



# WELCOME TO MARKHOR-IGT

Established in 2008, our company excels in software development, digital marketing, web design, and more. We prioritize customer satisfaction and have a strong, loyal client base. Our team is empowered through training, and we focus on optimizing existing systems for long-term, high ROI solutions, with plans for global expansion.

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MARKHOR CREW



## WHO ARE WE?

We are Markhor ICT, a collective of creative minds and tech-savvy enthusiasts who share a profound passion for everything digital. Our unwavering dedication to innovation and a relentless pursuit of excellence have firmly established us as a dynamic and influential presence in the world of digital solutions.



## WHY CHOOSE US?

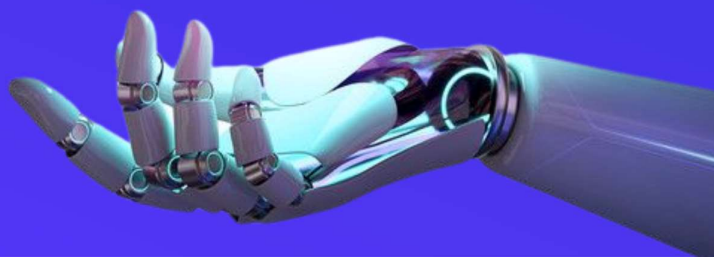
**Collaborative Approach:** At Markhor ICT, we value collaboration. Your goals and dreams become the fuel for our creative minds. We work closely with you to transform your vision into reality.

**Innovation at Heart:** We thrive on innovation in the ever-evolving digital landscape. Our cutting-edge solutions ensure that your brand stays ahead of industry trends, keeping you at the forefront of your field.

**Results-Driven:** Your success is our ultimate measure of success. We meticulously measure and analyze every campaign and project to not only meet but surpass your expectations.

**Tailored Strategies:** We recognize that every brand is unique. Our strategies are carefully crafted to match your brand's identity, ensuring a personalized approach that resonates with your target audience.

Choose Markhor ICT for a dynamic, innovative, and results-oriented partner in the world of digital solutions.”



# OUR SERVICES



## IT AND DEVELOPMENT

**Website Development:** From sleek corporate sites to engaging e-commerce platforms, our expert developers craft websites that captivate and convert.

**Mobile App Development:** Tap into the mobile evolution with customized applications that enhance user experiences and drive engagement.

**ERP Development:** Streamline your operations and amplify efficiency with tailored Enterprise Resource Planning solutions.



## Digital Marketing

**Social Media Management:** Our social media gurus curate captivating content, engage with your audience, and cultivate a vibrant online community.

**Social Media Ads & Google Ads:** Harness the power of targeted advertising to expand your brand's reach and drive conversions.

**Search Engine Optimization:** Elevate your online visibility and climb the ranks of search engine results with our strategic SEO techniques.



## Influencer Marketing

**Shootouts & PR Videos:** Our influencer marketing specialists connect your brand with influencers who amplify your message through engaging videos and posts.

**Event Promotions:** Let us make your events shine on digital platforms, driving attendance and engagement to new heights



## Brand Formation

**Logo Design & Business Posts:** Our creative artists design logos and eye-catching posts that epitomize your brand's identity.

**Content Writing:** Engage and inform your audience with compelling content that drives engagement and establishes your authority.

**Printing Services:** Bring your brand to life with stunning printed materials that leave a lasting impression.

## Amazon & TikTok Services

**Amazon PL & PPC:** Elevate your presence on the world's largest e-commerce platform through optimized product listings and strategic pay-perclick campaigns.

**TikTok Services:** Capitalize on the TikTok phenomenon with campaigns that captivate the platform's vibrant audience



# OUR EXPERT TEAM

Behind every success story at SwiftWave Digital stands a team of dedicated professionals, each with their own unique expertise:

## IT and Development



**Lead Developer (Website & App):** Our skilled developers breathe life into your digital presence, crafting seamless websites and applications that deliver exceptional user experiences.

