



PRAGMATIC

CORE

Company Profile
&
Service Portfolio

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C.E.O Message



We have a vision: To be the best corporate outsourcing partner across the market. We aim to build a company that caters to our clients' needs in a way that enables them to imagine new possibilities with the greatest reliability. We aim to be the most reliable corporate service partner that can connect cost-effectiveness and global resources, to liberate the management of our clients and furthers customer-centric transformation.

Our reason for choosing such a path is well-defined by collective efforts, courage, and curiosity to challenge status-quo that limits progression. We feel your passion from a point of inspiration; we admire your sacrifice from a point of empathy, which drives our team to continuously take up bold quests and discover possibilities beyond the obvious.

With our fundamentals set right, we continue to bring a dynamic variety to our service portfolio, that not only represents our capabilities but is also a testimony to our understanding of your needs. Pragmatic Core aims to become the cornerstone of ambitious start-ups, SMEs, and solopreneurs that tend to face challenges but aim to defy them. To further the capabilities, Pragmatic Core, along with our clients, invests in human capital, that collectively contributes to a prosperous curiosity equipped with competitive skills, and is ready to cater to your strategic vision.

We at Pragmatic Core continue to work with clients that are at peace with the need for change, and who are ready to embrace the new and not hide from it.

Ch. Tahir Yar
C.E.O

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Partners



CH. Tahir Yar

Co-Founder
C.E.O



Adnan Jirjees

Co-Founder
Dir. HR



Ahmad Alam

Co-Founder
Dir. Finance



Centered at the core with
passion, integrity and
transparency, Pragmatic
Core strives

**for a collective global
effort for fulfilment of
dreams built on simplest
of ideas and deep
courage."**

Pragmatic Core is creating long-term value for SMEs around the world. In our efforts, we are successfully catering to help restructure SMEs operating model which plays a pivotal role in contributing to activities for environmental sustainability. Pragmatic Core is helping it's community, clients, and it's people to develop a continuum of ever increasing focus and practical efforts contributing to the green objectives.

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Our Agenda

As pragmatic Core stands about the global economic and technological factors burdening the survival of SMEs and start-ups, our agenda talks about the impact of external factors on SMEs and small businesses that laid the path to the epiphany of our existence.

The Covid-19 pandemic has left a lasting impact, and the post-pandemic era presents its own challenges. The convergence of geopolitical instability, economic volatility, and the rapid advancement of A.I has created a landscape of uncertainty, particularly for start-ups, SMEs, and solopreneurs. It comes as no surprise that resource constraints plague these businesses regardless of their scale, leading them to continuously seek operational efficiency and optimization. The pursuit of a resilient operating model that safeguards their core ideology while navigating external factors and fostering sustainable growth remains an elusive goal. As growth opportunities are fleeting, entrepreneurs often find themselves burdened with overwhelming financial debt or compelled to sacrifice equity to seize fortuitous moments.



In light of these considerations, Pragmatic Core has embarked on a transformative journey centered around fostering growth and scalability as its foremost objectives. We aim to provide entrepreneurs worldwide with a seamless means to efficiently manage their business operations, ensuring they stay ahead of time's relentless grasp. This approach offers business owners and executives a sense of reassurance that plays a pivotal role in effectively strategizing and achieving their goals.

Our agenda is straightforward yet impactful: to reduce operational costs, enhance cash flow, mitigate financial and managerial risks, strengthen middle management, and drive sustainable growth for our esteemed clients. All of these endeavors are far from easy when resources are limited.

Through accessing global resources and tailoring administrative policies to our clients' specific needs, we empower them to find stability and harness the advantages of economies of scale, effectively competing with larger enterprises in their industry.



our Core Values

A practical effort that unites global resource and boosts collective efforts for entrepreneurial success with: **Honesty, Integrity, Gratitude and Strong Ambition to succeed.**

Value of our WHY

We understand the importance of your dream, the sacrifice and the efforts involved.

100 out of 100 businesses face resource limitations and cash flow challenges, of which almost 30% end up sharing equity or collecting unbearable amounts of debt. Whilst managing all of this, the biggest pain that entrepreneurs face across the globe is the loss of founding ideology. Pragmatic Core wishes to preserve the fundamentals feel and uniqueness of your identity.

**Estimated
Layoffs
in 2022 (US):
+15 million**

**Businesses filing
for
Bankruptcies
in 2022 (US):
+380K**

- By eliminating unnecessary expenses, Pragmatic Core is helping bootstrap startups and SMEs to optimize operational efficiency.
- We provide the edge that helps you reach growth milestone.
- With more than 380 thousand business filing for bankruptcies in year 2022 (US), we understand the importance of smallest bit of convenience that can change the odds and put entrepreneurs across the world bank on map.

Shaping success for solopreneurs and SMEs.

The question stand still, "What are you as an organization going to do when the operational structure stands inefficient to compete with organizations large enough to maintain better economies?"



We work to create **Future ready tangible operational landscapes and help build an empowered management architecture, enabling solopreneurs and SMEs to laser-focus on strategic objectives.**

Problems in **Perspective...**

Post-pandemic has been the pivoting era for Web 3.0 and the 4th industrial revolution. With AI in play, solopreneurs and SMEs have more to manage and more to compete with. For a long time, organizations have been thriving upon the economies of process specialization. With the 4th industrial revolution, these processes can now be synchronized into a systematic lean, making it difficult for SMEs' long-term scalability.

With competition becoming fierce, Pragmatic Core believes, lack of perspective to strategize for optimized internal cost and profit center as the main contributing factor for SMEs to compound liabilities. Divided strategic focus, and maintenance of in-house corporate operations impact organization's key capabilities of swift adaptation and responding to the market shift, obscuring growth with a glass ceiling. Leaving Solopreneurs and SMEs with the dilemma of sharing equity and risking the founding vision OR further accumulation of debt through institutional financing.

Solution in **Place...**

For all organizations, transformation comes at a cost in all forms, which means it costs time, opportunities, finances, resources, and organizational efficiencies, the perfect place and time for SMEs to leverage the market. We believe that an inefficient automated structure engages the strategic front of an organization into a multiverse of complexities, contributing further towards a disoriented transition. Pragmatic Core solves this problem by delivering a financially optimized operational space that helps compounding of efficiency for improved internal profit generation.

