

# SERVICE BUSINESS PROPOSAL



**ENNATE GLOBAL SERVICES (EGS)**

*(Excel Innovation Beyond Imagination)*

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F-71, Sector-11, Noida-201301, Distt. Gautam Buddha Nagar, Uttar Pradesh, India. Ph: +91 98108 99493, +91 (0120) 421 4442

E: [info@egsgroup.in](mailto:info@egsgroup.in) w: [www.egsgroup.in](http://www.egsgroup.in)

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ENNATE GLOBAL SERVICES (EGS) strategies and executes Digital marketing campaigns by skillfully combining new media & traditional media tactics. We have track record of low acquisition cost marketing campaigns, Award-winning productions and brands. Our highly qualified professionals are completely ROI-Focused and provide accountability metrics with reporting for all online and offline campaigns.

Our team of well-qualified professional software developers provides complete support, starting from conception and design to implementation, training and troubleshooting. We have the expertise to develop application and utility software, distributed and service-oriented applications, enterprise applications or web service applications for various organizations.

- **Understanding the Objectives your business :**  
Depending on the organizations objectives and its work flow process, management needs, cost benefits, production enhancements, the solutions are devised.
- **Work Flow Analysis :**  
The work flow process of an organization defines the requirement analysis, data capture and processing of reports for management.
- **Technology :**  
Depending on the complexities and usefulness of the software plan the choice of technology for both client based application and web based application is done to fit in the best results.
- **SRS and Documentation :**  
Creating the proper concept, work flow, timelines, reports, and other process to understand the objectives from END to END process.
- **Coding and Development :**  
The program structure with codes and other combination to begin it with a length and follow the SRS.
- **Testing & Deployment :**  
A complete testing both at system and the work place and avoiding bugs and security issues with a proper training and support.

Our offshore are user-friendly and feature-rich. They are highly application centric. Thus, they give you an advantage of time-gains, resource-optimizations and cost-efficiency.

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ENNATE GLOBAL SERVICES (EGS) offers the following features to our prestigious clients:

## Choose Smart Managed Solutions(SMS)

**EGS conversion ratio starts from 1% onwards  
Book Your SMS Now!**

### **1. TLSSE Consulting, Implementation & Workshops**

- a) Theory of Constraints fundamentals(TOC)-(T)
- b) Lean Six Sigma (L)
- c) Six Sigma (S)
- d) Sales (S)
- e) MS Excel –Basics (E)

### **2. Website Development**

### **3. Events Solutions/Branding (Services)**

- a) Short Ad Films
- b) Corporate Ad Films
- c) Live Theatre Plays
- d) Web Ads (Viral Ads)
- e) Live Anchoring
- f) Live Anchoring

### **4. Events Management Solutions/Branding(Products)**

- a. Indoor Sign ages
  - (i) Display Dispensers on retail shops
  - (ii) Vinyl Sign ages for mounting on walls
- b. Outdoor Sign ages
  - (i) Hoardings
  - (ii) Bus Shelters
  - (iii) Cloth Banners
  - (iv) Flex Front lits
  - (v) Flex Backlits - (Glow Signs)
  - (vi) Sunpacks
  - (vii) Light Emitting Diodes (LED's)

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## 5. Real Estate Management Solutions for:

- a) Property Owner's (Sell)
- b) Property Buyer's (Buy)
- c) Property Landlord's (Rent/Lease)
- d) Property Tenants (Rent/Lease)

## 6. Business Process Outsourcing(BPO) –Non Voice (Documentations)

- a. Translation from word to pdf and vice versa.
- b. Translation text to speech.
- c. Data Entry
- d. Data Mining
- e. Email and chat support

## 7. Business Process Outsourcing(BPO) –Voice

- a. Inbound
- b. Outbound
- c. Blended

## 8. Campaign Management

- a. 1: 1 Target E- Mail Marketing
- b. 1: 1 Target Based SMS Marketing
- c. SEO & Google Campaign management
- d. Marketing Automation

## 9. Smart Meters

- a. Pre Paid Electricity Meter
- b. Pre Paid Water Meter

## 10. Human Resource Management for:

- a. Job Finders/Seekers
- b. Micro, Small & Medium Organization's Recruitment.

