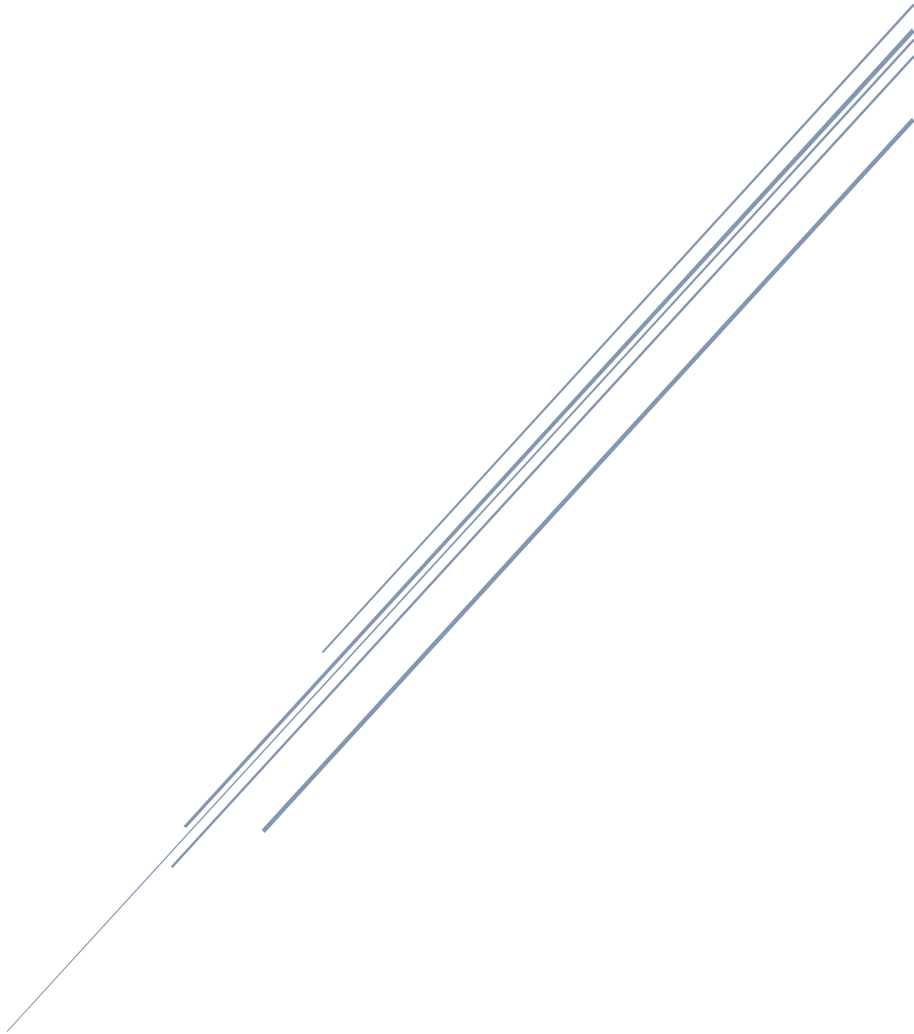




# VIRTUAL MARKET SOLUTION LIMITED

STAIRS TO YOUR VIRTUAL DESIRE



**ESTABLISHMENT DATE:** 28 March, 2018

**CELL NO:** +88 01730 577301-2

**LOCATION:** 2<sup>nd</sup> Floor, House-54/A,  
Road-132, Gulshan-1, Dhaka-1212

**E-MAIL:** [info@vmsl.com.bd](mailto:info@vmsl.com.bd)

**URL:** [www.vmsl.com.bd](http://www.vmsl.com.bd)

[www.vmsl.co](http://www.vmsl.co)

## **VMSL's COMMITMENT**

Our approach focuses on new way of business, thereby combining IT innovations and adoption while leveraging an organization's current assets. Our team is committed to provide IT Services with: Quality, Technology, Innovation, and Support.

### **Quality**

Our main emphasis is to deliver best quality in every project we undertake. With our time tested business methodology, and structured solution building approach, we ensure to maintain global business standards.

