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.
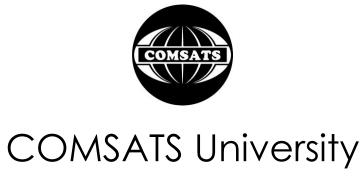
COURSE

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

May 8, 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.

EXECUTIVE SUMMARY

Usama Sarwar with two of his friends Alina Wafa and Rimsha Bilal, found the opportunity of launching a virtual Software House. Technercia is the name suggested for this Software House. This software house hires the top talented Freelancers. It takes care of its Freelancers and gives them bonuses in form of appreciation and benefits like more payment per project. It is going to be launched on June 01, 2018. Its location is virtual, i.e. website www.technercia.tk . Everything nowadays is digital, it's the need of the day because technology has covered all dimensions of the world. We're hiring core members as well as team members. With mutual coordination of the whole team, we will develop such a company; that will fulfil the need of the day.

INTRODUCTION

Technercia is a virtual software house. 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. Each person of the society is familiar with the technology and its need can never be neglected. Technology is playing an important role in serving the society. CEOs are Alina Wafa, Rimsha Bilal and Usama Sarwar.

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.

BUDGET

$50

Details:

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

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:

- o Either they can be get paid per Project,
- o 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)