



**Business Proposal for In-House  
Software Development and  
Consultancy Services**

## **1.0 Executive Summary**

This business plan outlines the strategy and various services that we shall be providing if given an opportunity to start the In-house development mainly on integration aspects of Large Scale and Medium Scale Businesses. Apart from this in-house development the plan also highlights various areas where our consultancy services can be used effectively to generate considerable revenue and turnover for the company. We expect a high degree of profitability based current market needs and businesses that have already expressed the need for such services. Our expertise and commitment along with the reputation of your company shall be the key of our success in the years to come.

### **1.1 Objectives**

- To create a workforce and start In-house software development which would initially target the EAI market. We will also take up ad-hoc software development based on client needs.
- To provide software consultancy services to existing and new clients to enhance their business processes and help them serve their customers in a better and more effective way.
- To consistently meet the current and new clients and explore the possibility of further business opportunities and discover areas where our services can be made available to them.
- To acquire and use the training from the partners and implement it in our product and client environment.
- To handle product support and training at client site and in house to the staff involved.
- To work hand in hand with marketing and target new market for implementations and other services.

### **1.2 Mission**

The need for integration of various business processes and various systems within an organization has been widely recognized and has become a key point to success of an organization. The availability of information in an efficient and effective manner has become very critical to almost all modern businesses. Our mission is to achieve this complex requirement with simplicity and efficiency using the latest technological standards.

Our vision is to establish the software house which would provide fast, reliable, informed and consistently high quality solutions to various business needs and clients all over. The primary focus would be on EAI related projects and other requirements will be taken up based on workforce strength and expertise on ad-hoc basis. The short term objective is to start this in-house development and consultancy services quickly and inexpensively with minimum investment. The long term

objective is to grow this into a stable and profitable entity that can be easily and comfortably managed.

### **1.3 Keys To Success**

- Anticipating client needs.
- Adapt or manufacture software solutions to these needs.
- Identify businesses where our solutions can be effectively implemented.
- Quality (Getting the job done right the first time, offering 100% guarantee)
- Marketing and Networking (This includes mutually beneficial partnerships)
- Our expertise, attitude and commitment and reputation of your company would be major key of all to the success of this vision.

## **2.0 Products And Services**

The products and services will be geared to provide medium and large scale businesses with effective software solutions mainly in the areas of integration and other ad-hoc requirements posed by the clients. We will also provide consulting services helping companies and other businesses to recognize opportunities for using our software solutions, expertise and technology to enhance their business processes. We will explore new partnerships with other players to the mutual benefits of either parties. Finally, we will provide complete training on solutions purchased from us.

### **2.1 Product And Service Description**

#### **In-house Software Development**

The development team will mainly emphasize on the development of EAI products for various businesses and the software house will also be responsible for turn key projects based on client needs and other requirements. The initial target would be to capture the EAI market, the technical proposal for the same is enclosed with this document. We will also take up ad-hoc customizations and software development according to client needs, Internet Banking, IVR, and phone banking, web technologies would be our major areas of research and development. The second and third phase of development will target on web services and wireless technology. Also, this segment will be responsible for creating and managing profitable ties with other players in the market and we shall work together with these technology providers and use their services to enhance and market our products. The long term plan would be to turn this in-house development into major profit earning entity which can be easily managed.

## **Consulting**

We will also form a consulting team and this team will be responsible for client analysis, requirement and market study, and based on the results will decide the best fits for our software solutions. The team will consistently meet the current and new clients and explore the possibility of further business opportunities and discover areas where our services can be made available to them. Later down the road we can also look at the possibility of turning this consulting team into a profitable entity by proposing hourly (short term assignments), retainer (expertise in particular area) or project based (Full time involvement in major client projects) consultancy.

## **Training**

We will provide further value to our customers and our own existing staff by providing them complete training on our software solutions. This will also help us build effective customer relationships for future projects.

## **Marketing**

The group will work very closely with the marketing team and would propose effective marketing strategies and help with demos and other necessary training to the marketing staff. The consultancy operations will infact be handling marketing also to a large extent as they will be in direct contact with clients at all time and will be proposing our solutions to clients directly based on their business process study.

## **2.2 Competitive Edge**

Our greatest strength and competitive edge would be the technical and functional knowledge and huge professional experience backing us, the reputation of your company would also contribute to a large extent in providing us better edge over our competitors, also the use of latest technology and designs would certainly put us ahead in matter of time. Repeated customer satisfaction being one of our mission and our commitment to it would certainly keep us in lead.

