



TSAR IT PVT LTD

INNOVATIVE SOLUTIONS FOR A DIGITAL FUTURE

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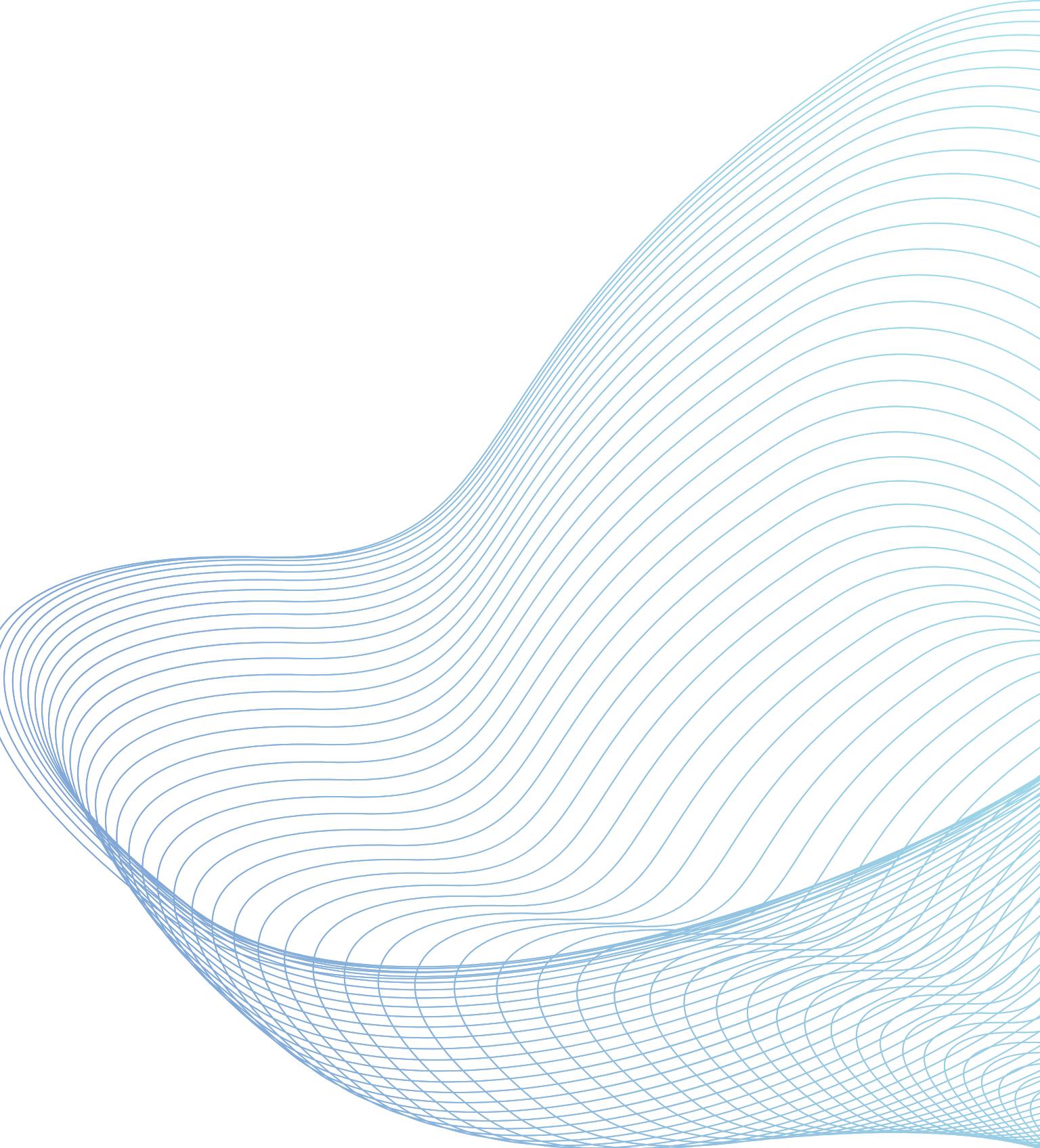


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ABOUT COMPANY

we like challenges to solve and give solutions to your business growth and you can monitor your business and employees work easily.we will change your business hard work to easily.We offer services for a wide range of fields such as software development, web development, graphic development, cross platform development etc.



VISION

TSAR - IT Vision helps us understand and provide a sense of direction on how we drive our business. It serves as a beacon directing all our thoughts and efforts towards achieving our goal. Since inception, **TSAR-IT** It has truly evolved over the years from a start-up IT services company to a trusted IT partner for leaders in the telecom world. Our vision is to be amongst the top five software services companies focused on the communications industry.



MISSION

To provide the best in class, creative, unique Software Solutions that can solve all our client's business problems that they face on day to day bases. We provide software & solutions for companies of all sizes and all industry sectors. We thrive in achieving excellence in providing the best IT solutions to our clients so that they can meet their business needs in the most effective and efficient way.



