



Premium Web Cart
it's a complete e-commerce solution



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COMPANY DETAILS

COMPANY NAME:	PREMIUM WEB CART
REGISTERED ADDRESS	167 TEJTURI BAZAR CHOLK LANE
OFFICE ADDRESS:	HOUSE # 381 (5TH FLOOR), ROAD # 28 NEW DOHS, MOHAKHALI, DHAKA - 1306 BANGLADESH
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WEB SITE:	http://www.premiumwebcart.com http://www.premiumwebcart.com.bd
TYPE OF COMPANY / LEGAL STATUS:	PRIVATE COMPANY
TRADE LICENSE NO:	633679
YEAR OF ESTABLISHMENT:	APRIL, 2011
SECTOR & SUB SECTORS:	E-COMMERCE, PROJECT MANAGER, CRM, BLOG, STOREFRONT, IT SERVICE PROVIDER
CURRENT LINE OF BUSINESS ACTIVITIES:	WEB DEVELOPMENT, DATABASE & APPLICATION DEVELOPMENT, SERVER SOLUTION, CMS & OVERALL PROJECT MANAGEMENT
COMPANY EQUIPMENT AVAILABLE:	14 WINDOWS BASED LAPTOP 2 MAC OSX BASED LAPTOP 2 LINUX SERVER IN USA
COMPANY COMMUNICATION INFRASTRUCTURE:	INTERNET LINES, GOTOMEETING, SKYPE, YAHOO
TECHNICAL CAPACITY:	PHP, MYSQL, PYTHON, JAVASCRIPT, XHTML, HTML, APACHE

OUR PRODUCT:

Project Management Software - It helps small & mid size company to manage their tasks efficiently. It also helps to monitor project success as tasks are distributed properly. Moreover, teams can manage sprints so that they can accomplish task or do good progress based on a timeline.

Customer Relationship Management (CRM / AUTORESPONDER)

Website Builder (/ Content Management System) - Squeeze Page, Thank You Page, hosting freely for them having more than 70 Responsive templates including Soft Add To Cart.

Facebook Store

Scheduling / Billing System

Customer Portal

Membership System

Ticket System

Click To Call

Live Chat

Mobile App – for merchants who wants to pay back their customer swiping their card So, all the things are under one umbrella.

BDTEACHERS -

Our project was to contribute in today's social network revolution. We came with an idea of education-social network named bdteachers. Education has a very dynamic course of it and it is to update itself over the time goes. If a teacher can't cope up with this dynamic flow and get left behind then the real sufferer would be the nation itself. The key to resolve this crucial issue is something that can make the precious bridge among teachers so that they can update themselves. The project set its goal to share and build up the bond of educational prospects and materials among teachers, students and even guardians. With this project, a teacher can easily communicate with other teachers and comes to touch with their teaching manner. In addition, bdteachers offers them to share educational materials to other as well. That way, teacher's view and teaching method will be no longer limited under certain educational institute or area and s/he can quite easily comprehend the contemporary flow of education. Thus, teachers will eventually come to their realization if there is any lacking they need to overcome in order to get themselves to date.

A very wise teacher will bring nothing particularly good out of the student s/he's teaching if there is a gap in communicating with them and can't provide them learning stuffs properly. bdteachers also shine its light on this matter and features numerous options for teachers to share learning materials to their students. Every teacher has their own user panel in bdteachers where they've literally a lot of options around to share learning stuffs among students. bdteachers serves the purpose to decently organize the students as well so that teacher doesn't get confused while exploring. Teacher can share homework, syllabus, notes and handouts. If teacher wishes to share resources like audio and video clips, that can be quite elegantly possible too. In addition with that, teacher can even take online test and publish the result if necessary.

To pursue the long awaiting dream, every student needs to get in touch with their respective teachers. Student can also get vastly benefitted with bdteachers. bdteachers can be proved as quiet handy for getting learning material updates mentioned above from their teachers. They can even get updates from teachers from other institutions. This ensures the fact that, student may well get in touch with better

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educational materials beyond the scope of their own institution. This will also overcome the problem of a student studying not so renowned educational institution.

Guardians always play vital roles for their offspring in nearly every stage of their life. It however, appears as a very common scenario on guardian let their all hopes be placed upon the teacher who are teaching their offspring while entirely forgetting to regularly communicate with teacher and get the update of their offspring. Students won't pull themselves up to their ultimate goal without the concern of their guardians. In order to make it happen, bdteachers also equips itself with the facility for the guardians to commune with the teachers of their offspring. In doing so, guardians may well get more updates of their offspring from the teacher without communicating with them in person.

