

Business Plan – Software Development & Digital Marketing Agency (Dubai)

1. Company Overview

- **Name:** ADVANCE FUTURE INFORMATION TECHNOLOGY L.L.C
- **Legal Form:** LLC – Single Owner (Dubai DED License)
- **Licensed Activities:** Software design & development, IT infrastructure & cloud services, digital marketing via social media, web & app design, education & training in IT.
- **Positioning:** Tech + marketing hybrid agency serving SMEs, startups, and corporates.

2. Market Opportunity in Dubai

- SMEs & startups make up 94% of companies in Dubai → high demand for software + digital presence.
- Growing demand for websites, mobile apps, social media marketing, cloud/IT setup, and training.
- Agencies in Dubai charge premium rates, making this a high-margin opportunity.

3. Services & Revenue Streams

1. Software Development (custom apps, SaaS solutions)
2. Digital Marketing (social media management, ads, SEO)
3. Cloud & IT Services (cloud setup, ERP/CRM, consultancy)
4. Training Programs (digital marketing, coding, corporate upskilling)

4. Investment Requirements

Expense Item	Approx. Cost (AED)	Notes
License Renewal	12,000 – 15,000	Annual
Office (Ejari/Co-working)	20,000 – 40,000	Required for visa quota
Visas (Owner + 2–3 staff)	15,000 – 25,000	AED 3–5k/person
Branding & Website	20,000 – 50,000	Agency website, portfolio, social ads
Staff Salaries	240,000 – 400,000	3–5 employees @ 7k–10k AED/month
Marketing & Operations	30,000 – 50,000	PR, campaigns, equipment

5. Revenue Projections

Year	Clients	Revenue (AED)	Notes
Year 1	8–12	600k – 1M	Small projects + 3–4 retainer clients
Year 2	15–25	1.5M – 2.5M	More retainers, larger projects
Year 3	30+	3M – 5M	Expansion into GCC clients

6. Returns

- Initial Investment: ~AED 500k
 - Year 1: AED 800k revenue (10–15% net profit = AED 100k)
 - Year 2: AED 2M revenue (25% net profit = AED 500k)
 - Year 3: AED 4M revenue (30% net profit = AED 1.2M)
- By Year 3, the business can double or triple the investment.

7. Next Steps

1. Position as a niche agency for SMEs in Dubai.
2. Build agency website + portfolio.
3. Hire small core team (developer, designer, marketer).
4. Start with retainer clients + custom projects.
5. Expand to corporate contracts & government tenders in Year 2–3.