



SOFT ENTERPRISE
Optimize your online presence

Services:

Web Development
Graphic Designing
Digital Marketing
Mobile App Development
Software Development
Content Writing



COMPANY PROFILE

FULL-FLEDGED IT COMPANY

CONTACT

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ADDRESS

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COMPANY PROFILE

We are Soft Enterprise

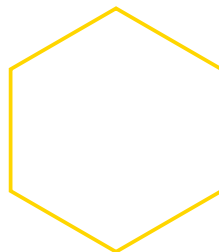
Soft Enterprise is an IT-based company. Our team is composed of highly qualified, productive, and dedicated people who will give you the best service



SOFT ENTERPRISE

FULL-FLEDGED IT COMPANY

TABLE OF CONTENTS



ABOUT US	1
OUR VALUES	2
CEO STATEMENT	3
GROUP OF PROFESSIONALS	4
LINE OF BUSINESS	5
OUR SERVICES	6
OUR PROCESS	9
WHY WORK WITH US	10
NON-DISCLOSURE AGREEMENT	11
OUR VALUED CLIENTS	12
WHAT THEY THINK	14





ABOUT US

Soft Enterprise has a worldwide reputation in establishing online businesses. We create practical strategies based on our client's needs, requirements, and goals. Our team of geniuses in marketing, web development and designing are experts in driving the best results. We ensure the credential of our client is in the safe hands.

We have generated thousands of clients over the globe, through that we learned the best ways of strategic planning and how to use the digital industry to grow visibility, profitably, and in conversion. Our work is our passion and we love helping other's businesses soaring high. So, when you choose Soft Enterprise as your an IT Company or digital marketing company you will not get disappointed because your success is our victory.



OUR VISION

Become a world leader in establishing an online businesses presence.



OUR MISSION

Making business's online presence stronger and successful for the world.



OUR VALUES

Our values allow us to deal with different dimensions in a business simultaneously. Our belief in customer's success makes us deliver the best services possible. Trust is the foundation of our business, and keeping our consumers' data secure is a priority. As our customers succeed, we grow continuously. We commit to success with one accord.



Quality: We provide exceptional customer service to add value to our customer relationship.



Innovation: Our Innovation is about adding value to the world and making a positive social impact.



Integrity: We uphold the highest standards of integrity in all of our actions with our clients.



Customer Commitment: We develop relations that make a positive difference in client's lives.



A Will to Win: We exhibit a strong will to win in the marketplace & every aspect of our business.



Team Work: We work together across boundaries & meet the needs of our customers to win with us.

CORE VALUES



CEO STATEMENT

We are expert in IT Industry over the globe.



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We will continue to provide the best technology for optimized performance and to inspire customer satisfaction with our sustainable strategy.

Rehan Arshad
(Chief Executive Officer)

I have earned the trust and respect of clients for one simple reason— I have a great team. They are experts in their fields. They bring a strong service ethos to everything they do. They take pride and ownership in the jobs they do. We bring passion, pride, and experience together. Through a combination of entrepreneurial spirit, professional excellence, and an in-depth understanding of the IT Industry, my team has managed to deliver thousands of projects globally.

GROUP OF PROFESSIONALS

Our passion for work and ensuring the satisfaction of clients is what we aim for. Our leadership team meets innovative working approaches that differentiate us from the rest. Our purpose is to satisfy our clients' needs successfully. We have customized Websites to produce top-class services for online business development and making our clients' presence visible through our technical expertise. We have been working with a committed team and customers around the world for a decade. We aim to provide professional services globally.

Soft Enterprise embraces change and transition as an opportunity. It's due to our productive work environment that we build a new masterpiece with each project. The exceptional leadership team is admirable in developing online businesses as a top-selling brand. We make smart decisions with the strategic consideration of our clients. Our team immediately acknowledges and meets your requirements before they design or execute a plan. This enables us to envision our client's requirements.

OUR TEAM'S VALUE

Our success formulae combine internationally experienced, creative and strategic thinkers with deep knowledge of local culture. Soft Enterprise's Team encompasses the best nurture Professionals with excellent skills, experience and strong in-depth knowledge in their respective areas. We understand that business success starts with people. And we've consulted hundreds of businesses, applying the required standards to each, so we can genuinely benchmark the business performance



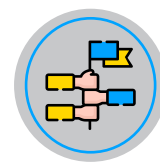
Time Management

Our encouraged team members excited about work keep time tracking of hours with little effort. Which simplifies task management as well as project management.



Professional Team

Quality work is always designed by the greater vision of specialists and expert team members for the project. Our team is full of highly skilled members.



