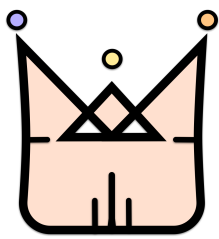


qurisma



We are qurisma

A **Business Development**
and Digital **Creative Agency**

Charisma: /kəˈrɪzmə/

Compelling attractiveness or charm that can inspire devotion in others; "She enchanted guests with her *charisma*."

Concept:

A full scope **creative and business development** platform providing exceedingly valuable resources for any trade. **Qurisma** allows you to focus on your business growth without having to sacrifice your brand's product development and creative nature. We take out the painstaking stressful tasks of developing your business and allow you to enjoy the end result with ease and complete autonomy.

** We understand that every brand, business and project is unique to itself. With different goals and objectives, Qurisma approaches every new venture with the full intent of helping achieve the desired solutions. The services that Qurisma provides could include all that is listed and more.*

Marketing:

- Pay-Per-Click Advertising (on all social platforms)
- Content Creation
- Content Scheduling
- Strategic Marketing Analysis
- Organic Digital Marketing
- Customer Relationship Management
- Market Trend Adaptation and Strategy
- Search Engine Optimization/Marketing

UX/UI Design (User Experience/User Interface):

- [Product] Digital Platform Development and Design (Web, App, SaaS, Ecommerce...)
- Branding, Content Strategy and Creative Ideation
- Business and Market Research and Analysis
- Information Architecture, User-Flows, Customer Journey Mapping, Persona Creation...
- User empathy and human behaviour assessment and implementation
- User Interviews and Usability Testing
- Low to Mid-Fidelity Wireframing/Sketching to Hi-Fidelity Prototyping
- Interaction Design (IxD)

Business Finance:

- Corporate and Finance strategy
- Financial Statement Analysis
- Business Plan Preparation
- Growth Story Articulation (for lenders and investors)
- Industry Research
- Financial Modelling
- Financial Valuation and Scenario Analysis
- Supply Chain Model Development