AN IN-DEPTH ANALYSIS OF TIGG: A LEADING PROVIDER OF SOFTWARE AS A SERVICE SOLUTIONS

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**INTRODUCITON**

Tigg is a modern, cloud-based software solution provider that aims to elevate businesses with its diverse selection of products. Built in collaboration with Nepal's top accounting firms, Tigg's solutions are designed by accounting experts and built by technology experts.

Their product suite includes:

1. **Tigg: Accounting:** An efficient way to manage accounting and finance for businesses, offering features like accounting, inventory management, and reports.

2. **Tigg Restro:** A solution to elevate restaurant management with features like table management, order processing, and a kitchen order system.

3. **Tigg Retail:** A solution to simplify retail operations, offering features like multi-store support, sales order processing, and barcode scanning and printing.

Tigg's solutions are compliant with all the requirements of electronic billing procedure, 2074 (with Fourth Amendment). They offer a secure, cloud-based solution that enhances data access and collaboration flexibility. Their software provides automatic updates and maintenance, real-time collaboration, and robust security measures including data encryption, access controls, and regular backups.

Tigg's solutions are loved by founders and CAs, with testimonials praising the modern outlook, ease of use, and the numerous reports that the software produces. The fact that it is accessible from anywhere, being a cloud-based platform, is an added advantage. Tigg is recommended for any business looking for an easy-to-use software with great reporting capabilities.

**COMPANY OVERVIEW**

Tigg, a pioneering software solution provider, was established in 2020 amidst the challenging times of the COVID-19 pandemic. The founders, Prarthana Saakha and Ramesh KC, saw an opportunity to innovate and contribute to the digital transformation of businesses during this global crisis.

With an initial budget of around 1 crore, Tigg embarked on its journey from its base in Manbhawan. Under the leadership of Saakha and KC, the company’s mission was clear - to develop efficient and user-friendly software solutions that cater to the diverse needs of businesses. The development of their software solutions during the pandemic is a testament to their resilience and adaptability. This journey, led by Saakha and KC, demonstrates how innovation and resilience can lead to success, even in the most challenging times.

**TECHNOLOGY STACK**

Tigg’s software solutions are built using Go language on server side and React on client side. These modern and efficient technologies enable Tigg to develop robust and scalable solutions. The use of such advanced technologies underscores Tigg’s commitment to staying at the forefront of technological innovation.

**LOCATION AND DEVELOPMENT TEAM:**

Tigg is based in Manbhawan, a location that is home to a vibrant tech community. Their team of skilled developers from Nepal is responsible for the development of their innovative software solutions. This team’s expertise and dedication play a crucial role in Tigg’s success.

**HURDLES:**

Tigg has been instrumental in changing existing business practices by offering cloud-based POS solutions. They were the first to implement this solution, demonstrating their innovative approach. Despite initial challenges, they started with a low price to attract customers, showing their strategic thinking.

**PRODUCT FEATURES:**

Tigg’s products offer features like inventory management and reporting. These features cater to the needs of various businesses including trading, service, restaurants, and marts. By offering such diverse features, Tigg ensures that their solutions can be tailored to meet the unique needs of each business.

**CUSTOMER BASE:**

Tigg’s customer base is diverse, reflecting the versatility of their software solutions. Their products cater to a wide range of businesses, including those in trading, service, restaurants, and retail sectors. This broad customer base includes small businesses looking for efficient ways to manage their operations, as well as larger enterprises seeking robust, scalable solutions.

Tigg’s cloud-based POS solutions have been particularly popular, attracting businesses that value the convenience and flexibility of cloud-based services.

**PRICING MODEL:**

Tigg offers flexible pricing options to cater to the diverse needs of their customers. For all three of their software solutions - Tigg Accounting, Tigg Restro, and Tigg Retail - they provide three different subscription plans: Yearly, 3-Yearly, and Lifetime. This allows businesses to choose a plan that best fits their budget and long-term needs.

In addition to the subscription duration, Tigg also offers three different levels of their software: Standard, Professional, and Enterprise. Each level offers a different set of features and capabilities, allowing businesses to select a level that best matches their operational requirements.

* Standard: This level is designed for businesses that need basic features and functionalities.
* Professional: This level offers more advanced features and is suitable for businesses that require a more comprehensive solution.
* Enterprise: This level provides the most extensive set of features and is ideal for large businesses with complex needs.

**COMPETITOR:**

In the competitive landscape of software solution providers, Penahak stands out as a notable competitor to Tigg. Both companies offer similar services and utilize the same technology stack, indicating a close competition in the market.