

[DOC_ID]: COMPANY_OVERVIEW_002

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2.1 About Unisoftwares Pakistan

Legal Name: Unisoftwares (Pvt) Ltd

Founded: 2020

Headquarters: Lahore, Punjab, Pakistan

USA Office: Chicago, Illinois (Sales & Account Management)

CEO/Founder: [Sir Zargham Irtza]

Company Size: 50-100 employees

Industry: Digital Marketing, Software Development, SEO, Web/App Development

Tagline: *"We Build. We Grow. We Lead — Together."*

2.2 Vision, Mission & Motto

Vision

To empower organizations through innovation and technology, creating digital ecosystems that promote trust, engagement, and sustainable success.

Mission

To offer result-driven, affordable, and scalable digital solutions that effortlessly blend creativity with strategic precision. We focus on bridging the gap between marketing and technology, enabling every business to thrive online.

Core Values

1. **Integrity:** Be honest and transparent in all dealings
 2. **Innovation:** Push boundaries, adopt new tech
 3. **Client Success:** Measure our success by client results
 4. **Collaboration:** Teamwork across departments and geographies
 5. **Continuous Learning:** Invest in skills and knowledge
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2.3 Services Offered

2.3.1 Digital Marketing Services

- **Search Engine Optimization (SEO):** On-page, off-page, technical SEO, local SEO

- **Pay-Per-Click Advertising (PPC):** Google Ads, Meta Ads, LinkedIn Ads
- **Social Media Marketing (SMM):** Facebook, Instagram, LinkedIn, TikTok campaigns
- **Content Marketing:** Blog writing, whitepapers, case studies, video scripts
- **Email Marketing:** Drip campaigns, newsletters, automation
- **Conversion Rate Optimization (CRO):** A/B testing, landing page optimization

2.3.2 Software Development

- **Custom Software Development:** Bespoke applications for businesses
- **Web Application Development:** SaaS platforms, dashboards, CRM systems
- **Mobile App Development:** iOS, Android, cross-platform (React Native, Flutter)
- **API Development & Integration:** RESTful APIs, third-party integrations
- **MVP Development:** Fast prototyping for startups

2.3.3 E-commerce Solutions

- **E-commerce Website Development:** Shopify, WooCommerce, custom stores
- **Marketplace Integration:** Amazon, eBay, Etsy
- **Payment Gateway Integration:** Stripe, PayPal, PayFast, JazzCash, Easypaisa
- **Inventory & Order Management:** Custom systems or integration with existing ERP

2.3.4 Web Design & Development

- **Corporate Websites:** Professional business sites
- **Landing Pages:** High-conversion pages for campaigns
- **WordPress Development:** Custom themes, plugin development
- **UI/UX Design:** Wireframing, prototyping, user testing

2.3.5 Branding & Graphic Design

- **Logo Design:** Brand identity creation
 - **Brand Guidelines:** Style guides, color palettes
 - **Marketing Collateral:** Brochures, business cards, banners
 - **Social Media Graphics:** Posts, stories, ad creatives
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2.4 Target Market & Ideal Clients

Primary Markets

- **Pakistan:** SMBs, startups, e-commerce brands
- **USA:** Chicago-area businesses, remote-friendly companies nationwide
- **Industries:** Retail, professional services, real estate, healthcare, education, SaaS

Ideal Client Profile

- Revenue: \$100K - \$5M annually
 - Pain points: Low online visibility, outdated websites, poor lead generation
 - Goals: Increase traffic, generate leads, scale e-commerce sales
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2.5 Competitive Advantages

1. **Full-Service Agency:** End-to-end solutions (marketing + development)
 2. **Cost-Effective:** 40-60% lower cost than Western agencies (Pakistan team)
 3. **Proven Results:** Case studies with measurable ROI
 4. **Local + Global Expertise:** Pakistan operations, USA market knowledge
 5. **Fast Turnaround:** Agile methodology, quick delivery
 6. **Client-Centric:** Transparent reporting, regular communication
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2.6 Office Locations & Contact

Lahore Office (HQ)

Address: [Insert full address], Lahore, Punjab, Pakistan

Phone: +92-3019069539

Email: info@unissoftwares.pk

Chicago Office

Address: [Insert address], Chicago, IL, USA

Phone: +92 3019069539

Email: us@unissoftwares.pk

Website: <https://unissoftwares.pk>

Support Email: support@unissoftwares.pk

Sales Inquiries: sales@unissoftwares.pk

FAQs (Company Overview)

Q1: What services does Unisoftwares offer?

A: We offer digital marketing (SEO, PPC, social media), software development, web/app development, e-commerce solutions, and branding. (Source: Company_Overview_Detailed.pdf, Section 2.3)

Q2: Where are Unisoftwares offices located?

A: Headquarters in Lahore, Pakistan, and a USA office in Chicago, Illinois. (Source: Company_Overview_Detailed.pdf, Section 2.6)

Q3: What industries does Unisoftwares serve?

A: Retail, e-commerce, professional services, real estate, healthcare, education, and SaaS. (Source: Company_Overview_Detailed.pdf, Section 2.4)