



Company Introduction and Business Lines

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CSG

Introduction – Company Information



Company Name

Crisp Solutions Group



Company Address

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New Delhi - 110030

Contact Details

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Company Overview



Early History – The genesis of an idea



- Company started by Sahil in 2005.
- No initial upfront investment was involved
- The initial project projects involved 2 dedicated web portals to cater to hitherto unmet need of the market. The projects are highlighted as under :
 - www.kuchseekho.com
 - www.shikshaconnect.com
- The venture was primarily run by Sahil and his college friend as a hobby and the intention was not necessarily to generate revenues

Way Forward – Time to implement the idea on a wide scale



- Company was incorporated as “Crisp Solutions Group”(CSG) in 2006.
- In the meanwhile, Sahil decided to work further on his idea to cater to the unmet needs of the IT market by developing an ERP solution aimed specifically for small and medium businesses.
- **With new team members(Total 14 now from various backgrounds → web design and marketing, app development)** who share the same vision and enhanced set of products and offerings which have been bundled together, CSG is all set to hit the market and implement the proposed offering on a wide scale across India to begin with and take it international in times to come.

Our Vision & Mission



Vision

To be acknowledged nationally and internationally as a leading IT service provider whose innovative products and services constantly meet standards of excellence

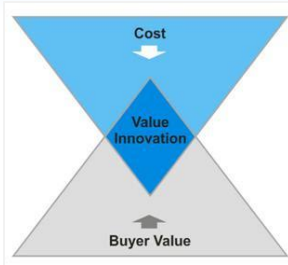
Mission

To constantly offer cost effective innovative IT products & services to existing and new clients in the mid market, thereby helping small and medium businesses grow and contribute to the welfare of Indian economy in particular, and world economy as a whole





Our Core Values



Value Innovation

We continually strive towards ensuring a culture of value innovation. It is a part of our DNA and a driving force behind all our actions



Integrity

We are committed to an approach of unquestionable integrity in all aspects of professional conduct



Teamwork

We are committed to building a culture of teamwork which motivates each employee to contribute to organization success



Passion

We focus on creating a culture of passion where every employee works towards fulfilling organizational objectives



Customer Satisfaction

We are committed to ensuring customer satisfaction by ensuring world class service delivery at cost effective price points



Our business lines

We will operate across 3 business lines as highlighted below:



1

2

3



**Website Development
& Marketing**



ERP / CRM Solutions



Web Products



Product & Service Offerings

Website Development & Marketing

- **Website Development**
 - B2B
 - B2C
 - E-Commerce
 - Corporate Websites
 - Flash Websites
 - Social Networking Websites
 - Website Maintenance
- **Website Hosting**
Providing Hosting services to Corporates and Individuals
- **Web Domain & Email ids**
Providing Domain names and Email ids to Corporates and Individuals
- **Service Consultancy**
Consulting clients in website design
- **Web Marketing**
 - Search Engine Optimization(SEO)
 - Search Engine Marketing(SEM)
 - Email Campaign
 - Corporate Blogs

ERP / CRM Solutions

- OTM is a *ERP cum CRM* solution designed to run increase operational efficiency and enhance business decision making
- It is a **“One stop solution”** – a must have for all Small & Medium businesses and covers all facets of an organization including orders, customers, supplies, projects, employees
- Flexible to run in LAN environment or on-premise
- Feature list includes:
 - Customer Management
 - Order & Sales Management
 - Inventory Management
 - Project Management
 - Supplier Management
 - Employee Management
 - Contract & Task Management
 - Shipment Management
 - Proposal Management
 - Tax Management
 - Mass Email Management

Web Products

MeraBusinessIdea.com –

Turning Entrepreneurial dreams into reality by offering a wide range of business ideas plans and ideas that are customizable as per client needs and requirements
We believe-

“All humans are entrepreneurs not because they should start companies but because the will to create is encoded in human DNA.”.

- Business Services includes:
 - Business plan
 - Business branding
 - Sales Advice
 - Legal Help
 - Cash Flows and funding Option
 - Accounting Help
 - Business Location
 - Online Presence
 - Team Building
 - License and Permits
 - Capital Raise