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## Campaign Management

### 1:1 SMS/Text Campaigns

Ennate Global Services is a mobile messaging service provider, offering powerful SMS functionality to operators, enterprises, aggregators, ISPs, and message resellers, through strategic partnerships with mobile operators the company has unique, multiple points of access with mobile telecoms network, enabling it to offer a new level of quality in messaging services.

In today's fast moving world everyone carries the mobile device for interacting with certain people and an exact SMS campaigning will bring the required business. Before initiating any campaign we evaluate the target market and prospective clients for desired results.  
SMS Services: We provide you with the Bulk SMS Services with Excellent connectivity, which can further be utilized in two Ways:-

**Promotional SMS's** - Promotion - Sending SMS on our Database - On your Target Customer according to their.

#### **Income Group**

Location

Age

Gender

#### **Service SMS's:**

Sending out SMS's to your database / your existing customers- Updating them regarding their orders, Deliveries and stocks

In the above service we would provide you with:-

- ✓ Choice of Multiple Sender ID's
- ✓ Complementary Database (On Demographic Segmentation of AGE / LOCATION & INCOME GROUP .
- ✓ Complete Delivery Report of the SMS activity, 24 hours after the activity.
- ✓ Administrative Control Panel at your disposition.
- ✓ Grouping Facility available within the software
- ✓ The Database that we would be providing would be DND Filtered Database.

**Through Put:** The speed of sending the sms per hour is One lac (1,00,000) sms/hour

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## 1: 1 E-mail Marketing Campaigns

In this day and age, Email Marketing remains one of the most effective ways to advertise on the Internet! However, as the usage of this method is expanding, it is becoming increasingly difficult to launch a successful email campaign. Today there are many regulations that form various Boundaries on this form of marketing. In addition, there is lot of competition that may minimize your exposure.

Many businesses are finding it more difficult to keep up with the trends and want to turn a Professional Email Marketing Company for results. If you are among these people, you have come to the right place. Promotion House offers everything you need to optimize your email marketing campaigns. We focus on your business and find out prospective buyers or associates for your product & services. We can customize our services to suit your goals and budget. EGS is dedicated to excellence in E-mail marketing & other services.

### **Our Technology for E-Mail Campaign**

- We use the slicing technology to decrease the size of the mail which helps our server to deliver the mail in the inbox.
- When the mail is opened on the PC it picks the images at the same moment from our server, the content and the images are displayed in mail body and not as an attachment.
- For sending the mails we don't have to write all the email addresses together in cc or bcc in fact.
- Our software picks every email address automatically from the attached file and sends the mails individually.
- Our server resends the mail when the receiving server at the customers end blocks the mail.

**Throughput:** The speed of sending the email per hour is Four hundred (400) email/hour

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## Website Design & Development

Our specialization lies in offering end-to-end solutions for all your web related requirements. Whether you are looking to develop a quality e-commerce website or looking for experts who can migrate your existing website to a new technological platform, **Ennate Global Services(EGS), Noida,India** offers you its expert development services in almost all aspects of web domain.

With our years of experience in **developing web solutions** for different businesses, we understand the importance of investing time in understanding client's business practices first before jumping into the development. By taking this approach, we are able to use our experienced web development team and latest technical tools optimally to provide you a quality solution that promises a wholesome new experience.

From a **simple database website development** to complex web based solutions; we intend to offer one stop solution for all your web related requirements. Our current areas of development include:

### Database Driven Website

Websites with a separate Backend Database to manage site information is called Database driven websites. They offer many added advantages to your online business that includes easy updating, easy maintenance and space optimization.

