



COMPANY PROFILE

City Tech IT – ESTD:2009
www.citytechit.com

CITY TECH IT CORPORATE OFFICE, H.M. PLAZA, LIFT-14, SUITE-1/A, PLOT-34, ROAD-2, SECTOR-3,
UTTARA RAJLOKKHI, DHAKA-1230, BANGLADESH.

I. EXECUTIVE SUMMARY

City Tech IT, headquartered in Bangladesh, is a leading technology solutions provider specializing in a wide range of services including web development, software development, app development, graphics design, digital marketing, AI/robotics training, video editing, corporate consultancy, and cyber security. Our mission is to empower businesses with innovative technology solutions that drive growth and efficiency.

With a focus on delivering high-quality services tailored to the unique needs of our clients, City Tech IT has established itself as a trusted partner for businesses looking to leverage technology for competitive advantage. Our team of skilled professionals is committed to excellence and driven by a passion for innovation.

Our strategic approach combines cutting-edge technology, industry expertise, and a deep understanding of the local market to deliver solutions that not only meet but exceed our clients' expectations. As we continue to grow, our vision is to become the premier technology solutions provider in Bangladesh, known for our exceptional service, innovative solutions, and unwavering commitment to our clients' success.

II. OVERVIEW OF THE BUSINESS

City Tech IT was founded with the vision of becoming a leading technology solutions provider in Bangladesh. Our company is dedicated to delivering a wide range of services designed to help businesses harness the power of technology to achieve their goals.

At a glance

Name of Company	City Tech IT
Year Established	2009
Business Function	Website & Software Design Development Company

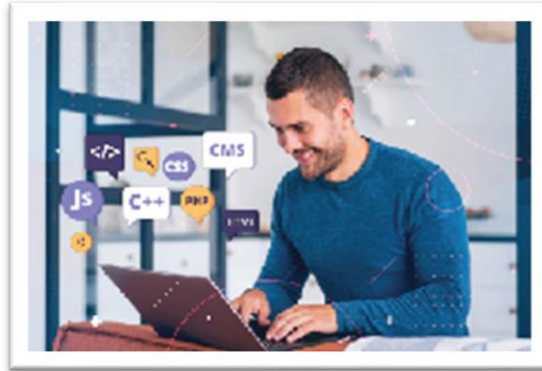
Corporate Office Address	City Tech IT Corporate Office, H.M. Plaza, Lift-14, Suite-1/A, Plot-34, Road-2, Sector-3, Uttara Rajlokkhi, Dhaka-1230, Bangladesh.
Trade License & RJSC	Enlisted
Total Employees	10+
Website Address	www.citytechit.com
Company Email	info@citytechit.com
Company Hotline	+8801998006546
Areas of Expertise	Website development, Software development, App Development, Graphics Design, Digital Marketing, AI/Robotics Training, Video Editing, Corporate Consultancy, Cyber Security, Web Hosting, Domain Registration, Email marketing, SMS marketing
Market Coverage	Bangladesh

Our Services

1. **Web Development:** Creating robust and scalable websites that enhance online presence and user engagement.



2. **Software Development:** Developing custom software solutions tailored to specific business needs.



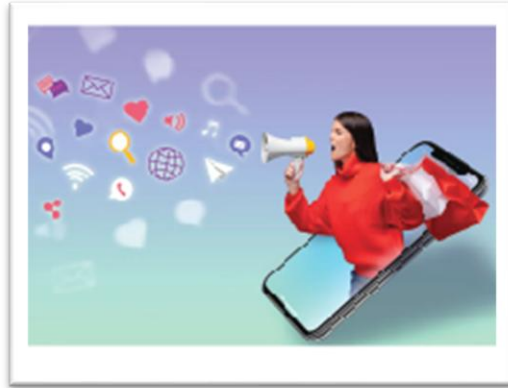
3. **App Development:** Designing and building mobile applications for various platforms to reach a broader audience.



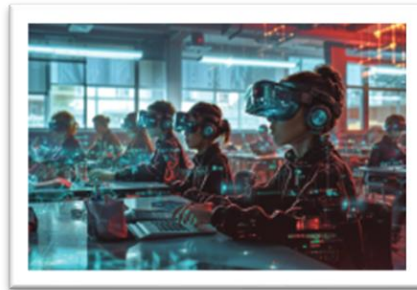
4. **Graphics Design:** Offering creative graphic design services that include branding, marketing materials, and visual content.



5. **Digital Marketing:** Implementing effective digital marketing strategies to increase online visibility and drive business growth.



6. **AI/Robotics Training:** Providing training programs in AI and robotics to equip individuals and organizations with cutting-edge skills.



