



Business Profile of Techpark Solutions Limited (TSL)

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Country Overview



1947: Free from Great Britain and entered in Pakistan

1971: Got independence from Pakistan after 9 months of liberation war

1991: Stepped into new era of democracy

2014: General Election



**World's largest Mangrove
The Sundarban**



**World's longest beach
Cox's Bazar**



**World's biggest
Ship-breaking yard**



Majestic parliament building

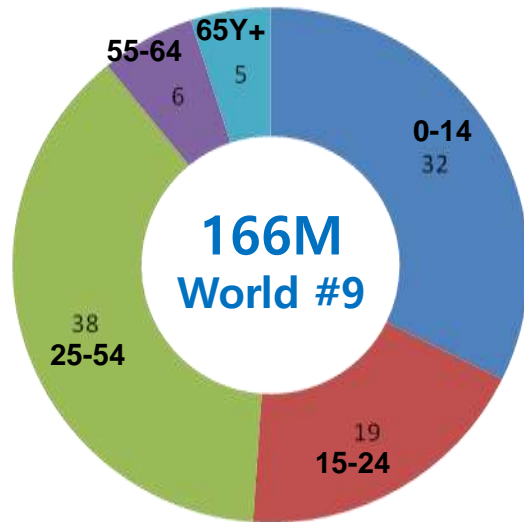


**World's #3 in
RMG export**



**Natural resources
Oil & Gas**

Demography



◆ Male to female ratio



Muslim 89%	Urban ppl 29%	Growth rate 1.6%
<u>Religion</u>	<u>Urban ppl</u>	<u>Birth rate</u>
60%	68%	
<u>Literacy rate</u>	<u>Access to electricity</u>	

Economy

Currency: Taka (₳) | \$1 = BDT 78

\$655 Bn
(#28)

\$900

6.2%

GDP (PPP)

Per capita
income

GDP GR

◆ GDP by sector

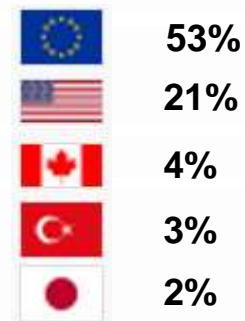


Agri.

Industry

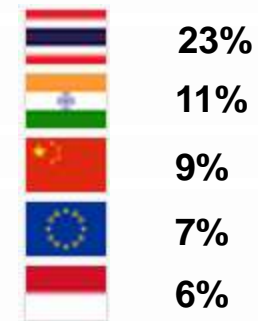
Services

Main export partners



27.5 (\$B)

Main import partners



40.8 (\$B)

2013-14 data



“WE GO BY DISRUPTIONS”



Techpark Solutions Limited (TSL)



House No: 14, Block No: C, Main Road,
Banasree, Dhaka-1000, Bangladesh



DOR/DOI: 11th of Jan, 2018



Trade License No: 02067784

RJSC Registration No: C-143734/2018

TIN No: 510281894074



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Vision Statement

“Be part of the transformation framework which will eventually turn the nation from a mere Analogue to the highly growing Digital enclave”

Mission

“Excel the market with start-of-art Technologies + Solutions and thereby scaling up our platform as an admirable company in the ICT industry landscape”

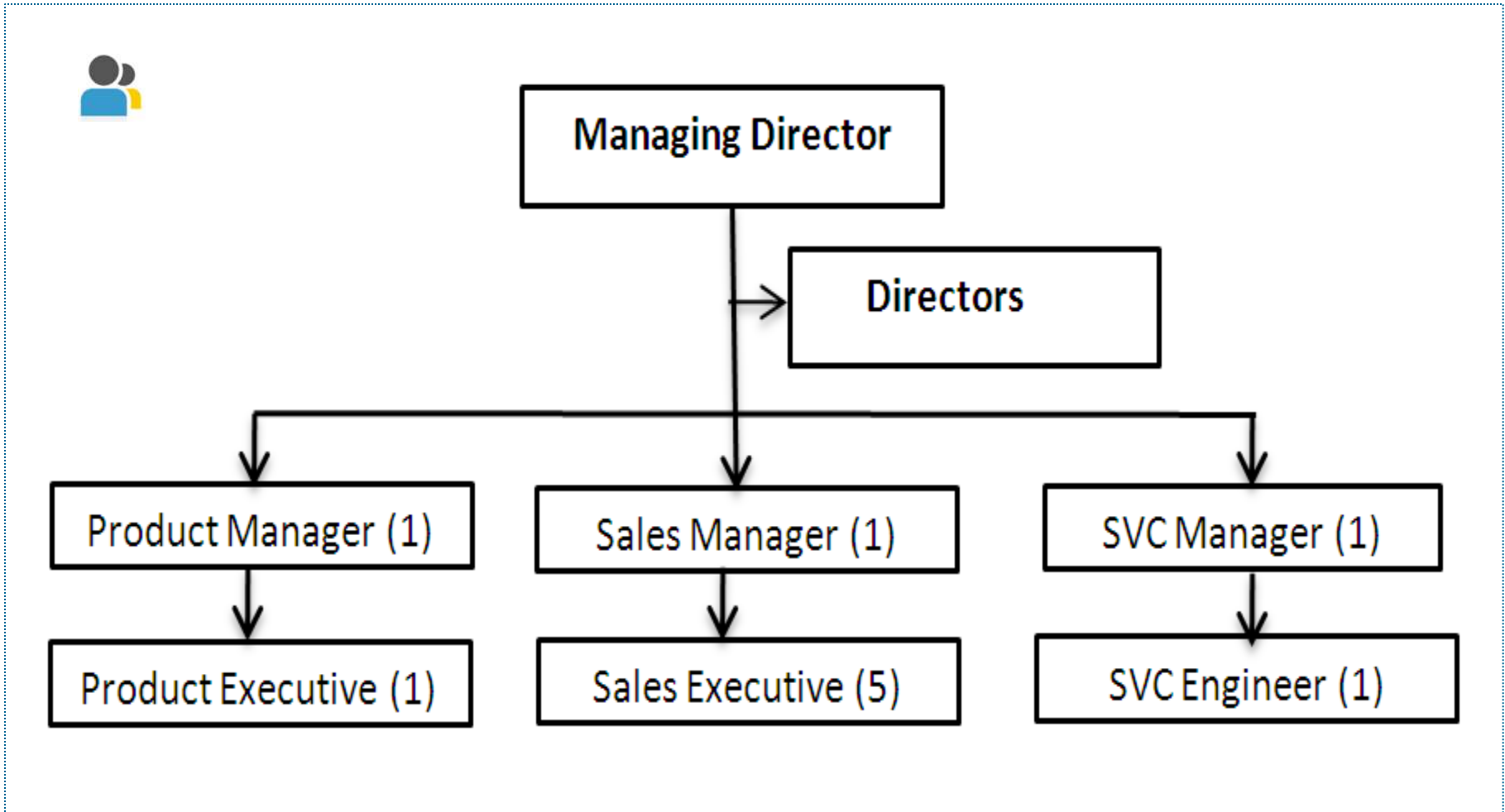
Bangladesh has a very fast-growing IT industry with a sharp and incremental growth. Since government envision in digitizing all the ministries, departments and public organizations within 2021 through the “Vision2021” campaign; therefore the potentials in the IT industry is far beyond any projection. This is a momentum to be part of this national digital movement for information and communication technology leading to 2021.

