Qodex

Design. Innovate. Create.

About Us

We're Qodex.

We are a creative web development company that develops user journeys and provide a memorable user experience. We create enduring relationships between brands and their clients.

Our Services :

UI/UX Design

- UI/UX Design
- Prototyping
- Visual Design
- Mobile App Design
- Interaction Design

Web Design & Development

- HTML5 / CSS3 / Javascript
- React.js
- WordPress Development
- WordPress Customization
- Maintenance & Support

E-Commerce Development

- Shopify
- WooCommerce
- Magento
- Mobile-First Approach
- Impeccable Functionality

App Design & Development

- Product Strategy
- Product Development
- Visual Design
- Mobile Applications
- Support and Maintenance

About Themeforest (Marketplace)

About Themeforest :

Themeforest is the #1 marketplace for Millions of creative assets, at one low cost. This is the best place to find professional WordPress Themes & Website Templates for any project for the clients or companies. You can discover thousands of easy to customize themes, templates & CMS products, made by world-class developers. Started on August 2008, Themeforest has grown into a major marketplace with thousands of creatives selling their content.

Themeforest Market Size :

Around **69,975,920** items sold
$1,039,375,189 community earnings

Advantages of selling in Themeforest :

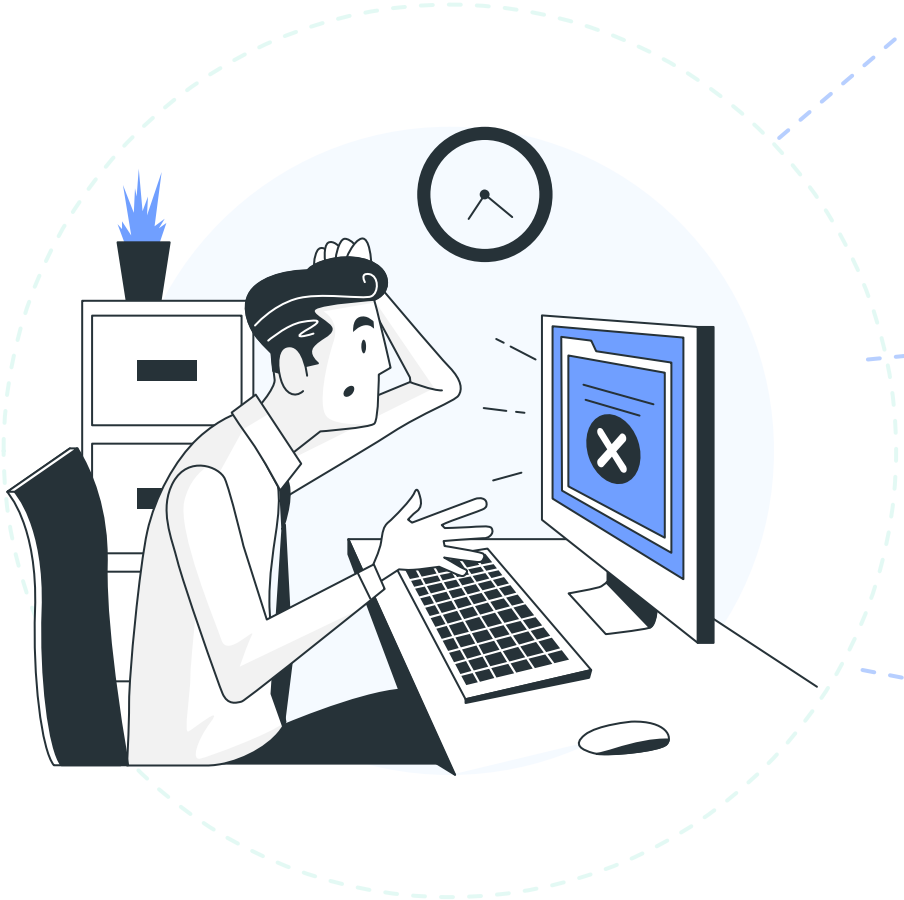
1. No risk of downtime and product visibility is great compared to other Marketplaces.

