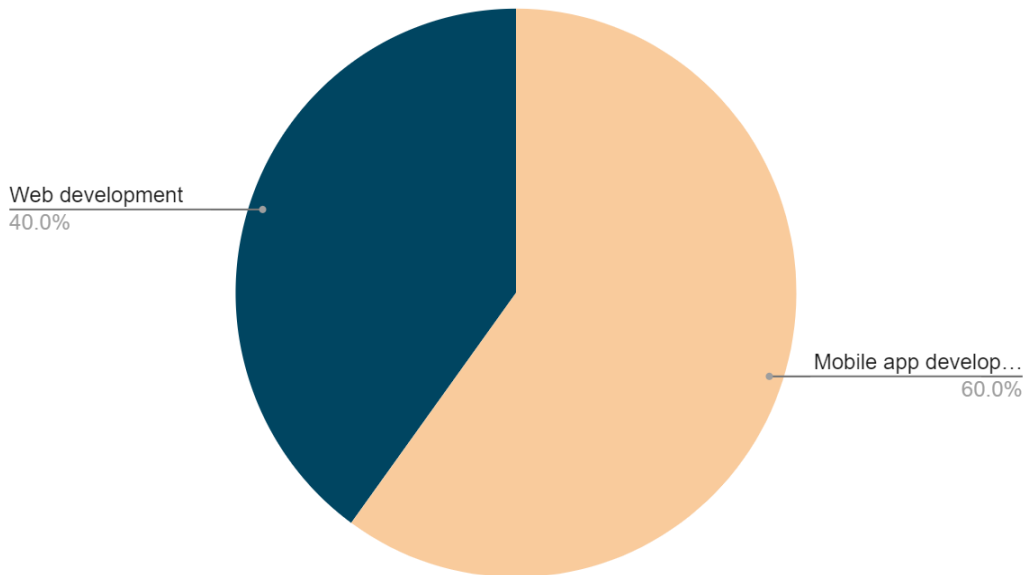# BUSINESS MODEL

RichestSoft | is the one-stop solution for all your IT needs — from app development , web designing & development to Blockchain.
Develop Top-Notch Technological Solutions Across All Types Of Business Domains.

RichestSoft

Web development
40.0%

Mobile app develop…
60.0%

Appinventiv | Mobile App Design & Development Company.Tech experts are available to characterize clients product ideas and define the Scope of work.

While most startups usually focus on one sector and try to develop expertise in it, either eyeing a large market share or sustained operations over the years ahead, Appinventiv operates in over 20 sectors, ranging from blockchain, retail, healthcare, hospitality to social networking. One of the things Appinventiv focuses on, once the business plan is set for a client, is to roll out its product as soon as possible.

Appinventiv

Custom Software de…
25.0%

Mobile app develop…
75.0%
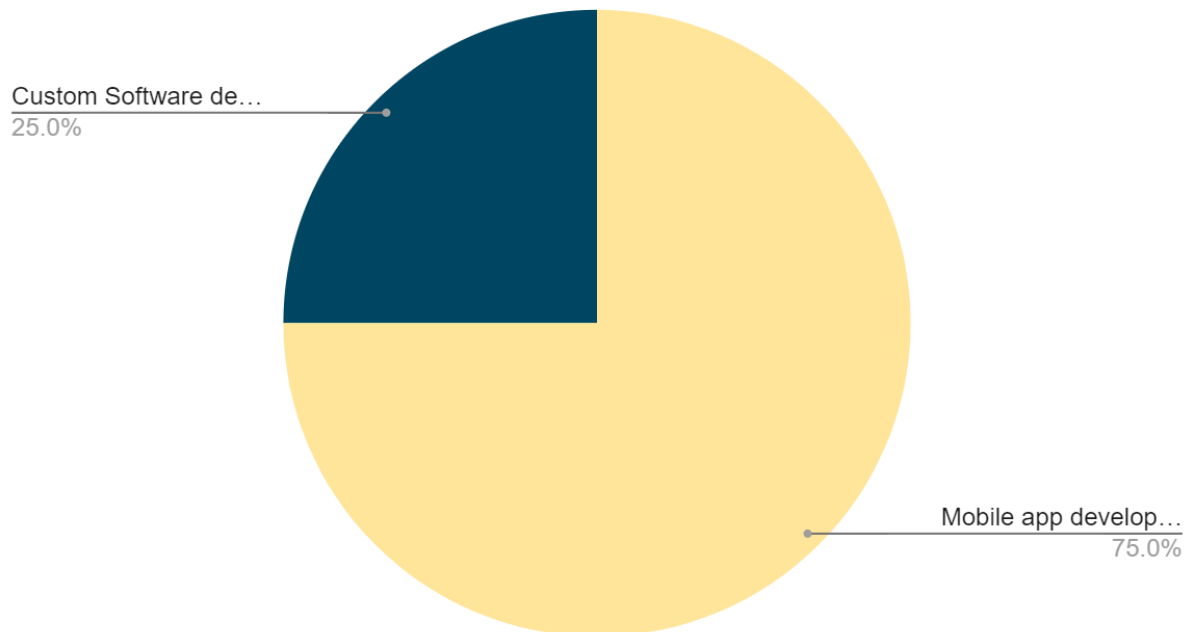
TARGET AUDIENCE

RichestSoft

Small Business - 50%
Mid Market - 30%
Enterprise - 20%

Appinventiv

Small Business - 40%
Mid Market - 40%
Enterprise - 20%

Revenue Breakup

RichestSoft -

		Financial	Education	Health	Travel and	Publishing &	Other
20%	20%	10%	10%	10%	10%	10%	10%
Social	E-commerce				lifestyle	Digital Content	

Appinventiv -

			E-commerce	Sales
30%	20%	20%	10%	10%
Financial	Education	Health & wellness		

EXPERIENCE AND PORTFOLIOS

RichestSoft was founded in 2007 while Appinventiv was founded in 2014.
RichestSoft has better and more experience than the latter. But according to the analysis of portfolios of both the websites, Appinventiv looks better due to development in India friendly app domains while the solutions given by RichestSoft are not much used in India.
Accordingly, Revenue of RichestSoft is around 1000$ as compared to Appinventiv whose revenue growth touches 50,000$.

How can RichestSoft beat its competition?

To beat Appinventiv and to make its place in the Indian market, RichestSoft needs to develop solutions which are of more use to Indian common people. Dating apps like Glitter or Meow Chow Now of Richestsoft are less usable than educational apps like Gurushala and shopping apps like 6th street of Appinventiv. This effect can be shown on revenue growth of the both. It is a huge business gap between both the models. RichestSoft needs to grow its network towards Indian markets and choose its clients according to that.