Through outsourcing of your cost centers and tedious front-end operations, we help you run your operations at aggregate efficiency of up to 60%. By replicating your working model combined with efficient resources, Pragmatic Core eliminates a variety of tangible and intangible costs that combine in the shape of lost opportunities, financial burdens or risk of losing the founding vision.

Combined with a profound service portfolio and liberty of structural curation, we help you strategize effectively and shape a future-ready organization.



Solopreneurs & SMEs focused on the core

Optimized operating model

An agile structure that facilitates the shift of focus as needed, enhancing maneuverability to adjust to economic, technological, and market changes.

Greater efficiency

At 60% less cost than the market, Pragmatic Core is amplifying overall organizational output helping you to compound financial and organization growth.

Strong middle management

Pragmatic Core provides fully customizable departmental structures that yield you better management control for both strategic and tactical end, enhanced communication, and more focus on strategic objectives.

Resilient to economic slump

With less of liabilities, easy to manage infrastructure, and abundance of economies of scale, your business can better facilitate customer expectations against all odds in economic recession.



our

services

Our, the aim is to bridge the gap obstructing organizational synergies, Pragmatic Core sets out to ease a broad range of business-critical activities with 360 degrees of service capability, ensuring operational success. out

To deliver value-led sustainable entrepreneurial growth, we understand that corporate services need to develop fundamental guiding pillars for accurate performance measurements. To do so Pragmatic Core has segmented its service capabilities into six different categories:

- Knowledge
- Curation
- Skills
- Cross Functionality
- Quality
- Security



Knowledge: With a well-rounded approach Pragmatic Core sets human development at the core of its objectives by premiering a structured development of our people. Instilled with curiosity, we push the limits of our knowledge by supporting on and off-campus learning which is furthered by a focus on our continuum of human resource training and development program.



Curation: Navigating entrepreneurial landscape is becoming challenging and requires a complex solution. Pragmatic Core is helping its global partners with freedom to curate and scale organizational structure at pace.



Skills: One-size-fits-all doesn't work with strategy, In order to take up bold Pragmatic Core sets skills development and assessment through cross functional collaborative working practices, helping our partners develop a 360 resource calibration.



Quality: Keeping up with the pace of global progression requires a smart continuum of self-assessing corrective mechanism. To support learning and advancement, Pragmatic Core maintains an autonomous Q.A dept. making sure of continuous quality assessment.



Cross Functionality: At Pragmatic Core resource utility is a measure to help develop the direction that enables its global partners to maximize resource usability. With cross functionality at core agenda we deliver a dynamic depot of agile and future ready resource.



Security: At Pragmatic Core we make sure of maintaining Freedom, Authority and Autonomy, of our partners with their data as their right to control the elements of data security. This is why Pragmatic Core keeps work limited to client dedicated domain and secure containment against possible data breach.



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1. Cost efficiency up to 60%.

2. Agility & scalability at no cost.

3. Intensify strategic advancements.

4. Strengthen middle management.

5. Reduce tied-up capital & cashflow challenges.

6. Develop recession proof business model.

- **No hiring cost, No training expense. Service at 60% efficient processes, No fixed cost, No infrastructural expense.**

- **Research conducted by SHRM, the average hiring cost in 2023 stands at north of \$4,000, Pragmatic Core gives you access to global human capital at no cost.**
- **Leverage economies of scale and compete at a global scale with amplified growth strategies and freedom to experiment and innovate.**
- **With less to manage, we are helping middle management gain focus on the core with an improved control structure.**
- **Helping to reduce fixed cost and tied-up capital, enabling allocation of budget to revenue-generating activities and mitigating cash flow challenges.**
- **Compounding Financial efficiency with an agile business structure and competitive economies of scale is the right mixture to develop business operations resilient to economic slump.**

Step in to the future with our SIX insight segments, perfectly curated to cater entrepreneurial and career needs:

1. C-suite Decipher, 2. Power Equation, 3. Entrepreneur Compass, 4. Think Pragmatic, 5. Pragmatic People, 6. Pragmatic Paradigm.

Learn more with our insights on www.pragmaticcore.com/insights



PRAGMATIC
CORE

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Our Services



1. Business Process Consultancy
2. Virtual Assistance
3. Data Entry/Data Processing
4. BPO
5. Digital Marketing
6. Bookkeeping
7. Content Writing
8. Design & Branding
9. E-Commerce
10. Web, Saas & App Development



The depth to our service portfolio is a testimony of how much time and resources organizations around the world could save. Focused on this bit, we at Pragmatic Core set ourselves to bring range that equips ambitious solopreneurs and SMEs around the world to go toe-to-toe with its competition.

Services

01. Business Process Consultancy.

1.01. Business Process Consultancy - Strategy

- Start-up Strategy
- Start-up Mentoring
- Process Operations

1.02. Business Process Consultancy - Off-shore Outsourcing

- Front Office
- Back Office

1.03. Business Process Consultancy - Transformation

- Information Technology
- Software Development

1.04. Business Process Consultancy - Marketing

- Social media Marketing
- Content Strategy
- SEO consultancy

1.05. Business Process Consultancy - Management

- Business Operations
- Leadership

Our Services

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02. Virtual Assistance

2.01. Virtual Assistance - General Services

- Supply Chain operations VA
- Real Estate VA
- Finance and Billing VA
- Health Care VA
- E-commerce VA
- Marketing VA
- Data Entry VA
- Appointment Scheduling VA
- Content & Publication VA
- Virtual Travel and Planning VA
- Desktop Publishing VA
- Procurement and Inventory Management VA
- Educational Institution VA

2.02. Virtual Assistance - Supply Chain operations Assistance

- Order processing and management
- Inventory tracking and management
- Data entry and management
- Supplier communication and coordination
- Purchase order management
- Shipment tracking and coordination
- Invoice processing and payment management
- Vendor management and coordination
- Inventory reconciliation and discrepancy resolution
- Return merchandise authorization (RMA) processing
- Product categorization and classification
- Supply chain documentation management
- Sales order fulfillment coordination
- Customer support and query resolution
- Warehouse management system (WMS) support
- Transportation management system (TMS) support
- Purchase requisition processing

