



Kaz Software Bangladesh

www.kaz.com.bd

What we do



Biggest reason to buy from us:

30-50%

Lower project cost compared to North America & Europe

Quick facts

2004
Year started

>80%
Export to outside of Bangladesh

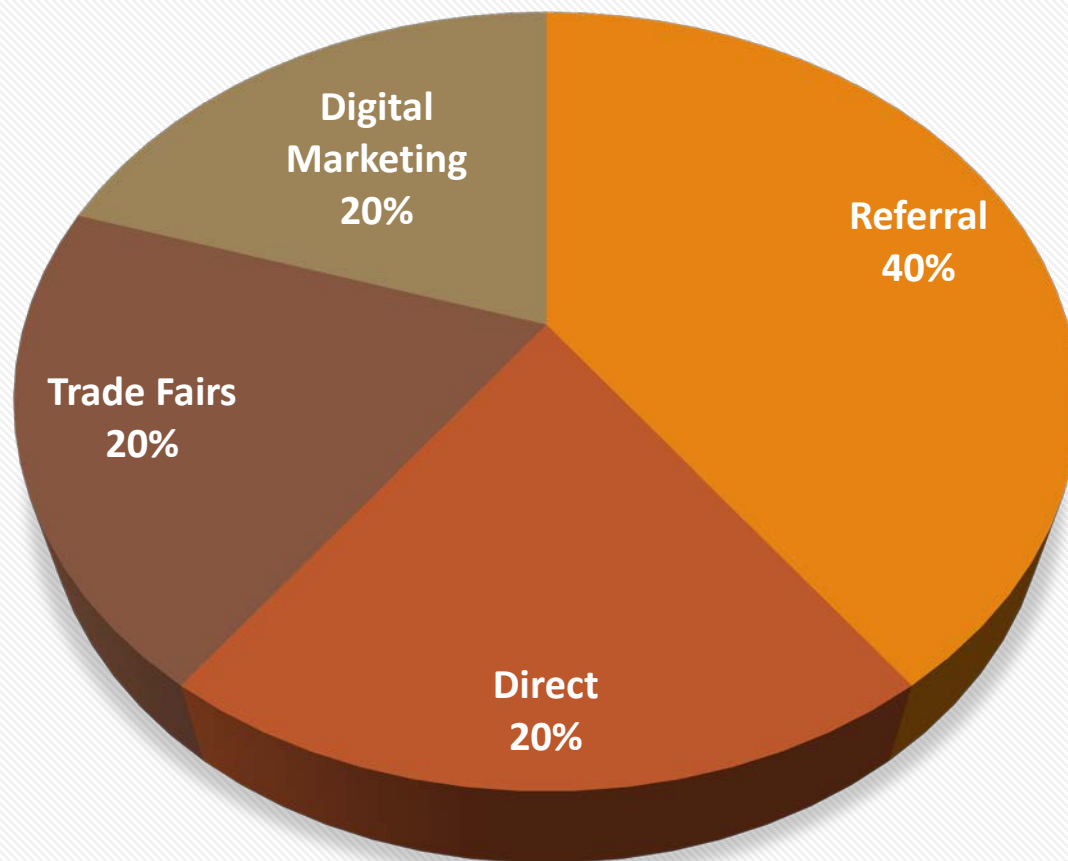
102
people

Exporting to
14
Countries in North America, Europe, Asia, Australia

Some of our clients



How do we find our customers?



Trend:

Digital Marketing

is becoming a bigger source year on year

Our experience

ISSUES	NORTH AMERICA	WESTERN EUROPE	EASTERN EUROPE	ASIA	AUSTRALIA
RED TAPE	✓	✓	✓	✓	✓
EASE OF DOING BUSINESS	✓	✓	✓	⚠	✓
EASE OF COLLABORATION	✓	⚠	✓	✓	✓
ACCESS TO OPPORTUNITIES	✓	⚠	⚠	⚠	⚠
WORK CULTURE MISMATCH	⚠	✓	⚠	✓	✓
LANGUAGE BARRIER	✓	✓	⚠	⚠	✓

Exporting to

14

Countries

Biggest Export Challenges

- Finding the opportunities
- Creating trust

Finding the opportunities

How do we find software projects outside of Bangladesh?

What works for us:

- ✓ Referrals
- ✓ Local partnerships
- ✓ Trade fairs
- ✓ Increased visibility – in bound digital marketing
- ✓ Social media outreach

What doesn't work for us:

- Outbound marketing (e.g. email campaigns)
- International RFP responses

Creating trust

How do we prove we are reliable?

What works for us:

- ✓ Referrals
- ✓ Local partnerships
- ✓ Case studies
- ✓ Demonstrations of software
- ✓ Contracts and NDAs

What doesn't work for us:

- Certification, CVs
- Brochures and other marketing assets



Thanks
