

# Business Strategies in Web Development Companies

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# Agenda

Recap

Business strategies in web development companies

Steps to follow in order to have the best business strategies

Case Study – Neo Vision Technologies

Conclusions





# Recap

- Motivation
- Methodology
  - Objectives
  - Hypothesis
  - Methods and Instruments
- The Web Development Field
- Business strategies

# Business Strategies

- **Business strategies that can be applied**
  - **Cross selling more products**
  - **Target the young people**
  - **Have the most original item**
  - **Increase sales with innovative items**
  - **Pricing strategies**
  - **Refine your customer service**
  - **Product differentiation**
  - **Customer withholding**
  - **Sustainability**

# Business Strategies in web development companies

- **In order to start finding the best strategies that can be used in a web development company we first have to answer a few questions:**
  - **Who is your target market?**
  - **Who is your competition?**
  - **Who should you hire?**
  - **How to get projects for the business?**
  - **How to manage the cash flow?**

# Steps to follow in order to have the best business strategies

- **Understand your strengths and weaknesses**
- **Understand your market**
- **Understand the importance of your website**
- **Bring your greatest branding and marketing skill**
- **Decide on your marketing tactics**
- **Find the best people to be in your team**
- **Tell them what you can provide**





# Case Study- Neo Vision Technologies

**neo vision**

# History of the company

- The company was established in 2015
- At the beginning it provided only hosting services
- In 2017 they started migrated to the web development field
- At the moment it is listed as a premium company



# Business strategies applied by Neo Vision Technologies

## • Pricing

- Due to the fact that the company was new on the market, they had to apply pricing strategies;
- Their costs were above what most ordinary customers can afford to give;
- Considering that every web dev company is a small business at the beginning, I can say that this business strategy should be applied in order to have the certainty of a constant growth of the firm;



# Business strategies applied by Neo Vision Technologies

- Cross-sell more services and improve customer retention

- Most of the people who want a web application do not know all the aspects regarding the development of one;
- In this case the company comes with the best solutions for the customers, adding more functionalities and features to the app;
- Since all the products that they deliver are premium, most of the clients tend to keep working with company;



# Business strategies applied by Neo Vision Technologies

- Technological Advantage

- Periodically, all the technological equipment is being upgraded;
- Have the fastest internet in the world;
- Offer all services regarding the development of web app (web design, all the frameworks that can be used)



