

# Campaign Brief for Pivotech's Sigma Business Management Software

## Campaign Name:

Sigma Business Management Software Awareness Campaign

Sigma is a software designed to help small and medium-sized businesses (SMEs) manage their day-to-day operations easily. It brings together several important functions that businesses need to run smoothly.

## Campaign Objective:

- **Primary Goal:** Reach and increase awareness of Sigma Business Management System (BMS) among small and medium enterprises (SMEs).
- **Secondary Goal:** Encourage SMEs to explore Sigma's features for better account management, order tracking, and efficient operations through transparent, cost-effective software solutions.

## Target Audience:

- **Primary Audience:** Small and medium-sized enterprises (SMEs) across industries like retail and manufacturing.
- **Secondary Audience:** Entrepreneurs and business owners looking for a cost-effective and reliable solution to manage their accounts, sales, inventory, and reporting needs.

Here's what Sigma can do:

### 1. Account and Financial Management:

- **Track Sales and Purchases:** Sigma keeps track of all your sales, purchases, and payments.
- **Create Invoices:** You can generate invoices for your customers quickly and easily.
- **Manage Payments:** Sigma helps track incoming and outgoing payments, so you know exactly where your money is.

### 2. Inventory Management:

- **Track Stock:** You can keep track of your products, how much you have in stock, and what you need to reorder.
- **Transfer Stock Between Locations:** If you have more than one branch, Sigma allows you to transfer inventory between them easily.

### 3. Reporting:

- **Generate Reports:** Sigma gives you daily, monthly, and other reports about your sales, purchases, and overall business health. This helps you make better decisions.
- **Government Compliance:** Sigma automatically generates reports for tax purposes, making sure you stay compliant with government regulations and avoid any penalties.

### 4. Mobile and Desktop Access:

- **Available on Mobile:** Sigma has an app for Android devices, so you can manage your business on the go.
- **Desktop Access:** You can also use Sigma on your laptop or desktop.

### 5. No Installation Charges:

- **Cost-Effective**
  - Basic version priced at NPR 20,000 + VAT per year (not even NPR 2,000 per month).
  - No installation charge; transparent pricing structure.
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### 6. 24/7 Customer Support:

- Sigma offers round-the-clock support, so if you ever have any questions or need help, they're always there.

### 7. Government-Certified:

- Sigma is approved by the government for tax purposes, which means it generates reports that meet official standards, ensuring your business stays tax-compliant.

In short, Sigma helps businesses manage their finances, inventory, and sales processes in one easy-to-use platform, saving time and reducing errors. It's especially great for SMEs looking for an affordable and reliable system.

**A strong call to action (CTA) for Sigma could be:**

"Start Your Free Trial Today!"

"Take Control of Your Business – Get Sigma Now!"

"Simplify Your Business – Sign Up for Sigma Now!"

"Save Time & Stay Compliant – Try Sigma Today!"

"Ready to Scale Your Business? Get Sigma Today!"

**Link :- <https://pivotech.com.np/sigma/>**