

ONE DIRECTION INSTITUTE

COMPANY PROFILE

Company Profile of One Direction Institute

One Direction Institute is a full-service digital marketing and IT solutions agency and Academy based in Uttara, Dhaka, Bangladesh, delivering result-driven digital growth solutions to local and international clients. The company specializes in performance marketing, web design & development,Graphic Design social media management, lead generation, and growth-oriented digital strategies for businesses across multiple industries.

We are **13 years** old organization with **3 years** of working experience in **Middle East Market**. Operating with a client-centric and data-driven approach, One Direction Institute helps businesses improve their online presence, generate qualified leads, and scale revenue through Meta Ads, Google Ads, SEO, conversion-optimized landing pages, and marketing automation systems. By combining creative execution with structured processes and measurable KPIs, the agency ensures quality delivery and timely project execution. The **website** of the company can be found here **One Direction Institue**

The **head office** of the company is located at House 1/A, Road 7, Sector 7, Uttara, Dhaka 1230 Bangladesh. One Direction Institute has successfully served startups, SMEs, and service-based businesses, implementing standard operating procedures (SOPs), project management systems, and scalable service models to maintain consistency and performance across campaigns. The company also operates an **IT academy**, providing practical training in digital marketing and web technologies , Graphic Design,Video Editing to prepare industry-ready professionals.

With a growing team of skilled marketers, designers, and developers, One Direction Institute is committed to delivering cost-effective, high-impact digital solutions, enabling businesses—both locally and globally—to focus on core operations while achieving sustainable **digital growth**.

Our Vision

Our vision at One Direction Institute is to empower businesses and individuals through innovative digital technologies, practical IT education, and sustainable digital solutions. We aim to bridge skill and opportunity gaps by delivering industry-focused training and real-world digital services that improve livelihoods and business performance. Through continuous innovation, quality-driven execution, and measurable impact, we strive to develop world-class web, software, and digital marketing solutions while positioning One Direction IT as a globally recognized and trusted technology partner.

Our Mission

Our mission at One Direction Institute is to help businesses solve real-world challenges through reliable, innovative, and performance-driven digital solutions. Guided by passion, commitment, and accountability, we deliver high-quality digital marketing, software, and web solutions that create measurable business impact. We are committed to upholding the highest standards of integrity, honesty, and professionalism, building long-term partnerships with our clients, and contributing positively to our community and the digital ecosystem.

Our Services:

1. **IT & Digital Skill Development Training:** Practical, industry-focused training programs in digital marketing, web development, and IT skills designed to prepare job-ready professionals.

2. **Web Design & Development:** Custom, responsive, and conversion-focused websites using WordPress, Elementor, and modern web technologies.

3. **Landing Page & Funnel Development:** High-converting landing pages and sales funnels optimized for lead generation and performance marketing.

4. **Digital Marketing & Performance Advertising:** Meta Ads, Google Ads, campaign strategy, creative optimization, and ROI-driven media buying.

5. **Search Engine Optimization (SEO):** On-page, technical, and off-page SEO to improve search visibility and long-term organic growth.

6. **Social Media Management & Content Strategy:** End-to-end social media planning, content creation, scheduling, and community management.

7. **Graphics Design & Creative Services:** Branding, ad creatives, social media visuals, banners, and image editing services.

8. **Offshore Digital Outsourcing Services:** Cost-effective digital marketing, design, and web development support for global clients.

9. **Dedicated Resource & Team Augmentation:** Skilled marketers, designers, and developers available as dedicated or shared resources.

10. **Domain, Hosting & Website Maintenance:** Secure domain registration, hosting solutions, and ongoing website support.

11. **Marketing Automation & CRM Setup:** Lead tracking, CRM integration, email automation, and workflow optimization.

12. **Growth Consulting & Strategy:** Data-driven growth plans, funnel audits, and scalable digital strategies for startups and SMEs.

Experience of One Direction Institute in Skills Development Activities:

- Delivered hands-on IT and digital marketing training to hundreds of students and professionals through practical, project-based learning programs.

- Conducted industry-oriented IT & Digital Skills Development Programs focusing on web development, performance marketing, and freelancing readiness.

- Provided Digital Marketing & Performance Advertising Training, including Meta Ads, Google Ads, SEO, and conversion optimization.

- Organized Web Design & WordPress Development Training using Elementor and modern UI/UX best practices.

- Implemented Career-Focused Training Programs aimed at preparing students for agency roles, remote work, and freelancing platforms.

- Conducted Fast-Track Professional Training Programs for fresh graduates and career switchers.

- Delivered Practical Agency-Based Training by involving trainees in real client projects under professional supervision.

- Provided Leadership & Team Management Training for junior professionals and aspiring team leads.