Passionate Work

Our work is our craze, which drives us to deliver extraordinary results with hard work and enthusiasm. Our team of passionate members derives fast results.

LINE OF BUSINESS



Soft Enterprise provides IT services for developing an online businesses' presence.



We believe in building long-term partnerships rather than doing single, quick turnaround projects. This is how we intend to grow.

Soft Enterprises is an established Information Technology Company. We offer business opportunities to beginners and help others expand their horizons in pursuit of developing an online business. We started as a web development company in 2012. Now the company is extended to 5 different dimensions such as Web Development, Android/iOS App Development, Game Development, Video Production, and Graphic Designing.

OUR SERVICES

We are Soft Enterprise. We are here to optimize your online business presence. Allow us to develop your existence visibly and we will help you soar high in the direction of your aims. We offer a variety of services to make your online presence valued by your customers. We have a team of professionals to offer practical solutions and advice for your business. We admire your cooperation with us as our cheerleaders. Soft Enterprise as an IT company offers Web Development, Design, and Digital Marketing Services. Let us help you start or expand your online business.



Web Development

Our team of Web developers can help build a brand online based on the client's specific needs.



Software Development

Our software exceeds the expectations of our clients, and it is tailored to their needs.



Mobile App Development

Due to the increase in mobile device use, we have designed our app for iOS, Windows, and Android.



Graphic Design

We can help you shape viewer perceptions of your brand with our graphic communication solutions.



Content Writing

We provide our clients with compelling content that helps them reach their goals and sell more.



Digital Marketing

Digital marketing is based on the innovative use of digital tools and services for our clients.



WEB DEVELOPMENT

We believe that a website is just a part of a company's overall marketing effort. We make sure that your website serves a specific business need and is consistent with your overall marketing strategy. Building a brand online requires an experienced team of Web developers. We will work with you to create a plan tailored to your business needs and get your new internet site up and running quickly.

SOFTWARE DEVELOPMENT

Soft Enterprise provides a software development solution that fits our client's specific business requirements. Our software development team is available for clients in a variety of industries to provide custom software product consultation services. By providing quality software development services, we help our clients to achieve their business objectives and goals. We work with in-house development teams to deliver unique outcomes.



MOBILE APP DEVELOPMENT

Smartphones have changed the way that we have fun and do business on the move. The apps that we create are attractive and spectacularly designed. We incorporate the latest contemporary designs that are both beautiful and up-to-date. We create an advanced framework for each of the apps that comes packed with robust features and a grid that is particularly designed for making the app flexible.



GRAPHIC DESIGN

Our designing team designs UI/UX designs that increase conversion, reduce the cost of maintenance and build a consistent user experience. We consider the impact that typography, color theory, and accessibility requirements might have on a user's overall experience, and make adjustments accordingly. The result is a pixel-perfect, aesthetically pleasing UI—an essential piece of any desirable user experience.

CONTENT WRITING

Website content can attract traffic to clients' websites by stimulating interest in their businesses. Good content is a cornerstone of any project, which is why we provide content writing services for those who believe in the power of words, through which they can educate their customers regarding the products and services they offer. We engage and encourage potential customers to buy our client's products.



DIGITAL MARKETING

Digital Marketing is an essential tool within a business marketing mix to cultivate brand advocates and reach a new audience. We offer a range of services in this area that can give you relevant insight into your customers to help you listen and learn from what is being exchanged about your brand and niche online. We create data-driven strategies to strengthen your brand in the social space.

OUR PROCESS

It's simple: we love seeing your business grow. The process we've developed over the years combines methodology, relationships, and dedication to client success helping us execute every project both on time and on budget. We stick to this process because it works. With this process, we're able to provide results, solutions, and a solid plan to help your business soar.



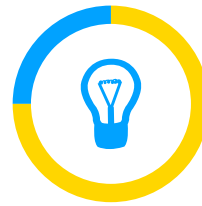
Discovery

[25%]



Onboarding

[50%]



Development

[75%]



Go Live

[100%]

Discovery

TELL US YOUR PROBLEMS

At Soft Enterprise we love to solve problems! When you first connect with us for your project you can expect us to listen to your problems and deliver a custom approach that solves them. We will work with you to set specific goals for your project and deliver a solution that matches your needs.

Onboarding

GET TO KNOW YOUR TEAM

The first step in a successful project is to connect Soft Enterprise's team members that will be working on your project with the decision-makers at your company. We do this through a kick-off meeting that is held in our office or done virtually.

Development

YOUR PROJECT BROUGHT TO

Our custom approach means that each project's design & development process is prepared in line with the overall goals of your project. From the design stage where the overall "look" of your new website is created through to the development stage where the functionality is being created.

