

Believe.. Think Beyond...



BELTHINK BUSINESS CONSULTING PVT LTD

#139A, KK Road, Venkatapuram, Ambattur, Chennai – 600053. Tamilnadu. India.

Mobile : +91 88704 - 74388
+91 88704 - 74387

E-mail : business@belthink.com
Website : www.belthink.com

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About

BELTHINK, a D&B (Dun & Bradstreet) certified and listed company based in Chennai, are into core consulting in the areas of Research & Analytics, Branding & Strategies, Digital Marketing & Sales, Web Solutions & Management, Software & Applications Development. With deep functional & industry expertise enable us to enhance our client's business performance with quality services & great customer experience. More than anything to work with a client, we believe in business transparency & integrity. Collaboration both with one another & with our clients helps focus on core requirements & to create social impact in all walks of life. Our services are aimed at providing effective solutions but yet simple and economic.

Our Specialities

Research & Analytics

Branding & strategies

Digital Marketing & Sales

Web Solutions & Management

Software & Applications Development

VISION

We strive to be a leading & diversified consulting company

Grow along with our Small Business Clients

Capitalize our strength and reach to other sectors/markets

Server our clients with utmost priority

Enumerate and deliver the commitments on-time

VALUES

Believe in our strength and rich domain experience

Business Transparency & Integrity

Dedication and Client Focus

MISSION

METHODOLOGIES

Our experts work closely in each stage of the project.

We collaborate with each other and with our clients.

Rapid and pragmatic approach

Design , structure & optimize the business processes.

Prototyping and incremental innovation

POLICY

Allocate and dedicate resources basis clients expectation and time line of the project.

Create, optimize, monitor and establish a fool proof framework to meet the results.

The design, development & testing activities should con to standard quality process.

Continuously assay the performance and delivery feedback from our clients.

Regular maintanance and improvisation plan in place to achive the business goals.

Hoply , get certified , establish and maintain quality managemant system in accordance with AB-CABISO 9001 : 2015 standards.



MARKETING

DIGITAL

Are you visible in this highly crowded digital space?

Are you making use of the social media revolution to promote your brand?

Marketing is a process which facilitates reaching your target customers. The effective marketing is doing it fast, with low cost and with high return on investment. Digital marketing is reaching out your customers through all possible digital media channels. With the latest trends in the digital media, there are more possibilities than ever to reach your customers. At the same time the customers have more choices than ever and bombarded with more information through various channels than they can possibly make sense of. The current age customer expects the brands to be relevant, to listen, to interact and behave well. In other words there are many dots that need be connected to make the marketing process successful.



All you need is the right strategy, which makes this process simple and effective. At BELTHINK we closely work with our clients to formulate the right digital marketing strategy to materialize their marketing objectives.

Digital Marketing

A

Search Engine Optimization

B

Social Media Marketing

C

Search Engine Marketing

D

Content Marketing

E

E-Mail Marketing

F

Viral Marketing

G

Affiliate Marketing

H

Influencer Marketing

I

Pay Per Click Marketing

BRANDING & STRATEGIES



An effective brand strategy gives you a major edge in increasingly competitive markets. But what exactly does "branding" mean? Simply put, your brand is your promise to your customer. It tells them what they can expect from your products and services, and it differentiates your offering from that of your competitors. Your brand is from who you are, who you want to be and who people perceive you to be.

Are you the innovative maverick in your industry? Or the experienced, reliable one? Is your product the high-cost, high-quality option, or the low-cost, high-value option? You can't be both, and you can't be all things to all people. Who you are should be based to some extent on who your target customers want and need you to be.

The foundation of your brand is your logo. Your website, packaging and promotional materials--all of which should integrate your logo--communicate your brand.

Your brand strategy is how, what, where, when and to whom you plan on communicating and delivering on your brand messages. Where you advertise is part of your brand strategy. Your distribution channels are also part of your brand strategy. And what you communicate visually and verbally is part of your brand strategy, too.