2.02. Virtual Assistance - Supply Chain operations Assistance (CONT)

- Supplier payment tracking and reconciliation
- Freight coordinator support
- Purchase order approval workflow management
- Delivery scheduling and coordination
- Order tracking and status updates
- SKU management Data Processing
- Product data management and enrichment
- Customs documentation support
- Vendor compliance document review
- Backorder management and coordination

2.03. Virtual Assistance - Finance and Billing Assistance

- Accounts payable management
- Accounts receivable management
- Invoice generation and processing
- Expense management and reporting
- Purchase order management
- Credit control and collections
- Bank reconciliation
- Bookkeeping services
- Financial statement preparation
- Financial data entry and management
- Budgeting and forecasting assistance
- Cash flow management
- Payroll processing and administration
- Vendor and supplier management
- Inventory management
- Cost accounting
- Balance sheet reconciliation
- Audit support and compliance
- Billing dispute resolution
- Financial document organization and filing
- Expense reimbursement processing

Our Services

03

02. Virtual Assistance

2.04. Virtual Assistance - E-commerce VA

- Product listing and catalog management
- Inventory management
- Order processing and fulfillment
- Customer support and communication
- Data entry and management
- Price monitoring and optimization support
- Product description and content writing
- Image editing and optimization
- Product sourcing and supplier management
- Vendor and supplier communication
- Sales and promotional campaign management
- Social media management and engagement
- Email marketing and automation
- Affiliate marketing management
- SEO optimization and keyword research
- Pay-per-click (PPC) advertising management
- Website maintenance and updates
- Analytics and reporting
- Shipping and logistics coordination
- Cross-selling and upselling strategies
- Product launch planning and execution
- Customer loyalty programs
- Live chat support and chatbot integration
- CRM (Customer Relationship Management) system setup and management
- Landing page creation and optimization
- E-commerce platform migration assistance
- Website optimization for mobile devices
- User experience (UX) improvements
- Social media advertising and remarketing
- Customer segmentation and targeting
- Content marketing strategy development
- Branding and brand identity development
- Video marketing and product demos
- Google Analytics setup and analysis

2.04. Virtual Assistance - E-commerce VA (CONT).

- Marketplaces and platform integrations (e.g., Amazon, eBay, Shopify)

2.05. Virtual Assistance - Appointment Scheduling VA

- Managing and scheduling appointments
- Coordinating meetings and events
- Calendar management
- Setting up reminders and notifications for appointments
- Handling email inquiries and appointment requests
- Confirming and rescheduling appointments
- Managing multiple calendars for different team members
- Syncing calendars across different platforms and devices
- Handling appointment cancellations and refunds
- Sending out meeting invitations and managing RSVPs
- Providing customer support for appointment-related queries
- Handling appointment follow-ups and feedback collection
- Preparing and distributing meeting agendas and materials
- Managing and updating contact databases
- Organizing and archiving appointment records and documents
- Managing appointment waitlists and prioritizing requests
- Coordinating with receptionists and front desk personnel for appointment logistics
- Assisting with appointment-related data entry and record keeping

02. Virtual Assistance

2.05. Virtual Assistance - Appointment Scheduling VA (CONT).

- HR coordination for interview scheduling and candidate management
- Providing personalized appointment scheduling solutions based on client preferences and requirements.

2.06. Virtual Assistance - Travel & Planning VA

- Flight booking assistance
- Hotel and accommodation research and booking
- Local attractions and sightseeing recommendations
- Restaurant and dining reservations
- Travel packing suggestions and tips
- Business travel arrangements
- Virtual assistance for travel-related apps and platforms
- Researching and booking unique accommodations (villas, private rentals)
- Assistance with group travel arrangements
- Travel-related product recommendations (luggage, travel accessories)
- Virtual meeting scheduling during travel

2.07. Virtual Assistance - Procurement VA

- Supplier research and identification
- Supplier qualification and evaluation
- Request for Proposal (RFP) management
- Purchase order management
- Inventory database management
- Purchase requisition processing
- Purchase order processing and tracking
- Payment and invoice reconciliation
- Logistics and transportation coordination
- Order tracking and status updates
- Customs clearance coordination
- Supplier database management

2.08. Virtual Assistance - Educational Institution VA

- Curriculum planning and design
- Learning management system (LMS) administration
- Virtual classroom setup and support
- Online student registration and enrollment
- Student database management
- Academic calendar management
- Virtual library management
- Content editing and proofreading
- Technical support for students and faculty
- Student progress tracking and reporting
- Online student community management
- Virtual event coordination (webinars, workshops, conferences)
- Assistance with online admissions processes
- Online marketing and social media management for educational institutions
- Development of online training materials for faculty and staff
- Virtual assistance for research projects
- Creation and maintenance of virtual classrooms and discussion forums
- Data analysis and reporting for educational programs
- Virtual career counseling and job placement support
- Virtual student club and organization management
- Virtual assistance for online research publications
- Virtual assistance for distance learning programs

Our Services

03

02. Virtual Assistance

2.09. Virtual Assistance - Real Estate VA.

- Lead generation and prospecting
- Appointment scheduling and calendar management
- Email management and communication
- Database and CRM management
- Market research and analysis
- Property listing management
- Real estate document organization
- Follow-up with buyers, sellers, and agents
- Social media management & marketing
- Content creation for real estate blogs & websites
- Online advertising & lead generation
- Website maintenance and updates
- Data entry and record keeping
- Vendor coordination and management
- Virtual assistance for property auctions
- Property photo editing and video editing
- Real estate market updates and newsletters
- Creation and management of online listings
- Property-specific marketing strategies
- Researching and identifying real estate investment opportunities
- Assistance with property management software and tools
- Tenant and landlord communication management
- Property maintenance scheduling and coordination

2.10. Virtual Assistance - Healthcare VA.

- Appointment scheduling and management
- Patient registration and data entry
- Appointment reminders and confirmations
- Virtual receptionist services
- Health and wellness program management
- Remote medical coding support
- Home health care coordination
- Medical billing system implementation