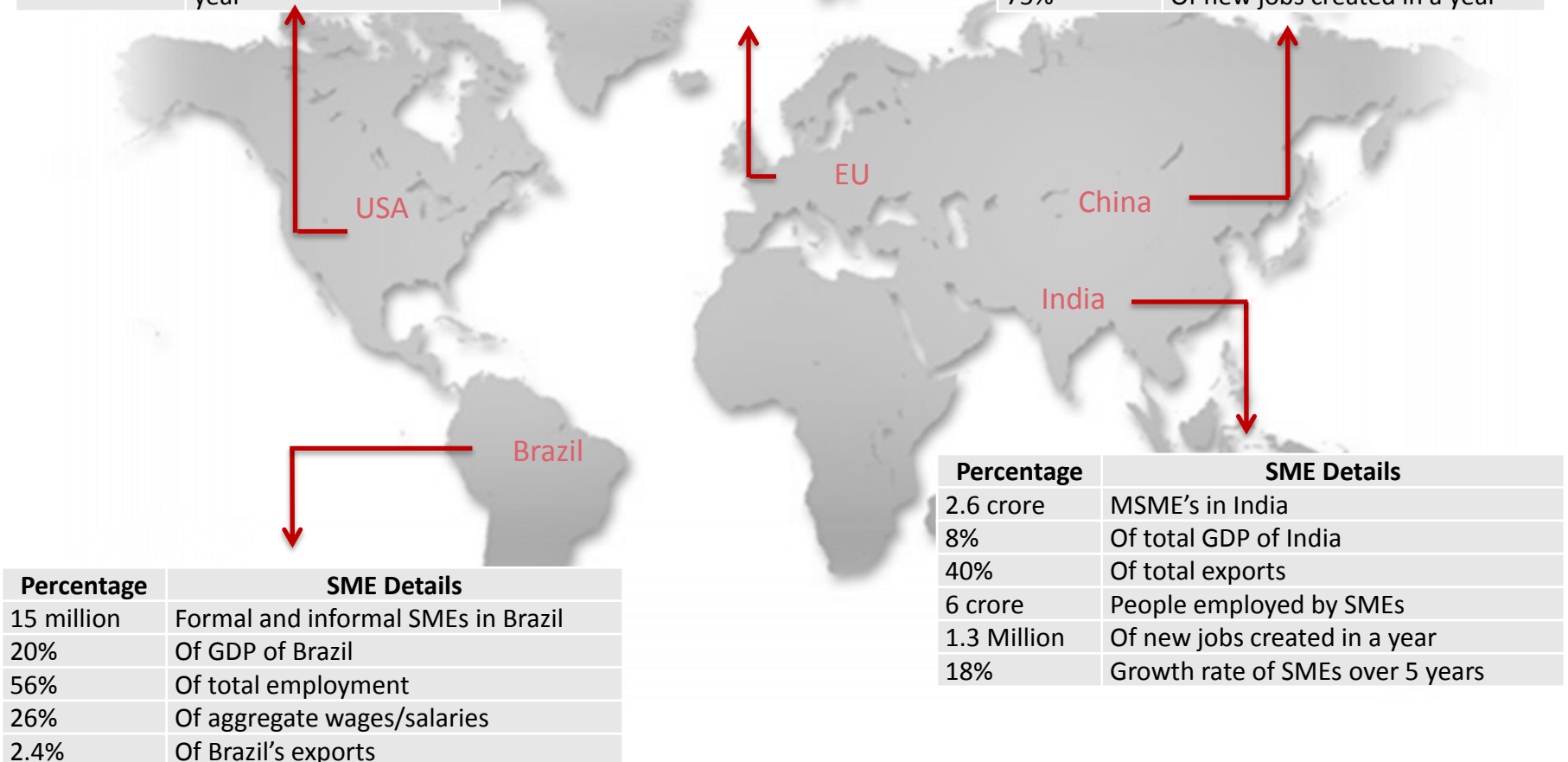
Our Target Market - SMEs

SME Market Potential

Percentage	SME Details
97.3%	Of all enterprises
50%	Of total GDP of U.S.
50%	Of total employment.
74%	Of new jobs created in a year

Percentage	SME Details
98%	Of total enterprises
19.3 million	SMEs in EU
66%	Of total employment
65 million	Jobs held by SMEs

Percentage	SME Details
99.7%	Of total enterprises
40%	Of total GDP of China
42 million	Formal SMEs in China
68%	Of total exports
75%	Of new jobs created in a year



Source: Industry Outlook, respective countries

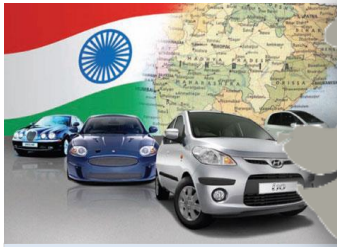


Target Customers – Deep Dive

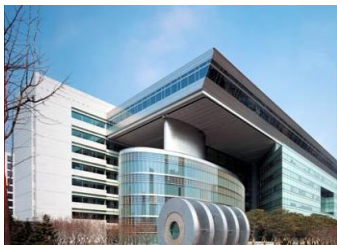
Our target customer segment consists of both corporations as well as individuals



Manufacturing



Automotive



**Construction &
Real Estate**



IT & ITeS



FMCG



Retail



**Budding
Entrepreneurs**



Gems & Jewellery



Job Seekers

India is on a growth path clocking 6-7% growth rate.

All these business will require IT to play the role of an

Enabler

and not merely a

Support function,

which is what our model endeavors to achieve

Marketing Tools



Some of the tools which we will leverage



**Banner
ADS
Online**





Thank You!

For further information, please contact:

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