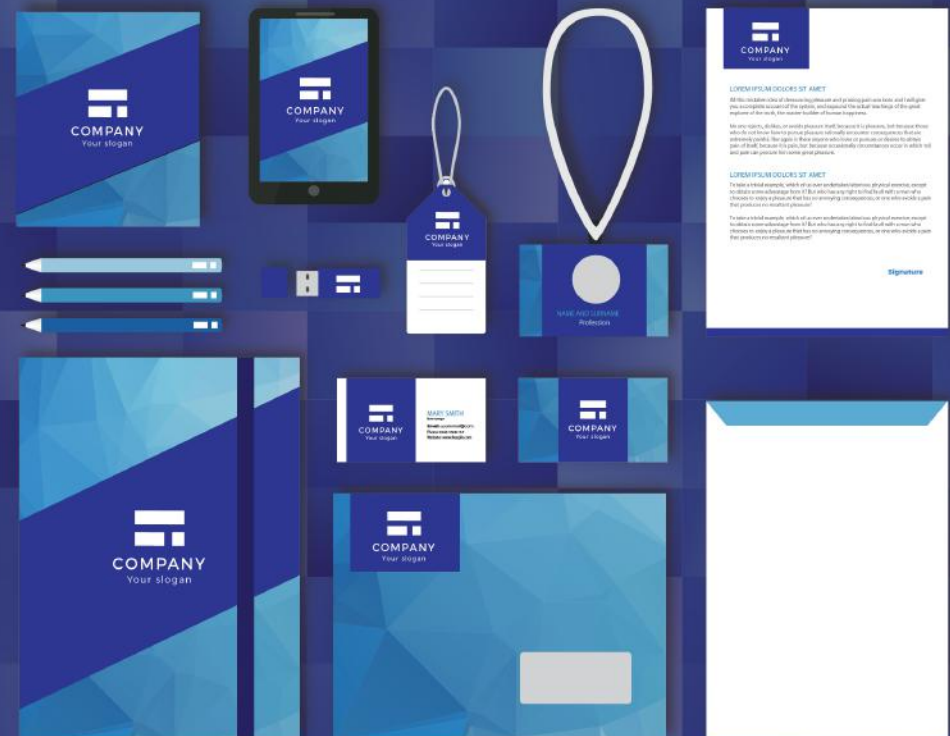
Consistent, strategic branding leads to a strong brand equity, which means the added value brought to your company's products or services that allows you to charge more for your brand than what identical, unbranded products command. The most obvious example of this is Coke vs. a generic soda. Because Coca-Cola has built a powerful brand equity, it can charge more for its product--and customers will pay that higher price.

The added value intrinsic to brand equity frequently comes in the form of perceived quality or emotional attachment. For example, Nike associates its products with star athletes, hoping customers will transfer their emotional attachment from the athlete to the product. For Nike, it's not just the shoe's features that sell the shoe.

Defining your brand is like a journey of business self-discovery. It can be difficult, time-consuming and uncomfortable. It requires, at the very least, that you answer the questions below:

- What is your company's mission?
- What are the benefits and features of your products or services?
- What do your customers and prospects already think of your company?
- What qualities do you want them to associate with your company?

Do your research. Learn the needs, habits and desires of your current and prospective customers. And don't rely on what you think they think. Know what they think.





DESIGN

Is your website lively?

Is it making your visitors convert?

Are your creatives presenting your brand's characteristics?

When good content is coupled with the right visual presentation it makes a greater impact. We follow widely accepted standards in creating the visual elements. Each website we develop goes through a standard process to ensure that all the basic issues of the users are addressed. We develop mind maps and wireframes to test all possible scenarios of using the website. Our designers are well trained and have worked for international clients earlier. They are constantly subjected to the latest design trends in the industry.



We follow latest trends in developing the HTML code for the websites using HTML5, CSS3 and responsive design methods. We have a strong QA team to ensure that the code we develop runs the same in all major browsers and it is passed through the W3C validators.

Discovery

Getting to know your business,
Understanding your goals,
accessing your competition.
The essential, strategic 1st step.

Definition

Creating the blueprint for
success: mapping your site,
laying it out in wireframes,
and generating a keyword

Design

Crafting the user experience.
The visual design blooms from
the templates you choose.

