



# TECHNERCIA

Business Plan | 2K18

## ABSTRACT

Technercia is a Software House providing with the best Tech Services in the cheapest rates. Moreover, it takes care of the rights of Freelancers.

## COURSE

Introduction to **Business**

## SUBMITTED BY

**Rimsha Bilal** | CIIT/FA17-BS(CS)-062/SWL  
**Alina Raza** | CIIT/FA17-BS(CS)-072/SWL  
**Usama Sarwar** | CIIT/FA17-BS(CS)-090/SWL

## SUBMITTED TO

Ma'am Sadaf

## DATED

April 19, 2018



# COMSATS University

Sahiwal Campus



## INTRODUCTION

Name: **Technercia**

Slogan: Exploring Futures

Nature: Software House

## CEOs

- Rimsha Bilal
- Alina Wafa
- Usama Sarwar

## ABSTRACT

Nowadays, everyone is familiar with the use of technology. People use Digital media instead of other media because it is smarter and faster than other media. Global world is getting involve with the use of Technology. There are many software houses working in the world but Technercia is a bit different. Its aim is not only to earn a considerable amount of revenue but also to play an important role in the development of Society. We are providing means of employment.

# BUSINESS PLAN



## BUDGET

\$50

Details:

- ✓ Internet Connection | \$30
- ✓ Website Domain | \$10
- ✓ Company Registration Charges | \$10

## MARKET RESEARCH

Top 5 Software Houses in Pakistan

1. NetSol
2. Ovex Technologies
3. TRG TECH
4. Macrosoft
5. Zepto Systems

All of these Software houses are top ranked but these companies lack many things. Technercia finds this opportunity and thus stands unique. Technercia aims to facilitate not only client but also the workers that are working with their full devotion.

Technercia Provides the best services in cheapest rates. Strategy is simple, other software houses use Freelancers but don't give them as much reward as they deserve. Technercia takes care of all the rights of Freelancers in order to make them feel motivated.

# BUSINESS MODEL | SERVICES

Technercia is a Software House that provides the following services:

- ✓ Tech Services
- ✓ Software Development
- ✓ Website Development
- ✓ Android Applications
- ✓ Game Development | Unity
- ✓ Graphic Designing
- ✓ SEO Based Content Writing
- ✓ Research Articles
- ✓ Concept Arts
- ✓ S.E.O Services

These are some of the major fields in which Technercia is serving.

## MARKETING PLANNING

- ✓ Social Media
  - Memes (Facebook, Instagram)
  - Ads (Facebook, Instagram, YouTube)
- ✓ Website Search Engine Optimization

## LONG TERM GOALS

Technercia aims to provide:

- 🚩 The Best Service Provider World Wide
- 🚩 Trusted company in all means
- 🚩 Franchising

## TEAM BUILDING

Technercia hires:

- Talented Freelancers
- Honest and Devoted Employees
- Criteria: Minimum Matriculation
- Job Applicant would send his CV via E-mail, then after the verification of his/her CV.
- Online test with a sample problem in a limited time.
- After passing test he'd be hired as a Freelancer at Technercia.

Technercia doesn't compromise on its quality.

# SHARES

CEOs shares will be equally distributed after excluding the pay of Freelancers.

Freelancers would be given two choices:

- Either they can be get paid per Project,
- Or they can be paid weekly/monthly.

# INVOICES

- ❖ Local Freelancers would be paid via Local Banks
- ❖ International Freelancers would be get paid via Payoneer Bank (Online Banking System)