**ERP Specialist:** Our ERP experts streamline your operations and workflows, ensuring your business processes are efficient and optimized for success.

## Digital Marketing Team



**Social Media Strategist:** Our social media mavens design and execute strategies that engage, captivate, and foster meaningful connections with your target audience.

**Advertising Guru:** The mastermind behind successful ad campaign, our advertising specialist leverages data-driven insights to maximize your brand's visibility and conversions.

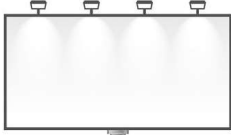
**SEO Wizard:** Our SEO expert navigates the complexities of search algorithms, propelling your website to the top of search engine results and driving organic traffic.

## Influencer Marketing Team



**Influencer Relations Manager:** Our influencer liaison builds and nurtures relationships with key influencers, ensuring your brand collaborations are impactful and authentic.

**PR Video Producer:** Our video guru creates captivating PR videos that resonate with your audience, conveying your brand's essence and message effectively.



## Bill-Board Marketing Team

Igniting Brands, Captivating Eyes. We Paint Success in Every Pixel, Stories That Skyrocket High. Creativity as our compass, Strategy as our Guide, With Billboards, We Stand Tall, Impacting Far and Wide

## Brand Formation Team

**Creative Designer:** Our artistic visionaries translate ideas into

compelling visual designs, including logos and business posts that embody your brand's identity.

**Content Maestro:** Our content specialist crafts persuasive and informative copy that not only engages but also establishes your brand's credibility.

**Printing Pro:** Our printing expert brings your brand to life through stunning printed materials that leave a lasting impression.



## Amazon & TikTok Team

**Amazon PL & PPC Expert:** Our Amazon aficionado optimizes your product listings and manages pay-per-click campaigns, driving sales and maximizing your Amazon presence.

**TikTok Campaign Specialist:** Our TikTok expert capitalizes on the platform's vibrant audience, creating campaigns that resonate and spark engagement.



# Company Culture at Markhor ICT

## Let's Make Waves Together

At Markhor ICT, our company culture is centered around the idea of making waves together in the digital world. We are dedicated to enhancing your digital presence and transforming your brand's digital aspirations into reality. Our team of experts, equipped with diverse skills and unwavering dedication, is here to accelerate your brand's success in the ever-evolving digital landscape. Whether you're a startup looking to establish a strong online presence or an established brand aiming for new heights, we have the tools and expertise to elevate your digital footprint. Our innovative web development, cutting-edge mobile apps, and meticulously crafted ERP solutions ensure that your online presence not only looks stunning but also functions seamlessly and offers a user-friendly experience.

## What Markhor ICT Can Do for You:

We are more than just a service provider; we are your strategic partner in navigating the vast ocean of digital possibilities. We understand that each brand is unique, and our tailored solutions are designed to empower your business with a competitive edge in the digital landscape. Here's how we can make a meaningful impact on your brand's journey:

1. **Drive Engagement and Conversions:** Our digital marketing experts craft strategies that resonate with your target audience, leveraging data-driven insights to boost engagement, traffic, and customer conversion.
2. **Leverage the Power of Influencers:** In the era of influencer marketing, we connect your brand with influential voices to authentically amplify your message. From engaging shoutouts to event promotions, we harness the influence of key personalities to enhance your brand's visibility.



3. **Optimize Your E-Commerce Presence:** We guide you through the complexities of e-commerce, optimizing product listings, managing pay-per-click campaigns, and enhancing your online presence to drive sales.
4. **Establish a Distinctive Brand Identity:** Our brand formation experts create captivating logos, visually appealing business posts, and compelling content that aligns with your brand's values, resonating with your audience.
5. **Harness the Power of TikTok:** Our specialized TikTok campaigns tap into this platform's vibrant and engaged user base, enhancing your brand's visibility and relevance among a younger demographic.