### **Technology, Innovation and Support**

Technology leadership is the most successful strategy to challenge competitors and consolidate our position since business and technology work hand in hand. Our firm's belief in this synthesis has motivated and enabled us to deliver solutions with a decisive competitive advantage. VMSL today, is a new generation framework of technology innovators to accelerate growth.

In each project, we emphasize on innovation. Our structured team works with a methodology and knowledge to innovate and deliver excellent services.

We are committed to provide development and tech-support teams to software and high-tech companies with the required infrastructure.

## VALUES

Quality | Technology | Innovation | Customer Satisfaction | Win together

We aim to be the best at what we do. VMSL has a dream of evolving into a Global IT, ITES & Digital Company, ensuring that the solutions being delivered include best practice in IT with the chosen area of technology.

- Operate with complete focus to maximize customer satisfaction.
- Develop and encourage an environment of mutual respect within company and extending it beyond to clients.
- Encourage commitment and personal learning of workforce.

We are proud to have built our organization on the strong pillars of integrity, honesty, and self-respect.



## MISSION

Our mission is to work with integrity and to help our clients to produce exceptional services in the field of IT services, Digital Marketing and Consultancy with maximum efforts driven towards customers' fulfilment with most cost-effective.



## VISION

Our Vision is to be a qualified, preferred and acknowledged long-term partner for our clients. We believe in doing our work in the most efficient way with strong and structured methodology, with steady evaluation from hard work to smart work culture to achieve customer satisfaction.

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## **ABOUT US**

VMSL offers a full range of IT, ITES & Digital services to any business. The world of online business is now highly competitive and VMSL makes sure that you are one-step ahead of your competitors. VMSL helps in virtual online marketing so that client's business gets the attention of the target audience.

Our profound technical knowledge and marketing strategy combined with general experience in digital marketing can give our clients the perfect advice to achieve within your budget. We strive hard to bring the best results.

VMSL is the rapidly growing information technology development, services, and digital marketing organization that envisioned and instigated the adoption of the flexible business practices that today enable our client companies to operate more efficiently and produce more value.

VMSL's strength lies in perceiving the client's business processes, culture, vision and goals across the industry segments and offering client oriented solutions, which are highly reliable.

## **FINANCIAL STRATEGY**

The operational structure has been built in such a manner that it lets business operate individually. The interdependence of each segment is minimal with maximum support to each one. The entire business is able to run out substantial benefit upon investment made within 3-5 years' cycle. The complete business has been structured with a vision to achieve revenue targets.

## **INFRASTRUTURE**

VMSL is not only equipped with a pool of talent where manpower is concerned, but it also has that infrastructure that assists them achieve their targets efficiently. The company is equipped with the latest hardware and other related peripherals and uses up-to-date software for its efficient functioning.

### **FACILITY INFRASTRUCTURE**

- Floors with 650 sq. ft. office setup
- Complete Power Backup

### **IT INFRASTRUCTURE**

- 16 High-end workstations with a Google file share server
- Google secure server with Windows 10 Professional Workstations
- All computers powered by Intel Core i7 and AMD Ryzen 7
- All computers include high end graphical chip and super-fast ram
- Redundant remote cloud and physical server for disaster recovery and back up

