



Research Project (RP-1)

Topic: VR/AR and Emerging Technology at Elite IT Team



Company Name: Elite IT Team

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INTRODUCTION

Elite IT is a global IT service provider, headquartered in London, England, they offer a wide range of managed IT services. Established in 2020, the company has evolved from reselling hardware to providing overarching complete IT solutions, including cyber security, web design, AR/VR, and more. It has a team of certified professionals, Elite IT caters to business of all sizes across various industries, emphasizing simplicity, reliability, and affordability. The company also conducts free IT audits to help businesses optimize their technological infrastructure. Company size is about 11-50 Employees. IT specializes in following: IT services, IT support, web design, and development, app development, cyber security, AR/VR, SEO, Social marketing, hardware procurement, virtual development, virtual reality, and AI development.

COMPANY'S PROFILE:

Vision Statement

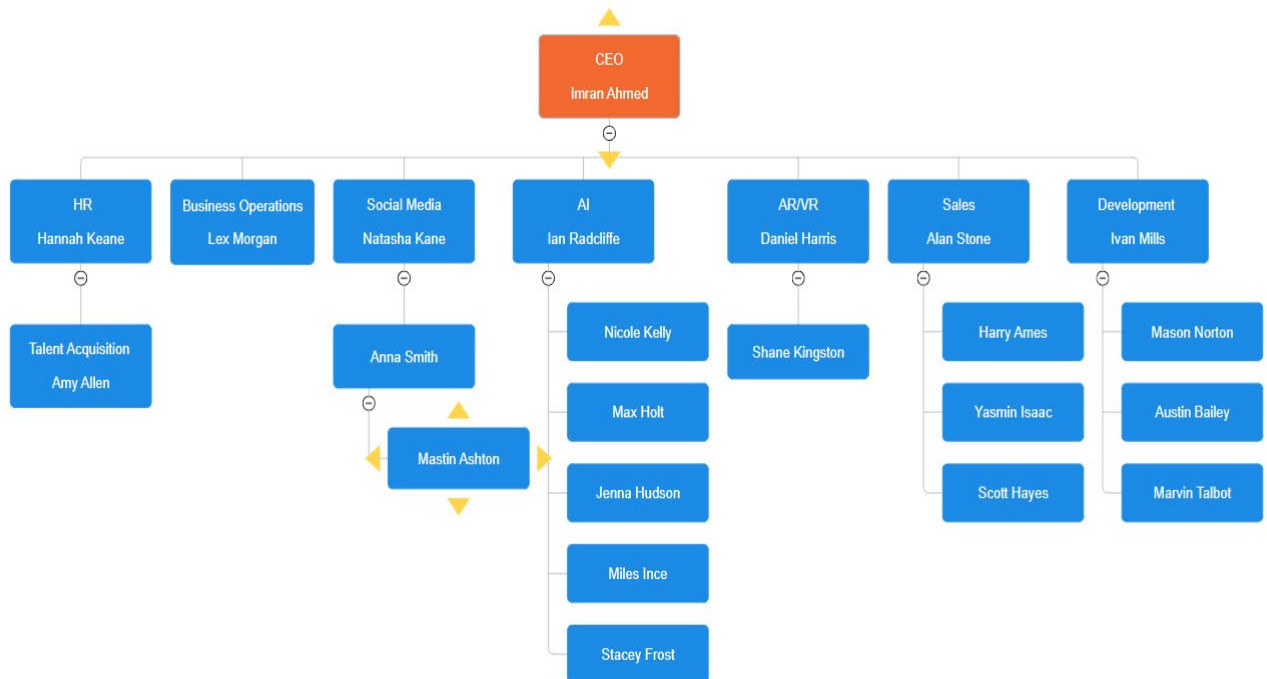
“Revolutionize the IT industry in immersive technology, AI, AR VR, cyber security and web and app development. Be the no.1 leading IT industry in Pakistan and highly ranked in worldwide”

Mission Statement

“Our mission is to deliver tailored IT solutions that drive business success. We are committed to excellence in service, leveraging the latest technology to solve complex challenges, ensuring security, efficiency, and growth for our clients. We strive to build long-term partnerships by prioritizing integrity, customer satisfaction, and continuous improvement.”