Go Live

YOUR PROBLEMS SOLVED

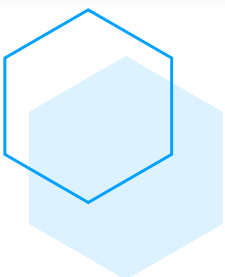
This is the most exciting part! Your project is ready to launch and starting to help grow your business. To prevent issues we start collecting and preparing the technical portion of this process during the kick-off meeting. We bring the project to live during the business days.

WHY WORK WITH US

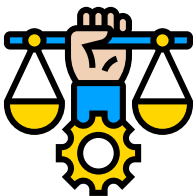


Proximity & Trust

The core team at Soft Enterprise has a strong record of accomplishment in business management. Soft Enterprise managing partners headed client services and business development within different organizations across multiple verticals. We will employ this collective hands-on experience to help your business grow and offer to advice on how our clients can best.



NON-DISCLOSURE AGREEMENT



CONFIDENTIALITY AGREEMENT

A non-Discloser agreement or Confidentiality agreement is signed to maintain the privacy of the confidential data or intellectual property of the clients and work done by the company. In case of any disclosure of sensitive information or violation of the agreement by any party, the other party can take legal action against it. This NDA is signed to maintain a secure relationship with our clients.

CONFIDENTIALITY IS KEY.

A confidentiality agreement or NDA is used to maintain the confidentiality of information or the intellectual property of both parties from unauthorized usage. NDA helps to secure the copyrights and sensitive information of the client. This would help us to build trust with our clients for the betterment of both parties.

TRUSTWORTHINESS

We believe in maintaining a trustworthy relationship with our clients by providing quality services to our hardworking employees and maintaining the privacy of sensitive data and intellectual property through the Non-Discloser Agreement.

OUR WORK ETHICS

We believe in working hard with dedication towards our work to maintain a good relation with our clients by providing value to their business. We aim to achieve the client's satisfaction by providing quality services and work to enhance the online presence of their business. Maintaining a secure relation and trustworthiness towards our clients is also an object of ours.

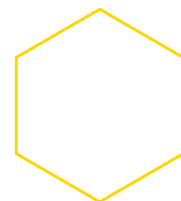
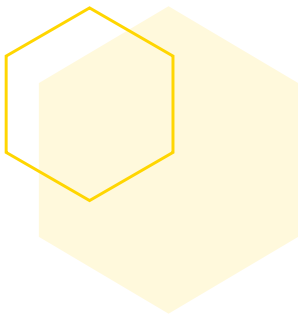


It is crucial to protect the confidential information of your organization, especially when choosing an IT partner for software development

OUR VALUED CLIENTS

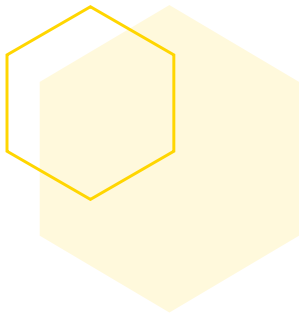
Since our founding, Soft Enterprise has quickly become well-known as a trusted partner of many of the regions key public and private organisations. Our clients are our starting point and drive everything we do. We are very fortunate to have formed excellent partnerships with many of our clients and we've formed more than just working relationships with them.





WHAT THEY THINK

We enable our clients to harness the benefits of our service to better service both their and their customers' needs world-wide. Our clients are creative, conversion-focused industry leaders. When they partner with Soft-Enterprise, big things happen: faster sales, higher engagement and tangible ROI. We are making it possible for our clients to reach out to the full potential of their business by hiring the beneficiary services of our company's hardworking employees.



Kerstin Florian
Marketing Manager
Kerstin Floriane no

Soft Enterprise is a true expert in the field of Web Development. They are highly motivated to share knowledge and provide meaningful consultation. They are pleasure to work with and very prompt and attentive in project management.



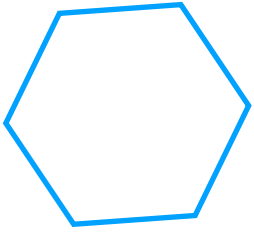
Ma Ka Ching
Chief Executive Officer
IDRPHK

Many thanks for your wonderful team and yourself to help on this project. By far, this is the best web development team I have worked with. I'm so glade to have your team and yourself to handle this project and I look forward to future collaborations.



Mohammed OUDGHIRI
Chief Executive Officer
A2ITRONIC

Soft Enterprise and his team have provided us with a comprehensive, fast and well planned digital marketing strategy that has yielded great results in terms of content, SEO, Social Media. His team are a pleasure to work with, as well as being fast to respond and adapt to the needs of your brand.



COMPANY PROFILE

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