Development

Bringing the design to life.
Content and programming
transform your template into
a finished, manageable
website.

Deployment

Introducing your site to the
world. After quality assurance
your site is submitted to search
engines and is officially live!

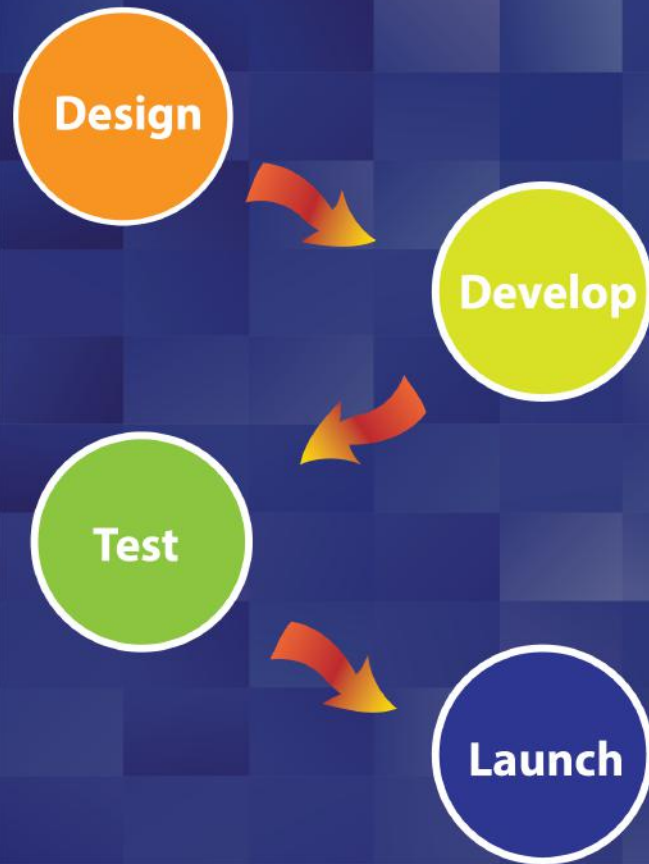
Onsite SEO

Perfecting your web pages for
your inbound marketing is a
must for optimal client
conversion and for getting
that #1 page rank

E-COMMERCE

E-commerce is the online portal where buying and selling of goods and services, or the transmitting of funds or data, over an electronic network. These business transactions occur either as business-to-business, business-to-consumer, consumer-to-consumer or consumer-to-business.

We "BELTHINK" provides you a security protection to your e-commerce website without fail. Most of the e-commerce website will get crash due to non-maintenance of the website security system. Because e-commerce website will get hacked easily and the data will be stolen. So, we insist you be more secure your e-commerce website with Belthink. We help you to protect all your details safe and secure and we personally taken care of your website.



We design, develop, test and launch e-commerce engines with all required features enabled with advanced technical aspects. We help small businesses grow through ecommerce at massive rates by providing end to end services including ,registration, hosting, payment gateway, inventory, management, sales & invoice management data security.



APPLICATION DEVELOPMENT

Does your company want to reduce the risks and time associated with application development? If yes, then it's time to outsource your application development to a reputed software development company like BELTHINK. With over 5 years of extensive experience and expertise across domains, we have the competence to understand your business needs and provide you with cutting-edge software and mobile applications.

Our developers use the spiral iterative methodology to build software applications in the shortest possible time and with zero risk. In this process, an application will go through different stages, such as:

- ➔ Definition and analysis of requirements
- ➔ Design
- ➔ Development
- ➔ Integration and testing
- ➔ Deployment and acceptance
- ➔ Maintenance

We start the project by gathering your requirements, conducting business analysis and creating a feature list and cost estimate. The outsourcing contract will then be signed and the project will start up. We then assign an experienced project manager to head a team of skilled software developers. This diagram depicts the project planning process at BELTHINK.

1 Planning

Client meeting
Client Requirements/Ideas
Analysis what Clients Needs
Collect Data

2 Design

WireFrame Layouts
Prototype Design
Design Signoff

3 Development

Coding
Layout Main Sections
Client Feedback

4 Launch

Design Quality Check
Testing
Approval

Maintenance