## Partner with Markhor ICT Today:

Embark on a journey of digital transformation and growth with Markhor ICT as your guide. Our team of experts, armed with a diverse range of skills and a passion for innovation, is committed to delivering exceptional results that exceed your expectations. Let's join forces and ride the waves of success together. Contact us today to explore the endless possibilities that await your brand in the digital realm.



## Optimize Your E-Commerce Presence

Navigating the complexities of e-commerce can be daunting, but our Amazon PL & PPC experts are here to guide you. We optimize your product listings, manage strategic pay-per-click campaigns, and enhance your Amazon presence to drive sales and capture a larger share of the online market.

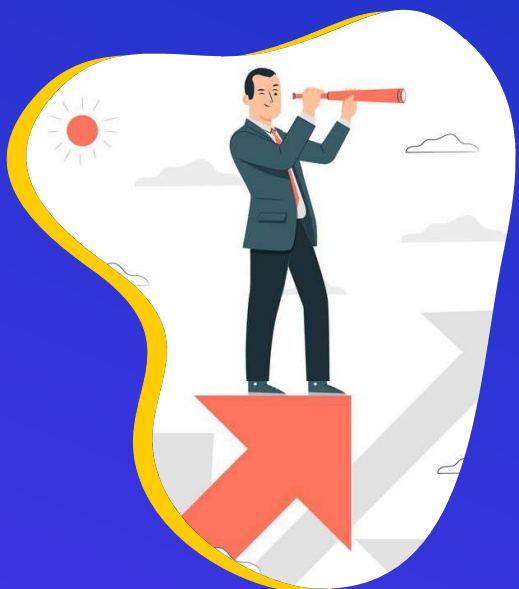
## Establish a Distinctive Brand Identity

Our brand formation experts understand the importance of a strong brand identity. We create captivating logos, design visually appealing business posts, and craft compelling content that aligns with your brand's values and resonates with your audience. We take pride in offering comprehensive printing services that bring your brand to life through stunning, tangible materials.

## Harness the Power of TikTok

TikTok has taken the digital world by storm, and our specialized TikTok campaigns capitalize on its vibrant and engaged user base. We create campaigns that resonate with the platform's unique culture, enhancing your brand's visibility and relevance among a younger demographic.





## Mission Statement:

At Markhor ICT, our mission is to empower brands to thrive in the digital age. We achieve this by delivering innovative and tailored solutions that drive growth, engagement, and lasting impact for our clients.



## Vision

Our vision is to become a global leader in digital solutions, renowned for our creativity, expertise, and unwavering commitment to client success. We aspire to set industry standards by constantly exploring new horizons, embracing emerging technologies, and pioneering creative solutions

# Core Values:



## Innovation:

We continually explore new horizons and embrace emerging technologies to provide creative solutions that set industry standards.



## Collaboration

We foster a culture of teamwork and open communication, both internally and with our clients, to co-create exceptional outcomes.



## Excellence

We strive for excellence in every endeavor, ensuring that our work not only meets but surpasses the highest standards.



## Adaptability

We embrace change and remain agile in an ever-evolving digital landscape, turning challenges into opportunities.



## Integrity

We uphold the highest ethical standards, building trust and credibility with our clients, partners, and stakeholders.

# Objectives for Markhor ICT:



## Client Satisfaction

Continuously strive to achieve and maintain high levels of client satisfaction by delivering exceptional digital solutions and providing excellent customer service.



## Innovation Leadership

Stay at the forefront of digital innovation by consistently exploring new technologies, trends, and creative approaches to remain a leader in the industry.



## Market Expansion

Expand our presence and reach in the global market by acquiring new clients, entering new geographical regions, and diversifying our service offerings.



## Talent Development

Invest in the professional growth and development of our team members through training, mentoring, and skills enhancement programs to ensure expertise and excellence in our services.



## Financial Growth

Achieve sustainable financial growth by managing resources efficiently, optimizing processes, and maintaining healthy profit margins.