Shilpo Nari -

We have a small pilot project ShilpoNari. We will upload & sell poor people made handicraft like items & will provide the money to those poor people when someone will buy it. These poor people does not have any online selling place that we will do & its a non-profitable business that will help in CSR area of Bangladesh.

OUR BUSINESS MODEL:

We have plan to launch the product for Bangladesh Market, currently most of our merchants are USA based.

We will sell different packages like Silver, Gold, Platinum. Based on the packages merchants will get limited features of more features. We will charge the merchant Monthly with first time one Signup Fee.

As we are targeting Bangladesh Merchants / company to use this software, they will pay using their Dutch Bangla Bank, Brac Bank, Standard Chartered Bank etc that provides VISA / MASTER CARD Support.

OUR CLIENT SPEAK FOR US:

"I was very impressed by the technical expertise of your programming team as well as the superb management structure in place. It's not often that both coexist in this business."

Paul Jenkins

"The Premium Web Cart team has performed so far above expectations; these words will not do justice. I am very satisfied with their work and dedication to outstanding customer service and would highly recommend them to anyone looking for web design of any kind."

Clyde R. Goulet

"Exceptional, Creative, Visionary, High standard, artistic. Easily among top 5% of designers. Exceptional designer, you don't need anyone else."

Howard Ritchie

"It was a pleasure to work with Premium Web Cart and their engineers. They were able to accommodate our scheduling requirements and also helped to refine our thinking, resulting in a better project outcome. The Premium Web Cart team is professional, talented and responsive. We are already planning our next project with them, highly recommended."

Charles B. Everett

SOME OF OUR REFERENCES:

CUSTOMER NAME	CONTACT ADDRESS
PAUL JENKINS	Premium Web Marketing USA
BKMEA	233/1 Bangabandhu Road, Press Club Building (1st & 3rd Floor), Narayanganj-1400, Bangladesh Phone: 880-2-7640535, 7641295, 7641857 Fax: 880-2-7630609
Friends in Village Development Bangladesh	KhadimNagar, Sylhet , Bangladesh, P.O Box 70, Sylhet 3100. Tel: (0821) 2870466, 2871221, 2870020 Fax: (0821) 2870021.
DR. KAMAL HOSSAIN & ASSOCIATES	Chamber Building 2nd Floor 122-124 Motijheel C/A Dhaka 1000 Bangladesh
BRICE KING	USA http://www.qtinventory.com

SOME OF OUR DEVELOPMENTS



CLOUDNET360.COM



GYMMINDER.COM



WEIGHTLOSSFROMHOME.COM



WEBSERVICECOACH.COM



PUREWATERGEAR.COM

OUR STRENGTHS

TECHNOLOGY SKILLS

In last few years, we have built a strong foundation and skills in different technologies. We have developed several projects in the technologies listed below and we are confident to deliver clean and high quality code.

OUR TECHNICAL EXPERTISE

- PHP
- LAMP (Linux, Apache, MySQL, PHP)
- Cake PHP, Smarty, Joomla, Mambo, X-Cart Gold, oscommerce,
- CRE Loaded, phpBB, Word press, Web Baker
- Java (J2EE /J2ME)
- DRUPAL
- WORDPRESS
- PRESTASHOP
- CODE IGNITER

DATABASE:

- MS SQL Server
- MySQL
- Oracle

OUR MANAGEMENT EXPERTISE

- Developing Business Plan
- Assessment of Client Requirements
- Product Development
- Project Management, Vision and Strategy
- Scheduling Tasks and Milestones
- Solutions Development
- Client Server System Design
- Interfacing with Third-Party Vendors
- Initial Feasibility Analysis
- Conceptual Design
- Ensuring Solution Interface
- Process Automation
- Continuous Process Improvement

SERVICES OFFERED BY PREMIUM WEB CART

APPLICATION DEVELOPMENT

Using a customized approach:

Using a customized application development approach, Premium Web Cart uses technology to create powerful solutions that are focused on such critical areas as enhancing customer relations and increasing revenue opportunities. We focus on building applications using software components which reduce cost and time of

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development. Our solutions include Client-Server Application Development and Browser Based Applications.

This approach involves structured and managed requirements definition process, process-oriented development methodology, strong focus on quality and rigorous program management processes. Also our strong project planning and management processes reduce operational and other business risks.

MAXIMIZING YOUR RETURN ON INVESTMENT (ROI):

Our stringent quality procedures clubbed with benchmarked practices and experienced delivery skills help clients get maximum return on their IT spending. Our custom solutions and applications address aspects of the business process conspicuously different to your business and also business processes for which solutions are unavailable in the market.