7. **Video Editing:** Delivering professional video editing services to create compelling visual content.



8. **Corporate Consultancy:** Offering strategic business consultancy services to optimize operations and drive success.



9. **Cyber Security:** Ensuring robust security measures to protect businesses from cyber threats.



Key Achievements:

- Successfully completed over 150 projects for clients across various industries.
- Developed partnerships with leading technology providers to enhance our service offerings.
- Recognized as one of the top technology firms in Bangladesh by industry peers.

Market Positioning:

City Tech IT is strategically positioned to serve the dynamic needs of businesses in Bangladesh. Our deep understanding of the local market, combined with our expertise in technology, allows us to deliver solutions that are both innovative and effective. We cater to businesses of all sizes, from startups to established enterprises, helping them navigate the digital landscape and achieve their objectives.

Team and Expertise:

Our team consists of highly skilled professionals with extensive experience in their respective fields. From developers and designers to digital marketers and consultants, each team member brings a wealth of knowledge and a commitment to excellence. Our collaborative approach ensures that we deliver holistic solutions that address the multifaceted challenges our clients face.

III. BUSINESS PLAN

Goals and Objectives:

1. **Market Expansion:** Expand our market presence across Bangladesh and explore opportunities in international markets.
2. **Service Diversification:** Continuously innovate and expand our service offerings to meet the evolving needs of our clients.
3. **Customer Satisfaction:** Achieve the highest level of customer satisfaction through quality service and support.
4. **Talent Development:** Invest in the continuous development of our team to maintain a competitive edge.

Strategies for Growth:

1. **Marketing and Branding:** Strengthen our brand presence through targeted marketing campaigns and strategic partnerships.
2. **Client Relationships:** Build and maintain strong relationships with clients by providing exceptional service and personalized solutions.
3. **Innovation and Technology:** Stay ahead of industry trends by adopting the latest technologies and continuously improving our service offerings.
4. **Operational Efficiency:** Streamline our operations to improve efficiency and reduce costs, ensuring sustainable growth.

Market Analysis:

- **Target Market:** Businesses of all sizes across various industries in Bangladesh.
- **Competitive Landscape:** A competitive market with several established players, but a growing demand for high-quality, reliable technology solutions.
- **Opportunities:** Increasing adoption of digital technologies by businesses, rising demand for cybersecurity solutions, and growing interest in AI and robotics training.

IV. VISSION, MISSION and VALUES

Vision:

To be the premier technology solutions provider in Bangladesh, recognized for our innovative solutions, exceptional service, and unwavering commitment to our clients' success.

Mission:

To empower businesses with cutting-edge technology solutions that drive growth, efficiency, and success. We strive to deliver high-quality services that meet the unique needs of each client, fostering long-term partnerships and contributing to the digital transformation of businesses.

Values:

1. **Innovation:** We embrace innovation and continuously seek new ways to improve our services and deliver value to our clients.
2. **Excellence:** We are committed to excellence in everything we do, ensuring the highest standards of quality and service.
3. **Integrity:** We conduct our business with integrity, building trust and maintaining transparency in all our interactions.
4. **Customer-Centric:** We put our clients at the heart of everything we do, understanding their needs and delivering solutions that exceed their expectations.
5. **Collaboration:** We believe in the power of collaboration, working together with our clients and partners to achieve shared success.

V. MARKET PROFILE

Target Market:

City Tech IT primarily serves businesses of all sizes across various industries in Bangladesh. Our target market includes:

1. **Small and Medium Enterprises (SMEs):** These businesses often require cost-effective, scalable technology solutions to enhance their operations and competitiveness.
2. **Large Enterprises:** Larger organizations with complex needs benefit from our comprehensive service offerings and expertise.
3. **Startups:** We support startups by providing affordable and innovative solutions that help them establish and grow their business.

4. **Educational Institutions:** Schools, colleges, and universities seeking advanced technology solutions for administration, teaching, and learning.
5. **Government Agencies:** Public sector organizations looking for secure and efficient technology solutions.

Market Trends:

1. **Digital Transformation:** Increasing adoption of digital technologies by businesses to improve efficiency and customer engagement.
2. **Cybersecurity Demand:** Growing concern over cyber threats and data breaches driving demand for robust cybersecurity solutions.
3. **AI and Robotics:** Rising interest in AI and robotics for automation and innovation across industries.
4. **Remote Work:** Shift towards remote work creating a need for reliable and secure IT infrastructure.
5. **E-commerce Growth:** Expansion of e-commerce driving demand for web development and digital marketing services.

