

Business Plan

# TheMR Softworks



PRESENTED BY

"Muhammad Ammar (M63)"  
to, Sir. Zeeshan

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**TheMR Softworks**

contact@themr.soft

Presented By, Muhammad Ammar

To, Sir Zeeshan

January 31, 2022

## Executive Summary

**TheMR Softworks Limited** is a start-up organization (software house) whose vision is to create the finest, most efficient, and highest performant software for corporations, industries, finance departments, and other clients. The software products are been designed and created by a C++ Software Engineer, and Developer enthusiast of the Game industry, to meet the solutions of modern industrial and banking standards. The software will be developed by an incremental development model approach to make the delivery as instant as possible and to ensure the reliability, and efficiency of the product. TheMR Softworks is being formed at Soldier Bazar Jhelum.

## Objectives

The Objective of TheMR Softworks is;

- Creating Solutions for **Modern Business Problems**, with
- Most **Efficient** ways, while
- Reducing the **Recourse Consumption** (efficient hardware usage), and
- **Maximizing Performance**, using
- **Multithreaded** Environments



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### Our Mission

The mission of 'TheMR Softworks Limited' is to work directly with corporations and industries, with local clients, to maximize efficiency, and minimize the communication gap between clients and developers. This methodology will significantly increase the growth and, the performance of the company, which will result in highly scalable products, according to user's choice. User Experience (UX) has been always our top priority and its one of the main goals of the company, to ensure User Satisfaction.

### Company Summary

TheMR Softworks is a new start-up software development contracting firm. The owner, **Muhammad Ammar** has over fifteen years of experience in Connectivity, Networking, C++ GUI Programming, and UI/UX Designing. With the increasing demands of efficient Business Solutions, and High Performant Software, due to the increase in the complexity of the systems with time, TheMR Softworks is aimed to provide such efficient solutions, by having experience with incredibly fast development teams, and high performant solutions.

From 2019 to the present day, Muhamamd Ammar has been a Software Engineer and Multithreaded Programmer, by passion. He has already created Business Solutions for **NADRA**, **State Bank**, and **Jazz Corp**. His primary responsibility is to ensure user satisfaction, and develop satisfactory Business Solutions, while also focusing the non-functional requirements.



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### Ownership

Muhammad Ammar is the current owner of the 'TheMR Softworks' and has plans to have multiple Employees in the future.

### Services

TheMR Softwork provides the following services to its customers;

- Modern Business Solutions, using Modern Set of Tools and Frameworks
- High Performant Products
- Cross-Platform Solutions
- Modern, Elegant, Premium, and Trending UI/UX Designs
- Efficient Core Engines, of the Softwares
- Power-Friendly Solutions, with
- Automated data collection installation
- Database engineering/conversions (MS Access/SQL/Oracle)
- Database links to the accounting system (MAS-90/Solomon/Peachtree)
- Incremental Development Model, to provide
- Online Software Updates
- Portable Data Terminal programming
- System consulting