2.11. Virtual Assistance - Marketing VA.

- Social media management
- Content creation and management
- Social media advertising
- Email marketing campaign management
- Lead generation and nurturing
- Website design and development
- Search engine optimization (SEO)
- Pay-per-click (PPC) advertising
- Blogging and article writing
- Graphic design and branding
- Video editing and production
- Customer relationship management (CRM)
- E-commerce management
- Affiliate marketing management
- Online event promotion
- Webinar creation and promotion
- Social media contest management
- Online survey creation and analysis
- Marketing automation setup and management
- Landing page design and optimization
- Copywriting and editing
- Customer support and engagement
- Podcast production and promotion
- Customer segmentation and targeting
- Influencer outreach and collaboration
- Social media account setup and optimization
- Content calendar management
- Guest blogging and content syndication
- Newsletter creation and distribution
- Web analytics setup and tracking
- CRM integration and management
- Webinar hosting and moderation
- Customer feedback management
- Online advertising campaign management
- Online community management
- User experience (UX) optimization
- Customer retention strategies

Our Services

03

02. Virtual Assistance

2.12. Virtual Assistance - Communication and Correspondence VA

- Email management
- Calendar management
- Appointment scheduling
- Meeting coordination
- Travel arrangements
- Phone call handling
- Voicemail management
- Customer support
- Live chat support
- CRM management
- Database management
- Data entry and data processing
- Document formatting and editing
- Proofreading and editing
- Report preparation
- Presentation preparation
- Correspondence drafting and editing
- Email marketing campaign management
- Press release writing and distribution
- Executive support and assistance

2.13. Virtual Assistance - Desktop Publishing VA.

- Typesetting and formatting documents
- Creating and designing brochures
- Designing and formatting newsletters
- Creating eBooks and digital publications
- Designing and formatting flyers
- Developing and formatting presentations
- Creating and editing business reports
- Designing and formatting product catalogs
- Creating and formatting training manuals
- Designing and formatting white papers
- Creating and formatting case studies
- Designing and formatting infographics
- Creating and formatting user manuals
- Designing and formatting magazines
- Designing and formatting banners and posters

2.13. Virtual Assistance - Desktop Publishing VA (CONT).

- Creating and editing resumes and CVs
- Designing and formatting business cards
- Creating and formatting press releases
- Designing and formatting packaging labels
- Creating and editing website content
- Creating and formatting email newsletters
- Designing and formatting invitations
- Creating and editing video subtitles and captions
- Designing and formatting corporate stationery
- Creating and formatting annual reports
- Designing certificates and awards
- Creating and editing product descriptions
- Designing and formatting menus
- Designing banners for websites
- Creating and editing blog posts
- Designing and formatting sales presentations
- Creating and formatting
- Creating and editing academic articles
- Creating and formatting job descriptions
- Designing and formatting corporate branding materials
- Creating and formatting company profiles
- Designing and formatting promotional materials
- Creating and editing marketing copy

03. Data Entry

3.01. Data Entry / Processing -General.

- General Data Entry / Processing
- Online Data entry / Processing
- Offline Data Entry / Processing
- ERP/DBMS/CRM/RMS Data Entry / Processing
- Cloud Data Entry / Processing
- Inventory Management & Stocking Data Entry / Processing

Our Services

03

03. Data Entry

3.01. Data Entry / Processing -General (CONT).

- Finance, Billing & Accounting Data Entry / Processing
- Supply chain & Logistics Data Entry / Processing
- Real Estate & Construction Data Entry / Processing / Processing
- Education Data Entry / Processing
- FMCG & Retail Data Entry / Processing
- E-commerce Data Entry / Processing
- Agribusiness Data Entry / Processing
- Engineering & Industrial Data Entry / Processing
- Metal & Mining Data Entry / Processing
- Oil & Gas Data Entry / Processing
- IT Data Entry / Processing
- Healthcare Data Entry / Processing
- Hospitality Data Entry / Processing
- Automobile Data Entry / Processing
- Media & Publication House Data Entry / Processing
- HR Data Entry / Processing
- Finance Data Entry / Processing
- Sales Data Entry / Processing
- Procurement Data Entry / Processing
- Administration Data Entry / Processing
- Warehouse Data Entry / Processing
- Operations Data Entry / Processing
- Data Appending Services

3.02. Data Entry / Processing -Scraping.

- Web Scraping Services
- Mobile App Scraping Services
- LinkedIn Scraping Services
- Google Map Scraping Services
- Facebook Scraping Services
- News Scraping Services
- Real Estate Scraping Services
- Yellow Page Scraping Services

3.03. Data Entry / Processing - E-commerce.

- E-Commerce Product Data Classification Services
- E-Commerce Product Data Cleansing Services

3.04. Data Entry / Processing -Annotation.

- Medical Image Annotation & Tagging Services
- Video Annotation Services
- Tagging and Annotation Services
- Image Annotation Services
- Human Gesture Annotation

3.05. Data Entry / Processing - Database.

- Database Development & Migration Services
- Database Creation

3.06. Data Entry / Processing - Processing.

- Logistics & Supply Chain Data Processing
- Healthcare Data Processing
- FMCG & Retail Data Processing
- Media, Designs & Publications Data Processing
- E-commerce Data Processing
- Information Technology Data Processing
- Marketing & Branding Data Processing
- Banking & Finance Data Processing
- Hospitality Data Processing
- Real Estate & Construction Data Processing
- Automobile Data Processing
- Manufacturing & Engineering Data Processing
- Oil & Gas Data Processing
- Metal & Mining Data Processing
- Education Data Processing
- Agriculture Data Processing
- HR Data Processing
- Finance Data Processing

Our Services

03

03. Data Entry

3.06. Data Entry / Processing - Processing (CONT).

- Sales Data Processing
- Procurement Data Processing
- Administration Data Processing
- Warehouse Data Processing
- Operations Data Processing
- Data Appending Services
- Data Indexing Services
- Forms Processing Services
- Image Processing Services
- Market Research Forms Processing
- Purchase Order Processing Services
- Data Verification Services
- Data Scrubbing Services
- Data Research Services
- Data Formatting Services
- Financial Data Processing Services
- Catalog Processing Services

3.07. Data Entry / Processing - Conversion.

- Document Conversion Services
- File Conversion Services
- E-Pub3 Conversion Services
- XML Conversion Services
- PDF Conversion Services
- Book Conversion Services
- E-Pub Conversions
- eBook Conversion Services
- Kindle Conversions
- Catalog Conversion Services
- OCR Conversion Services