- Proactivity
- Ensuring great work ethic
- Maintaining the satisfactory level of clients
- Making sure everyone is motivated to give their best
- Training and feedback sessions

Organizational Chart:



Product/Services Detail:

IT Support



Elite IT Team offers a variety of IT Support functions like, Help Desk, Data Backup and Recovery, Cloud Solutions, Network Security. IT infrastructure management, Performance monitoring and software update.

App Development



Elite IT Team offers modern and cutting-edge app development solutions. Efficient App development either be IOS or Android or cross-platform apps. They Do custom app development from unique functions to intuitive user experience. Usage of Frameworks like React Native, Flutter ensures seamlessly on both IOS and Android.

Web Design and Development



Elite Team Offers Experience Design using UI and UX with cutting-edge front-end development to create user experiences. They Offer Front end and Back end and also full stack development. They craft web and mobile solutions that are just not functional but innovative.



Cybersecurity

They offer tier cyber security solutions like threat resolving and threat detection with a dedicated team of cyber security. They offer Cloud Security, which offers seamless cyber security services designed to protect your systems from threat, whether its threat detection, system updates or proactive defense. Managed Security Services, safeguard the business from threats with comprehensive network security solutions. From Firewalls to data encryption.



AR/VR

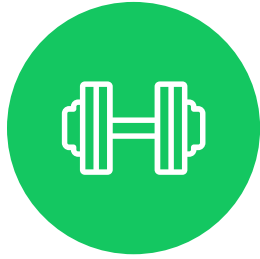
Elite IT team Augmented Reality and Virtual Reality solutions from entertainment and education to training and beyond which is at unmatched level. They implement VR in Automotive, Health Care, Education, Gaming, etc.

Definition of Key terms:

Project Background (Problem Statement)

There is a lack of emerging technology in Pakistan in recent years. It is vitally important that we are updated through technology because we all depend on it from our phones, the internet and the aviation industry relies on updated technology to improve our lifestyle and be updated and not fall behind other countries. Pakistan has been a late bloomer in technology, for e.g. it is late in implementing 5G Technology whereas other countries have still implemented it. Emerging technology helps many business sectors of industry thrive and be at a competitive edge. Emerging technology like Augmented Reality, Virtual Reality, and Cybersecurity usage by individuals, businesses and the government in Pakistan is a significant barrier between Pakistan and other countries technological advancement race.. It is important to solve this barrier because if we fall behind every country in this technological race we would then cease to compete on a global scale and would cause economic clashes and economic barriers between Pakistan and other countries. Emerging technology has many hidden possibilities in different sectors like education, healthcare, aviation, military, entertainment, and other sectors, This gap not only hinders economic growth but also limits the country's ability to compete in the global digital economy. The absence of strategic initiatives and investments exacerbates the problem, leaving Pakistan behind in the AR and VR revolution.

4. SWOT Analysis:



Strengths

- International standards and quality
- Extremely talented workforce
- Exceptional culture
- Tremendous work ethic
- A diversely spread client base
- Only place offering all IT solutions under one roof
- Company working on immersive technology
- Only IT Team to offer all IT Services under one Roof



Weaknesses

- Employee retention
- Lack of investment in AI, AR, and VR Technology in Pakistan
-



Opportunities

- Great place to learn
- Scale up to more countries and domains
- Ony company to invest in emerging technology in Pakistan



Threats

- Pakistan not adapting to AI soon
- Pakistan lacking in technology
- Lack of Funds for people to invest in technology
- Small Startup
- Lack of Awareness of people in emerging technology

5. Industry Background

Pestel Analysis

Pestel Analysis for the technology industry in Pakistan, with each factor explained, covering both current and future scenarios.

