

1. Business Information

1.1 Name of the Business

IncredibleSoftwareSolutions cc

1.2 Format of the Business

Close Corporation

1.3 Registration Number

CK 2008/17528/23

1.4 Date of Registration

May 2008

1.5 Contact Information

Address:

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Internet: <http://www.incrediblesoftwaresolutions.co.za>

1.6 Owner

Hilary Albutt, mobile 0843351636, landline 0215567088

2. Description of our Business

IncredibleSoftwareSolutions is an internet based services provider, providing specialised services for enabling the power of the internet for everyday life.

3. Description of our Services and Products

Our services and products include:

- User friendly web development and design
- Comprehensive directories of information for the Internet user.
- Dynamic web sites that enable owners to have sole access
- Static web sites that are easy to use with mobile devices
- Internet advertising and marketing opportunities for owners of related facilities and services.
- Internet based advertising and marketing opportunities for owners of business facilities and services.
- Development of specific virtual destinations through

collaborative community participation.

- Custom development of bespoke programming in web and security based applications
- Installation of linux/nix/Windows/Apple heterogeneous environments in web and security based applications for stock and tracking control
- Maintenance of heterogeneous environments of security and web based control systems for lower long term costs
- Wireless technology installation, maintenance & upgrades
- RFID and NFC integration and control systems
- Bespoke applications such as the uncrackable secure personal digital identity access control, storage, bank and passport id card.
- Month to Month & Long term service contracts

3.1 The IncredibleSoftwareSolutions Web Sites

IncredibleSoftwareSolutions has two main web sites, one for the UK and USA markets, IncredibleSoftwareSolutions.com , and IncredibleSoftwareSolutions.co.za specifically built with information for the South African market in mind. IncredibleSoftwareSolutions also has built other linking web sites and ad portals such as Adchrrp.com and speciality sites being built for specific purposes such as memorizeu.com.

3.1.1 Information on the web is arranged per web site with each site specific for each international or local market.

3.1.2 The web site structure is built with the search engines in mind as the most important 'hidden' feature of any web site. This enables your site to be found.

3.2 Internet Publishing and Marketing

We offer a comprehensive range of Internet publishing and advertising options for owners and businesses and SME enterprises who wish to advertise on the Internet.

Marketing is also available for printed and virtual media such as road side electronic displays for a new way to advertise your web site or business with a low cost per display option or a total cost for a fixed display available this dynamic medium can blow your competitors out of the water with the moving media displayed on the electronic screens.

3.3 Development of Destinations

IncredibleSoftwareSolutions also participates in the development of online web site and offline destinations in collaboration with other organisations, groups or businesses. We provide the concept, to facilitate branding and implementation of virtual and physical destinations and integrate the facilities and services in a dedicated virtual or physically suitable area according to the target market desired by the clients end user.

The development of these destinations is initiated through the empowerment and collaborative participation of community members.

The promotion of the offerings of a whole community is one of the better ways to provide link building web sites that dynamically grow and create a search engine presence that is bigger than the e-footprint would suggest.

3.4 Development of custom bespoke web based application

IncredibleSoftwareSolutions also participates in the development of online web site and offline web based solutions, integrating small, medium and large networks for remote workers working from the factory floor to the outdoors with mobile phone, scanner and RFID readers.

To enable secure locations that require best of breed electronic access control and stock control management systems for absolute peace of mind.

With the human computer interaction model very clearly understood our systems integrating take into account the clients specialised situation for custom bespoke application.

For fast effective shrinkage control through use of automated electronics with a full audit trail.

4. Vision Statement

Our vision is to provide the most comprehensive South African and International user experienced based designs and development of web based informational corporate and Small to Medium Enterprise (SME) business and affordable personal business e-commerce web experiences with the destination on the Internet and off-line to provide informative, appropriate and cost-efficient Internet based solutions to the benefit of our customers - organisations, businesses, local communities. IncredibleSoftwareSolutions vision is to provide best of breed bespoke and customised web based applications to keep overall costs lower for the customer, in some cases eliminating the need for costly computer server rooms and infrastructure on the premises, eliminating the need for expensive

hardware. Part of vision is to provide best of breed bespoke and customised web based applications to keep overall

4.1 Mission

Our mission is to provide an attractive range of Internet based advertising, publishing, marketing and security options designed to encourage businesses and organisations to establish a working relationship and web based presence with us.