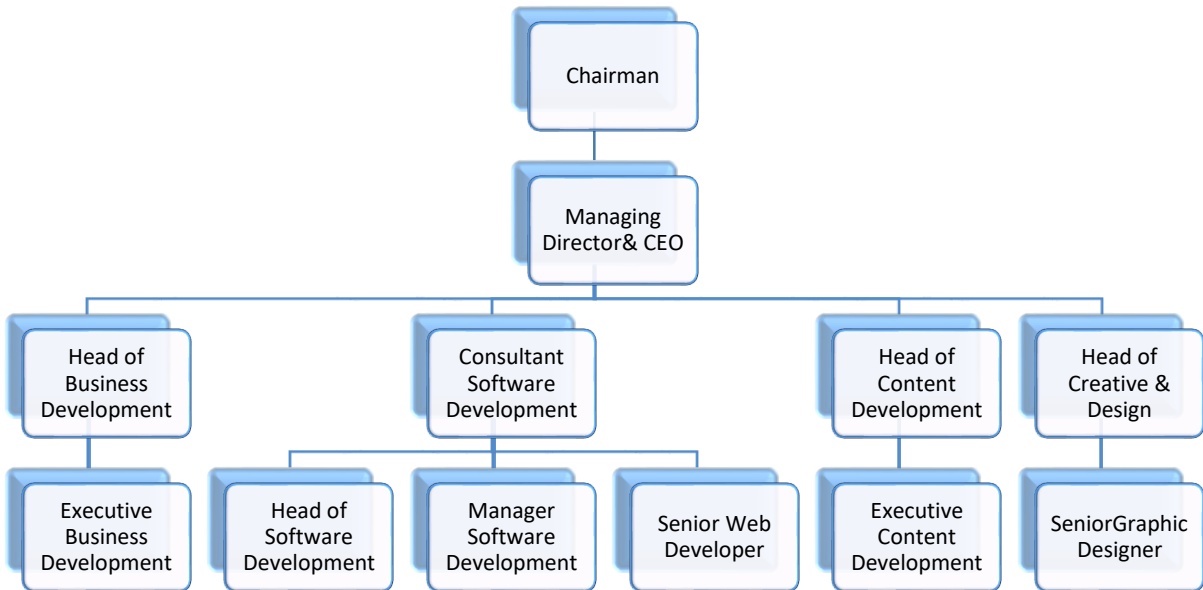
### **DATA CONNECTIVITY**

- High speed Optical Fiber line, with backup line
- Google secure network device with high speed
- Wireless transmission
- All the devices in the office are connected via wireless

### **DATA SECURITY**

- Fire walled Proxy Server & SSL Encryption / VPN
- Network Audit on a weekly basis
- Norton Antivirus with Symantec firewall with every devices both computer and cell phone

## VMSL-ORGANOGRAM



## MANAGEMENT

Technology, Business and visionaries that lay the founding stone of the business. The team has made it from initial phase to today's business stance, with full-fledged, completely owned set of variety of operations with experience in the technology industry.