2. In the recent pandemic situation the sales of the product increased since most of the businesses were moving online.

3. Products age well if we keep updating the product.

4. No problem of recession since the products are sold worldwide.

The Problems.



Market Saturation

The market is now saturated with a lot of items which reduces the number of sales.

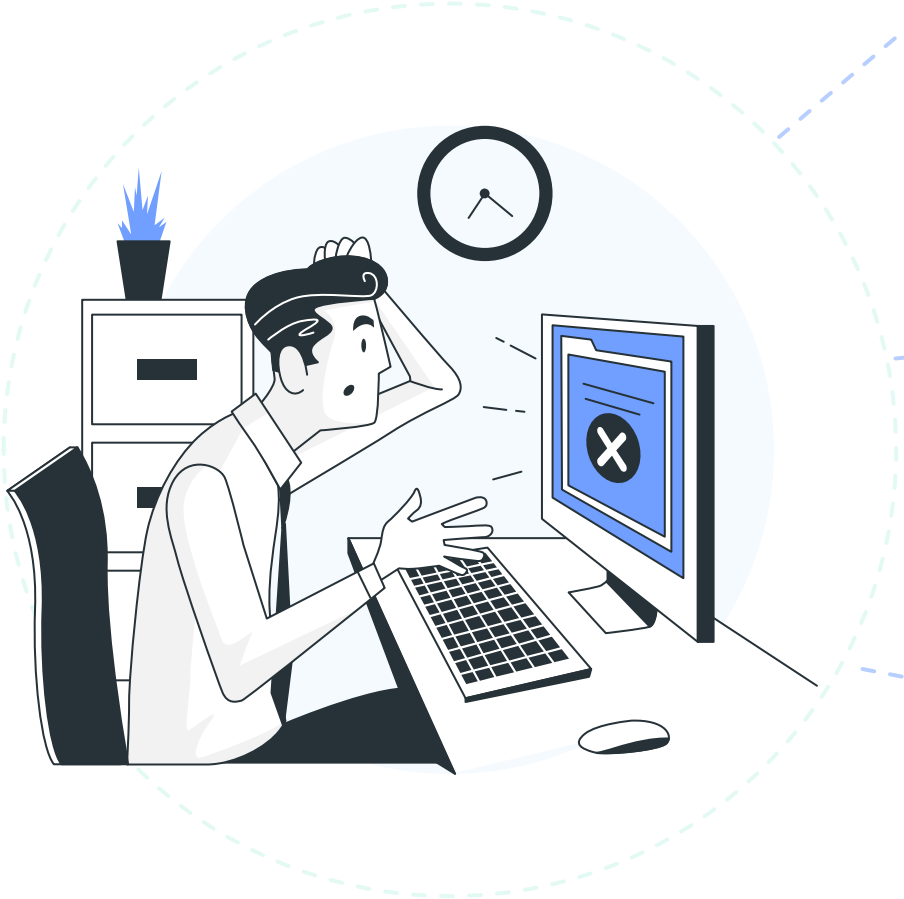
Ineffective funds

The initial cost is critical for this business, In order to get a head start we need a solid investment, to create an affordable, experienced team.

Hiring Talent

Hiring the right talent. Cannot train a new talent to the standard of Themeforest since it is time-consuming. People who created successful products in Themeforest is preferred.

Solutions.



Market Saturation - Solutions

With proper selection of the category and creating products for niche items.

Ineffective funds - Solutions

With the right investors and a good amount of funding we can create a quality product from scratch with the experienced team.

Hiring Talent - Solutions

We are having a list of preselected talent who can accomplish the task and have already made things work.

