INNOVATIVE BUSINESS SOLUTIONS (UK LTD)

your digital partner

WE CREATE VISUAL EXPERIENCE THAT ENGAGE PEOPLE, EXCITE THE SENSES AND INSPIRE OUR INNER AWSOME!

WHO WE ARE

Innovative Business Solutions is a full-services **graphic design** & **digital marketing agency** based in United Kingdom (**Companies House under Registration No: SC662486**) and Pakistan (**Securities & Exchange Commission under Registration No: 0154250**) fueled by smart, creative and pasionate people.
We believe in building strong brands, good clean designs, well-crafted content and integrated strategies.

The creative objective of **IBS** is to win the mind, heart and soul of our clients by creating thoughtful, effective, and engaging visual communications that embrace our common collective experience. We help our clients to stand out, enabling them to communicate to their respective target market. We create human centered experiences that transform brands, grow businesses and make people's lives meaningful through fresh ideas, culture, innovation and technology to create original and unique experiences. We have united with organizations large and small with wide ranging budgets and timelines and our single, focused demand is to do great work...always.

THINGS WE ARE GOOD AT

DESIGN

Branding
Logo design
Print design
Web (UX/UI)

SOCIAL MEDIA

Paid Media
Creative Strategy
Campaign management
Community management

APP DEVELOPMENT

iOS Development
Andriod Development
React Native Development

WEB DEVELOPMENT

Responsive Website Design
E-Commerce Website Development
SEO Optimized Websites

ERP SOLUTIONS

Human Resource Management System
Financial Management System
Administration and Security
Sale Management System

Production Management System
Inventory Management System
Production Planning Control

BPO
(Business Process Outsourcing)

HR Outsourcing
Payroll Management
Finance & Accounting

Digital Services
Website Development

DESIGN SERVICES

Logo & Identity Design

The logo is the face of your Brand. We have the most talented and experienced logo designers, who approach every logo design project with an inspired dedication with a complete thought process. Being a focus based quality branding agency in Pakistan, we have been designing logos and brand identities for many reputed companies and that's something we are good at.

Print Design

Your printed marketing material can make a significant impact on your company's image. We provide quality print design services to make sure that your business cards, letterheads, envelopes, brochures, and other marketing materials stand out in every sales meeting, face-to-face encounters and direct mailings.

Web Design / App Design (UX/UI)

From websites to mobile app design, IBS provides quality web, mobile app, UI and UX design services that are pixel perfect and uses a responsive design approach to make it work on all devices and make your website or app stand out from your competitors. Our design services can help you boost more revenue, greater brand engagement and higher conversions with measurable results.

Brand & Stationary Design

We offer a complete range of quality brand identity design services, stationery design services, company rebranding services, brand guidelines services, and branding consultation. Defining your brand's identity is key in marketing, therefore our dedicated team ensures that they build out your brand visually. IBS is a creative brand agency you will ever need to stand out your brand image.

- Logo Identity
- Web & App Design
- Business & Advertising
- Art & Illustration
- Packaging & Label
- Book & Magazine

SOCIAL MEDIA

Creative Strategy

Creative & Advanced social media strategies to build your brand, gain exposure & customers. We analyze your space and determine the best approach, voice to use, content to create and target audience.

Campaign Management

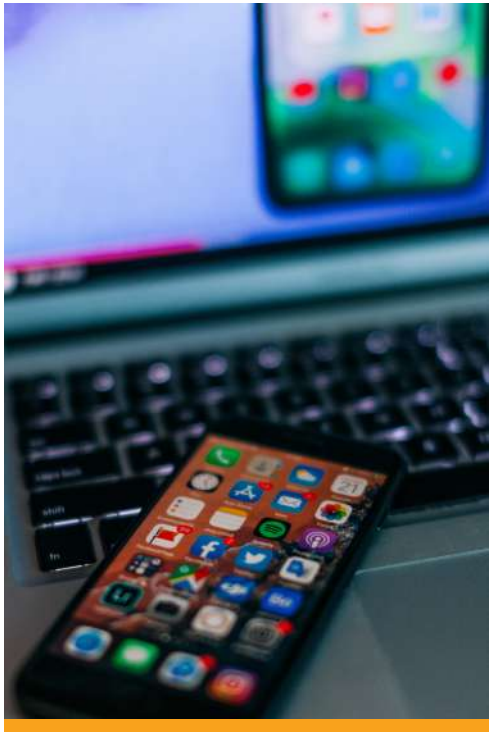
The original eye-catching viral campaign is everything. We produce content that generates value for you, and your customers. We know what's working, what's not, who's your target audience, and most importantly how to get you ROI.