## OUR LOCTION

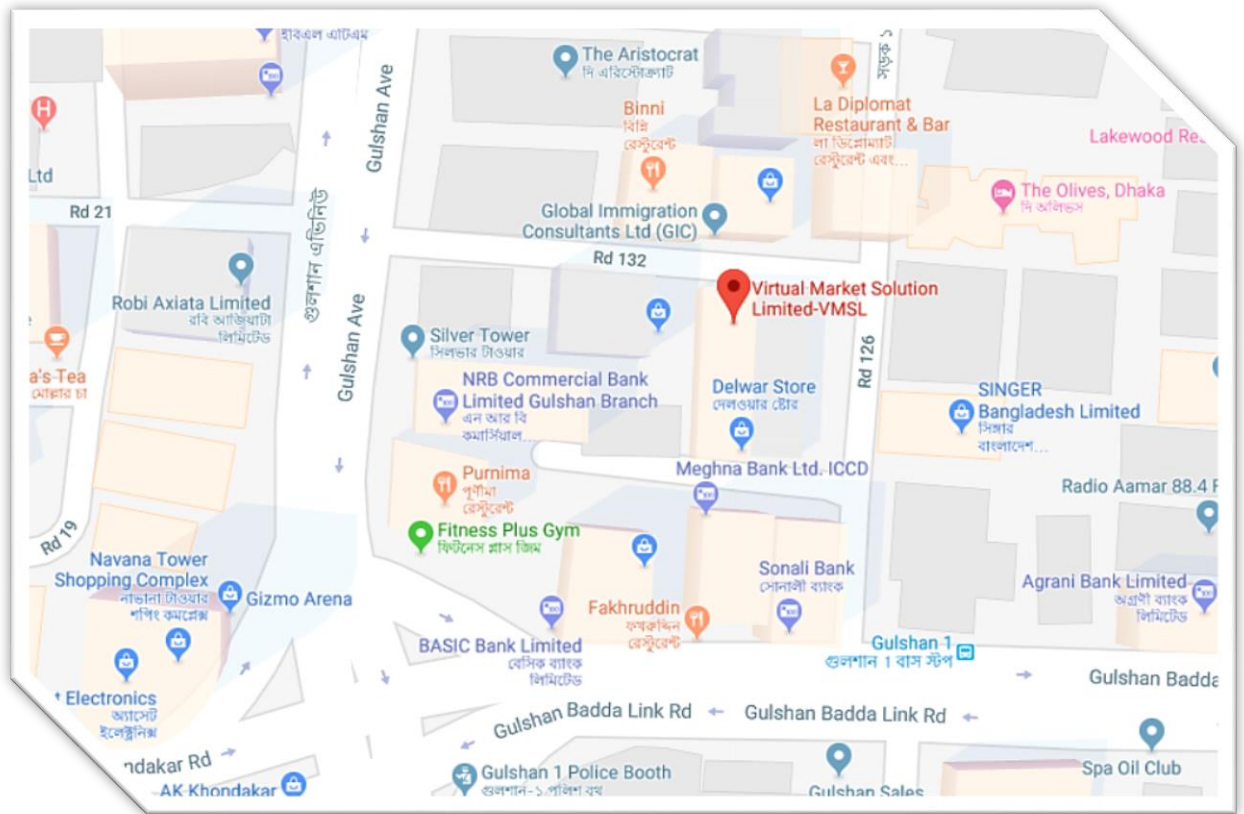
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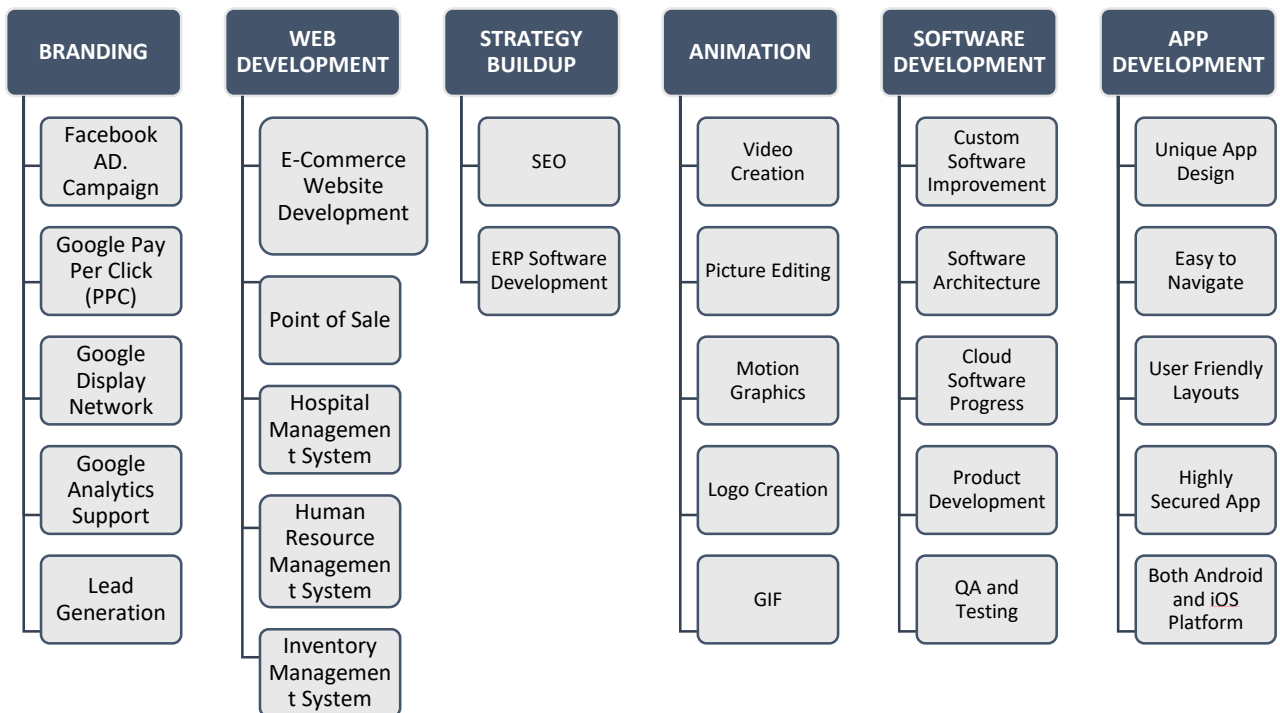


