularly during the introductory phase.
* OS Technology Will Use A Price-Skimming Strategy To Quickly Recover Its Production And Advertising Costs
* Introduction Of Future New Technologies
* Price-Skimming Is That It Tends To Attract Competition Relatively Quickly

## ACQUISITION STRATEGY

* OS Technology is with extra capital may use an acquisition strategy to gain a competitive advantage
* Final  Products on the east coast may purchase a comparable grocery chain in the Midwest to expand its operations.

# BEST STRATEGIES

* Developing of software according to clients’ specifications
* Offering of subscriptions for our software
* Charging of license fees for our software
* Free 2 year maintenance for all products
* Make best communication skills with customers.
* Make available installments of paying for our products

## DEVELOPING OF SOFTWARE ACCORDING TO CLIENTS’ SPECIFICATIONS

Most of software firms are fail to develop client’s specified requirements as they described and they wanted. So high amount of percentage of software are not applicable. We have preferred plan for develop most applicable software and fill out client’s requirements.

We reserve more amount of time for collecting client’s requirements and getting correct information quickly. After collecting information we design the Computer system as soon as possible and but keeping the product quality.

## OFFERING OF SUBSCRIPTIONS FOR OUR SOFTWARE

When we develop our system, we take client’s side full subscription for getting most accurate information for developing the system. Always meet the client when we have issue about the process and we keep accuracy of our project continuously. As a best strategy we meet client’s side system users and getting their practical experience for develop a preferred software.

## FREE 2 YEAR MAINTENANCE FOR ALL PRODUCTS

As a strategy this strategy we offer for our clients in the best way for a better service. Many of other companies are generally giving one year maintain service and we can gain it to 2 years as we described. We keep all of customer details and we have computer system facility to maintain customer details and their maintain schedules. We need good technicians for maintain systems, therefore we take more experienced technicians.

## MAKE BEST COMMUNICATION SKILLS WITH CUSTOMERS

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## A PRODUCT DIFFERENTIATION STRATEGY CAN ALSO HELP A COMPANY BUILD BRAND LOYALTY

We planning for available install payments for payments for our products. Generally many clients are the businessmen. So they always trying to keep their finance facility to be good and expend expenses as installments. Because they have alternative expenses and rolling expenses cycle. When we offer install payments many of small kind businessmen will take our offer without bargain.