

[DOC\_ID]: COMPANY\_OVERVIEW\_002

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## 2.1 About Unisoftware Pak

**Legal Name:** Unisoftware Pak

**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."

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## 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@unisoftwarespk](mailto:info@unisoftwarespk)

### Chicago Office

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

Phone: +92 3019069539

Email: [us@unisoftwarespk](mailto:us@unisoftwarespk)

**Website:** <https://unisoftwarespk>

**Support Email:** [support@unisoftwarespk](mailto:support@unisoftwarespk)

**Sales Inquiries:** [sales@unisoftwarespk](mailto:sales@unisoftwarespk)

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## **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)