3.08. Data Entry / Processing - Data Entry.

- Banking Data Entry Services
- Catalog Data Entry Services
- Classifieds Data Entry Services
- Company Reports Data Entry Services
- CRM Data Entry Services
- Data Entry for Business Cards

3.08. Data Entry / Processing - Data Entry (CONT).

- Data Entry for Restaurant Menu Digitization
- Data Entry From Dictionaries and manuals
- Data Entry From Enrollment Forms
- Data Entry From Telephone Directories
- Data Entry Mailing List Services
- Data Entry of Business Surveys
- Data Entry of Printed/Handwritten Documents
- Database Data Entry Services
- Document Data Entry Services
- E-Book Data Entry Services
- ERP Data Entry Services
- Food Nutrition Scale Data Entry Services
- Geotagging Data Entry Services
- Image Data Entry Services
- Insurance Claims Data Entry
- Invoice Forms Data Entry
- Supply Chain, Logistics, and Procurement Data Entry
- Legal Documents Data Entry
- Multilingual Invoice Data Entry
- MySQL Database Data Entry Services
- Offline Data Entry Services
- Offshore Data Entry Services
- Online Data Entry Services
- Product Registration Data Entry
- Questionnaire Data Entry Services
- QuickBooks Data Entry Services
- Real Estate Appraisals Data Entry
- Remote Data Entry Services
- SKU Data Entry Services
- Text & Numeric Data Entry
- Translingual Data Entry Services
- Website Data Entry Services
- Magento Data Entry Services
- Property Preservation Data Entry Services
- E-commerce Product Data Entry
- E-commerce Data Entry Services

Our Services

03

03. Data Entry

3.09. Data Entry / Processing - Management.

- Address Management Services
- CRM Database Management Services
- Digital Asset Management Services
- Document Management Systems
- Real Estate Data Management Services
- Master Data Management Services
- Metadata Management Services
- Data Lifecycle Management Services
- SKU Data Management Services
- Product Information Management Services
- Records Management Services
- Cloud Data Management Services
- Catalog Content Management

3.10. Data Entry / Processing - Additional.

- Book Indexing Services
- Catalog Building and Indexing Services
- Email Appending Services
- Image Search Services
- Typing Services
- Word Formatting Services
- PDF Accessibility Services
- Comprehensive Digital Services
- Metadata Tagging Services
- Customer Segmentation Services
- Mailing List Compilation Services
- DMS Support Services
- Catalog updation Services
- Document Scanning Services
- Document Digitizing Services
- Document Indexing Services

04. BPO

4.01. BPO - General BPO Services

- Admin BPO
- HR BPO
- Operations BPO
- Finance Dept. BPO
- Software Development BPO

4.01. BPO - General BPO Services (CONT).

- Procurement BPO
- Logistics & Supply Chain BPO
- Healthcare BPO
- FMCG & Retail BPO
- Media, Designs & Publications BPO
- E-commerce BPO
- Information Technology BPO
- Marketing & Branding BPO
- Banking & Finance BPO
- Hospitality BPO
- Real Estate & Construction BPO
- Automobile BPO
- Manufacturing & Engineering BPO
- Oil & Gas BPO
- Metal & Mining BPO

4.02. BPO - Logistics & Supply Chain.

- General Data Processing
- Freight forwarding Operations BPO
- Freight forwarding Backoffice BPO
- Freight forwarding Customs Brokerage BPO
- Freight forwarding Billing BPO
- Freight forwarding Software development
- Freight forwarding Bookkeeping BPO
- Freight forwarding HR BPO
- Fleet operations BPO
- Vendor Management System
- Customer Relationship Management Services
- Digital Transformation Services
- Digital Marketing BPO
- Web Designing BPO
- Social Media Marketing BPO
- Media, Designs & Publications BPO
- Finance BPO
- Operations BPO
- HR BPO
- Administrative VA

Our Services

03

04. BPO

4.03. BPO - Healthcare.

- General Data Processing BPO
- Medical Billing
- Physician Billing Services
- Medical Data Entry Services
- Indexing Medical Records
- EMS Billing Services
- DME Billing Services
- ASC Billing Services
- Charge Entry
- Emergency Medicine Billing Services
- FQHC Medical Billing Services
- Patient Advice and Liaison Services
- Virtual Healthcare BPO Services
- Healthcare Data Management Services
- Billing Services using Intelligent Medical Software
- Medical Record Abstraction Services
- Appointment Scheduling
- Patient Demographic Entry
- CPT and ICD-10 Coding
- Payment Posting
- Account Receivables Follow-up
- Pharmacy Billing Services
- Orthopedic Medical Billing Services
- Physician Billing Services
- Dental Billing Services
- Hospital Billing Services
- Charge Entry
- Voice to word Transcription
- Transcription report creation
- Digital Transformation Services
- Digital Marketing BPO
- Web Designing BPO
- Social Media Marketing BPO
- Media, Designs & Publications BPO
- Finance BPO
- Operations BPO
- HR BPO
- Administrative VA

4.04. BPO - FMCG & Retail.

- General Data Processing
- FMCG & RETAIL Billing & Bookkeeping
- FMCG & RETAIL Product enlisting
- FMCG & RETAIL Inventory management
- FMCG & RETAIL Data management
- FMCG & RETAIL Digital Transformation Services
- FMCG & RETAIL Digital Marketing BPO
- FMCG & RETAIL Web Designing BPO
- FMCG & RETAIL Social Media Marketing BPO
- FMCG & RETAIL Media, Designs & Publications BPO
- FMCG & RETAIL Finance BPO
- FMCG & RETAIL Operations BPO
- FMCG & RETAIL HR BPO
- FMCG & RETAIL Administrative VA

4.05. BPO - Media, Designs & Publications

- General Data Processing
- Content writing BPO
- Operations BPO
- Software Development BPO
- Administrative VA
- Digital Transformation Services
- Digital Marketing BPO
- Web Designing BPO
- Finance BPO
- HR BPO

4.06. BPO - Marketing & Branding

- General Data Processing
- IT Infrastructure Management Services
- Digital Transformation Services
- Digital Marketing BPO
- Web Designing BPO
- Media, Designs & Publications BPO
- Finance BPO
- Operations BPO
- HR BPO
- Administrative VA