### E-Commerce Website

E-Commerce enabled website provides the most cost-effective way of promoting your business online. By developing your own E Commerce enabled website; you can reach out to your prospective customers worldwide and offer them your products and services directly through Internet.

### Rich Internet Application

These are web application that have characteristics of desktop applications. Rich Internet applications (RIAs) offer a rich, engaging experience that improves user satisfaction and increases productivity. Using the broad reach of the Internet, RIAs can be deployed across browsers and desktops.

### Enterprise Applications

Enterprise solutions are useful for various business requirements. Whether your plan is to implement an online CRM system (Customer Relation Management System) for improved customer interaction or take your entire business processes online for anytime, anywhere accessibility; Web based enterprise applications solve all your business needs with ease using the power of Internet.

**Throughput:**The speed of development per week is 20 pages with social media integration one page/hour(1/1)

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## SEO & Google Campaign Management

Increase Your Traffic And Leads Up To 100% With Ennate Global Services (EGS) Proven Methods

We at **EGS**, welcome you with a bouquet of professional **SEO, SMO, Website Design & Development** services. We combine business analysis with leading creative **SEO & SMO** skills and technical experience to provide you with the best possible return on your website development investment.

We ensure that each **SEO, 1: 1 personalized , Digital Marketing Website Design & Development** project is treated as an individual project. From assigning of dedicated team to work on the project, managing communication with customers, and final delivery of the SEO Project, we ensure that individual care is given to each project.

**Through Put:** The speed of Google campaign is 5 products per week (5/7)



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## Human Resource IT & Non IT Recruitments

### OVERVIEW

We use our expertise to focus on providing service and support in providing Business end-to-end solutions at all levels (internal and external) in shortest possible time and cater to various industries in the market in a cost-effective manner. We have a strong team/network of dedicated expertise.

EGS is a dynamic, forward thinking recruitment consultancy committed to successful and superfast hiring for our partners/clients. We have a team of specialized IT recruiters working across different locations and all days of week to provide dedicated support to our clients hiring.

Yes, we have great enthusiasm to succeed, passion for results and energy to get the Goal. We don't simply provide resume but find right talent for right job.

We are here to deliver the services at its best. We would ensure that our Client will get excellent service in less time at affordable professional fee.

We have a strong database of candidates for PAN India location with below skill set and can provide talented profiles in just no time.

- Web/UI Developers
- Java Developers
- Oracle Admin
- Oracle DBA
- Database Admin
- .Net Developers
- SAP – FICO, ABAP
- Testing – Manual, Database, Automation, Performance
- Project Managers
- Informatica
- SQL server
- Mobile Developers
- Production Engineers
- Many other Nish Skills Profiles



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We are committed to establish and maintain a positive difference to your staffing needs, we at Ennate Global Services, are a headhunting and manpower recruitment firm of high repute and acknowledgment. We have gained this recognition by providing exemplary customer service and competent employees to diverse corporate of all sizes in India. We are in the business of effectively understanding your manpower requirements, procuring the candidate with the desired profile and building trusting relationships. With our industry expertise, we understand that company's today require more than a skilled candidate; they reach for employees who are productive, exhibit a positive attitude and have the ability to become a member of their team. Sourcing with our excellent networking and a sound data bank of approximately 1,00,000 potential candidates from various categories ( like candidates for call center jobs, IT professionals, Sales & Export executives, admin / HR executives etc), we have an access to an astonishing number of job seekers Screening , Selecting and Short listing As we are well versed with the business operations and industrial requirements of various sectors, we conduct the screening tests of the potential candidates in a highly professional manner. Duly assisted by industry specialists and HR professionals, we can also conduct the selection round, choosing the right candidate for the vacancy and saving significant time at your end.

## SCOPE & WAY OF WORKING

For every recruitment project we work on, we take a bespoke, project managed approach. We use every method available including headhunting, market mapping, internal and external database search, networking and sector-specific advertising to secure the best talent for your business in the most efficient manner.