## OUR SERVICE

VMSL delivers quality and timely solutions and services at a price that make our clients smile. VMSL focuses on offshore development at our excellence office Gulshan, Dhaka, Bangladesh. An in-depth knowledge of various technology areas enables us to provide end-to-end solutions and services. With our 'Web of Participation', we maximize the benefits of our depth, diversity and delivery capability, ensuring adaptability to client needs, and thus bringing out the most innovative solutions in every business and technology domain. VMSL strength lies in understanding the client’s business processes, culture, vision and goals across the industry segments and offering client oriented solutions which are highly reliable, creating customer comfort.

Our team is committed to provide IT, ITES & Digital Services with: Quality | Technology | Innovation.

## OUR SERVICES INCLUDE:



## **IT SERVICES**

IT has high potential in terms of employment and revenue generation. The IT manufacturing sector is growing at an average rate of 11.99% in the current fiscal year and 10.22% growth the previous fiscal year. Software industry continues to contribute a major portion of Bangladesh IT industry's revenues. According to the IT vision of Govt. of Bangladesh, at present, the sector's contribution to GDP exceeds 32%.

With the dedicated and adroit employees at VMSL, it has been adept in assisting the growth of the nation in the field of Information Technology. VMSL with its vision of quality and innovation has been successful in catering the needs of those who seek our assistance in following areas of IT enabled services:

- Software Solutions
- Web Solutions
- Graphic & Multimedia Solutions
- Quality Assurance & Testing
- Offshore development

### **Software Solutions**

VMSL has developed a number of products and applications for its clients in this service. Our mature software development processes, combined with excellent infrastructure have significantly increased the "on-time and on-budget" delivery of software. Our services begin from analysis, moving through designing, development, testing and implementation to maintenance. Our applications come in all sizes, be it a one-table database.

#### **We offer:**

##### Application Development

- Interactive Application Development
- Custom Application Development/ Maintenance
- MIS and ERP Solutions & Support
- Android and iOS App development integrating with ERP solution

## **Application Development**

### **Interactive Application Development**

Interactive Application Development (iAD) is about harmonizing art with technology. This business division of VMSL complements the client's requirement of online and desktop applications - be it a workgroup solution or mailing platform. It adds a further arc to the circle of 'Net Totality'.

A strong team of software professionals empowers the application development capability at iAD, VMSL. The applications developed range from Web-stores, online service retailing to enterprise information systems. Our competencies in .Net technologies, ASP, XML, PHP and C/C++ are demonstrated in various network-based applications. SQL/ Oracle database engines support most of these applications.

### **Custom Application Development/ Maintenance**

It is a well-known fact that some of the ready-made, packaged applications have failed to meet the requirements of the customers because of their unique needs and differing business practices and processes. In addition, prohibitive cost of implementing a packaged application and the maintenance thereafter becomes an unwelcome perspective.

We have experienced IT Consultants for Project analysis, formulation and concept planning, right up to project management and installation. We develop customized Software that is completely based on user's requirement with GUI (graphical user- friendly interface) on any of the mentioned platform / languages

### **MIS and ERP Solutions & Support**

We offer customized low cost solutions to industries based on open standards, contemporary technologies and maintenance support. While incorporating the best of business practices, we do take special care of the customer requirements.

ERP Solutions include the development of software in a distributed model, with some phases of the project being conducted onsite and others being conducted offshore. Each phase is uniquely defined and executed. After unit, and system testing the product is then sent to the client for acceptance testing. We have satisfied customers find the solutions user friendly, flexible, and comprehensive.

## **Android and IOS Application**

People are more comfortable with their smartphone now a days. We offer both Android and IOS application for our client. We develop strong and swift API for Apps. So ERP system or Accounting software of a company can be easily used from a smartphone.

## **Web Solutions**

VMSL provides web solutions & services to help customers reach to a wider customer base. The web is a new and different medium for communication and requires a different viewpoint and skill set to use it in the most effective way. Businesses need web consulting to get more return on investment in web site. We can help get the most effective solution through:

- Website Development
- E-commerce

### **Website Development**

Websites can enhance awareness of brand, leading to more sales. It is easier to build relationships with customers, vendors, and shareholders through online identity and get:

- more traffic from the search engines
- fast loading web pages with excellent navigation and designing,
- communicate more effectively

We can help our clients acquire both Dynamic site and a static site. We offer web sites on flash, asp, PHP which are tailor made to target customers and make our clients' presence live on web.

