**Chapter 2: Organizational Overview**

Chapter 2 is representing an organizational overview, mission, company’s vision and about company’s services. In this chapter the detail organizational overview is discussed along with the organization’s mission and vision followed by numerous services.

* 1. **Organizational Overview**

DHAKA CENTRENIC IT Limited is web and graphics solutions provider at its core with the highly qualified designers having experience of more than 7 years in various and complex designs. Other than our core service like web design and development DHAKA CENTRENIC IT Limited has satisfied the clients with the services like Mobile app Design and development, Software and Mobile Testing, SEO and Social Media Designing & Development. We are customer centric and divert our efforts to act as a one stop solution provider in the area of IT. In every area of our operations we work hard in understanding the Client’s requirement and providing the DHAKA CENTRENIC IT Limited made solution.

**Our Philosophy**

We firmly believe in the philosophy of ‘Our skill Our identity’. We take pride in a team of highly qualified, skilled and motivated Professionals who are encouraged to lead, innovate and excel. Our team consists of top professionals who share a common vision and passion, providing our clients with critical insights and advise to succeed in today's competitive environment. We believe in delivering Expertise, Excellence Services through our past Experience and providing the highest and best end use of services to our client.

**Our Services**

* Web Design
* Web Application
* Software Development
* **Web-Design**

At DHAKA Info Care Limited, we focus on creating search engine friendly, aesthetically appealing and interactive website designs.

It is a known fact that to build a strong web presence and to secure the countless marketing opportunities available on the internet, a good website is imperative, thus triggering a race for Website Design while designing and developing your website, our professionals keep in mind key factors like easy-navigation, overall consistency and content quality, stipulated timeframes and budget. Higher for the company is to be ranked on the Search Engine result pages.

* **Software Development**

At DHAKA Info Care Limited we offers fully integrated software development and technical support solutions.

DHAKA Info Care Limited is well-experienced custom software Development Company and software outsourcing company. We have great expertise in the development of custom software applications due to our professional team efforts in performing the work according to the need of our offshore clients. We strive to focus on the customer and deliver solutions designed around their requirements rather than focusing on a specific technology and expecting the customer to adapt to the technology and platform of our choice. We use to fulfill specific needs of our clients as per their convenience for their business.

**Our Location at Bangladesh**

**Location**

Room - 11 & 11/A (6th floor),

Sahera Tropical Center,

218, Elephant Rood (Bata Signal),

Dhanmondi, Dhaka-1205

**2.2 Vision**

* To build a trusted IT Companies in Bangladesh
* To be the largest Software Companies in Bangladesh
* To be the largest online retailer
* To be the best choice for people when they like to Apps Development
* To be the largest SEO (search engine optimization) Marketing Company in Bangladesh
* To be the largest IT company in World.

**2.3 Mission**

Produce excellent service in the field of IT Service, Software Development, Website Design & Development, Apps Development, SEO (Search Engine Optimization), SMM (Social Media Marketing), Online Advertisement, e-database systems and banking home and abroad, E-commerce and Consultancy with maximum effort driven toward customer satisfaction.

**Our Mission at a glance:**

* To achieve maximum customer satisfaction over the entire life cycle of our customer solution via our excellence of products and solutions.
* To consistently enhance our competitiveness and deliver profitable growth.
* To practice highest standards of corporate governance and be a financially sound company.
* To be a partner in nation building and contribute towards Bangladesh economic growth.
* To encourage ideas, talent and value systems and become the customers of choice.
* To earn the trust and confidence of all customers, exceeding their expectations.
* To uphold the guiding principles of trust, integrity and transparency in all aspects of interactions and dealings. Vision to build upon a reputation of being one of the most innovative IT Solution and Service provider. We believe in doing our work in the most efficient way with robust and structured methodology, with gradual evolution from hard-work to smart- work culture, at client’s end also.

**2.4Organizational Structure**

Sales Executive

Sales Executive

Programmer #2

Programmer #3

Programmer #1

Software Tester

Software Designer

Programming Team Leader

System Analyst

Marketing Team Leader

Financial Officer

Chief Financial Officer (CFO)

Director of Marketing

Director of IT

Chief Executive Officer

(CEO)

Figure 2.1: Organizational Structure of DHAKA CENTRENIC IT Limited