Overview on Types of Recruitment Services:

1. Permanent Hiring
2. Volume Hiring
3. Campus Recruitment
4. Executive Search
5. Contractual Hiring
6. Senior Management Hiring

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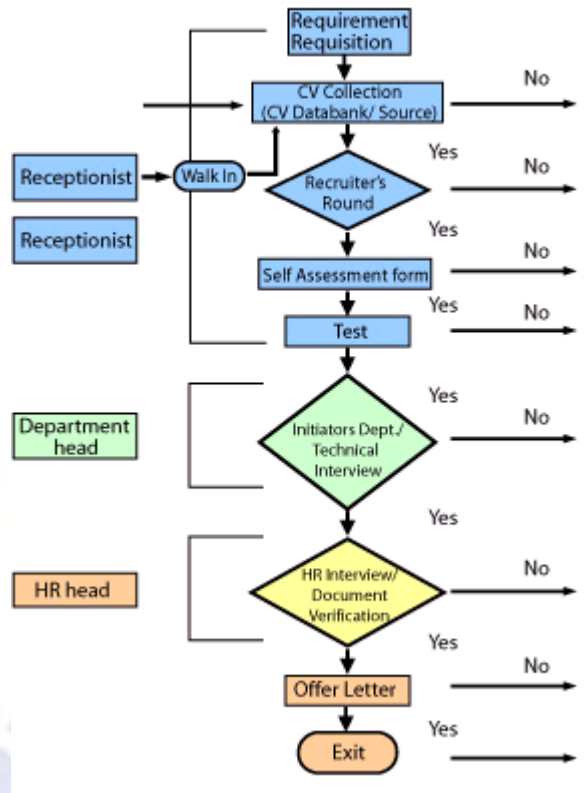
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## Recruitment Process Flowchart



We recognize that each client is different, so in order to appeal to as many as clients as possible we offer clients a wide and flexible range of services to ensure that our customer's needs are met as speedily and as accurately as possible. These services are provided within the BPO/KPO sector - our core expertise

- Permanent Placements
- Contract Assignments
- Solution Provider

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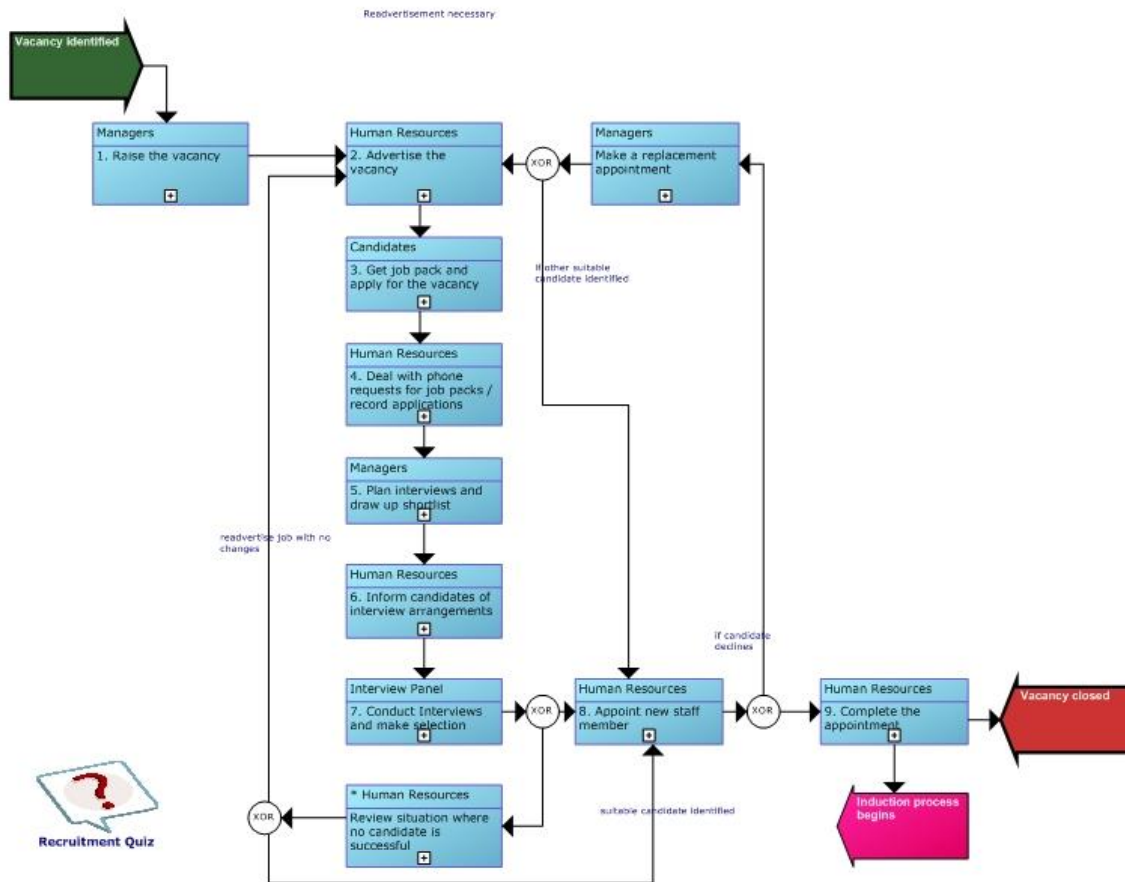
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## PROJECT MANAGEMENT