Market Size

Themeforest Market Size :

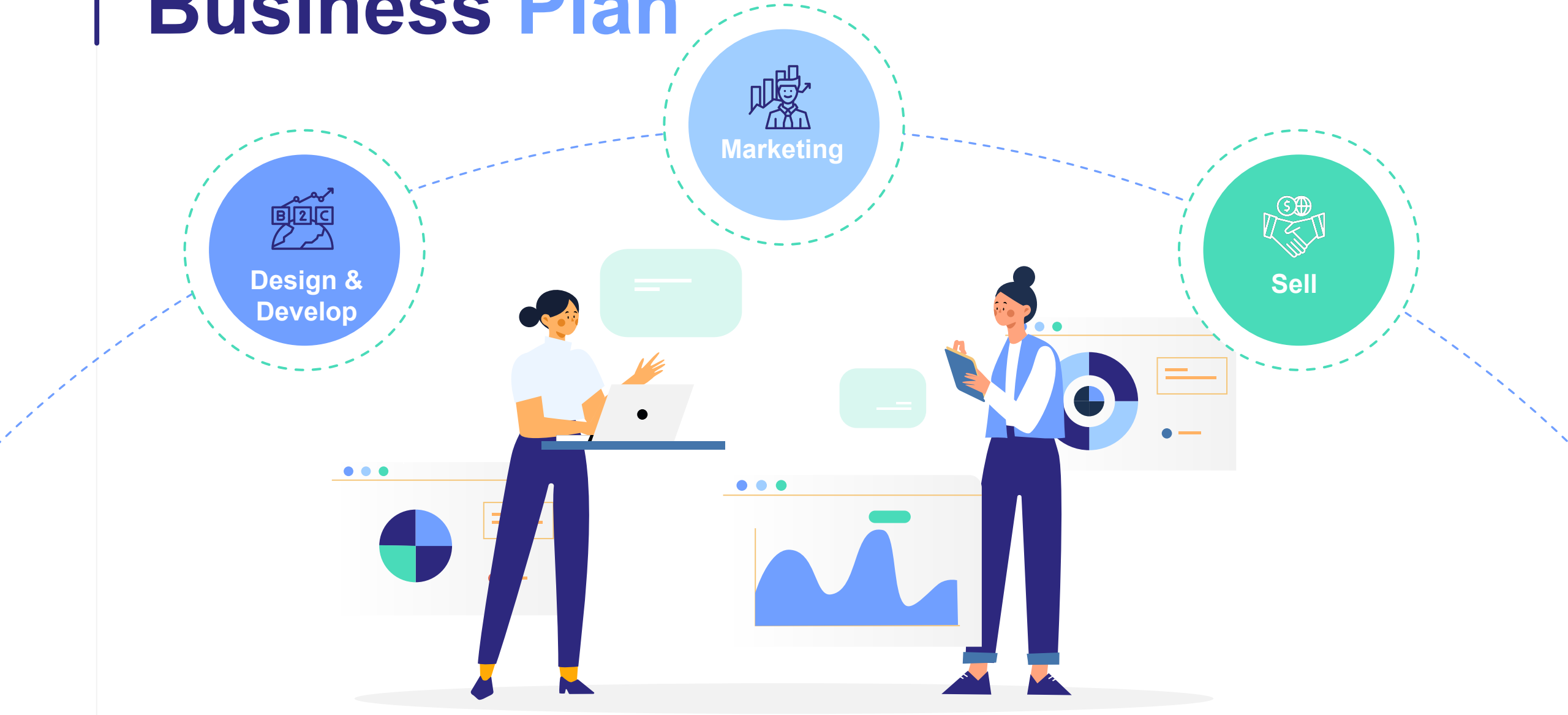
Around **69,975,920** items sold

$1,039,375,189 community earnings

Still counting

** End of July

Business Plan



Marketing Plan

What Are The Project Workflow?