APPLICATION MANAGEMENT

Our application management process is conspicuously different. We thoroughly document your application and build up a knowledge base to complement or improve upon your existing application. Our application management and maintenance processes ensure that your systems are flexible and evolve with your business. This approach enables you to meet customer commitments.

KEEPING YOU INFORMED THROUGHOUT THE PROCESS:

We constantly measure our performance by providing regular project status reports, to show how well we are meeting our quality, service level, and cost targets - and then use this process as a tool for continuous improvement. Our dedicated product support team provides round-the-clock support, procedural manuals and ensures maximum application uptime.

WEB & GRAPHIC DESIGN

Our creative process begins with formative research that determines a baseline for concept, development, and is reflected in the final design. We realize that the motto "Customer Comes First" not only serves to guide our mission statement, it also

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guides yours. So whether it's a logo, exhibit, or website you need, we will develop a brand strategy that reflects your goals and objectives while always keeping the perspective of your customer in mind.

At Premium Web Cart, we are committed to providing you with an uncompromised quality of product and customer service, and we will work consistently to meet your expectations, deadlines, and budgets.

WEB:

Our highly skilled and experienced team of web designers and developers utilize the latest web technologies to create the perfect online presence. We believe in design that is clean and easy to navigate, yet is intuitive, innovative and appealing to your target audience.

E-COMMERCE SOLUTIONS

E-commerce allows people to create completely new business models. It is a way of doing real-time business transactions, via telecommunication networks, where the customer and the merchant are in different geographical places. Electronic commerce is a broad concept that includes virtual browsing of goods on sale, selection of goods to buy, and payment methods online.

Premium Web Cart's e-business solutions enable companies to reduce time to market, get closer to their customers and achieve long-term, profitable growth. We provide enterprise e-commerce solutions for companies looking to manage a global network of customers and trading partners.

DEDICATED DEVELOPMENT TEAMS

Premium Web Cart offers Dedicated Development Center (DDC) services – a cost-effective way of doing business in today's IT world. A DDC is a software engineering center for those who are looking for cost effective resource solutions with complete control over the development team. Working under this model, we are able to reserve infrastructure and resources exclusively for the customer for a predefined time frame whereby you have total access, control and transparency over the team

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to service your IT needs. The team functions as an extension of your company, working closely with you, and following your practices and methodologies.

THE BENEFITS OF USING DDC INCLUDE:

- Increased efficiency and productivity
- Increased cost savings
- Fluid project execution
- No long-term investment.

LEGACY SYSTEMS MIGRATION

Premium Web Cart can effectively help you migrate to new technologies while extending the life cycle of your existing/legacy systems. We provide support to migrate application legacy systems to client/server architectures, to extend existing applications to the Internet, or to update from a non-relational to a relational database technology. The legacy conversion model involves:

- Initial analysis to allow sufficient understanding of the existing application functionality.
- Functional decomposition of the existing application.
- Selection of the defined functional components, which should be ported to the new application. This step requires extensive discussion and agreement with the customer.
- Development of the system conversion specification. This comprehensive document in particular indicates change requirements to the original functionality and new required features.
- Development of proper data conversion mechanisms allows identification of and resolution of data inconsistency problems.

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QUALITY ASSURANCE

Understanding the importance of quality is as a key differentiator to business growth. Our Quality Assurance (QA) processes are documented, institutionalized and evaluated, helping us become more effective and efficient with every project we work on. These rigorous quality control and management procedures minimize the number of defects and maximize our customer satisfaction rating.

We have developed our own Quality Process which makes our client's software product a reliable, durable and robust entity. Our specialized and dedicated QA team and a high level co-ordination between our QA team and client's development team ensure the quality of our products. Our QA and Independent Testing services ensure that applications are rigorously tested using industry-standard testing methods and QA processes.

DEVELOPMENT METHODOLOGY

SOFTWARE DEVELOPMENT LIFECYCLE

There are many agile development methods; most minimize risk by developing software in short amounts of time. Software developed during one unit of time is referred to as an iteration, which may last from one to four weeks. Each iteration is an entire software project: including planning, requirement analysis, design, coding, testing, and documentation. An iteration may not add enough functionality to warrant releasing the product to market but the goal is to have an available release (without bugs) at the end of each iteration. At the end of each iteration, the team re-evaluates project priorities.