Community Management

Social listening is crucial to successful brand management, understanding your space and your customers. It allows you to monitor inquiries and issues and resolve problems in a timely fashion. With our effective community management services, you can solve problems and turn customers service complaints into loyal fans! We have amazing tools and protocols in place to listen and monitor the social media community.

Paid Media

We study your audience and create highly targeted ads on social media platforms. We analyze, A/B test, and track ROI to produce measurable results for your business



"Social media is not a media. The key is to listen, engage, and build relationships."
David Alston

- **Spark Conversation & Generate Buzz**
  Grow followers, build relationships, and interact first-hand with your audience
- **Manage Your Social Community**
  Monitor when your brand is mentioned & keep a pulse on trends and opinions
- **Amplify Customer Service**
  Improve the brand image by utilizing Some as a customer service channel
- **Promote Shareable Content**
  Create shareable social posts across platforms to maximize engagement

Mobile App Development Services

Android App Development Services

Currently the Android platform serves one billion users, which is more than any other mobile operating system. We develop on all major manufacturer devices, including Samsung, HTC, Motorola, LG, and more. The open platform is available on 4,000 unique device models from over 400 manufacturers. If you are developing on Android, you can expect to reach a diverse set of consumers, professionals, gamers, students, and more.

IBS is an android app design company, with years of experience in Java programming language. We specialize in building highly scalable android apps for diverse verticals and industries. The apps developed by us are packed with brilliant features, helping us provide innovative mobile solutions that deliver high returns on investment. We use the best practices and proven methodologies, and thorough testing for bug-free android applications.

iOS App Development

Apple produces the single most popular smartphone and tablet lines: the iPhone and iPad. Accordingly, apps for the iOS platform bring in large amounts of revenue.

The iOS App Store has over 1 million apps, all trying to attract consumer attention. We make sure your iPhone mobile app is designed the right way to do so. IBS International an experienced iPhone app development company, we provide customized iOS app services to help you achieve your business goals. We have a dedicated team of highly innovative iOS application developers and iOS app designers who are light years ahead of using the latest technologies and trends prevailing in iOS app development industry.

React Native App Development

Our Multi-Platform Apps are based on the strong React Native Platform and are supported by a set of esthetically appealing user interfaces, providing users with an experience that matches and even exceeds what Native Apps offers.

- Smooth and Strong Performance
- Modular and Intuitive Architecture
- Live Reload
- Reusable Code
- Great Developer Tools
- Use Native Features

Web Development Services

Responsive Website Design

The real fact is that people in in this modern era want to browse web easily and quickly. This means that responsive web design is made to help the users browse with any type of device they have in their hands. Your website should be so versatile that it can be used on a mobile phone or on a huge sized LCD screen.

- Less Effort
- Smooth User Experience
- Statics
- User Friendly website
- Mobile Segment
- Accumulated Sharing

E-Commerce Website Development

When it comes to eCommerce websites, it's all about functionality, features, and design.

The Essential eCommerce Features Your Website Needs Include:

- Content management capabilities
- Promotion and discount code tools
- An easy-to-use checkout
- Search engine optimized code and layout
- Reporting tools and custom report features
- An integrated blog or articles section
- Email marketing features or integration
- Multiple payment options (Credit card, PayPal, PO, Terms, etc.)
- The ability to scale and add new features

SEO Optimized Websites

SEO is important to any business that operates online, but many don't realize that search engine optimization needs to be built into the web design process -- not added in later. We pay special attention to these details:

- Responsive website design.
- Title tags
- High-quality, optimized content.
- Internal linking structure
- Page loading speed
- Page-keyword alignment
- Composing effective Meta descriptions
- Creating an XML sitemap
- Fixing broken links
- Optimizing images
- Optimizing URLs and overall URL structure
- Setting up Google Analytics
- Setting up Google Webmaster tools
- Setting up page redirects

Enterprise Resource Planning(ERP) Solutions

The Enterprise Resource Planning which is Cloud ERP helps with the efficiency for businesses in different ways. They achieve quality control, reduced cost, better productivity and improved customer satisfaction. Moreover, when internal efficiency is greater it leads to significant profits and timely business growth too.