### **E-commerce**

We offer e-commerce services in custom-built solutions as well as packaged software customizations and implementations. This helps customers to heave their business from point of sale implementation and go global. Our competent management team, good post-sales services, well-organized business structure, network infrastructure and a secured, well-designed website will ensure ripe results on your investment.

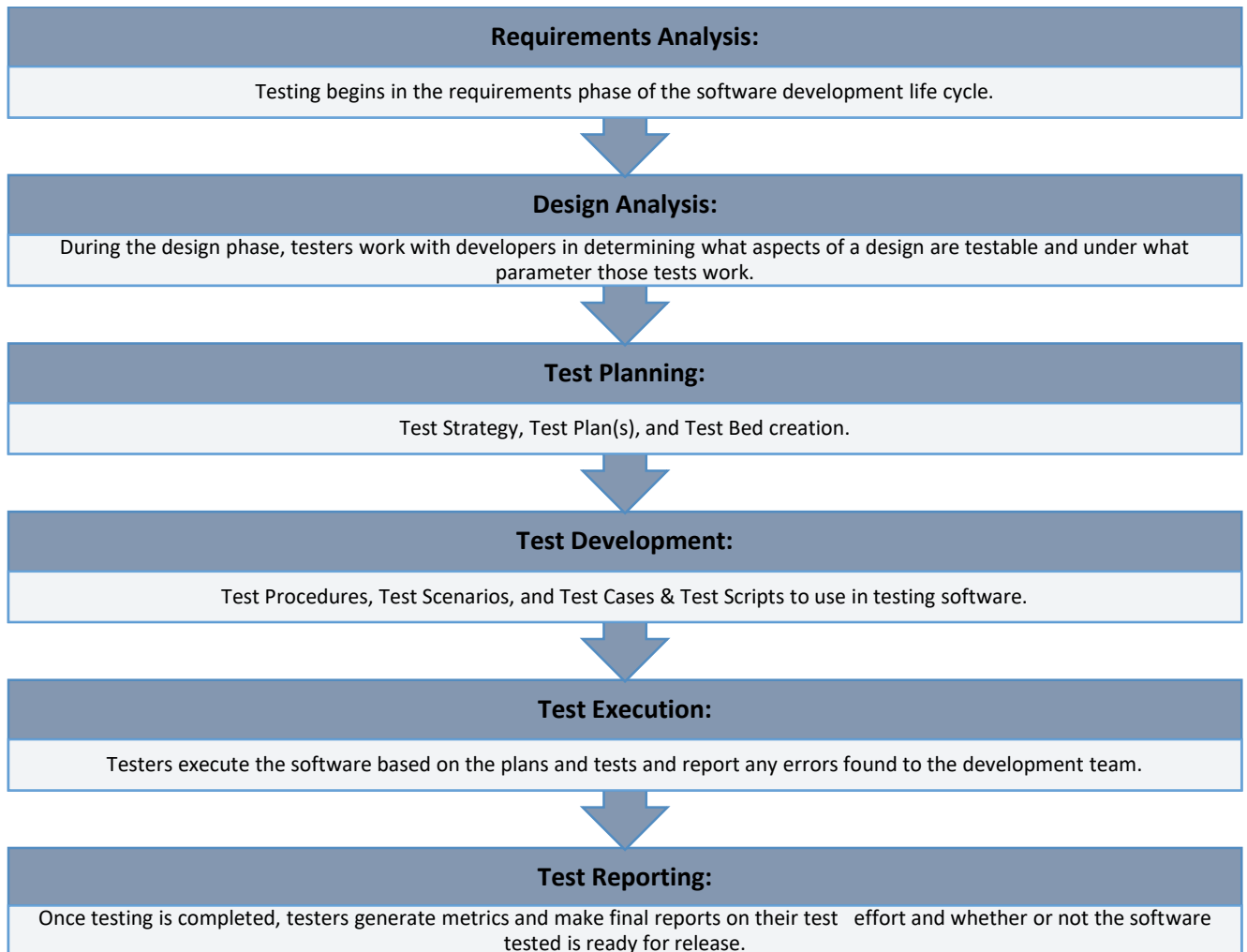
## Graphics & Multimedia Solutions

Each Client is different with his own ideology and vision, so should be his designs. Having done more than 200 design solutions, we lend our services for:

