



SOFT ENTERPRISE
Optimize your online presence

Services:

Web Development
Graphic Designing
Digital Marketing
IOS/Android Application
Software Development
Content Writing



COMPANY PROFILE

FULL FLEDGE IT & DIGITAL MARKETING COMPANY
LET US OPTIMIZE YOUR ONLINE PRESENCE

CONTACT

✉ info@soft-enterprise.com
🌐 soft-enterprise.com

ADDRESS

53 Quaid Block, Hamza
Heights, Bahria Town, Lahore

COMPANY PROFILE

We are Soft Enterprise

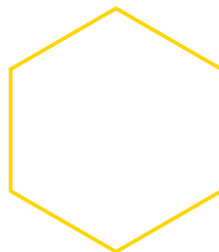
When you work with us, you bring a long-term partner on board. We carefully select the tools, technology and solutions that perfectly match your needs



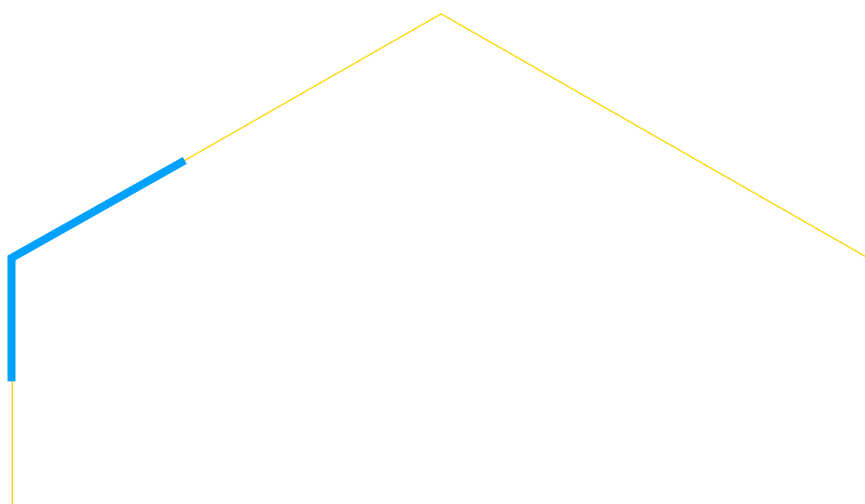
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ABOUT US

Soft Enterprise has a worldwide reputation in establishing online businesses. We create practical strategies on the bases of 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 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

To become a world leader helping to establish online businesses.



OUR MISSION

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



OUR VALUES

Our mission enables us to proceed various businesses at once. Our believe in customer's success makes us deliver the best services possible. We build on trust, nothing's more important to our company than the security of our client's data. Our customer's success enables us to grow continuously. It makes us commit to succeed with one accord.



Quality: We Provide extraordinary services, in order to deliver values to our customers



Innovation: Brilliance is to shape innovation, that makes a difference and to create value



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 & very aspect of our business



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



We believe in innovation and constant new solutions for our customer's competitive advantage. Soft Enterprise ensures to hear all voices and welcome them to increase our awareness of innovative approaches. Soft Enterprise allows innovation to know what's possible in the world of a one-stop-shop. We respect our customer's confidence and belief in us to apply innovative approaches in every field. Our credence expresses our commitment to work and our client's success. We began as an innovative enterprise to produce leading resources as provisions. We have expertise worldwide, backed by almost 10 years.

CEO STATEMENT

We are the boss of IT Industry & Digital Marketing Service over the globe.



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We will continue on our sustainable strategy in providing the best performance for inspiring others and their by customer satisfaction

Rehan Arshad
(Chief Executive Officer)

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We will continue on our sustainable strategy in providing the best performance for inspiring others and their by customer satisfaction

We have earned the trust and respect of our customers for one simple reason—we have 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 in-depth understanding of IT Industry, we have managed to deliver thousands of projects globally.

PROFESSIONAL GROUP

Our passion for work and forging satisfactory clients is Soft Enterprise's aim. Our leadership team meets innovative approaches working that differentiate us from the rest. Our purpose is to satisfy our clients' needs successfully. We produce Web are One Stop Shop to produce top-class services for online business development and making our clients' presence visible through our technical expertise We have a committed team on work and customers worldwide for a decade. Our motive is to deliver 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 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 combines 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 area.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 for 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, that derives us to deliver extraordinary results with hard work and enthusiasm. Our team of passionate members derives fast results.