In these days true ERP is only in the reach of just a few companies of top rank in the world. ERP has helped these companies attain and maintain this level of success. The basic purpose of Visionplus (ERP) Solution is to make available this system to small, medium and large companies so that they can get the fullest benefit of this unique product. IBS (ERP) Solution is ideal choice for those who respect knowledge sharing and want transparency and clarity of information. It is for those companies that want quick information retrieval, decreased pressure of documentation, improved production quality and removal of wastage from each and every business activity. It provides an excellent control to senior and middle level managers by providing a bird's eye view of the whole organization

FEATURES/MODULES OF ERP SYSTEM

- Human Resource Management System
- Financial Management System
- Administration and Security
- Sale Management System
- Production Management System
- Inventory Management System
- Production Planning Control

WHY CHOOSE IBS ERP SYSTEM?

IBS Enterprise Resource planning (ERP) Solution is ideal choice for any organization because:

- Cost effective that suits any client.
- Provides ability to modify the system by adding or removing modules as per the need.
- A flexible system that can work for both product oriented and service oriented organizations.
- Top level management can control all activities without hassle.
- Definite results and profits can be attained with efficiency.

Business Process Outsourcing (BPO)

Why Choose IBS for BPO Services

As your partners we aim to achieve your strategic goals, thus we believe in leveraging talent, improving productivity, increasing efficiency and above all achieving success for your goals.

We Accelerate Your Productivity

-BPO helps an organization to examine more revenue areas, gain momentum for other important projects, enables you to focus on your customers.

-Enables you to move towards formulating strategies and to look after other core areas in your business.

-Increased improvement in productivity allows you to save time.

We Have Emerging Technology

-Providing organizations with flexible BPO services to meet client demands.

-Our BPO company has the resources, expertise and technology to offer advantages of outsourcing services.

-Assisting you about keeping pace with new trends and invest in new technology whilst avoiding risks.

We Have Valuable Resources

-Supplying BPO services with skilled manpower to ensure your business activities are operated by experts.

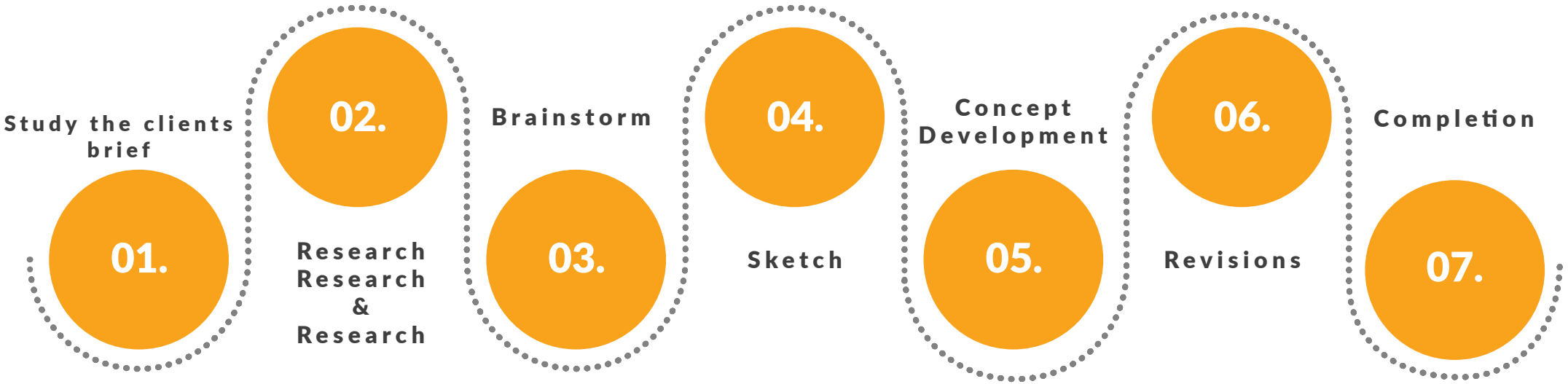
-Outsourcing through our organization steers your company to seize and prioritize on new efficiencies.

-To allocate your resources while empowering your organization to operate at its maximum potential.

As an emerging BPO company with head office in the UK and branch office in Pakistan, we take care of your outsourcing needs in all your business aspects.