		
Political	Economic	Social
<ul style="list-style-type: none">• Facilities for starting a business• High taxes• Providing proper Infrastructure to practice business• No leniency in conducting business in Pakistan• Government's Digital Pakistan Program• No Tax incentives	<ul style="list-style-type: none">• High Inflation due to economic instability• Saturated markets• Inadequate Infrastructure• Economic downfall• Unemployment	<ul style="list-style-type: none">• Unique Trends and culture are both moral and ethical.• Low Youth Monetization• Increasing Digital Literacy• Increasing Content Consumption• Dependency on Social Media Growth
		
Technological	Environmental	Legal
<ul style="list-style-type: none">• Immersive technology• Latest development tools and technologies• Rural areas lag behind in terms of digital infrastructure.• High Pool Tech Talent	<ul style="list-style-type: none">• Waste reduction is important for environmentally friendly zones• Air pollution reduction to reduce pollution and have a Green Environment	<ul style="list-style-type: none">• Employee law of the UK• Activity Permits to employees and organization• Data privacy laws are evolving• Need for comprehensive Data regulations Laws

- Improvement for specialized skills.
- Adaptation for emerging technologies like 5G, AR, VR, Cybersecurity
- Adoption of renewable energy sources Like Solar and wind turbines can reduce the industry's carbon footprint and reduce energy costs
- Need for comprehensive Data regulations Laws
- Energy Challenges are important to address for smooth flow of emerging tech industry
- Increasing awareness of environmental issues is creating opportunities for sustainable technology solutions.
- Evolving Cybersecurity threats to address
- Require strengthening Cyber Security
- Protecting digital rights will become increasingly important.

Competitor Analysis

Following are the Direct Competitors of Elite IT:

*** TRG Pakistan**



The Resource Group (TRG) Pakistan provides business process outsourcing (BPO) services, technology solutions, and consulting to a global client base. It was established in 2002.

TRG is known for high quality service delivery, competitive pricing and commitment to customer satisfaction. **The competitive advantage** that TRG has is strong capabilities in BPO and Tech services, and consulting

with clients globally.



- **Tech Soft**

Techsoft Pakistan is a leading IT company that is headquartered in Abbottabad. KPK. it's focus is on providing innovative and reliable solutions, Tech Soft has established itself as a trusted partner for similar kinds of businesses across various industries. The Company has skilled professionals with expertise in various IT fields.

Key Services which Tech Soft offers are; Software Development, IT Infrastructure, Web Development, IT Consulting and Cyber Security. The Company has a Headcount of 51-200 Employees.

- **Techlogix**



Techlogix has a strong reputation for its expertise in software development and IT infrastructure solutions, They are known for delivering any kind of complex projects on time and within the right budget. Techlogix often focuses on serving large enterprises and government organizations, leveraging the experience to provide IT solutions. Their Technical Services include; Analytics, Application Integration, Application Services, Software product engineering, and Business process Management. The Specialities of Techlogix include; IT Services, Consulting, Business Solutions, Enterprise Product

Development, Innovation and Software Product Engineering, Digital Transformation, Financial Industry Solutions, Core Banking, Compliance, Risk Management, etc. The headcount of the company is 501-1000 Employees. Techlogix might be having a **competitive advantage** over Elite IT Team due to its strong reputation in software development and experience serving large enterprises.



- **Tekboox**

It is a Chicago based information technology services provider that specializes in planning, managing and implementing technology driven business solutions. They seek to offer the best yet the most cost effective IT services, including managed IT services, IT security etc. It's Specialities are; Managed IT Services, IT Security, Talent as a Service, Information Management , Enterprise Transformation, Digital Marketing , Search Engine Optimization, and Social Media Marketing. This Company has a headcount of 201-500 Working Employees, as present on LinkedIn. Tekboox may have a **competitive advantage** over Elite IT Team due to its wide geographical reach and specialization in managed IT services.

6. Area Of Investigation:

This research focuses on the operational dynamics and strategies challenges faced by Elite IT Team, particularly in the context of managing a remote workforce across different locations. this investigation will explore how the company's diverse service offerings are managed and optimised in a remote working environment.

CyberSecurity: Exploring advanced methods for protecting data and systems from cyber threats, including encryption, threat detection, and response strategies.

Augmented Reality (AR) and Virtual Reality (VR): Researching advancements in AR and VR technologies, including new applications, user experiences, and hardware improvements.

Remote Workforce Management: Analyzing the strategies used by Elite IT to manage its remote working employees, especially in Pakistan, and how this impacts overall productivity and service delivery.