## **2.3 Technology**

The EAI products will be designed using the latest and most efficient state of art EAI architecture as explained in the technical documentation attached with this proposal. We shall deploy latest internet technologies like J2EE (JSP and EJBs) for core development, XML standards for adapters and web technologies for other ad-hoc software development and interfaces. The java technology has proven itself in the market and has become the in thing today, the concept of

'write once and run anywhere' has contributed to its popularity and we shall exploit this feature to the maximum in our design and products. This will not only make us middle ware independent but will also help us reuse the same software code on different operating system platforms with minimal modifications and touch-up. The more on technology and design is explained in detail in the attached technical documentation.

### **3.0 Market Analysis And Trends**

The success of any business today depends on its ability to adapt to rapid change and fully embrace e-business. E-business encompasses more than electronic commerce and the ability to accept credit card orders over a Website. E-business includes closer intimacy with suppliers, partners, and customers. To compete effectively, organizations must reduce cycle times and increase customer satisfaction. This requires integrating and streamlining business processes across application, departmental, and organizational boundaries. Systems integration is no longer a necessary, expensive activity associated with implementing Enterprise Application Integration (EAI) packages; it's a requirement for future survival.

#### **3.1 Market Segmentation**

The e-business and EAI market is spreading its wings in almost every business sector, EAI solutions can be designed to target from small scale industries to large scale bulky businesses. The need for integration is enormous and is all around, we shall initially target Banking and Financial sector as this is the most flexible and ever changing and has a great turnover. There are always new requirements and new technologies in this sector and eventually all these new requirements give birth to more integration and front level software solution requirements. Also we will analyze and equally focus on other businesses in parallel. However the long term objective would be to target every possible Business with requirements for our solutions and maximize our revenue and turn these clients into our repeated patrons.

#### **3.2 Market Trends**

Today the market is more customer driven or rather service oriented, the more services a business can provide the more ahead it gets in the hierarchy. The plethora of services is directly dependent on the integration and availability of information from the source systems. The seamless access to information by partners, suppliers, distributors and customers has become critical to the success of any business. Business-to-consumer (B2C) models, Business-to-Business (B2B) models, e-portals, legacy systems integration have become a key

success criteria for any upcoming or existing business. The technology behind these buzz words and the architecture bringing these models to life is completely EAI driven and is here to stay. Several companies have drifted their attention on this technology and have become giant market players. This is no more the technology of future and has marked its presence widely in the market and is growing at a very fast pace. We intend to exploit this technology to our growth and profitability.

### 3.3 Target Market Segment Strategy

Our software solutions will be tailored to target the following markets based on requirements.

- Banking and Financial Institutions.
- Stock exchange and stock brokers.
- Manufacturing houses.
- Hotels, food and beverage industries.
- Educational Institutions and Systems.
- Other Government Institutions.
- Telecommunication and Mobile industry.
- Health Care Industry.

Apart from the above the consultancy services will target existing and new clients and will explore new markets as we grow.

## 4.0 Project Requirements And Team Setup

<b>Requirements</b>	<b>Number</b>	<b>Estimated Expense</b>
<b>Equipments</b>		
Server	1	
Workstations	8	Rm 20,000 (One time)
Network/LAN/Internet	-	-
<b>Software</b>		
Application Server (JBoss)	1	Free
*Middleware (JBoss/JMS)	1	Free
JAVA SDK KIT	-	Free
Other Software, Oracle DB,MS Office	-	Not Available
Stationary (Books, other office equipments)	-	Rm 500 pm
Research And Development	-	Rm 1000 pm
<b>Initial Work Force</b>		
Consultants/Tech. Leads	2	Rm 35,000 pm
Developers	3	Rm 9,000 pm
Web Designers	2	Rm 4,000 pm
PMO	1	Rm 1,500 pm

\* Other middleware platforms can also be used based on client needs and our partners eg. Websphere MQ, Weblogic etc. However JBoss can be used for development purposes and is free.

We also expect an annual profit share of 30% in the sales of our software solutions. This is for the mutual benefit of both parties and to ensure that we remain committed to each other and work together with 100% throughput to achieve maximum profitability and annual turnover.

## **5.0 Conclusion**

We thank you for giving us the opportunity to present this proposal to your esteemed organization and hope our good relationship continues to flourish and we will be able to work together on this and achieve our mission with flying colors and maximize our profits and capitalize on our success and prosperity.