LINE OF BUSINESS



One-stop-shop for online business development is Soft Enterprise's motto.



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

Soft Enterprises is an established IT and Digital Marketing 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 segments such as Web Development, Android/iOS App Development, Game Development, Video Production, and Graphic Designing.

OUR SERVICES

We are Soft Enterprise, a one-stop-shop to optimize your online business presence. Allow us to develop your existence visibly and help you soar high in the direction of your aims. We offer a variety of services to help you make your 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. Allow us to help you successfully start or expand your online business.



Web Development

Web development services are responsible, how to thrive the best outcome with SEO friendly content.



UI/UX Design

Design is an impactful component of any website that leaves its impression on the user's mind.



Mobile App Development

We develop responsive mobile applications that leave an impressive impact on the user experience.



Digital Marketing

Digital marketing is the best tool to optimize your online presence in the world of the internet.



Search Engine Optimization

SEO supports your digital presence to thrive your business actively all over the globe.



Website Maintenance

Our powerful team knows how to maintain a website in a thrilling way to make it distinctive.



24/7 Virtual Assistant

Our expert consultants provide virtual assistance constantly on every step forward to our clients.



Quality Assurance

Our dedicated team is reliable in bestowing quality work in each project of our clients.



Domains & Hosting

We are the leading enterprise supporting agency to deliver the best results for our customers.



WEB DEVELOPMENT

We believe that a web site 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. Our professional team will work with you to create a plan that suits your business needs and get your new internet site up and running in no time.

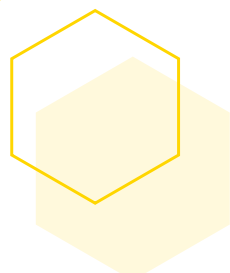
GRAPHIC DESIGNING

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, colour 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.



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.





SEARCH ENGINE OPTIMIZATION

SEO is an evolving process as Google and other major search engines enhance their ability to track and share the most relevant and useful content across the web. We use content, keywords, metadata, site architecture, and other aspects to position you at the top of relevant search results. SEO is an investment with a potentially high return. We provide the ability to assure digital content remains accessible to their target audience.



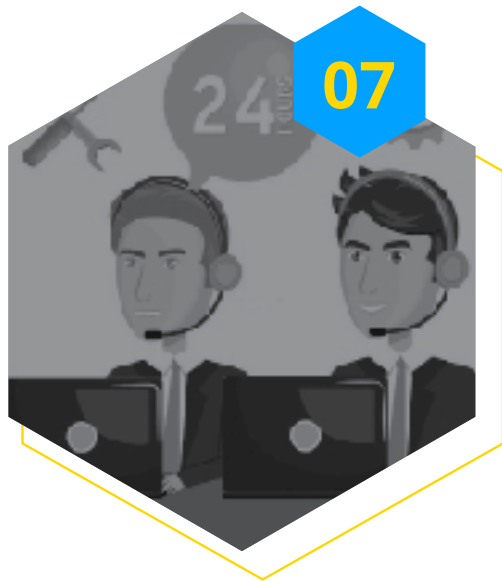
DIGITAL MARKETING

Digital Marketing should be 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 the 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.



WEBSITE MAINTENANCE

In the modern digital landscape, your website carries the same value as your physical business location, if not more. As the single window and point-of-contact between you and your customers on the internet, it has the power to make or break your brand. As you would your store, you need to regularly maintain, upgrade and optimize your website to retain customers, cultivate new ones, promote yourself and build brand value.



24/7 VIRTUAL ASSISTANT

The way business works have changed. That's where we come in. 24/7 allows you to streamline everything in work and in life, allowing you the time to work on the things that matter most to you and your business. We give you laser precision to focus on the big picture while we take care of the details. Our Virtual Assistants can take care of anything you want to work on, rather it will be a technical job, or; booking a room for you in the hotel.

QUALITY ASSURANCE

Soft Enterprise provides Systematic, Trustworthy QA Checks. We make sure that your website is accessible and adaptable to the most modern technologies in the market, and free of any hidden bugs or errors within the website that, if left unattended, can pop-up at inopportune moments, causing your brand to lose both customers and revenue in the long term. It contains; Usability, Compatibility, Functional, and Performance testing.



DOMAIN & HOSTING

Selecting the right hosting is considerably dependent on your needs. Many starting businesses are challenged if asked about the details of their specific needs. Soft Enterprise will guide clients through this process to determine the right hosting. Businesses that expect growth should ideally pick up hosting with room to grow, we offer, shared, dedicated, and cloud-based hosting to our clients in the reliable cost.