7. Purpose of Project

There is a lack of emerging technology in Pakistan in recent years. It is vitally important that we are updated through technology because we all depend on it from our phones, internet and to the aviation industry rely on updated technology to improve our lifestyle and be updated and not fall behind other countries. Pakistan has been a late bloomer in technology, for e.g its late in implementing 5G Technology where other countries have still implemented it. Emerging technology helps many business sectors of industry thrive and be at a competitive edge. Emerging technology like Augmented Reality, Virtual Reality, Cybersecurity usage by individuals, businesses and the government in Pakistan is a significant barrier between Pakistan and other countries technological advancement race.. It is important to solve this barrier because if we fall behind every country in this technological race we would then cease to compete on a global scale and would cause economic clashes and economic barriers between Pakistan and other countries. Emerging technology has many hidden possibilities in different sectors like, education, healthcare, aviation, military, entertainment, and other sectors, This gap not only hinders economic growth but also limits the country's ability to compete in the global digital economy. The absence of strategic initiatives and investments exacerbates the problem, leaving Pakistan behind in the AR and VR revolution.

8. Significance of the project

Implementing 5G, AR, and VR can boost productivity across sectors, giving economic growth and improving competitive advantage. Staying updated with technological advancements is important for competing on a global scale. Lagging behind can result in diminished market opportunities and reduced ability to attract international investment. AR and VR can revolutionize education by providing better learning experiences, improving understanding, and making education more accessible and engaging. Updated technologies can enhance safety, efficiency, and passenger experience in the aviation industry. Advanced navigation systems and predictive maintenance tools are important for modern aviation. Developing the infrastructure for 5G networks is crucial for advanced communication systems and supporting technological advancements across all sectors. Strategic initiatives and investments from

both the government and private sector are necessary to bridge the technological gap. This includes funding research, supporting startups, and fostering partnerships with global technology leaders

9. Work Methodology

Flow Chart (Week Wise)



Approach or design

Qualitative research is an approach that is based on the study of human behavior and experiences. It includes non-numerical data such as interviews, observations and textual analysis. It has several advantages, Like It provides detailed information about human thoughts, feelings and experiences.

The researchers can study behavior in the natural environment. Secondly, there can be changes in the research process as new findings evolve and It is useful for researching new and complex topics. It is considered better than other methods because Qualitative methods can provide detailed and in-depth information on human experiences. The research is based on participant response and verbal answers.

It gives the complete view of the context which is important for accurate interpretation of results.

Sampling Technique

The sampling technique used in this research is purposive sampling. Purposive sampling would be used because we feel the respondents are mentally fit and can fulfill the purpose of our research and are appropriately fit. Purposive sampling, also known as judgmental or selective sampling, is a non-probability sampling technique where researchers select participants based on specific characteristics or qualities that align with the research objectives. Instead of random selection, participants are chosen because they possess traits or experiences relevant to the study. Advantages of purposive sampling is that It ensures that participants have specific characteristics or experiences pertinent to the research question, which can enhance the relevance and depth of the data. Secondly, It focuses on individuals who are most likely to provide valuable insights, potentially reducing time and resources spent on data collection. The reason behind using purposive sampling, It is particularly useful when studying rare or specific populations that require expertise or particular knowledge. Secondly, In exploratory studies or when investigating new phenomena, purposive sampling helps gather detailed information from knowledgeable or experienced participants and, It can be more practical and resource-efficient, especially when dealing with limited budgets or tight timelines.

Sample Size

Our Sample Size would be between a minimum of 5 responses and maximum would be until we can reach the point of saturation. The point of saturation is when we are conducting data collection, and we feel the data from the respondents is repeating itself so that means further data collection is suitable so we should stop data collection then and our data collection would be complete. Our Respondents for the data collection would be people working in the same industry or in the same capacity as our focal person or industry.

Instrument for Data Collection

Our Instrument for data collection would be semi-structured. Some of them would be the same but the rest of them would be different and be relevant to our problem statement. Our Question would be six questions. Some Questions like, name, age, experience, gender, education etc. Others would be relevant to our problem statement which would receive different answers. Semi-structured questions are a type of question used primarily in qualitative research and interviews. They are a blend of structured and unstructured questioning techniques. Its purpose is that semi-structured questions allow researchers or interviewers to explore complex subjects in depth, providing a richer understanding of the respondent's perspectives and experiences and they balance the need for consistency in responses with the flexibility to probe deeper based on the respondent's answers. The advantage of using semi-structured questionnaires is that they generate detailed and nuanced responses that can reveal deeper insights into a respondent's thoughts and experiences. Secondly, Interviewers can adapt their questions based on the flow of the conversation, allowing for a more natural and responsive interaction and respondents may feel more engaged and valued as they have the opportunity to express themselves more fully compared to answering

rigid, closed-ended questions. Lastly, Interviewers can ask follow-up questions to clarify responses or explore specific points in more detail.