The proposed project would be as per the contract analysis and discussion with Client. **Ennate Global Services Marketing** team prepares the project plan. This is done during the start-up of the project. The project plan will cover all the phases of the project. The project plan may consist of activities, schedules, completion criteria, resource requirements and the allocation of the tasks to the project terms.



### Time Frame

The Hiring Project will be done within 30-60 working days depending upon the volume

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of resources. The Working day will only count after the signing up of all the contractual obligations and after approval of Client. Once the contract is approved, the work will be done in full swing.

## Security

Ennate Global Services will ensure that adequate security measures are taken to protect the interests of Client. All the documentation / information provided by client would be kept confidential. Also, standard security features will be used to prevent unauthorized access to any information regarding the recruitment project.

## Communication

The communication with **Ennate Global Services** will be through e-mail, phone, Online Support through mails.

## Our Assurance

Whilst we offer a broad range of consultancy services, we do so committed to the effective implementation of practical solutions, tailored to the specific requirements of our clients.

Our unique client commitment is that we:

- Invest our time to understand your vision, objectives, issues and opportunities
- Bespoke the process that delivers the best practical solution.
- Commit to measurable and enduring results.

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## MARKET STRATEGY & UNDERSTANDING

In our experience, poor recruitment is often derived from poor qualification of

- Job Requirements
- Candidates Selection

From this very simple principle, we have built an unique and valuable methodology and approach that distinguished itself from others organizations

### Improving qualification of job requirements

#### (Ennate Global Services approach towards clients)

Our approach is to work with our clients strategically, building long term relationships that consistently deliver results. Our difference is our strength:

#### 1. Understanding your organization

Having directly worked with you in the past is a clear advantage; we believe we are well positioned to understand your unique structure and cultural philosophy. By adapting to your style and culture and by working harmoniously “with” you rather than doing something “to” you, we are able to establish a continuing relationship and become a part of your resource pool.

#### 2. A strong technical background

Using our experience and knowledge, we focus on understanding carefully your needs and orientations. Thus, we are in a much stronger position to effectively provide management consultancy services that make a real difference to performance

#### 3. Our Commitment

We are fully committed to work with you and to establish a tailored and detailed job specification. We provide on-site visit to make sure that your requirements are well understood and fully captured. E.g.: an accurate job specification allows to tighten the market and target the most appropriate and qualified candidate in a timely manner

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## Improving qualification of candidate selection

Our approach is to work with our consultants strategically, building long term relationships that consistently deliver results. Our difference is our strength:

### 1. An experienced team

Our team is established purely by former and current consultants; from our international BPO/KPO experience, we were able to build close, strong and long-term *relationship with our Clients and Candidates*.