We will achieve this by optimum use of Internet based technology, multiple cross-linking for maximum exposure, driven by our creativity and enthusiasm for superb bespoke service.

4.2 Our People

We have the right people and key performance measures to deliver our value proposition with with extensive experience in working with teams world wide to ensure that IncredibleSoftwareSolutions has the best talent available at very short notice.

5. Our Systems









We have sound systems in place that support our value proposition, by leveraging the power of the internet we have as big or as small a team as is needed given the size and scope of the planned project.

This keeps cost low enabling Incredible Software Solutions to ensure low cost operation and best possible ROI available today.

By using best of breed up to date and cutting edge technology we keep our equipment costs the lowest in the business.

6. Company Performance & Values

The underlying corporate values underpinning the business approach of Incredible Software Solutions incorporate the following.

Foundational values		Resultant beneficial values	
	integrity and honesty		Customer service excellence
	customer orientation		Customer support excellence
	empowerment		Community benefit
	accuracy		Commitment to results

• innovation	• Leading Edge Products
• enthusiasm	• competitive edge
• responsiveness	• market innovator
Service feature values	Legacy values
• quality	• credibility
• creativity	• consistency
• reliability	• accessibility

7. Why Use IncredibleSoftwareSolutions CC

IncredibleSoftwareSolutions CC is cost effective in building and maintaining your web site, bespoke wifi , bluetooth,NFT or RFID system.

A reliable trustworthy supplier that can effectively drive any project forward by being organised, committed and available 24/7/365.

7.1 Maximum Exposure

By providing a web based platform for the web site, accessibility systems and security products, with IncredibleSoftwareSolutions CC your ROI is assured.

With our knowledge of how the web can be effectively used to expand the company profile and networking possibilities using social media and online exposure control.

7.1.1 Exceptional knowledge of Internet Search Engines

IncredibleSoftwareSolutions CC has extensive knowledge on internet based search engine technology and internet based search for productivity and user friendliness, ease of use and accessibility

7.1.2 Extensive use of technology IncredibleSoftwareSolutions CC uses the latest and most stable technology to push the boundaries of what is possible today for a better return on investment in the platform that enables the user experience to be the most cost effective and least time wasting intuitive easy to use tool. The internet.

7.2 Effective Internet Publisher

It is important to have a technology company that understand that the web is the way to go in all things, local and international and that by leveraging the power of the web you can create cost savings unimaginable under other circumstances.

7.3 Effective, Dynamic Web Pages/Web Sites

By complimenting your business needs with an effective search

engine friendly bespoke custom design web site your system can effectively control from floor to rafters any form of information.

By ensuring that your interaction with the web is informative and fast, the productivity gains of an effectively designed package will see returns faster than the old method of discrete systems that are painful to integrate. From online e-stores to stock control integration into the online system, everyone can stay on top of the game whether your company is small, medium or even a large multinational corporation.

7.4 Web Development

Standards based web development using open source technology to leverage the power of the software to create dynamic powerful and easy to use interfaces.

7.5 Hardware and Support

Install hardware and support contracts for heterogeneous networks , design, installation and maintenance.

8.SWOT analysis

8.1 Relative Strengths

Strength	Benefits
Small team	Quick to adapt to the market
Dynamic Structure	Flexible workforce
Low Operating cost,	Good Investment Opportunity
Inventive	High Return on Investment
Creative Thinkers	Efficient.Effective.Determined

8.2 Relative weaknesses

The relative weakness of this company is the low base of current capitalisation which although not unusual for this type of tech start-up means the low base limits the opportunity for developing the product effectively.

8.3 Relative Strengths

The strength of this company lies in its founders' stubborn determination to succeed, no matter what it takes. An clear understanding of what the market currently has and what it will

need in the immediate future

8.4 Unique Selling Points

This company is agile and effective at thinking out of the box to come up with often unique and effective solutions to difficult issues, with a clarity for detail and cost effective management of your network, software, hardware or technology based solution. The focus is always the customer and what the customer needs, what will bring the best result and what can the clients needs and requirements allow.