PROBLEM STATEMENT

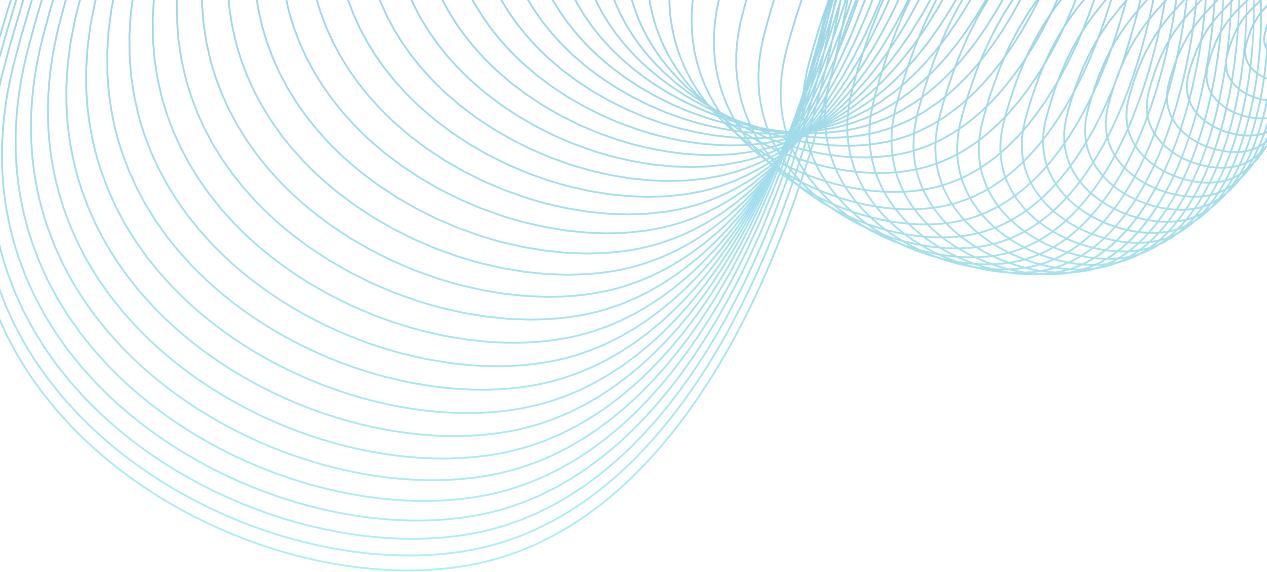
CURRENT CHALLENGES:

- Businesses struggle with integrating multiple software solutions for their operations.
- High costs and complexity of existing solutions deter small and medium-sized enterprises (SMEs).

MARKET GAPS:

- Lack of affordable, user-friendly, and integrated software solutions for SMEs.

SOLUTION



PRODUCT OVERVIEW:

- **TSAR IT PVT LTD** offers an integrated software suite designed to streamline business operations for SMEs.

PRODUCT OVERVIEW:

- Affordable, all-in-one solution.
- Easy-to-use interface.
- Scalable to meet the growing needs of businesses.

MARKET OPPORTUNITY

TARGET MARKET:

- Small and Medium-sized Enterprises (SMEs) across various industries.

MARKET SIZE:

- The global SME software market is projected to grow to \$100 billion by 2027

PRODUCT FEATURES

CORE FEATURES:

- **Integrated CRM:** Manage customer relationships efficiently.
- **Inventory Management:** Track and manage inventory in real-time.
- **Financial Management:** Simplify accounting and financial reporting.
- **Project Management:** Streamline project planning and execution.

BENEFITS:

- Increased operational efficiency.
- Cost savings on software investments.
- Improved decision-making through real-time data.

BUSINESS MODEL

REVENUE STREAMS:

- Subscription-based model with monthly and annual plans.
- Custom licensing options for larger enterprises.

PRICING STRATEGY:

- Tiered pricing to cater to different business sizes and needs.

GO-TO-MARKET STRATEGY

MARKETING PLAN:

Plan 01

Digital marketing campaigns targeting SMEs.

2

Plan 02

Partnerships with industry associations and business networks.

3

Plan 03

Content marketing and SEO to drive organic traffic.

GO-TO-MARKET STRATEGY

SALES STRATEGY:

1

Strategy 01

Direct sales through a dedicated sales team

2

Strategy 02

Online sales through the company website

3

Strategy 03

Channel partners and resellers.

COMPETITIVE ANALYSIS

COMPETITORS:

- Competitor A
- Competitor B
- Competitor C

COMPARISON:

- **TSAR IT PVT LTD** offers a more affordable and user-friendly solution compared to Competitor A.
- Our integrated approach eliminates the need for multiple software solutions, unlike Competitor B and C.

FINANCIAL PROJECTIONS

REVENUE FORECAST:

KEY METRICS:

- Customer Acquisition Cost (CAC): \$200
- Customer Lifetime Value (CLTV): \$1,500



MILESTONES AND ROADMAP

ACHIEVEMENTS:

- Successfully launched MVP with positive user feedback.
- Secured first 100 paying customers within six months

FUTURE PLANS:

- Expand product features and integrations.
- Scale marketing efforts to reach a broader audience.
- Explore international markets.

FUNDING ASK

FUNDING REQUIREMENTS:

- Seeking \$2M in seed funding.

USE OF FUNDS:

- Product development: 40%
- Marketing and sales: 30%
- Hiring and team expansion: 20%
- Operational expenses: 10%

OUR TEAM

Dedicated professionals with a passion for technology and innovation.



RAKESH
FOUNDER



JABIVULLA
MANAGER



NAVEEN
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