### 2. An intelligent match

Our consultants are rigorously screened and interviewed to assess their suitability and performance based on client's needs and personal interests; *we track consultant's history and consult references prior to putting forward candidate for interview*

### 3. A good partnership

Our partnership with others reputable organizations allows us to benefit from their candidates and to ensure that we are always in a position *to provide the right candidate at the right time* and therefore to maximize our client's business potential.

### To our Clients / Candidates:

- To positively contribute to the success and growth of our clients businesses by building solid long-term partnerships and securing highly skilled and specialist individuals for them.
- To understand the needs of individuals within the specialist skills market place in order to secure contracts or careers that best fit their talent.
- To apply best practice in all we do and to constantly strive to provide and develop the highest level of service available to our clients and candidates.

## PRICING

Ennate Global Services provides valuable standard services on competitive market price.

Costs for the services provided by Ennate Global Services are as follows:

1. Agent Level – 8.33% of Annual package
2. Executive Level – 12% of Annual package
3. Sr. Management – 15% of Annual package
4. HR & Support Function – 12% of Annual package

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\*The cost can be negotiable upto 6% of candidate CTC (on Volume Hiring). It's on the contract requirement

## Contractual Terms and Conditions

Ennate Global Services always tries to maintain the perfect professional relationship with all the clients. We follow all the guidelines & ensure the timely completion of staffing.

### a) GENERAL

The working detail and project planning mentioned in the proposal is only an overall calculation as per the client's requirements. Actual work cost may vary after submission from client side.

### b) PROJECT

The Project will be done on the same track mentioned in the proposal for Volume Hiring. Any changes can be done while processing the project and will be updated to the client in 24-48 hrs SLA. All the requirement related changes to the project needs to be informed to us with in 48-72 hrs after getting approval and completion of Hiring Contract.

### c) SCHEDULE

The entire working / project schedule will be started within couple of days after receiving of work order and requirement. The same will be done as per the committed time and duration. However, any variation in schedule will be informed to the client as earliest and will be subject to mutual agreement.

### d) COSTING

a) There will be 50% of the contract fee up upfront, and the remaining amount on stage wise completion., 10% of the contract fee (in case of volume hiring) / 50% (in case of contractual/Part Time) for the proposal which will be paid to confirm the acceptance of proposal with working order.

b) Our AHP (Annual Hiring Process) is 30% per year of the total project cost. However, client can avail a discount of 10% on advance booking of AHP.

c) We are pleased to offer a 3% discount for payment up front within 7 days of the initial

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invoice.

## Resource Substitution Policy

We ensure all clients that the resource will stick to the company for 3 months from the date of joining. In case he leaves the account. We will arrange substitute resource as per the contract.n

## COST EVALUATION/FINANCIAL PROPOSAL

We provide our services in very optimal & reasonable professional Fee, which is very less in comparison to our competitors.

Example:

1. Tele calling Executive – Rs. 8,100/- per Resource
2. Marketing Executive – Rs.8,100/- per Resource
3. IT - Rs. Xxxx per Resource

COST EVALUATION	
Current Open Positions	Number of Openings
Non-IT,Tele calling	10
Non-IT Marketing Executive	10
IT	10
<b>Total</b>	<b>30</b>

The overall cost of the project mentioned in the proposal is an approximate value of total work..As mutually agreed by both parties the amount will be dispersed to us within 30 days from the date of placement of candidate.

**Throughput:** The speed at which the candidate's are placed : 100 /10 , contacted/response per hour.

**Please approve the contract.**

**Thanking you for choosing M/s. Ennate Global Services(EGS)**

**(This being a computer-generated letter,no signature is required & is valid for all legal purposes)**