

## **Executive Summary**

This project was initiated as a result of entrepreneur's long term dream to start a venture utilizing his experience, exposure to UAE and Sri Lanka markets and interest to build a sustainable business for his children. UAE is considered to be the gateway for Middle East market and it offers a healthy business environment for small and medium businesses through its unique place in the world economy. Sri Lanka has the potential resources that can offer cost effective option for offshore software development. Entrepreneur's ability to maximize these two offering and his experience in the field were main considerations for this project. One of the business partners has years of experience in selling software solutions in UAE market and he joins the business with wide network of channel partners.

Entrepreneur was able to team up with five other partners who would provide different expertise and finance required for this business functions. One of these partners would join the business fulltime, while other partners would continue to provide their service on a part time basis.

Legal entities were formed in Sri Lanka and UAE. Sri Lankan entity has been established under the name HakiTaak Solutions Private Limited and UAE entity is formed under the same brand as well as HakiTaak Technologies LLC.

Although the scope of the business is much bigger, only the Document Management Solution (DMS) is considered to be in the scope of this project for PIM MBA. DMS Solution was built on top of the Developer Platform (DEC) that is flexible and cloud enabled. This provides the product with the required flexibility and DEC also helps rapid development of the product. DMS solution is now launched in Sri Lankan and UAE market.

Brand building and marketing campaign has started and company website is already published and social media pages have been created to generate interest. Channel partners, digital marketing campaigns and trade events will be used as the main channels to reach to the market. Entrepreneurs have ambitious plans for HakiTaak and they stay positive that they will be able to achieve their vision.