Our Services

03

04. BPO

4.07. BPO - E-commerce

- General Data Processing
- E-commerce store management
- Customer service support
- E-commerce billing and bookkeeping
- E-commerce product listing
- E-commerce store building
- IT Infrastructure Management Services
- Digital Transformation Services
- Digital Marketing BPO
- Web Designing BPO
- Media, Designs & Publications BPO
- Finance BPO
- Operations BPO
- HR BPO
- Administrative VA
- Procurement BPO

4.08. BPO - Information Technology.

- General Data Processing
- Custom Software Development
- Web Development Services
- Mobile App Development Services
- Web App Development
- IT Infrastructure Management Services
- Digital Transformation Services
- Digital Marketing BPO
- Web Designing BPO
- Media, Designs & Publications BPO
- Administrative VA
- Finance and billing BPO

4.09. BPO - Banking & Finance

- General Data Processing
- IT Infrastructure Management Services
- Digital Marketing BPO
- Web Designing BPO
- Media, Designs & Publications BPO
- Finance BPO
- Operations BPO
- HR BPO & Administrative VA

4.10. BPO - Hospitality.

- General Data Processing
- IT Infrastructure Management Services
- Digital Transformation Services
- Digital Marketing BPO
- Web Designing BPO
- Media, Designs & Publications BPO
- Finance BPO
- Operations BPO
- HR BPO
- Administrative VA
- Procurement BPO

4.11. BPO - Real Estate & Construction

- General Data Processing
- Logistics Operations BPO
- IT Infrastructure Management Services
- Digital Transformation Services
- Digital Marketing BPO
- Web Designing BPO
- Media, Designs & Publications BPO
- Finance BPO
- Operations BPO
- HR BPO
- Administrative VA
- Procurement BPO

4.12. BPO - Automobile

- General Data Processing
- Logistics Operations BPO
- IT Infrastructure Management Services
- Digital Transformation Services
- Digital Marketing BPO
- Web Designing BPO
- Media, Designs & Publications BPO
- Finance BPO
- Operations BPO
- HR BPO
- Administrative VA
- Procurement BPO

Our Services

03

04. BPO

4.13. BPO - Manufacturing & Engineering

- General Data Processing
- Logistics Operations BPO
- IT Infrastructure Management Services
- Digital Transformation Services
- Digital Marketing BPO
- Web Designing BPO
- Media, Designs & Publications BPO
- Finance BPO
- Operations BPO
- HR BPO
- Administrative VA
- Procurement BPO

4.14. BPO - Oil & Gas

- General Data Processing
- Logistics Operations BPO
- IT Infrastructure Management Services
- Digital Transformation Services
- Digital Marketing BPO
- Web Designing BPO
- Media, Designs & Publications BPO
- Finance BPO
- Operations BPO
- HR BPO
- Administrative VA
- Procurement BPO

4.15. BPO - Metal & Mining

- General Data Processing
- Logistics Operations BPO
- IT Infrastructure Management Services
- Digital Transformation Services
- Digital Marketing BPO
- Web Designing BPO
- Media, Designs & Publications BPO
- Finance BPO
- Operations BPO
- HR BPO
- Administrative VA
- Procurement BPO

4.16. BPO - Education

- General Data Processing
- IT Infrastructure Management Services
- Digital Transformation Services
- Digital Marketing BPO
- Web Designing BPO
- Media, Designs & Publications BPO
- Finance BPO
- Operations BPO
- HR BPO
- Administrative VA

4.17. BPO - Agriculture

- General Data Processing
- Logistics Operations BPO
- IT Infrastructure Management Services
- Digital Transformation Services
- Digital Marketing BPO
- Web Designing BPO
- Media, Designs & Publications BPO
- Finance BPO
- HR BPO
- Administrative VA
- Procurement BPO

05. Digital Marketing

5.01. Digital Marketing - General Services

- Search Engine Optimization
- Search Engine Marketing
- Social Media Marketing
- Email Marketing
- Affiliate Marketing
- Social Media Optimization
- Link Building
- Pay-per-click (PPC) Advertising
- Content Marketing
- Inbound Marketing
- Digital Analytics
- Conversion Rate Optimization
- App Store Optimization

Our Services

03

05. Digital Marketing

5.01. Digital Marketing - General Services (CONT).

- Performance Marketing
- Corporate Advertising
- Healthcare Online Marketing
- Customer Analytics
- Marketing Transformation
- Mobile App Marketing
- Search Engine Marketing (SEM)
- Social Media Marketing
- Newsletter Campaign
- Real Estate Campaign Management
- Video SEO Optimization
- Real Estate SEO
- Amazon Listing Optimization
- Blog Management
- Mobile SEO
- Small Business SEO
- Facebook Ads Management
- Enterprise SEO
- Law Firm Marketing
- Online Reputation Management
- Bing Ads Management
- Travel SEO
- Automotive SEO
- Real Estate Social Media
- Marketing Automation
- Magento SEO Optimization

5.02. Digital Marketing - Social Media Marketing Services.

- Social Media Marketing Strategy
- Business Blogging - Strategy and Implementation
- Social Media Profile Management
- Link Baiting and Social Bookmarking
- Rich Media - Video, Podcasting, and Photo Sharing
- Monitoring and Reporting

5.03. Digital Marketing - SEARCH ENGINE OPTIMIZATION (SEO).

- website designing
- keyword research
- backlink building
- on-page optimization
- off-page optimization
- SEO content
- Targeted Local SEO
- Planning, Training, and Consulting
- Social Media Optimization
- SEO / Directory Submission
- Article Optimization
- Blog Promotion

5.04. Digital Marketing - Display Advertising.

- Creating and testing Advertisements
- Demographic Targeted Ad Creation
- Keyword Targeting in Ads
- Behavioral Targeting Ad Creation
- Remarketing Ad Creation
- Placement Targeting Ad creation

5.05. Digital Marketing - Search Engine Marketing Services.

- Search Engine Optimization (SEO)
- Pay-per-click Marketing Services (PPC)
- Link Building
- Social Media Marketing (SMM)

5.06. Digital Marketing - Email Marketing.

- Email Marketing Automation
- Email Drafting and Editing
- Leveraging Email Marketing Tools
- Drafting Personalized Emails
- Automated Email & Workflow Management
- Result Tracking and Analytics

Our Services

03

05. Digital Marketing

5.07. Digital Marketing - Affiliate Marketing

- Sales Pitch Creation
- Banner Designing
- Affiliate Selection
- Affiliate Program Management

