**New Venture Project Part III: Business Plan for a Software Testing Company**

**Business Model**

Companies are contending IT project expenses by outsourcing IT project segments. Today, it is approximated that 30% of IT work project is outsourced. The are several merits to this strategy. By outsourcing, businesses can take advantage of a customized experience ground without compensating the employee price tag to preserve their payroll talent. Through negotiating the outsourcing price, businesses can also limit development expenses. Most significantly, as several companies compete for dominance in the marketplace, several service companies will develop to meet the demand for quality testers and QA personnel that are appropriate for particular projects, just like the entire IT sector. It is approximated that product creation in the software sector can save up to 30% of development costs through outsourcing key development process elements.

Our product provides complete control of a mobile device or a computer device for an app or website testing and development. It encompasses a development editor for designing applications and websites in a particular application development language. It can also run automated tests on different platforms and devices within and from the native environment. Additionally, it automatically generates 100% of Appium and WebDriver codes and interacts with any verified application or website in an increasingly unified way.

The world of software testing is complex and challenging, and software technologies are rapidly evolving. Still, there are available tools to enable developers to test their software to ascertain that they are ready for the market. That’s where our offering, AD TestApp solution for evaluating apps and websites, comes to their rescue. The flagship product, AD TestApp, allows efficient and successful integration between testing and development teams, offering them a cost-effective and intuitive solution that covers their complete testing and development lifecycle.

We offer software testing services covering the entire software life cycle. The distinguishing feature is the rapid pace of our software testing process. In the first three years of operation, the key attention is testing designs against specifications and testing code against design. Starting from the fourth year, the company will commence all activities related to validation, including testing against operational goals. Our list of service offerings includes a request for proposal quality assurance, software supplier capability assessment, requirements and specifications document testing, user’s manual testing, operation, and maintenance manual testing, software development plan testing, acceptance testing document testing, test plan quality assurance, system architecture document quality assurance, detailed design document quality assurance, coding standards testing, design compliance, black-, gray-,white-box testing, automated testing, load testing, and integration testing.

**Infrastructure**

The marketing strategy focuses on placing our company as the best provider of software testing services and development. The market strategy will create appeal, interest, and awareness among the target market while showing the merits of testing and development tools.

Using a website, we will provide product presentation and purchase of the product, offer a free demo on how to use it, create a blog about our offering, and create partnerships and references. We have also engaged in social platforms such as Facebook, Twitter, YouTube, and LinkedIn. Additionally, we have engaged in digital media buying, which focuses on sponsored advertising and Search Engine Marketing on Google. We also seek to apply both PPC and SEO promotion strategies for acquiring optimal results. SEO has a comparatively long development period. Getting to the first page of the search engine results is not a walk at the park. However, if the website gets there through SEO, it will enjoy sustained traffic. We also use conferences relating to software testing and development and plans to attend every quarter of the year. Conferences are an influential marketing tool and are an effective infrastructure to facilitate sales and information to the target market segments. Conferences also offer a sales advantage in the high attention from the media and target group and the extreme customer numbers established with the target market at comparatively low costs. Conferences easily improve the product and guarantee the highest return on investment. Moreover, we also use the US office – Local Sales team to foster presence in the market and efficiently utilize a strong sales team's sales power.

**Value Proposition**

Quality is our differentiating factor and drives our success – either the quality of our services and products or the relationships we establish with our valued customers. We also stand out from the competition through our unwavering pursuit for excellence despite being new entrants. We are continually identifying new methods of offering value to our clients. Some of our value propositions which set us as a major independent testing and validation partner include:

* Accurate and timely fixing of defects: Our “early-test” and iterative procedure ensures that defects are identified early enough in the development lifecycle, and emerging issues are managed through the iterative process.
* Testing roadmaps customized to meet your business needs. Our domain expertise, blended with business processes knowledge, allows us to develop test plans that comprehensively consider our customers' business risks.
* Trustworthy testing professionalism: We have blended both fresh minds and experienced gurus who have tested over a thousand products across all imaginable platforms. Our young experts are continually innovative and exceptionally swift in testing knowledge. Expertise enables us to identify problems with ease. Our disciplined techniques promote the thorough implementation of quality checks.
* Best in all spheres: Our city center provides clients cost advantage as our onsite competent engineers seamlessly improve your own team of quality assurance and expedite the testing schedule.
* Available first-rate test lab: Our committed test lab is adequately equipped with outstanding testing infrastructure and techniques/tools that are industry-standard that minimize the time for the testing cycle and ensure that clients acquire flawless products.
* A highly competent testing team committed to delivering excellence: Our team possesses experience and professionalism on different testing techniques, domains, and technologies – can simulate the real environment, and it is oriented on fetching and mending every possible defect.
* Power to conform to client’s processes: Our team swiftly internalizes clients' processes and performs and as a subsidiary to the client’s company.
* High and faster return on the investment of testing: Through offering business tangibles such as expedited time to market, flawless performance, and improved cost savings, to ensure that clients receive more value on every cash committed on testing.

**Customer Segmentation**

According to the Computer World Federal Study, the US loses approximately $59.5 billion annually to software bugs. It further indicated that testing improvements through testing could decrease the cost by almost $22.5 billion annually, making more than one third. Accordingly, this shows that testing is not just but huge need. Our company will be focusing on two wide customer segments, including banking, finance, and insurance (FBI's) and life science and biotech companies (Pharma). Both these sectors are greatly controlled, highly competitive, and need the greatest standards both internally and concerning the services and products they provide to the public. They do not need to risk their money or waste their time seeking to bargain for solutions or unreliable expertise. As they embark on projects seeking new opportunities, solutions, and technologies, they are susceptible to risking their name and reputation. Our strength is managing these needs and risks through testing.

Automated application, testing techniques, and system quality assurance (QA) have evolved past intellectual market acceptance into the proliferation realm according to the necessity and evident progress in costs, quality, and time-to-market. Market penetration and revenue growth of the major testing-related software developers support the theory. The most successful corporations have properly invested in developing a cost-effective, comprehensive, highly skilled, testing infrastructure/QA, and they continually realize significant business and financial benefits. The organizations stand in the minority, but the potential to introduce affiliated benefits and effectiveness to the enduring majority is what our company continually focuses on. Organizational drivers to outsource specialist-developed testing/QA infrastructure include:

* Short-term drive on expenses in consolidating financial information system organizations as there is a continuous business reliance on IT. Despite the restraints in the budget, operational IT infrastructure will still require needing to forestall and accomplish business-critical initiatives of IT. Trusted suppliers and outsourcing will assume more control as capital spending declines in preference to operating budgets.
* Regulatory policies in the financial industry are pushing banks into compliance processes and practices. Testing refutes non-compliance needs.
* Many financial IT businesses focus on large-scale application incorporation initiatives to grow business innovation and keep in touch with technology migrations, including industry themes Straight Through Processing (STP). The specialists in these sectors are demanded to implement on them and promote the transfer skills.