PROPOSED MODEL:

Work Flow

Steps:

1. **Initial Requirement Analysis**
2. **Planning / dividing the project into iterations**
3. **Tasks accomplished in each iteration**
 - Requirement analysis (Detail) – Use Case / Mind Map
 - Planning – PM Tools (Base camp / Jira)
 - Design (View + Database + UML) – (PM / Client / Team Lead
 - UML – A part of requirement analysis.
 - User Interface Creative Department
 - Database Design ER Diagram (PM/ Team Lead)
 - Framework Selection Code Ignitor

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Coding + Documentation (Source code documentation)

- Design Tool Dreamweaver
- Development studio (PHP) Zend studio
- .NET Visual Studio
- Testing Test Case + Code Tracker Q/ A
- Bug Fixing
- Demo + Feed back Module Review in Dedicated server
- Fixing + back up Feed back through PM Tools

4. Final delivery

Team Leader / Developer

INITIAL REQUIREMENT ANALYSIS:

It can be done from one or more of the following ways

- Client may provide Specification for the project.
- Client may specify some reference site/ provide some code
- Client may describe the project in chat

The data in this stage are unstructured. Project Manager can compile all these information and can produce Mind-Map, which is semi-structured format.

PLANNING / DIVIDING THE PROJECT INTO ITERATIONS:

Project Manager sets the milestone of the project and divides the project in some iteration which will avoid the inconsistency of the thinking between client and developers.

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TASKS ACCOMPLISHED IN EACH ITERATION:

REQUIREMENT ANALYSIS (DETAIL):

The detail requirement analysis of the iteration will be done in this stage. Which includes the nitty gitty details of the requirement? Project manager can make a document (Use-Case document) for it. And can add detail to the mind-map (include more branch to the mind-map can make it possible).

PLANNING:

The Functionalities will be extracted for the iteration and it will be written in the PM tool.

DESIGN (VIEW + DATABASE + UML):

The web-layout, database design, and UML design are prepared at this stage. UML is the structured document format for software development life cycle (e.g., class diagram, sequence diagram).

CODING + DOCUMENTATION:

Coding will be done (some framework can be used) with source code documentation. Developers will use SVN for source control.

TESTING:

QA will be done on local server. QA will product Test-Case report and will send the bug report to bug tracking tool.

BUG FIXING:

Developers will fix the bugs found at local server. And will make a release version which is bug fre

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DEMO + FEEDBACK:

The release version for one iteration will be uploaded to demo server and client will give his feedback of this version.

FIXING + BACKUP:

Developers will check the bugs / small change requests made by client. They will fix it and will take a backup of the release version.

FINAL DELIVERY:

After all the iteration- when the project is ready for deployment- QA will give green signal. Without the green signal from QA team no project will be deployed to real server. After deployment QA will finally test the site and will look for any bugs.

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PROFILE OF PROFESSIONALS

NAME	DESIGNATION	QUALIFICATION	EXPERTISE
ALAUDDIN HUSAIN	DIRECTOR	B.Sc. in Computer Science	More than 7 years Working Experience
ANJUMAN AHMED	SYSTEM ANALYST	B.Sc. in Computer Science	More than 6 years Working Experience
RASEL KABIR	SYSTEM ANALYST	B.Sc. in Computer Science	More than 6 years Working Experience
MASUDUZZAMAN	MANAGER	B.Sc. in Computer Science	More than 6 years Working Experience
SIFAT AHMED	MANAGER	B.Sc. in Civil	More than 5 years Working Experience
SAKOAT HOSSEN	SENIOR SOFTWARE ENGINEER	B.Sc. in Computer Science	More than 4 years Working Experience
ASIF AHMED	SENIOR SOFTWARE ENGINEER	B.Sc. in Computer Science	More than 3 years Working Experience
AYON ALFAZ	SOFTWARE ENGINEER	B.Sc. in Computer Science	More than 2 years Working Experience
MAHABUB HASAN	SOFTWARE ENGINEER	B.Sc. in Computer Science	More than 2 years Working Experience
SHAFIQL ISLAM	DATA ENTRY MONITOR	B.Sc. in Computer Science	More than 3 years Working Experience
FATEMA AKTER	DATA ENTRY OPERATOR	B.Sc. in Social Science	More than 3 years Working Experience
JOYTUN NUR SULTANA	SOFTWARE ENGINEER	B.Sc. in Computer Science	More than 2 years Working Experience
TANIA NOOR	DATABASE ADMINISTRATOR	B.Sc. in Computer Science	More than 5 years Working Experience
MOSHIUR AHMED	GRAPHICS DESIGNER	Honours in Graphics Designn	More than 5 years Working Experience
ZIYED UDDIN	SENIOR SOFTWARE ENGINEER	B.Sc. in Computer Science	More than 5 years Working Experience
KAMRUL ISLAM	DATA ENTRY OPERATOR	H.S.C Pass	

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