Competitive Landscape:

The technology solutions market in Bangladesh is competitive, with several established players and emerging startups. Key competitors include local IT firms, international technology companies, and specialized service providers. However, City Tech IT differentiates itself through:

1. **Comprehensive Service Offerings:** A wide range of services that cater to diverse business needs.
2. **Local Market Expertise:** Deep understanding of the local market and business environment.
3. **Customer-Centric Approach:** Commitment to delivering personalized solutions and exceptional customer service.
4. **Innovative Solutions:** Focus on innovation and adoption of the latest technologies.

Customer Needs:

- **Scalability:** Solutions that can grow with the business.
- **Affordability:** Cost-effective services that deliver value.
- **Reliability:** Dependable technology solutions that minimize downtime.
- **Security:** Strong cybersecurity measures to protect sensitive data.
- **Support:** Ongoing support and maintenance to ensure smooth operations.

VI. PRODUCTION/TECHNICAL PLAN**Development Process:**

1. **Requirement Analysis:** Understand client needs and gather detailed requirements.
2. **Planning:** Develop a project plan, including timelines, milestones, and resource allocation.
3. **Design:** Create detailed design specifications, including UI/UX design for web and app development projects.
4. **Development:** Use the latest technologies and best practices to build the solution.
5. **Testing:** Conduct rigorous testing to ensure functionality, performance, and security.
6. **Deployment:** Deploy the solution to the client's environment and provide necessary training.
7. **Maintenance and Support:** Offer ongoing support and maintenance to ensure the solution continues to meet client needs.

Technology Stack:

1. **Web Development:** HTML, CSS, JavaScript, React, Angular, Node.js, PHP, Python, Ruby on Rails.
2. **Software Development:** Java, C#, Python, .NET, Ruby, PHP.
3. **App Development:** Swift, Kotlin, React Native, Flutter, Java.
4. **Graphics Design:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), CorelDRAW.
5. **Digital Marketing:** Google Analytics, SEO tools, Social Media Platforms, Email Marketing Tools.
6. **AI/Robotics Training:** Python, TensorFlow, Keras, PyTorch, ROS (Robot Operating System).
7. **Video Editing:** Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve.

8. **Cyber Security:** Firewalls, Encryption tools, Vulnerability Scanners, SIEM (Security Information and Event Management) systems.

Infrastructure:

1. **Servers:** High-performance servers to host client applications and data.
2. **Network:** Secure and reliable network infrastructure to support seamless operations.
3. **Cloud Services:** Utilization of cloud platforms such as AWS, Google Cloud, and Microsoft Azure for scalability and flexibility.
4. **Development Tools:** Use of modern development tools and version control systems (Git, GitHub, GitLab) to enhance productivity and collaboration.
5. **Security Measures:** Implementation of robust security protocols, including firewalls, encryption, and regular security audits to protect client data.

Proprietary Technologies/Methodologies:

1. **Custom Frameworks:** Development of custom frameworks and libraries to enhance efficiency and reduce development time.
2. **Agile Methodology:** Adoption of Agile methodologies to ensure flexibility and responsiveness to changing client needs.
3. **Continuous Integration/Continuous Deployment (CI/CD):** Automated testing and deployment processes to ensure high-quality and timely delivery of solutions.

VII. SOCIAL IMPACT

City Tech IT is committed to making a positive impact on society through various initiatives and practices. Our social impact efforts include:

1. **Community Involvement:** Actively participating in community development projects and supporting local organizations. We regularly engage in initiatives such as technology workshops for underprivileged youth, providing them with skills and knowledge to pursue careers in IT.
2. **Education and Training:** Offering AI/robotics training programs to students and professionals, equipping them with advanced skills that are in high demand. Our training programs help bridge the skill gap and create more opportunities for employment and innovation.

3. **Sustainability Practices:** Implementing environmentally friendly practices within our operations. We strive to reduce our carbon footprint by using energy-efficient equipment, promoting remote work to reduce commuting, and supporting digital solutions that minimize paper usage.
4. **Employee Well-being:** Fostering a positive work environment that prioritizes the well-being of our employees. We offer flexible work arrangements, opportunities for professional development, and a supportive workplace culture that values diversity and inclusion.
5. **Corporate Social Responsibility (CSR) Projects:** Engaging in CSR projects that align with our values and mission. These projects include sponsoring educational programs, supporting local startups, and contributing to disaster relief efforts.
6. **Ethical Business Practices:** Conducting our business with integrity and transparency. We adhere to ethical standards in all our dealings, ensuring fair treatment of clients, employees, and partners. Our commitment to ethical practices helps build trust and strengthens our reputation in the industry.