### Prices

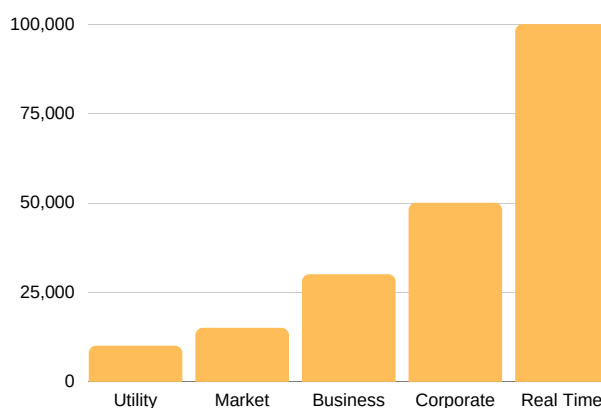
Utility Solutions: 10,000/-

Market Products: 15,000/-

Business Level Solutions: 30,000/-

Corporate Level Solutions: 50,000/-

Real-time Systems: 1,00,000/-



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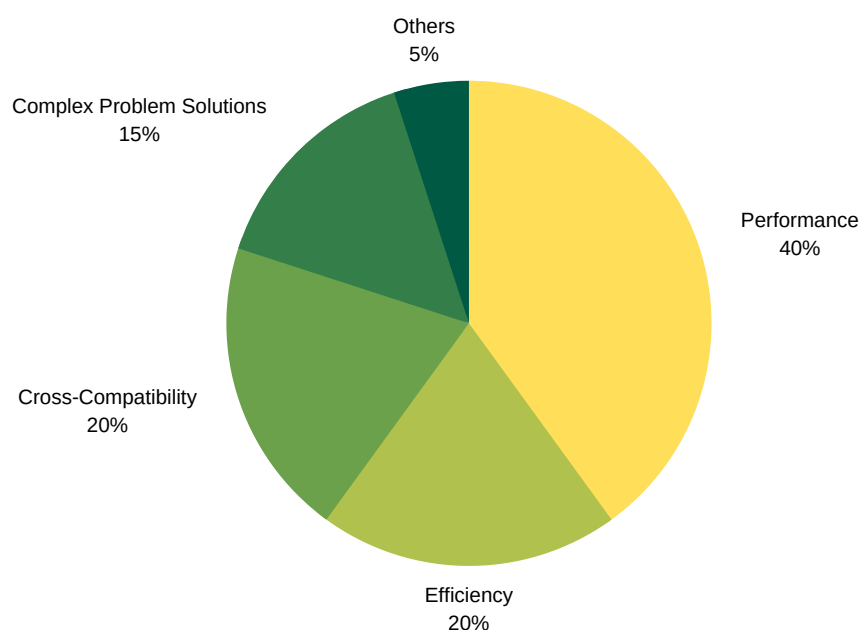
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## Market Value

Whether small or large, Modern Software Solutions are the need of every corporate or business. It currently holds a \$5 Billion industry, according to international standards. The products are used in Corporates of, Businesses, Artificial Intelligence, Deep Learning, Real-Time Systems, with a significant inventory. Almost 30% of the market works on the basis of Software Solutions, with their demands, keep on changing with respect to changing situations and requirements. It is also estimated that Software-Based Systems will dominate the market by 2025.

The coding efficiency, adaptation of modern framework and tools, and good development practices are not commonly adopted by software firms, which eventually leads to failure of the product, with change in requirements of the client. However, The owner of the 'TheMR Softworks' has extensive experience with the above-listed scenarios.

This expertise will result in Long-Term relations establishment with the corporates, and other businesses, which will eventually result in the growth of the Company.





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### Competitors

Our Top competitors in Pakistan are;

- **NetSol**: One of the most popular IT Services provided, worldwide
- **Ovex Solutions**: Biggest Exporter of IT Solutions
- **TRG Tech**: Pakistan's biggest BPO Services supplier
- TechAbout
- Macrosoft
- Systems Limited
- KalSoft
- TechLogics
- Q-Soft Technologies
- Zapto Systems

TheMR Softworks will sustain its competitive advantages to steadily gain market share. The first advantage is based on extensive knowledge of High-Performance Programming, using Frameworks based on C++, and Modern UI/UX Designs, and providing Modern Business Solutions using Modern and Efficient Logics products. The second advantage is an established network of contacts among numerous companies, and Government organizations, that utilize the products of TheMR Softworks

These development skills and, established relationships create a trust bond that is significant when it comes to generating new referrals.