5.08. Digital Marketing - Social Media Optimization Services

- Online Brand Promotion
- Creating and Maintaining Profiles
- Developing Engaging Content
- Creating a Community
- Optimize Posting Schedule
- Social Media Monitoring
- Effective Customer Communication
- Increasing Social Outreach
- Lead Generation

5.09. Digital Marketing - Link Building

- 2 way and 3-way Link Exchange
- Submitting Articles to Article Directories
- Directory Submission
- Blog / Forum Commenting

5.10. Digital Marketing - Pay-per-click (PPC) Advertising

- PPC Landing Page Creation
- Campaign Report Management
- Ad Campaign Setup
- Bid Management

5.11. Digital Marketing - Content Marketing

- Content Marketing Strategy
- Creating & Ideation
- Content Management
- Content Distribution
- Content Performance Tracking

5.12. Digital Marketing - Digital Analytics Services

- Google Analytics Services
- Campaign Analytics Services
- Search Engine Marketing

5.13. Digital Marketing - Conversion Rate Optimization Services

- Data Analysis
- Client Journey Mapping
- A/B Testing
- CRO Consultation

5.14. Digital Marketing - App Store Optimization Services

- App Description Optimization
- App Store Keyword Targeting

5.15. Digital Marketing - Performance Marketing Services.

- Paid Advertising
- Search Engine Optimization
- Email Marketing
- Content Marketing
- Influencer Marketing
- CRM Services

5.16. Digital Marketing - Healthcare Online Marketing Services

- Healthcare Website Development Services
- Healthcare SEO Services
- PPC Marketing for Healthcare
- Social Media Marketing for Healthcare
- Local SEO Services

5.17. Digital Marketing - Customer Analytics

- 360 Degree Customer View
- Recommendation Engine
- Micro Segmentation
- Churn Prediction and Management

06. Bookkeeping

6.01. Bookkeeping - Bookkeeping Services.

- Accounts receivable services
- Accounts payable services
- Bank account reconciliation
- Invoicing Processing Services
- Manual Journal Entry Services
- General ledger maintenance

Our Services

03

06. Bookkeeping

6.01. Bookkeeping - Bookkeeping Services (CONT).

- Expenses ledger maintenance
- Preparing accounts receivable reports
- Preparing accounts payable reports
- Entry of transactions
- Inventory services
- Day-to-day bookkeeping and accounting
- Books balanced and reconciled quarterly

6.02. Bookkeeping - Accounting Services.

- Real Estate Accounting Services
- Cloud Accounting Services
- Accounts Reconciliation Services
- Bank & Credit Reconciliation Services
- Virtual Accountant Services
- Order Management Services
- Construction Accounting Services
- Cost Accounting Services
- Small Business Accounting Services
- Xero Accounting Services
- Management Accounting Services
- Accounting Services for Startups
- Retail Accounting Services for eCommerce
- Restaurant Accounting Services
- Excel Accounting Services
- Payroll Services

6.03. Bookkeeping - Accounts Receivable.

- AR Aging Report Creation Services
- Real Estate Accounts Receivable
- Billing preparation and mailing after customer approval
- Record and account for revenue
- Entering receivable transactions into the accounting system

6.04. Bookkeeping - Accounting Software.

- QuickBooks Accounting and Bookkeeping Services
- Peachtree Accounting Software
- Sage Accounting Software (50 &Cloud)
- Zoho Accounting Software
- Freshbooks Accounting Software
- Oneup Accounting Software

7. Content Writing

7.01. Content Writing - Writing Services.

- Content Development Services
- Content Editing Services
- Text Editing and Proofreading Services
- Technical Content Services
- Business Content Services
- Product/Service Description Services
- Article Services
- Academic Content Services
- Travel Content Services
- Blog Content Services
- Website Copywriting Services
- Scientific Content Services

08. Design & Branding

8.01. Design & Media - Design Services

- Corporate Design Services
- Annual Report Design
- Logo Design
- Newsletter Design
- Business Card Design
- E-commerce Design Services
- E-mail Design Services
- Editorial Design
- Poster Design Services
- Infographics Design Services
- Letterhead Design Services
- Invitation Design Services
- Calendar Design Services
- Merchandise Design Services
- Thank You Card Design Services
- T-Shirt Design Services

Our Services

03

08. Design & Branding

8.01. Design & Media - Design Services (CONT).

- White Paper Design Services
- Cover Design
- Web Page/Website Design
- Illustration Design
- Graphic Design Services
- Visual Design Services
- Layout and Formatting Design
- Magazine Layout
- Book Layout Design Services
- Magazine Digitization Services

8.02. Design & Media - Video Editing Services

- Corporate Video Cutting
- Real Estate Video Cutting
- Holiday Video Editing Services
- Real Estate Drone Video Cutting
- Edius Video Cutting
- Video Compositing
- Explainer Video Creation Services
- YouTube Video Cutting
- Wedding Video Editing Services
- Video Summary Services
- Online Video Cutting
- Sports Video Cutting
- Video Cropping Services
- Video Trimming Services
- Product Video Editing Services
- Interview Video Editing Services
- Vlog Video Editing Services

09. E-commerce

9.01. E-commerce - General Services

- General Data Processing
- E-commerce store management
- Customer service support
- E-commerce billing and bookkeeping
- E-commerce product enlisting
- E-commerce store building

9.02. E-commerce - Store development

- Magento
- Shopify
- woocommerce
- Big commerce
- Wix
- WordPress
- Webstore re-structuring
- Customer service support
- E-commerce billing and bookkeeping
- E-commerce product enlisting
- E-commerce store building
- Custom e-commerce solutions
- Payment gateway integration services
- E-commerce website development
- shopping cart development services
- E-commerce store customization services
- E-commerce multi-vendor marketplace development services
- E-commerce app development services
- E-commerce Plugin and Module Development Services
- E-commerce Support and Maintenance Services

9.03. E-commerce - Amazon Store Management

- Amazon VA

10. Web, App, & SaaS Development.

10.01. Web, App, & SaaS Development - Cloud Services

- Hybrid Cloud Services
- Cloud Business Transformation VA
- Cloud Security VA

10.02. Web, App, & SaaS Development - Web Analytics

- Dashboard Creation
- Reporting & Analytics
- Data Visualization
- Predictive Analytics