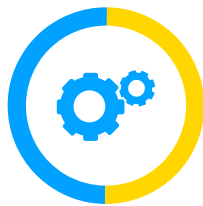
OUR PROCESS

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

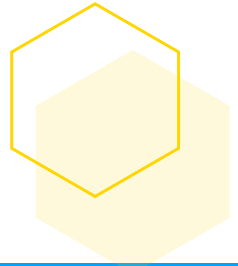
Our custom approach means that each project's design & development process is prepared in line with the overall goals of your project. From the design stage where the overall "look" of your new website is created through to the development stage where the functionality is being created.

Go Live

YOUR PROBLEMS SOLVED

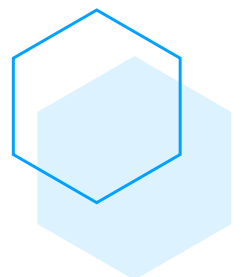
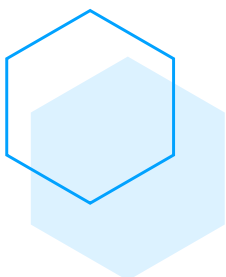
This is the most exciting part! Your project is ready to launch and starting helping grow your business. To prevent issues we start collecting and preparing the technical portion of this process during the kick-off meeting. We bring the project to live during the business days.

WHY WORK WITH US

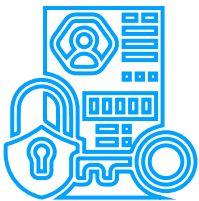


Proximity & Trust

The core team at Soft Enterprise has 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 advise on how our clients can best.



NON-DISCLOSURE AGREEMENT



CONFIDENTIALITY AGREEMENT

Non-Disclosure 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

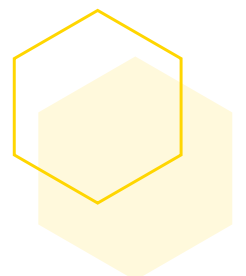
We believe in maintaining a trustworthy relation with our client by providing quality services of our hardworking employees and maintaining the privacy of sensitive data and intellectual property through the Non-Disclosure Agreement.

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. Our aim is 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 client is also an object of ours.



It is crucial to protect confidential information of your organisation, 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.

We have worked closely and successfully with different departments and major companies, and pride ourselves on meeting and exceeding our clients high expectations. The best and most productive relationships are synergistic and goal-oriented, and a long-term relationship has the value add of deep-rooted industry and company knowledge and relationships. Our clients needs always come first and we'll always go the extra mile to ensure we don't just satisfy them, we 'wow' them!

LIST OF INDUSTRIES

Our expertise and experience has helped hundreds of companies connect with their customers through their presence and marketing solutions. Through the years we have established and sustained trusted partnerships with our many clients. Between us, our team has worked with over 5,200 Businesses from all sectors of Business including:

- Engineering Companies
- Manufacturing Companies
- Construction Companies
- Non Events Companies
- Profit Organisations
- Educational Organisations
- Mining & Oil Companies
- Travel & Tourism
- Internet based companies
- Business Services
- Government Offices
- Insurance Companies
- Enterprise Organisations
- Professional Services
- Healthcare Companies
- Consultancy Companies

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 hard-working employees.

We are determined to work efficiently for the satisfaction of our client companies and their customers. Our clients are goal-oriented high achievers and we also believe in working with the industry leaders for maintaining a strong company profile mentioned below are some of the reviews from our regular clients



Werner Kraft
Chief Executive Officer
FLYER & PRINT

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.



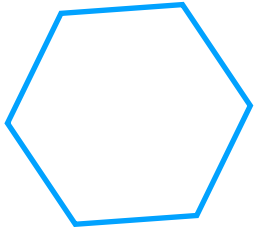
Ma Ka Ching
Chief Executive Officer
IDRPHK

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.



John Willaim
Chief Executive Officer
AZITRONIC

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.



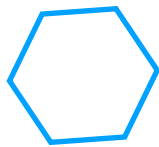
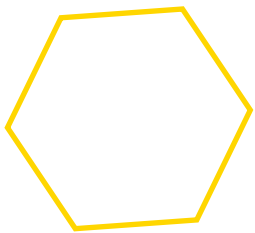
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