### Management Summary

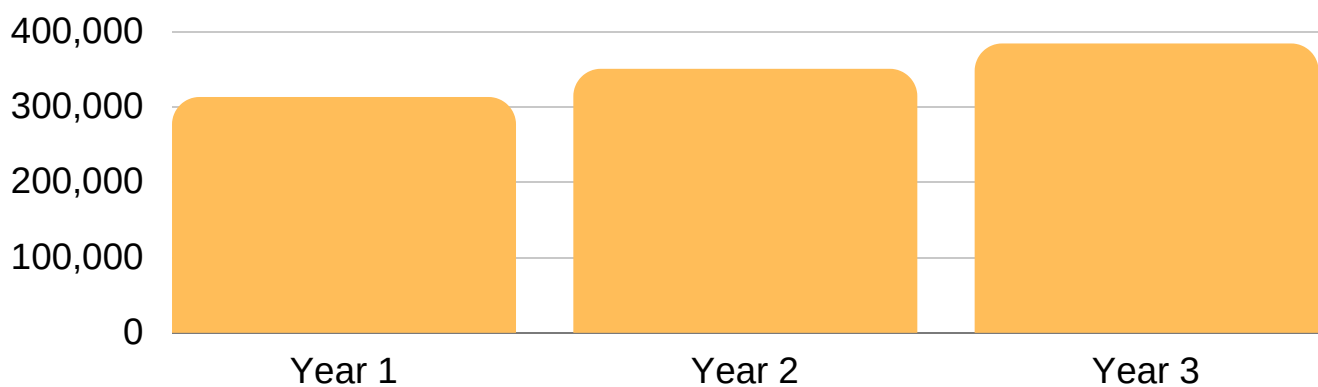
TheMR Softworks will be managed by, **Muhammad Ammar** the current owner of the Company. Employee on contract is hired, depending on the client requests.


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**The Pro Forma Income Statement**

	Year 1	Year 2	Year 3
Sales	340,577/-	388,000/-	430,000/-
Cost of Sales	0	0	0
Gross Profit	340,577/-	388,000/-	430,000/-
Utilities	3,600/-	3,600/-	3,600/-
Rent	12,000/-	12,000/-	12,000/-
Toal Expenditure	15,600/-	15,600/-	15,600/-
Operating Profit	324,977/-	372,400/-	414,400/-
Interest Expense	2,883/-	2,676/-	2,460/-
Taxes Incurred	9,688/-	19,837/-	28,362/-
Net Profit	312,406/-	349,887/-	383,578/-

