**Leadership Strategies**



**Session: 2021**

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# PULCIFY Presentation Updates

This document outlines the key changes and additions made to the Pulcify presentation as per the instructor’s feedback, specifically focusing on the inclusion of strategy implementation content and other supporting enhancements.

## Existing Slides (Content Rewording & Enhancement)

Vision & Innovation Slide:

* Rephrased for clarity and improved focus on Pulcify's technological edge.
* Comparison added to legacy tools like Workday and SAP to highlight Pulcify's advantages (real-time, mobile-first, easier UI).

## Newly Added Slides

**1. Strategy Formulation**

Introduced to show how the product will be positioned and initially launched. This includes:

1. Target Early Adopters
2. Modular Rollout Plan
3. Partnerships & Integrations

**2. Strategy Implementation (Main addition as requested)**

Details practical steps to execute the strategy:

1. Marketing Tactics: LinkedIn outreach, email targeting.
2. Demo Approach: Live demos to demonstrate real use.
3. Operational Launch: Pilot with 1–2 SMBs.
4. Customer Support: 24/7 onboarding and real-time support team.
5. Scalable Infrastructure: Cloud-hosted platform.
6. Budget Allocation:
   1. 40% Product Development
   2. 30% Cloud/Hosting
   3. 20% Marketing
   4. 10% Legal/Compliance

**3. Business Policy Integration**

New section added to align strategic plans with internal business practices and policies.

**4. SWOT Analysis**

* Strengths: Tech (AI, GPS), dashboards.
* Weaknesses: Internet reliance, tech onboarding.
* Opportunities: Hybrid work growth, automation.
* Threats: Tech resistance, privacy concerns.

**5. Challenges & Adaptive Strategies**

* Common challenges (budget, tech resistance, non-tech users).
* Mitigation strategies outlined clearly for each.

**6. KPIs to Measure Success**

* Adoption & Usage
* Operational Efficiency
* Engagement & Satisfaction
* Business Growth
* These include numerical targets (e.g., 5–10 clients, 60% error reduction, 80%+ satisfaction).

## Summary of Focused Additions

* Main Instructor Requirement Met: “Strategy Implementation” is now clearly addressed.
* The update shifts the presentation from a conceptual idea to a practical, executable business proposal.
* Added sections show deeper strategic thinking, operational realism, and measurable outcomes.