Method for data collection

Our Method of data collection would depend on the availability of the respondents and we would have to conduct a mixture of both Virtual Interviews and On-Site Interviews. Virtual interviews have been used more often than on-site interviews to save time of travel and increase in mental capacity and workload and higher productivity than on-site interviews. Onsite interviews have a little advantage like a physical meeting better than a virtual one to face technical error or connectivity issues and a face to face would be better to understand a person better and to pick up on their point of view.

Ethical consideration

In Our Interview for our research ethical considerations have been kept, the respondents were notified of the content of research and their responses would be used only for the purpose of research and not other than that. The responses would be kept confidential protecting their identity and the responses would look by non-biases bases to avoid any impartiality in the research. These considerations help ensure that research is conducted in a responsible and respectful manner.

10. Industry Experience

- **Hashir**

We started this research project with a very naive mind and doubtful of getting sufficient data Since it wasn't a very well-known company, but with time everything was happening smoothly, the focal person Ibad, who's sudo name in the company is Ian Radcliffe, was very helpful enough to clear our confusion and describe everything about the company, as per his experience and knowledge, throughout the project I conducted in-depth analysis of the company's operations through Ibad, identified the key challenges and opportunities in managing the geographically dispersed team. I learned about how these IT companies operate on a regular basis and also the importance of effective communication and integration of advanced technologies in our country.

- **Taseen**

At first though i thought it was an regular same BPO company/Software House, Imitating what been done in market by all market leaders but this company has differentiated itself from other by mimicking same service plus additional service which can be done at very low cost strategy and plus and all solutions of IT under one roof which there are very few or none available, also they been doing amazing work in revolutionizing emerging technology in pakistan like Augmented Reality (AR) and Virtual Reality (VR)

- **Wajiha**

My experience at the Elite IT industry involved various IT services. It has advanced technological skills such as cloud computing, cyber security, AI and software development. It has done multiple projects like Microsoft Azure, Google Cloud Platform, IBM Watson and Amazon Web Services. In Pakistan, it has a team working online here. It has leaders that are the CEO and Director of the firm. Its strategic vision is to guide towards technology innovation and impact on business.

- **Rimsha**

Elite IT possess experience in IT services with covering cloud computing, cyber security, AI, and software development, working closely with a dedicated online team in Pakistan under the leadership of a visionary CEO and director

- **Omesh**

At Elite IT Team, I gained extensive experience in advanced software development, IT consulting, cloud computing, data analytics, and cybersecurity. I worked on diverse projects, including implementing ERP systems for manufacturing, developing cloud migration strategies for financial services, and deploying analytics platforms for healthcare providers. My role involved designing strategic IT roadmaps, optimizing cloud infrastructure, creating data solutions for actionable insights, and ensuring robust cybersecurity measures. These experiences have honed my skills in aligning technology with business goals, driving innovation, and safeguarding sensitive information, positioning me to deliver impactful solutions in the technology sector.

11. Sources



12. Consent Form



ORGANISATION CONSENT

I, Syed ibad ur rehman
of Elite IT Team
understand that Wajiha Urooj
is a student at the Iqra University (IU).

I further understand that the student has to complete a research project as part of the student's studies with IU and that the student wishes to base the research project on my organisation named below.

Name of organisation:

Elite IT Team

My consent is subject to the following conditions, which I insert in my own handwriting:

I hereby consent to the student basing their research project on my organisation and confirm that I am authorised to grant this consent on behalf of the organisation.

I understand that the information obtained by the student about my organisation will be kept strictly confidential and only viewed by the student, the project examiners and essential IU staff, except where I have otherwise granted consent in writing.

Respondent's signature: 

Respondent's job title: AI Specialist

Date of consent:

08-07-24

13. References