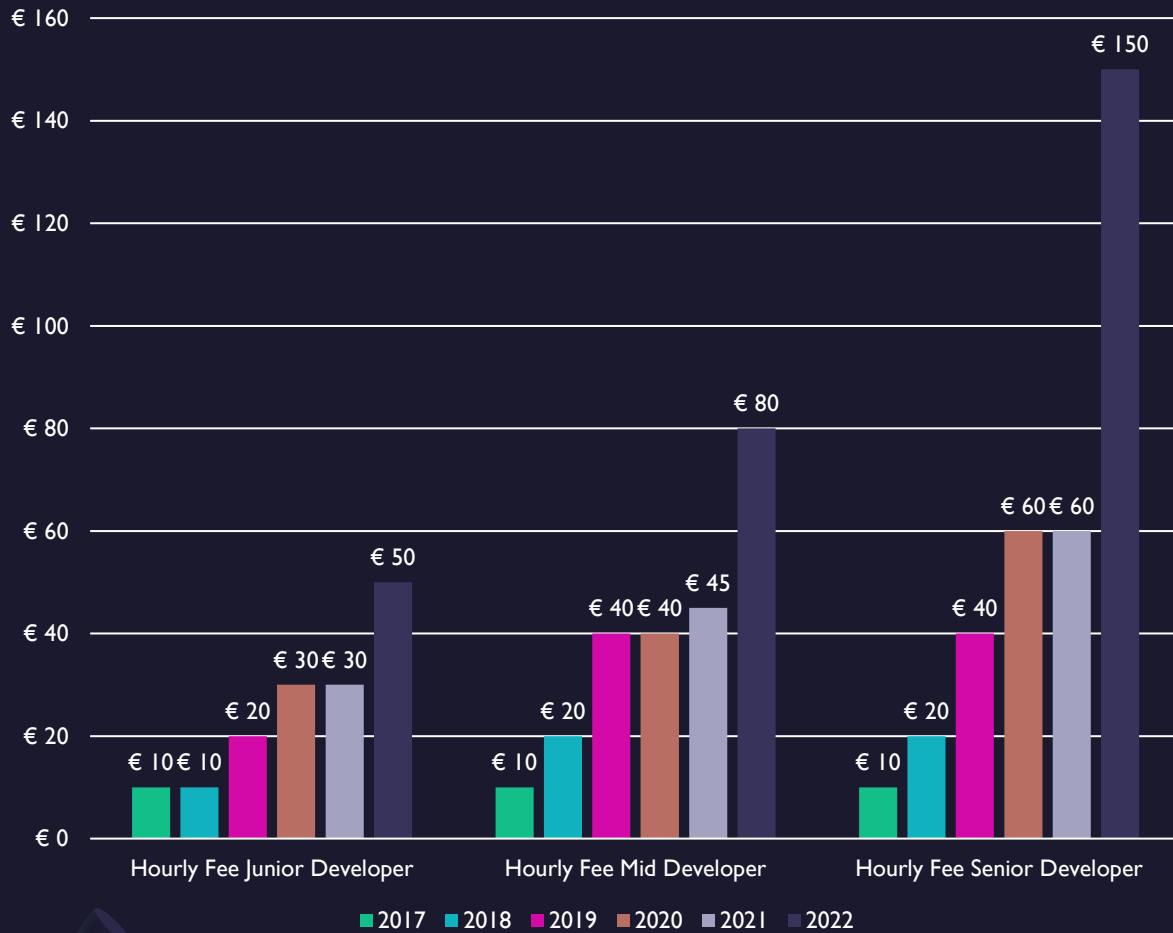
# Business strategies applied by Neo Vision Technologies

## • Sustainability

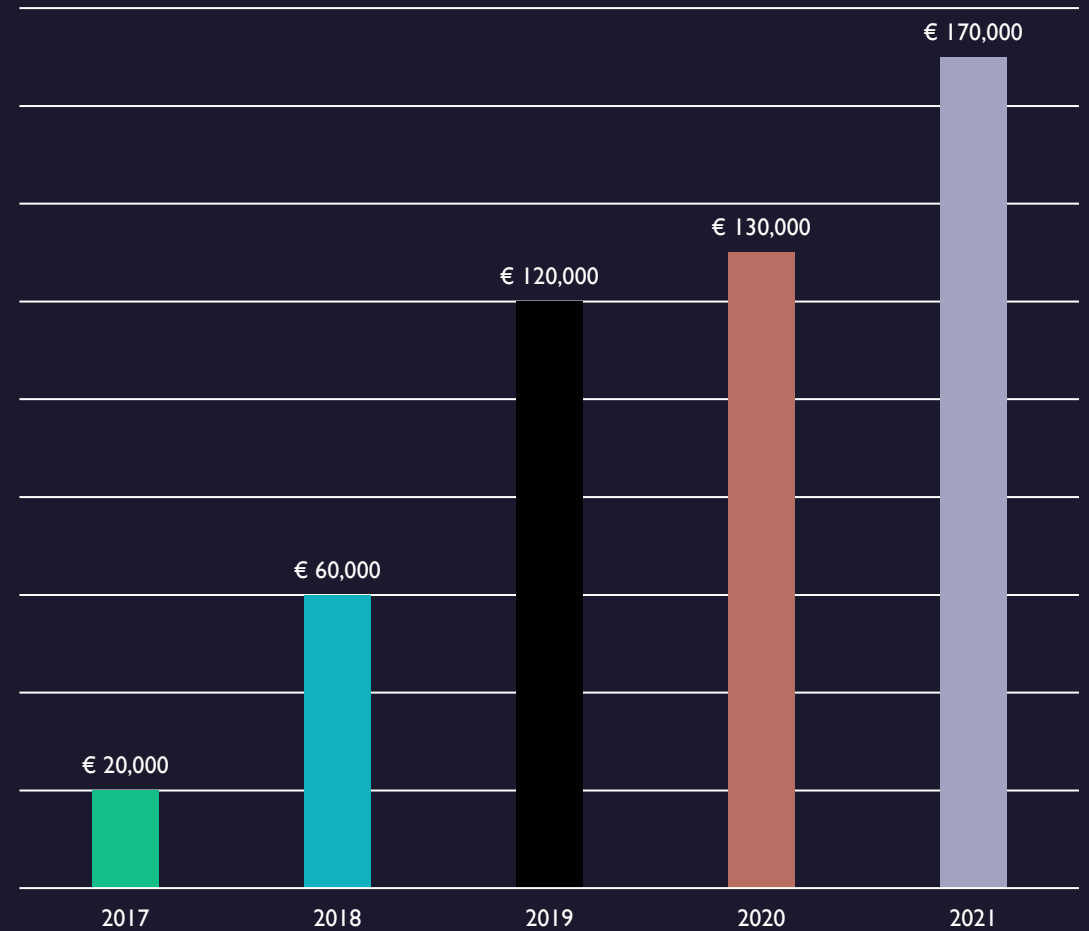
- Ensured the company's long-term viability and growth;
- They reached the maximum fees that they can charge in Romania;
- Sold their services in the United States of America and in the Western Europe