## Partnership Building

Establish strategic partnerships and collaborations with industry leaders, technology providers, and other stakeholders to enhance our capabilities and service offerings.



## Social Responsibility

Act responsibly towards the community and environment by incorporating sustainable practices and participating in corporate social responsibility initiatives.



## Quality Assurance

Maintain the highest quality standards in our deliverables, adhering to best practices and industry regulations to ensure client success and satisfaction.



## Digital Presence

Strengthen our own digital presence and online marketing efforts to showcase our expertise and attract potential clients and partners.



## Long-term Client Relationships

Nurture long-term relationships with our clients by offering ongoing support, innovative solutions, and adapting to their evolving needs.

# Strategy for Markhor ICT

## ● Market Expansion

- Identify and target emerging markets and industries with high demand for digital solutions.
- Develop specialized service packages tailored to specific market segments.
- Strengthen relationships with existing clients for referrals and expansion opportunities.

## ● Service Diversification

- Expand service offerings to cover a broader spectrum of digital solutions.
- Stay updated with industry trends and emerging technologies to anticipate client needs.
- Invest in R&D to develop proprietary tools or software that can differentiate the company.

## ● Client-Centric Approach

- Implement a client-centric approach, focusing on understanding client goals and challenges.
- Regularly solicit feedback and conduct client surveys to improve service quality.
- Personalize solutions to meet individual client needs and preferences.

## ● Innovation and Technology

- Foster a culture of innovation within the organization.
- Allocate resources for continuous learning and skills development for the team.
- Explore AI, machine learning, and automation to enhance service delivery.

## ● Talent Development

- Attract top talent through competitive compensation and benefits packages.
- Provide ongoing training and certification opportunities to keep the team updated.
- Encourage knowledge sharing and collaboration among team members.

## ● Marketing and Branding

- Invest in a comprehensive digital marketing strategy to increase online visibility.
- Leverage case studies and success stories to showcase expertise.
- Attend industry events and conferences to network and build brand recognition.



## ● Client Retention

- Establish long-term partnerships by offering ongoing support and value.
- Create loyalty programs or incentives for repeat business.
- Monitor client satisfaction and address any issues promptly.

## ● Financial Sustainability

- Implement robust financial management practices to ensure profitability.
- Develop a financial growth plan that includes budgeting, cost control, and revenue optimization.
- Explore strategic partnerships or joint ventures for financial stability.

## ● Social Responsibility and Sustainability

- Integrate sustainable practices into operations, such as reducing carbon footprint and waste.
- Engage in community initiatives and social responsibility programs.
- Promote ethical business practices and transparency.

## ● Data Security and Compliance

- Prioritize data security and compliance with relevant regulations.
- Conduct regular security audits and invest in cybersecurity measures.
- Educate clients on the importance of data protection and privacy.

## ● Monitoring and Adaptation

- Establish key performance indicators (KPIs) to measure the success of the strategy.
- Regularly review progress and adapt the strategy based on market dynamics and client feedback.
- Stay agile and responsive to changing industry conditions.







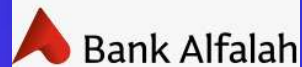
## Execution

Markhor ICT is committed to executing our strategic plan with precision and dedication. We will proactively identify and seize market opportunities, expand our service offerings, and prioritize client satisfaction. Our team will continuously innovate, invest in talent development, and uphold the highest standards of quality and ethics. We will strive for sustainable financial growth, maintain a strong brand presence, and contribute positively to our community and environment. Through rigorous monitoring, adaptation, and unwavering dedication, we will turn our strategic vision into a reality, making a lasting impact in the dynamic world of digital solutions.

## AFFILIATED WITH



## PARTNERS



# CLIENTS



# MARKHOR CREW



**AFSAR ALI KHAN**  
CEO



**ESA KHAN**  
MD



**NASIB HAIDER**  
CTO



**ILYAS AHMAD**  
CMO



**LUQMAN KHAN**  
GRAPHIC DESIGNER



**MEHBOOB JEBRAN**  
PD