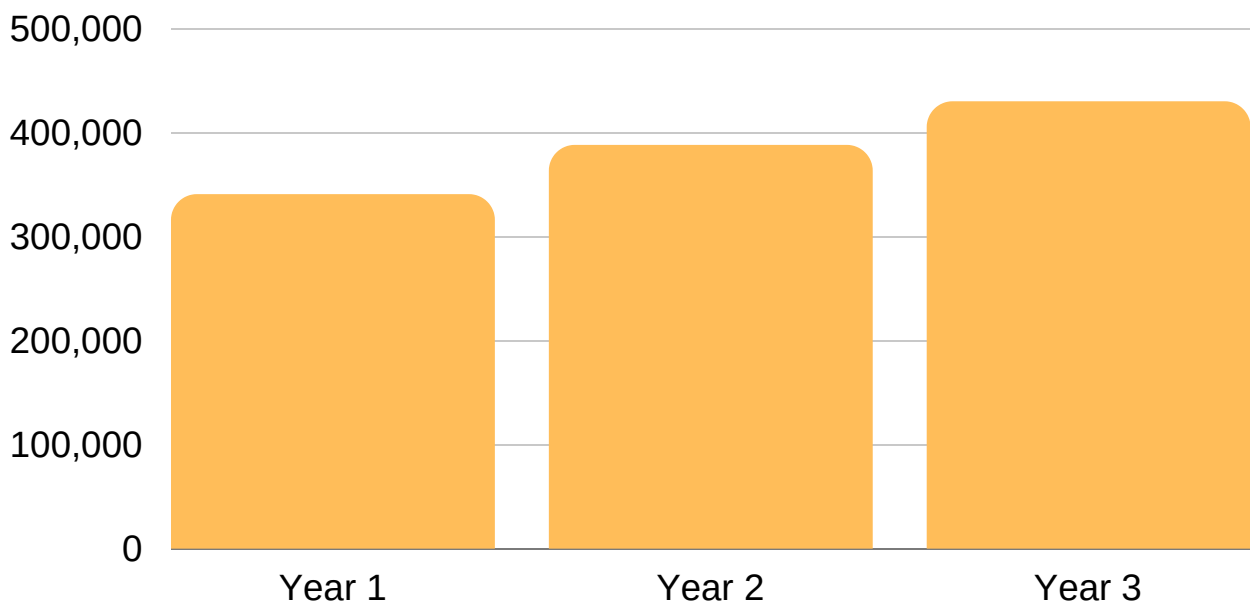




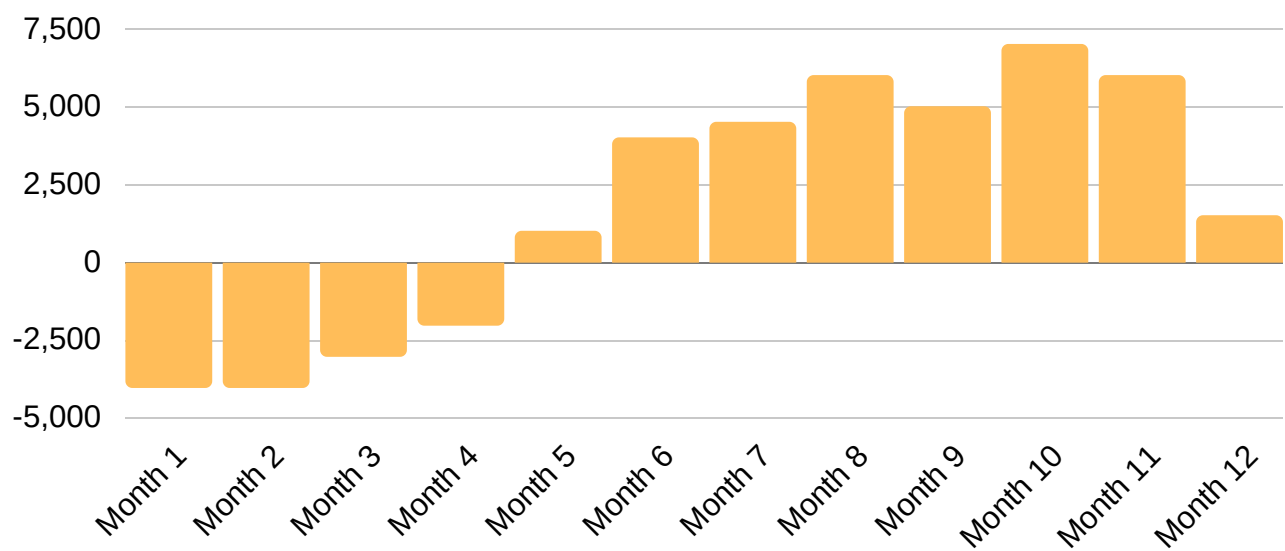
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### Yearly Gross Margin



### Monthly Profit




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**Pro Forma Balance Sheet**

Assets	Year 1	Year 2	Year 3
Cash	39,191	76,661	134,395
Account Receivable	46,013	52,419	58,094
Total	85,204	129,080	192,489
Long Term Asset	0	0	0
Grand Total	85,204	129,080	192,489

Liabilities			
Account Payable	5,198	6,378	7,218
Long Term Liability	46,400	42,800	39,200
Total Liabilities	51,598	49,187	46,418

Equity			
Paid-in Capital	20,000	20,000	20,000
Earnings	22,606	46,287	66,178
Retained Earnings	9,000	13,606	58,893
Total Equity	33,606	79,893	146,071
Liabilities + Equity	85,204	129,080	192,489

BUSINESS  
PLAN  
OF

# TheMR Softworks