# Pricing

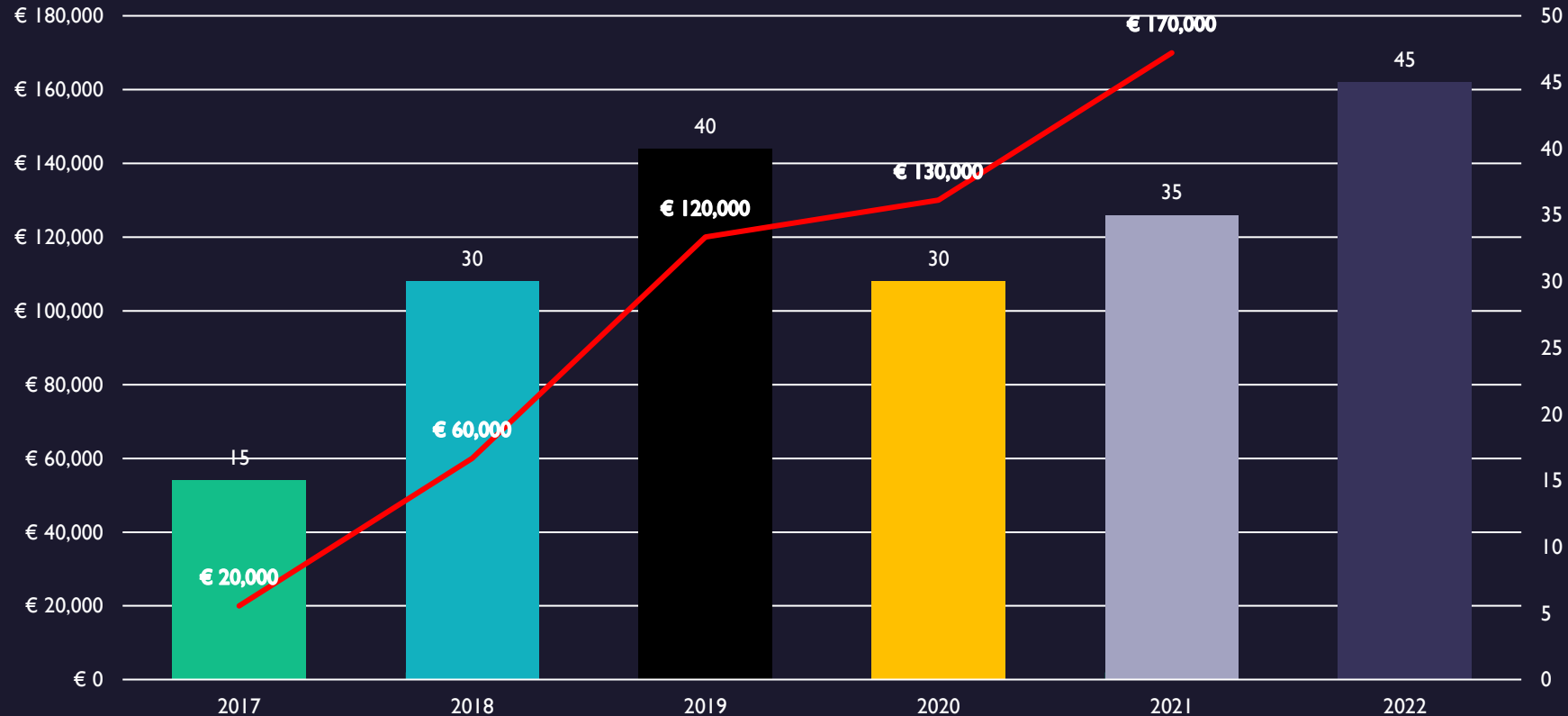


Junior, Mid, Senior developer hourly fees evolution from 2017 to 2022 in Euro



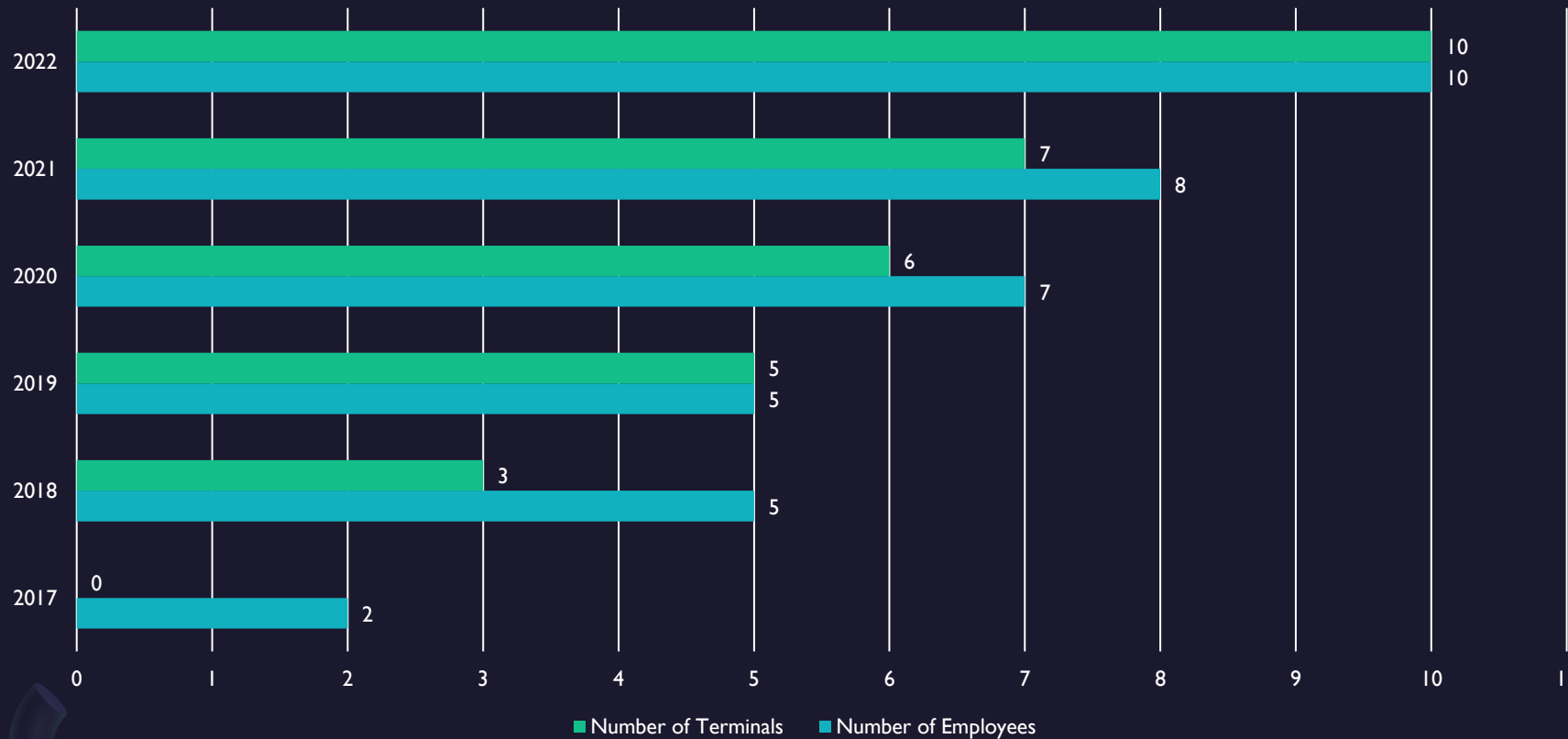
Turnover from 2017 to 2021 in Euro

# Cross-sell more services and improve customer retention



Number of Projects and Maintenances per year and Turnover evolution from 2017 to 2022

# Technological Advantage



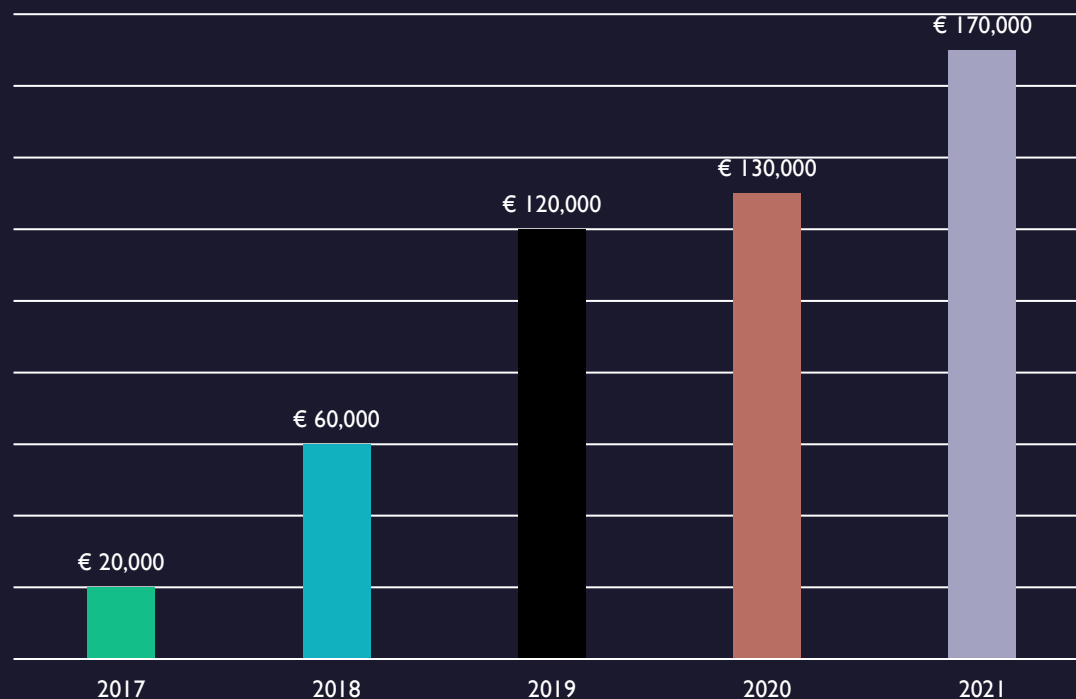
Number of Terminals to Employees Ratio evolution from 2017 to 2022



# Sustainability

- Ensured the company's long-term viability and growth;
- They reached the maximum fees that they can charge in Romania;
- Sold their services in the United States of America and in the Western Europe

Turnover from 2017 to 2021 in Euro







# Conclusion

During this presentation we have underlined:

- What steps show a firm follow in order to have the best business strategies
- What types of business strategies a web development company uses

We have also noticed that there is no one true solution for all the problems such a company might face, and indeed, solutions must be custom made.

Thank You



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