Logos, Brochures, Advertisements, Corporate Profile Presentation, Product Catalogue, GIF, Digital Campaign Banner, Product Explainer Video, Training/ Tutorials Presentation, 2D-3D Animation and Walkthrough.

## Quality Assurance & Testing

All the software solutions developed undergo following cycle of testing:



## Retesting the Defects:

In this cycle applications are passed through following **levels of testing**:

- ✓ Component testing tests the minimal software item that can be tested.
- ✓ Component integration testing exposes defects in the interfaces and interaction between integrated components.
- ✓ System testing tests an integrated system to verify that it meets its requirements.
- ✓ Acceptance testing allows the end-user or customer to decide whether or not to accept the product.
- ✓ After modifying software, either for a change in functionality or to fix defects, a regression test re-runs previously passed tests on the modified software to ensure that the modifications haven't unintentionally caused a regression of previous functionality.

## Offshore Development

To get the best IT solutions, clients don't need to be geographically near us. That's because we offer quality offshore development center. Our offshore software solutions in application development and web site development guarantee cost savings without the need to compromise on either speed or quality.

## DIGITAL MARKETING SERVICES

### Animated Video Campaign

Creative advertisement animation is the most powerful and profitable way of promoting companies' products effortlessly. Creative animated advertisements includes various creative visual elements which attract consumers with more effectiveness to showcase their values and identity that work well on both television and internet platforms.

## Web Promotion

We can promote your site to acquire more traffic, more enquiries, more leads, and more value. Web Promotion is a three phase process and we are your companion to see you through all the phases and that too very well. We promote your website in different search engines like Google, Yahoo, Bing and other partner search engines. Our Google ad word campaign will make sure that your web site is in the top of all searches. Dynamic search campaign will show your website to your potential customer everywhere they visit. Through social media we will promote your website and bring you ultimate traffic to your website. To make it easy for you know about your website traffic we will set an analytics account for your website by which you will always catch up with your site traffic.

## Search Engine Optimization

Your website doesn't mean anything to anyone unless it can be found by your customers. Phase two in Web Promotion is optimizing your site so it appears high in the search engines and uses them to bring even more people to your pages. Our Web development and Promotion methodology, caters to the best of breed processes which helps in a successful on-time and above expected delivery. Phase three ensures that your site attracts even more traffic for which our experts go over techniques like reciprocal links, email signatures, newsletter articles and more. In Order to good SEO we need to follow this steps-

- |                             |                           |
|-----------------------------|---------------------------|
| 01. SEO Project Brief       | 06. SEO Content Writing   |
| 02. SEP Keyword Research    | 07. On-Page SEO           |
| 03. Identity SEO Competitor | 08. Local SEO citation    |
| 04. Technical SEO Audit     | 09. Off-Page SEO          |
| 05. SEO Backlink Analyze    | 10. High DA Link building |



## **Social Media Campaign**

Yes social media campaign and we are the master of it. We can target any group of customer through social media like Facebook, Instagram, LinkedIn, YouTube, Twitter, Google+, and Tumbler.etc. We just don't boost post. We research, understand your product or services, and investigate your competitor then we come up with a plan for next 3-6 month. We develop content based on your goods structure. Our expert graphical team will come up with best creative design for your product or services. Then we set a target market. We don't believe in mass marketing for all the goods. A regular person won't buy an expensive watch or gadget. So we target those who could be your potential customer and then we campaign. We just don't do one campaign because people choice and interest could be different. So each product we 4 test AD. We observe those ads for few days. According to those ads result we can easily find out what type of ad is creating more impression among your target customer. Then we focus those type of ad and mass market those. These bring us the most success for every product or services. We also do collect client info. We track them and their choice of goods and promote those according to customer's choice.