Sister Concern:

At One Direction IT Academy, we are helping students to develop skill and become Freelancer to earn money online with freedom from their home.

Bangalikaa is an ecommerce store that sells Bangladeshi sarees and three-pieces, crafted with tradition and elegance to add grace to every occasion.

Our Expertise

Training
Methodology
Agile
Spiral
Waterfall
Codeignniter

Application
Desktop
Web
Mobile

Scrum Framework

CMS
WordPress
Drupal
Prestashop

Language
C#, C, C++
ASP.NET
Java
Objective C
VB.NET
Python
PHP
Angular Js
Node.Js
JavaScript

Framework
.NET
Laravel
CakePHP

Bootstrap

Tools & Technology
Jira
Zapier

BOTO
Microsoft Visio
Android Studio
Visual Studio

Database
Oracle
MS SQL
MySQL
MongoDB

Company at a Glance of One Direction IT

Company Name	**One Direction Institute**			
Address (Head Office)	House 1/A, Road 7, Sector 7, Uttara, Dhaka-1230			
Certification	Meta Certified Ad Agency			
Telephone	01997719501			
E-mail	info@onedirection.com.bd			
Website	**https://onedirection.com.bd**			
Trade Association Membership	**BTEB** (Bangladesh Technical Education Board)			
Other International Attachment	A member of **CBI** (A Netherland Government Agency) export coaching program CBI ITO (2009-2014)			
Year of Establishment	2012			
Number of Current Employees	15			
Number of Clients	300 + (All over the world)			
International Clients	Denmark	Netherlands	Saudi Arab	UAE
	USA	UK	Germany	Ireland
	Australia	India	Malaysia	Canada

Registration of Firm One Direction IT

One Direction Institute is registered with the following authorities: -

1. Bangladesh Technical Education Board Registered IT Training Institute **Registration No.** 50725
2. **Trade License:** trade License no. 01-14895
3. **TIN Certificate:** TIN Certificate Vide Reg. No. 290837171380/C-193

Infrastructure & Logistics Support of One Direction IT

SL	Description	Capacity
1	Office Space	3,000 SQ FT
2	Floor	1
3	Seat Capacity	45

4	Desk Top Computer	30
5	Laptop	10
6	Telephone Line (T&T) (phone & Fax)	3
7	PABX – 8 ports	1
8	Switch (24 port) =3, Router=4	7
9	Power Back up (Online UPS=20KVA + IPS=6KVA)	26 KVA
10	Internet Line (Broadband) Dedicated	100 MBPS
11	Air Conditioner	5
12	White Board	3
13	Computer Lab	1
14	Projector	1
15	Stand Fan	2
16	Head Phone with Micro Phone	15

Existing Human Resources (One Direction IT – Academy & Agency)

Designation	**No**
Chairperson	1
CEO	1
COO	1
Corporate Analyst /Advisor	4
System Analyst	5
Project Manager	1
Consultant (Business Development & Operation)	2
Programmers	2
Trainers	6
Designers	5
Team Leader	4
Sr. Support Engineer	5
Executive	4
Sales & Marketing	6
Administration and Accountant	2
Guard & others stuff	3
ODI LAB Offer & Other Staff	18
Total	**71**

Our Valuable Client List:

Local Clients:

1. Titlis
2. TrendeBee
3. Progati Agro Farm
4. ElectroXen
5. Skills Development Institute-SDI

6. Atish Dipankar University of Science & Technology
7. Landmark by Ashfath
8. Priya Makeover & Beauty Parlour
9. Giftsling
10. ARZ Properties
11. ছাদ কৃষি
12. Koyla Kabab
13. Umme's Lifestyle

Foreign Clients:

1. LightHub Dubai, UAE
2. Vine Beauty Center, UAE
3. Niche Builders LLC, USA
4. JAG Alliance LLC, USA
5. MEDOSI Health LLC, USA
6. Maxvera Wellness, USA
7. Mahfuz Ninja Inc. USA

Our Major Projects

Click here to check our portfolio on YouTube

Click here to check our latest Reels on Facebook

Epilogue

One Direction Institute has steadily emerged as a promising force in the technology industry, driven by the passion, integrity, and commitment of every member of the organization. The company firmly believes that **hard work, strong willpower, and unwavering dedication can overcome any challenge and achieve any goal**. This belief is reflected in every project delivered and every milestone achieved.

The visionary leadership and continuous support of the top management play a vital role in guiding the company toward sustainable growth and excellence. Their focus on innovation, quality, and people has created a culture where creativity thrives and success follows.

Finally, we proudly affirm that **One Direction IT stands as a growing symbol of excellence in the IT sector**, illuminating the path of digital transformation not only within the country but also across the global arena. With determination and direction, the company continues to move forward toward a brighter technological future.