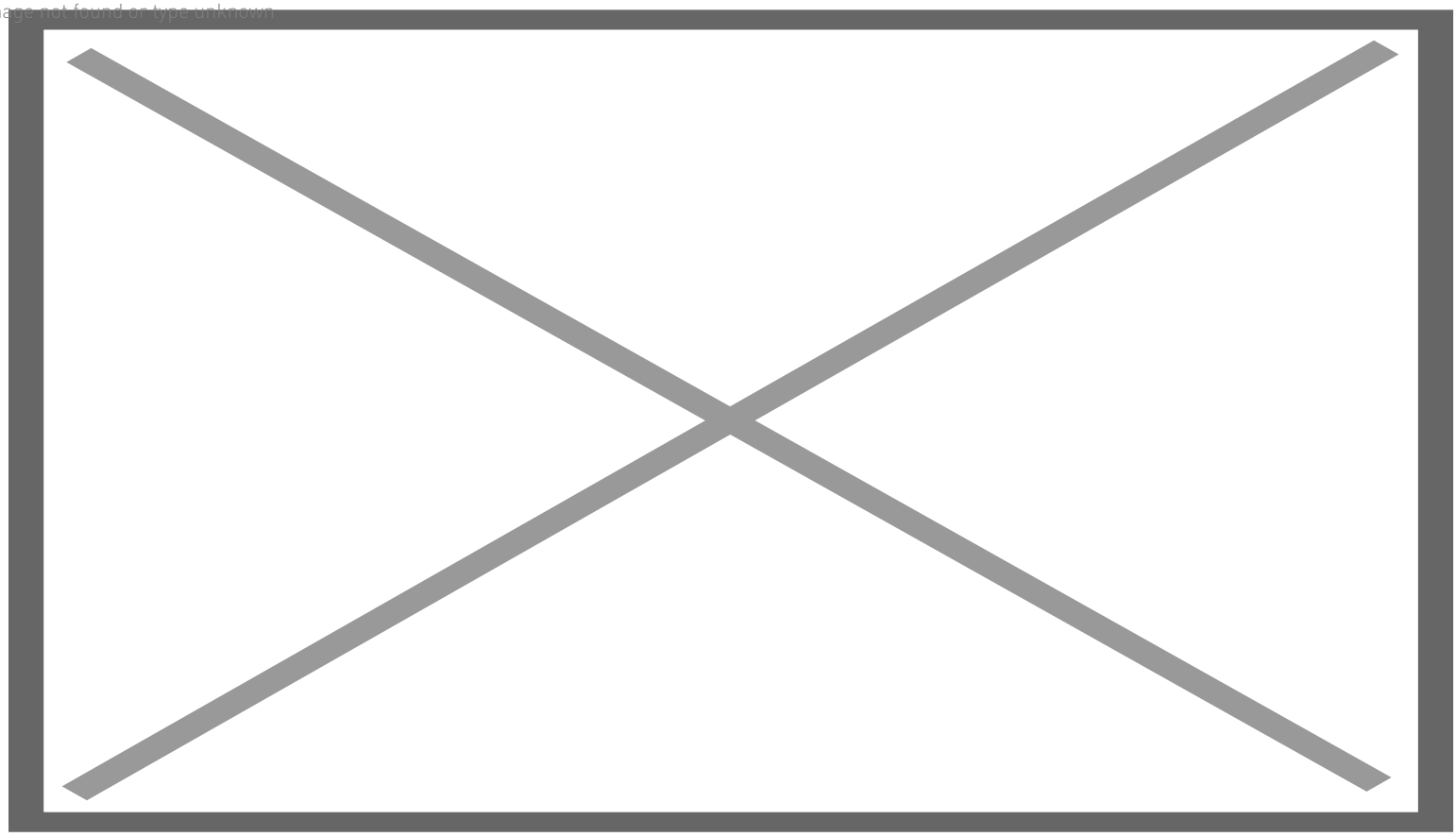
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Logiciel de comptabilité Business

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Logiciel de comptabilité Business

GROSS REVENUE
$0

EBITDA
$0

BUSINESS TYPE
Logiciels et SAAS

COMPETITION
Xero, Sage, Zoho, Comptabilité Wave, FreshBooks

COUNTRY
Émirats arabes unis

BUSINESS ID
L #20220364

Entreprise de logiciels de comptabilité à vendre, un progiciel de comptabilité développé et commercialisé aux Émirats arabes unis. Les produits s'adressent principalement aux petites et moyennes entreprises et proposent des applications comptables sur site ainsi que des versions basées sur le cloud qui acceptent les paiements commerciaux, gèrent et paient les factures, et offrent des fonctions de paie.

Une société de développement de logiciels d'entreprise basée aux Émirats arabes unis a développé son logiciel de comptabilité et de finance original, Simple Edition (SE) en ciblant principalement les utilisateurs arabes.

L'entreprise a construit et développé son logiciel principal sous la direction de l'un de ses partenaires, qui possède une expérience considérable en matière de programmation tout en utilisant son expertise et les dernières technologies à chaque étape du développement, depuis sa création en 2006 jusqu'à aujourd'hui.

Le produit a prouvé son succès face à ses concurrents sur le marché où les nouveaux clients l'ont préféré à d'autres logiciels pour ses nombreux avantages distinctifs. Pour la seule année 2019, le chiffre d'affaires s'est élevé à 750 000 dollars sans marketing et uniquement par des ventes de porte-à-porte à des commerces de détail et à des prestataires de services. Les ventes ont cessé depuis lors pour le développement de l'infrastructure et du logiciel. L'entreprise a produit 25 000 nouveaux exemplaires prêts à être vendus lors de la prochaine phase.

La prochaine étape pour l'entreprise consiste à élaborer une stratégie de vente et de marketing, ainsi qu'à développer une infrastructure pour l'informatique en nuage, afin de devenir un fournisseur de services mondial, une plateforme en ligne exploitée par le web et le mobile, et de tirer parti de la révolution technologique.

L'entreprise possède la marque, le codage du programme, toutes les propriétés intellectuelles et les brevets protégés et enregistrés auprès du ministère de l'économie de l'Émirat.

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