- HR Outsourcing
- Payroll Management
- Finance & Accounting
- Digital Services
- Digital Marketing
- Website Development
- Vendor Management

OUR PROCESS


Study the clients brief
01.
02.
Research
Research
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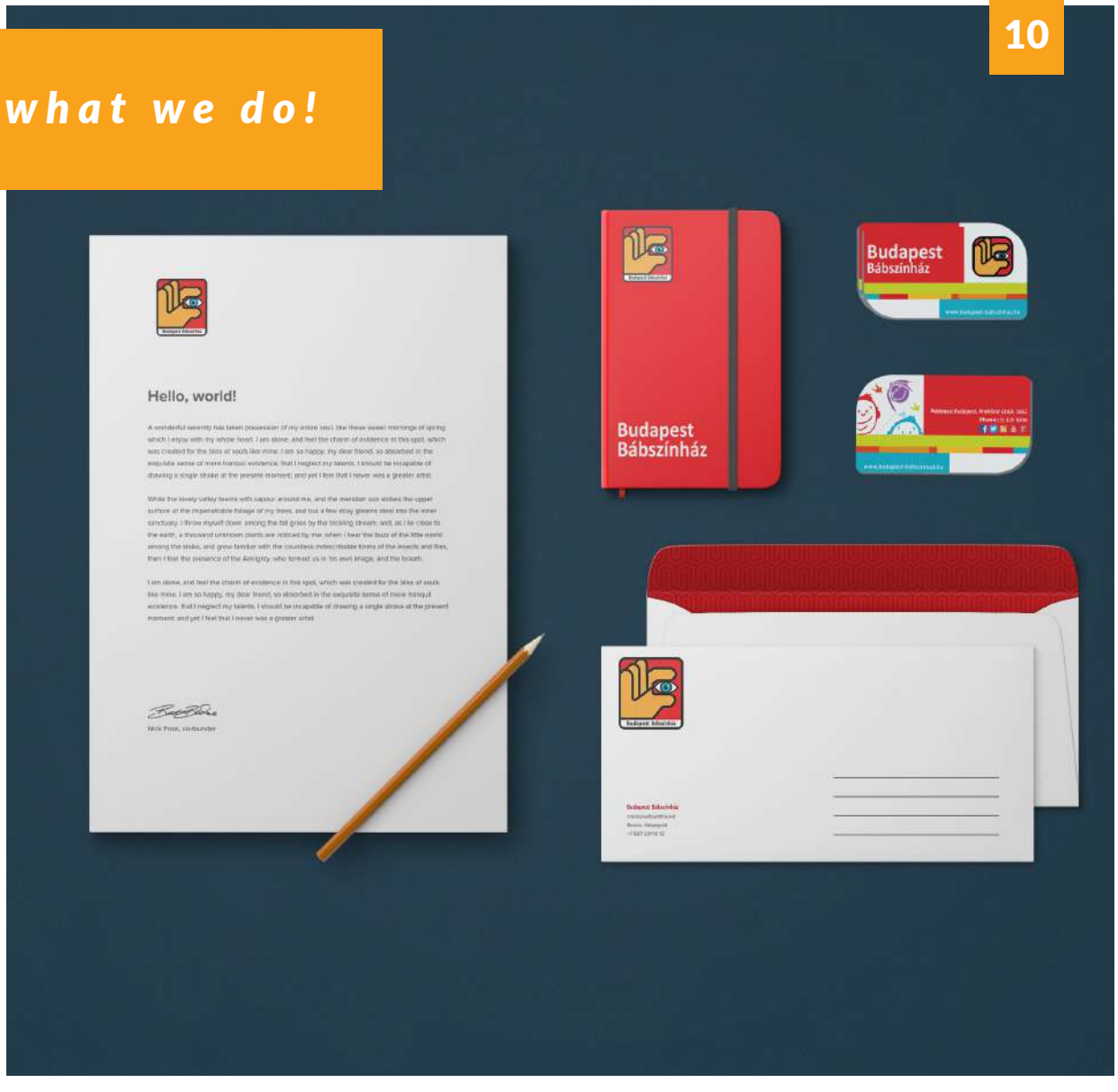
Research
Brainstorm
03.
04.
Sketch
Concept Development
05.
06.
Revisions
Completion
07.

A glimpse of what we do!



GET IN TOUCH!

If you would like to find out more about how we can help you, please give us a call or drop us an email.

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