“DEVELOPING A MARKETING PLAN FOR OVEX TECHNOLOGIES LTD.”

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2015

ABSTRACT

Now adays the developing countries are the land of successful emerging markets, therefore being a developing country Pakistan has also very attractive market for foreign investors. One of the huge names of foreign I.T companies in Pakistani I.T industry is Ovex Technologies Ltd. Aftergreatrecessionoverseas-centeredcompanies have infiltrate recovery stage and seeing thecostprofit started deploytheirmanyservices totheITand IT-allowedcompaniesofmanycountriesPakistanhasdormanttograspitsshareinIT- facilitatedservices market as wellas donatetowards presumingsoftwarearrangementsto various evolvedcountries.Therequestis expected toimprove in thefutureyears. Manycountries favorsubcontractingfromPakistanbecauseof thejuniorcostofmanpower andinnovativetechnologicalformat. It authorizes the IT sector tobring in good investment in the country as fit as to create of more job breaks in Pakistan. This pre-feasibility study runs material on key parts of starting a software house that will provide to both resident and distribute markets and can be located in any big city of Pakistan since the export markets are being served already from other two big cities of Pakistan that is why the plan is to serve the local market only from the Islamabad office. The software firm will deal an extensive range of accessing services and current-price growth of modified application software. In totaling to this, the effort of the firm will be to develop an international technology company arising income and customer fulfillment from variability of Information Know-how services and modified software helps including Technology Subcontracting, Systems Mixing, Use Development, Procedures Consulting, Business BrainChecking, and Information SafetyConsultingbetween others. The required marketing plan including costing and financing portion has also been mentioned in the report. The projected cost of the project is Rs.8,055,532 million out of which Rs.4,451,532.00 million would be capital investment and remaining Rs.3,604,000.00 million would be for working capital. The projectisanticipatedtobesponsoredthrough20%debtand80%equity.TheventureNPVis aroundRs.350,126.98lac,withanIRRof12%andP.Bperiodof4years.Theproject will initiallyprovideemploymentopportunitiesto 12people includingprojectmanager.This strategic decision would bring more employment opportunities to Pakistan and can serve our country with its quality services as well so that our efforts to hire some reliable foreign I.T company to get I.T solutions and consultancy can be resolved to some extent and will save losing foreign exchange.

ACKNOWLEDGEMENTS

We are using this prospect to communicate ourrecognition to everyone who reinforces us during the course of this MBA project. We are pleased for their wishful administration, invaluably encouraging reproach and friendly guidance during the project work. We are eagerlythankful to them for contributing their veracious and educational sight on a number of issues linked to the project.

We are highly appreciative to our project supervisor Mr. UmarChaudhryfor his direction and continuous supervision as well as for givingessentialmaterialabout the project and also for his backing in finishing the project.

We would like to endless ourappreciation towards our parents, families and members of Ovex Technologies Ltd. particularly Mr. Muhammad Yousaf (Director Finance) and Mr. AzharMehmood (Assistant Manager General Ledger) for their caring support and help which help us in achievement of this project.

Thanking you,

Saba Tahir,

Muhammad Bilal, &

AdilHussain

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INTRODUCTION:

This project is about developing a marketing plan for Ovex Technologies Pvt Ltd. Ovex Technologies is a USA based firm and have major share in providing IT based services and solutions to corporate clients. Now, the company realized that to sustain their growth, they have to extend their market internationally. They considered that developing countries are the big market for IT based services and solutions. They chose Pakistan as potential market for IT solutions. They are going to target corporate businesses and especially telecom sector of Pakistan due to 30 million mobile users.

Business/Company Overview:

Ovex Technologies is a Private Limited corporation, incorporated in February 2003 under the Companies Law, 1984. It started its operations in March 2003.

The Company is a *BPO (Business Process Outsourcing)* and IT solutions company; the other major areas of its expertise are as under:

- Accounting & HR Operations Outsourcing
- Global IT Helpdesk
- Cloud Computing
- Network Operations Center
- IT Security Practice
- Complete Microsoft Product Solutions
- Hardware and Software Sales
- Software Development
- Business Development
- Procurement
- Return Merchandize Authorization
- Data Management
- Software Licensing
- Software Quality Assurance
- Telemarketing
- Inbound Call Center