Hire a Team

Discuss about Project

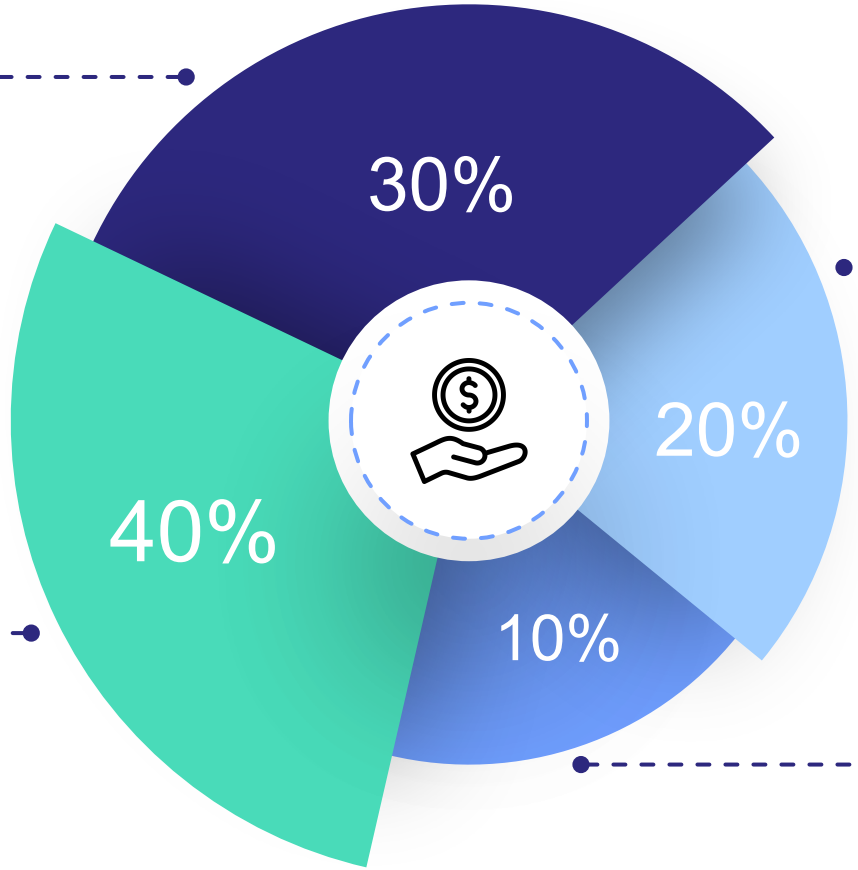
Kick Start the Project

Complete the Project

Getting Approval

Earn

Financial Allocations



Marketing

Advertising – 50%
Design – 50%

Development

Developer – 80%
Work Tools – 20%

Productions / Design

Designer – 80%
Device – 20%

Hosting Operational

Cloud – 60%
Operational – 40%

Project Size?

01 Small Size

Its Project Design & Development Cost Should Be around **$2K to $5K.**

02 Medium Size

Its Project Design & Development Cost Should Be around **$7K to $10K.**

03 Large Size

Its Project Design & Development Cost Should Be around **$15K to $45K.**

Investor Relationship

The cost of the project is purely based on the type of project.

There are small, medium and large-sized products. Each has their own advantages and disadvantages and basically, it boils down to the same profit amount.

*Investors will be benefitted around **48% profit initially from the sales for 2 years** and after 2 years, the percentage will be reduced. Percentage reduction will depend based on the income/profit from the product sales.*

Expected target sales:
1st-year target sales minimum is 500 sales & 2nd-year sales minimum 1500 sales.

The development time for a medium size product is around 2-4 months approximate. Selling rate varies from $13 - $69 per sale. (Marketplace author fees is around 37.5%),, our margin is 62.5% including taxes.

Some Key Points

Cost of Development :

The development time for a medium size product is around 2-4 months approximate.Selling rate varies from **$13 - $69 per sale**. (Marketplace author fees is around 37.5%),, our margin is 62.5% including taxes.

Plan :

The plan is to develop a maximum of 6 to 8 **Small size products** within 2 years which costs around $15k - $18k. We can also develop **Large products** which are estimated between $18k - $45k. If we plan for **Medium size project**, we can complete 4 products which cost around $20k – $25k.

Expected target sales :

1st-year target sales minimum is 500 sales & 2nd-year sales minimum 1500 sales.