9. Brief Owner Profile

Hilary Albutt has a history of excellence, having run her motor vehicle company with a reputation for exceptional excellence and commitment to her clients, which is still legendary, ten years after the last time she ran the motor vehicle businesses.

After being severely injured in a industrial accident and disabled and almost completely wheelchair bound, with her stubborn refusal to give up the fight to regain her mobility resulted in her getting back her mobility. During this time she continued her studies into programming. Hilary had been a computer geek from high school where as a young woman she was told that "women cannot do computers", the motor industry told her the same thing.

In her working career she started first as the only female motor mechanic in South Africa, then technician, service advisor, then manager of her own firm.

A great self starter, this dynamic and determined woman has continued her history of customer based service excellence and innovation with this endeavour.

10. Examples of Our Work

Previous and current clients include:

Astrocyte - Networking, WIFI, firewall setup, FTP server setup, CVS server setup, repair and maintenance of co-location server based in Canary Wharf, London, UK. Setup mail exchanger MX and DNS domain controller. Hardware upgrades and supply of Windows 2003 Server and Linux machines. Specialist web standards-based design using CSS tableless structure, ASP, ASP2, ASP.net, web development, application development, and heterogeneous networks for Apple Mac, Windows, and Linux.

Baseps.co.uk - A property company in E3 postcode area of

London, IncredibleSoftwareSolutions was employed to boost the company profile and provide effective search engine expertise. We succeeded and pushed their Google Rank up to page rank of 4 within four months, an unheard of achievement at that time in the industry. Using only 'white hat' techniques and good solid building techniques IncredibleSoftwareSolutions built web presence that is still effective today.

Chasedevonshire an international property company in central London, tasked with upgrading the international presence of this premium branded property company with over 900 investors in its profile it is extremely strong in the EU, UK and South Africa. IncredibleSoftwareSolutions built and upgraded their network to gigabit grade and upped their wireless security. IncredibleSoftwareSolutions was also employed to upgrade their web presence and user penetration. Because of their different company profile, ChaseDevonshire.com had to have a slightly different plan of attack. Providing extra linking opportunities and user interaction profiles provided ChaseDevonshire the opportunities and leads they needed by improving upon and growing their internet portfolio. This plan has continued to provide responsiveness to the market and results beyond what was originally asked for. IncredibleSoftwareSolutions has continued to help grow this fantastic brand to the point where ChaseDevonshire has grown from humble beginnings in the UK to include Germany, France, Greece and South Africa. As well as web SEO and development, work for this company included networking and systems upgrade - hardware and software.

NewAgeLondon.com A dynamic web site with e-commerce, now redeveloped as a CMS website that the client can change and which is highly optimizable. First page of Google for many search keywords and phrases.

NewAgeTherapies.com Built specifically for the South African market's specialised needs.

EFT-Scripts.com The online ebook presence for the EFT Tapping and the worlds first such web site, IncredibleSoftwareSolutions has continued to push this company to try new and world first concepts in the web world. IncredibleSoftwareSolutions has continued to provide best of breed technology and concepts to help this enterprise grow to what it is today, one of the premier destinations for people who need help or wish to learn self help techniques that work.

Stop-smoking-ebooks.com This web site has some unique features in that it provides a money back guaranteed way to stop smoking. The e-commerce features are there to allow instant

download once the payment has been processed.

Talk-to-denis.com - This psychotherapist, counselor, NLP master and Life Coach needed a brand building exercise. IncredibleSoftwareSolutions provided the drive to make this happen.

The Bubble Laundry - This web site was built to help grow the local South African portfolio of web sites designed to be effective and show the way in user friendly web site design. These web sites are fully compatible with mobile devices and can be effectively used and updated via mobile phone. First page of Google for many search keywords and phrases.

BCRM - Hardware, networking and software integration services , web development of the BCRM brand and search engine optimisation consultancy.

SAMigration.co.uk - Was built to extend the UK presence of South Africa's biggest and best immigration agency, based in Cape Town this majestic company has franchises all over Africa and in other parts of the world and is still the largest most respected immigration agency in South Africa, helping thousands of people to come to South Africa to work, study, and play. IncredibleSoftwareSolutions provided a standards compliant CMS that is Google ready, analytics and tracked with email newsletter expertise to help grow the brand. IncredibleSoftwareSolutions provided the drive to grow this in web penetration.