



# PRIME LINK

## **Prime Link Ltd**

### **COMPANY PROFILE**

Prime Link Ltd Profile: Infrastructure, Human Resource, Business Activity, Capability and Experience of the company.



## **Business Information**

- **Business Name:** Prime Link Ltd.
- **Business Address:** Level 16, Saiham Sky View Tower, 45 Bijoy Nagar, Dhaka-1000.
- **Email:** info@primelinkltd.com
- **Tel:** +88-02-8391959
- **Fax:** 9344243
- **Total number of Employees:** 20.(person)
- **Number of Employees at Head Office:** 11.(person)
- **Primary Line of Business:** ERM Software

## **General Business Activities**

Prime Link Ltd has been established as a software development and solutions providing company operating in Bangladesh. Our core business model is based on the accomplishment which is being the best commitment to your organizational technical “How-To’s”. Based on the decision of the company to diversify our services; a team of enthusiastic IT specialists and different industry specialist who wanted to overcome the traditional ways of service and create a company that would act in the market not only for business success but also for the sake of Technology itself. What makes us different is our unique blend of youth, experience and professionalism. Equipped with the best engineering graduates of the country backed by innovative business professionals **Prime Link** offers the best possible client fulfillment when it comes to IT-Solution.

## **Company Strategy**

**Vision:** To be one of the global names in the software products and related services

**Mission:** To deliver the best customer experience to our clients through continuous improvement driven by efficiency, teamwork, and innovation

## **Scope of Work**

Prime Link Ltd offers a range of solutions such as: Custom Software Development, E-commerce Solutions Development, E-learning Solutions Development, Web development, Legacy Applications Reconstruction, Project Recovery, Consulting, and Quality Assurance. There are 6 departments; IT, Human Resource, Operation, Quality Assurance, Accounts and Sales & Marketing.

## **Capability & Experience**

At Prime Link Ltd, we see innovation as a clear differentiator. Innovation, along with focus deep, long-lasting client relationships and strong software expertise, drives every facet of our day-to-day operation. Our focus and passion is to provide solutions that efficiently extend the capabilities of your software systems to meet the needs of your specific business processes. We understand that you have large investments in your applications and we are committed to help you to continue to reap the benefits of those investments for years to come.

We have a distinctive list of companies from different expertise of business as our treasured clients. We have developed more efficient and effective software such as Inventory Management System, Human Resource Management System, Accounting Management System, Event Management System and Education Resource Management. For example, let see our ERM software which is in implementation stage at North South University (First private University in Bangladesh).

## **Education Resource Management (ERM)**



For last 7 years through our study on educational institutions and 4 years of practical experience with roll out at different institutions we have divided the whole process of an education system into three different lifecycle management;

- Institute Life Cycle Management
- Parent & Student Life Cycle Management
- Teacher/Faculty Life Cycle Management

Each life cycle contains several steps that have been developed considering the demand of users exists in present traditional educational eco system settings.

ERM provides a wide range of services which are simple and effortless solution to help educational institutions manage their entire administration with ease and efficiency. ERM makes various academic and administrative activities effortless and helps authorities make quick and informed decisions. Some of our modules are; Admission Management, Human Resource Information Management, Recruitment Management etc. The details of the modules will be shared with at the process design phase. Subject to the requirement of institution any module can be developed.