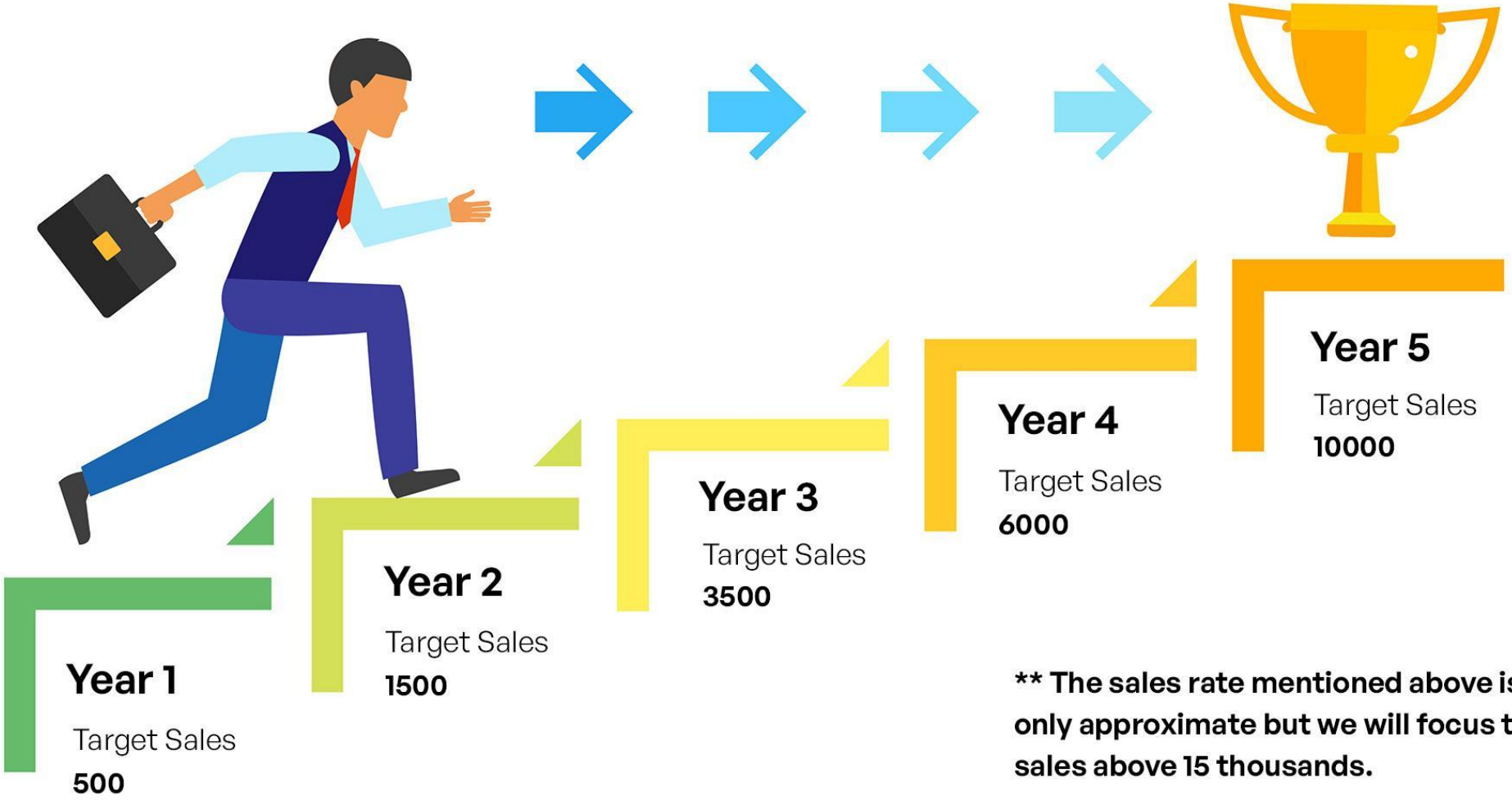
To achieve the above plan we require around $3k – $6k per project.

There are additional costs like SEO(Digital Marketing) maximum of **$300 to $450** per month. Right now it's not necessary for the first 2 products. When we grow we can incur those costs to keep our profile in a better position.

Hiring Team :

The team is hired only after a thorough scrutinization and after exchanging legal documents on either side. The team is selected based on their existing products and their product success rate. Talents are acquired with previous experience in Themeforest and only Remote Job is provided.

Expected Target Sales



** The sales rate mentioned above is only approximate but we will focus to sales above 15 thousands.

Contact Us

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Thank You