## TECHNICAL KNACK

<b>Data base</b>	Oracle, SQL Server, Access, MySQL, PostGre SQL, PL/ SQL, SYBASE
<b>Technologies &amp; Languages</b>	<p>C, C++,VC++,C#, VC++, .Net            VB, VB.NET, MS.NET, .NET CF            Java, JSP, EJB, Java Script, Servlet            ASP,ASP.NET            Crystal Reports 9.0 for .NET            Oracle D2K, Forms and Reports            Power Builder, XML, XSL, XPATH,XML Encryption            Castor XML Binding, HTML , DHTML, Cold Fusion            PHP, PERL, Web Blog Server, JBoss, JRun            Flash , Photoshop, Dreamweaver            RMI CORBA, CGI, DCE            COM, DCOM, MS Exchange            SOAP, Developer 2K            Power Builder, Visual FoxPro</p>
<b>Operating Systems</b>	Windows NT/XP, Unix, Red Hat Linux
<b>Methodologies</b>	<p>UML / Rational Unified Process            Design Patterns            ER Modeling            OOPS            Microsoft .NET Framework 1.1            Agile            Microsoft Development Environment 2003</p>
<b>Graphic Skill-se</b>	<p>Graphics Interface Application development            Image editing/ Photo-finishing            Vector drawing            Interactive graphics            HTML authoring/ Web publishing            Audio/ VIDEO editing (Streaming media)            3-D image/ 360° panorama rendering            VRML            Animated graphics            Adobe Photoshop and Macromedia Dream Weaver/ Flash</p>

## PROJECTS UNDERTAKEN - Software Portfolio

### 1. Software Name

<b>Offering</b>	<b>Point Of Sale Software, Inventory Management System</b>
<b>Industry</b>	<b>RMG</b>
<b>Customer</b>	<b>SparkX Fashion Wear</b>

#### Objective

The main objective of this software is to provide Point of sale solution to SparkX. This is fully a cloud based software. Because of its cloud nature it can be used in any outlet anytime. This software has expert reporting system which will provide inventory management reporting, sales reporting, supplier product report, real time revenue and profit calculation.

#### Solution

Point Of Sale, Inventory System Management, Sales and Revenue Module, Cloud Software solution, Supplier rating management.

### 2. Software Name

<b>Offering</b>	<b>School Management System, ERP Solution</b>
<b>Industry</b>	<b>School, College, University</b>
<b>Customer</b>	<b>ITRC</b>

#### Objective

Our software includes full school management system integrating with an ERP system. It will be a fully automated and App base software. Both Android and iOS user will be able to use this software from their phone. In this software there will be multiple module like HR module, Accounting module, Sales and Inventory module, Health Care module and School Management Module. Educational institute board, headmaster, principal, teachers, guardian and student will be have individual account to access this app. Using this app teachers can submit students results, home work and total study plan for the semester. Both guardian and student can access those data. For fulfilling security issue this app will send an automated notification to the guardians' device to let them know about their children's' status.

#### Solution

School Management System, HR Module, Accounting Module, Health Care module, Inventory Module.

### PROJECTS UNDERTAKEN - Web Portfolio

SL NO	COMPANY NAME	WEBSITE LINK	Remarks
1	SparkX Fashion Wear	www.sparkx.com.bd	
2	Japan Education Center	www.japaneducationcenter.com	
3	The Circle Consumer Ltd	www.circleconsumer.com	
4	Unique Consortium	www.uniqueconsortium.com	Ongoing
5	RM Consortium	www.rmconsortium.com	Ongoing

### PROJECTS UNDERTAKEN - Digital Services

SL NO	COMPANY NAME	RESPONSIBILITY	REMARKS
1	SparkX	Facebook and Google Marketing	
2	Japan Education Center	Facebook and Google Marketing	
3	Outreach Education Consultancy	Facebook	
4	Oxford Noble School	Facebook and Google Marketing	
5	National Polymer	Facebook Marketing	
6	Edu Wise Education	Facebook Marketing	
7	Leisure Bangladesh Ltd	Facebook Marketing	
8	Leisure Bangladesh Marine City	Facebook Marketing	
9	The Circle Consumer Ltd	Facebook and Google Marketing	

# Thank You