To be part of this digital transformation plan, **Techpark Solutions Limited (TSL)** started its journey to develop, enhance and mainstreaming the national ICT movement along the way.

We would be the first of its kind in the ICT industry with start-of-art products and technologies, customized solutions aligned with the requirements of specific business verticals, skilled and trained human resources, technical team equipped with the latest know-hows – which together will keep TSL a newly launched trusted brand across the market space.

We will be more focused to customers, all our strategies will be driven ahead aiming customer at the centre of our business.

- Top Mgt: 3 [MD & Directors]
- Others: 10 [Product: 2, Pre-Sales: 2, Sales: 4, SVC: 2]







GOLAM KIBREA, Managing Director:

Mr. Golam is a dreamer, futurist, startup mentor and a very young researcher in IoT from country like Bangladesh. Earlier he worked for numbers of global technology vendors like Samsung, LG, Epson and HP with different management capacities. During last half a decade, he has been recognized and awarded with several international recognitions by the different UN Agencies, Civil Society Organizations, Governments and Think Tank platforms in and outside the country. He eventually served the Global Youth Entrepreneurs Summit (GYES), UNEP CSO Forum 2014, UNESCO Experts Meeting 2014 and 11th International Dialogue on ICPD as a Special Rapporteur. At this very time, Mr. Golam is a Global Fellow at Center for Inclusive Governance (CIG), Co-Founder at Youth Alliance International (YAI), Regional President at Kairos Society- a global Startup community accelerator based in US; and one of the Ex-Global Youth Advisor at International Telecommunication Union (ITU).

MOHAMMAD RASHEDUL ISLAM, Technical Director

An agile technical expert with more than 12+ years of experiences in solving thousands of customers country wide. Mr. Rashed worked as the Head of Technical for HP LFP at Flora Limited since 2008. He handled and technically managed a numbers of projects pertaining to different customer verticals including Government, INGO's, Corporate and so on.

MD. FAZLE RABBI, Director, Solution Architect

A very young and passionate problem solver with 10+ years of experiences in complex technical solutions design, management and deployment in a wide area of enterprises. Mr. Rabbi has served a numbers of customers in the Garments & Textile vertical across the country.

Printing
Solutions

Welding
Solutions

OUR FOCUS

Textile
Solutions

Scanning
Solutions

Strength

- **Experienced Leadership:** 12+ Years
- **Strong Corporate Network** (1000+ dealers)
- **Financially strong** (Annual turnover: 00M\$)
- **Customer focused Strategy:** 360 degree
- **Strong CRM & PRM Interface**

Opportunity

- **Focus on Enterprise Solutions**
 - Strengthen Own Team
 - Vertical wise aggressive movement
 - Potential BO → PO
- **Dealers are STILL only way to grow**
 - Increase dealer benefit (margin/incentive)
 - More engagement (meet/training)

Weakness

- **Lack of Initial Trust**
 - Newly Launched Company
 - No Biz Goodwill to leverage ahead
- **Lack of Initial Biz Good Will**
 - Absence of kick off Biz Goodwill
- **Inadequate Manpower**
 - Initial Limitations to reach maximum

Threats

- **Existing Competition**
 - Intense competition > Same Accounts
- **Transforming Trend of Market Landscape**
 - New player > alternative solutions
- **Disposable Marcom Budget**
 - Limited budget > selective Marcom
 - BTL driven strategy

Market Mapping & Visit

- Vertical-wise Customer Mapping
- Pre-Sales, Visit & Meeting
- KAM & Follow Up



BO Management

- BO List Management
- BO → PO Conversion
- Sales & Post-Sales Follow-up



Key Market Strategies

Digital Footprint

- Facebook, LinkedIn & Online Engagement
- Classified Emails
- Online Campaigns



Enhance BTL

- Product Demonstration
- Develop and Share MARCOM Collaterals
- Customer References



Thank You 😊