Our Services

03

10. Web, App, & SaaS Development.

10.02. Web, App, & SaaS Development - Web Analytics (CONT).

- Prescriptive Analytics
- Video & Image Analytics
- Software Setup
- Custom Software
- Campaign Analytics
- Google Analytics
- Web Analyst
- Web Analyst Services to the Philippines
- Real Estate Financial Dashboard Solutions
- Clickstream Analytics Services
- Real Estate Data Visualization Services
- Workforce Analytics Services

10.03. Web, App, & SaaS Development - Operations

- Project Portfolio Management
- e-Learning Solutions
- Mobile Application Development
- Custom Application Development
- Solution Implementation
- Performance Gap Solutions
- Training Product Development
- Moodle Development
- Product Demos
- Instructional Design
- Art, Design and Animation
- Open Source Development
- Game Based e-Learning
- Content and Application Porting

Our

Industries

Logistics & Supply Chain

Healthcare

E-commerce

Media, Designs & Publications

FMCG & Retail

Banking & Finance

Marketing & Branding

Information Technology

Education

Agriculture

Manufacturing & Engineering

Real Estate & Construction

Oil & Gas

Metal & Mining

Hospitality

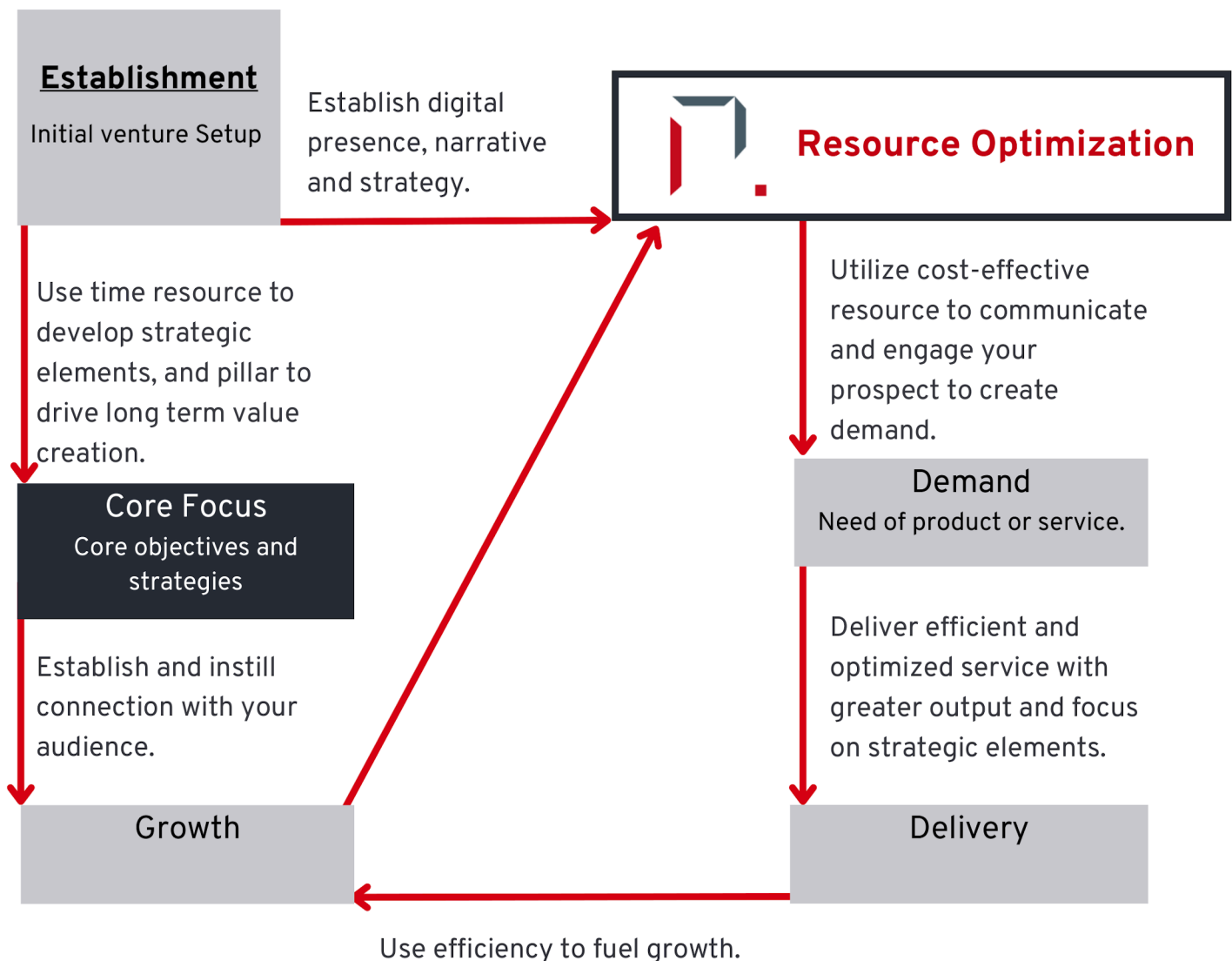
Automobile

Serving
16
Global
Industries

Bootstrap: Space of imagination

Whilst Solopreneurs are distributed between **1. Establishment**, **2. Engagement**, **3. Delivery**, and **4. Growth**, focus towards core ideology and its preservation becomes difficult, Pragmatic Core helps facilitate focus on the essential driving element that connects identity to purposeful long-term value creation.

Simplifying strategies:



- Whilst bootstraps, crowd funded startups and SMEs tend to **do all by themselves**, it is also the reason that contributes to lack of core focus and process inefficiencies.
- Containment of inhouse centralized operations means high infrastructural cost, and greater management disruption.
- Aggregate affect of these inefficiencies becomes obstruction to operational viability and makes it impossible for 80% of startups to survive.

Building a global community

We are building a community that thrives on authentic connections and shared passions. Together cultivate meaningful conversations that unlock doors to new collaborations. Embrace engagement, embrace endless possibilities.



A dream or a belief is comprehended to perfection, only when no encouragement is needed to create conversations & it is only conversation that leads us to perfect comprehension of dreams and beliefs." - CH. Tahir Yar.

04



Creating purposeful interactions,

to enable greater imaginations,



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