

tara  international

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## **Executive Summary**

Tara International is a privately-held Company owned in majority by its Founder and Managing Director (M.D), Mr. Sumeru Shrestha. The firm comprises of young and dynamic result oriented management team and subordinates.

Tara International is established as a consultation-oriented Distributor and Value Added Reseller (VAR), and is a “Total Solution Provider”. We are a diversified, competitive, professional and service oriented organization to serve and facilitate perceptive clients in the computing and electronic fields. Dealing mainly with ICT Products, Computers, Peripherals, Printers, Network/Communication equipments and office automation equipments, we try and bring the latest technologies available in the international Market to Nepal. However, we do not only sell the products but, also provide tailor made software, train our clients plus install and maintain networks. Tara International provides computer products and services to simplify the needs of businesses of all kind ranging from small to corporate

Tara International Pvt. Ltd is built on the assumption that the management of information technology for business is like legal advice, accounting, graphic arts, and other bodies of knowledge, in that is not inherently a do-it-yourself prospect. Smart business people who aren't computer hobbyists need to find quality vendors of reliable hardware service and support. They need to use these quality vendors as they use their other professional service suppliers, as trusted allies. Tara International seeks to fulfill these needs and become one of the prominent “Total Solution Provider”

Tara International is a services-oriented company that provides computer based systems utilizing equipment and software from reputable suppliers. The company emphasis is on establishing long term relationships with our clients through understanding and supporting their business requirements.

In this period of cut throat competition, we try to “Differentiate ourselves from box-pushing, price oriented businesses by offering and delivering quality services and support thereby gaining customers trust”.

## **COMPANY PROFILE**

1. Full Legal Business Name: **Tara International Pvt. Ltd**
  
2. Registered with: Ministry of Commerce and Industry,  
Department of Commerce, HMG-Nepal  
  
Registration No: 302-439-984
  
3. Type of Organization: Private Limited Company
  
4. Address: Kichapokhari,  
Kathmandu, Nepal  
  
Phone: 00977-01-4229413, 4251594, 4268510  
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## **1. Objective**

To provide fast and reliable technical assistance to business houses with responsiveness and quality to achieve customer's satisfaction.

## **2. Mission**

To consistently and professionally implement and advise on "State of the Art" business technology solutions that extracts consumer delight.

## **3. Vision**

To build the company into a stable entity, with a substantial consumer and capital base.

### **3.1 Marketing Slogan**

"Solutions Simplified"

### **3.2 Company location and facility**

Tara International is located at Khichapokhari, New road, Kathmandu.

We have a location of 700 square foot of space conveniently in the heart of the city. It includes offices and service department.

## 4. International Partners

During the last 4 years , we have forged close and trusted partnerships with leading global IT companies in hardware & software products, IT security solutions, Enterprise business solutions, to meet our customers' requirements.

## 5. Brief description of International Partners



**IBM, USA ([www.ibm.com](http://www.ibm.com) )**

The character of a company -- the stamp it puts on its products, services and the marketplace -- is shaped and defined over time. It evolves. It deepens. It is expressed in an ever-changing corporate culture, in transformational strategies, and in new and compelling offerings for customers. IBM's character has been formed over nearly 100 years of doing business in the field of information-handling. Nearly all of the company's products were designed and developed to record, process, communicate, store and retrieve information -- from its first scales, tabulators and clocks to today's powerful computers and vast global networks.

IBM helped pioneer information technology over the years, and it stands today at the forefront of a worldwide industry that is revolutionizing the way in which enterprises, organizations and people operate and thrive.

IBM is the world's largest information technology company with 81 billion dollars in revenue in 1998 with over 80 years of leadership **in helping businesses innovates**. IBM Software **offers the widest range of applications, middle-ware and operating systems for all types of computing platforms**, allowing customers to take full advantage of the new era of e-business. IBM's hardware solutions scale from the Intel based X Series line up to high availability RISC processor based System mainframe products.



**Lenovo, China ([www.lenovo.com](http://www.lenovo.com) )**

In 2004, Lenovo and IBM announced an agreement by which Lenovo will acquire IBM's Personal Computing Division, its global PC (desktop and notebook computer) business and by 2005 it completes the takeover. The acquisition forms a top-tier (third-largest) global PC leader. Lenovo strives to be a new world company that makes award-winning PCs for the customers. It operates as a company uninhibited by walls or organizational structures using world sourcing to harness the power of innovation across our global team. They design innovative and exciting products and services to meet the customers' needs.



**Cisco Systems Inc. , USA ( [www.cisco.com](http://www.cisco.com) )**

Cisco Systems, Inc. is the worldwide leader in networking for the Internet. Today, networks are an essential part of business, education, government, and home communications. Cisco hardware, software, and service offerings are used to create the Internet solutions that make these networks possible, giving individuals, companies, and countries easy access to information anywhere, at any time. In addition, Cisco has pioneered the use of the Internet in its own business practice and offers consulting services based on its experience to help other organizations around the world.

As a company, Cisco operates on core values of customer focus and corporate social responsibility. We express these values through global involvement in educational, community, and philanthropic efforts.

**Hewlett - Packard, USA ( [www.hp.com](http://www.hp.com) )**

For 70 years, HP has helped people, businesses, and communities around the world apply technology in meaningful ways by harnessing new thinking and ideas to deliver reliable products and services. We base our solutions on intuitive technology that hides complexity inside, where it belongs, so our customers' lives are enriched and their IT experiences are simpler, smarter, and more manageable. This allows them to spend less time worrying about technology and more time focusing on what really matters.



**Microsoft, USA ( [www.microsoft.com](http://www.microsoft.com) )**

As a company, and as individuals, we value integrity, honesty, openness, personal excellence, constructive self-criticism, continual self-improvement, and mutual respect. We are committed to our customers and partners and have a passion for technology. We take on big challenges, and pride ourselves on seeing them through. We hold ourselves accountable to our customers, shareholders, partners, and employees by honoring our commitments, providing results, and striving for the highest quality.

**SonicWALL, USA ( [www.sonicwall.com](http://www.sonicwall.com) )**

SonicWALL is a recognized leader in comprehensive information security solutions. SonicWALL solutions integrate dynamically intelligent services, software and hardware that engineer the risk, cost and complexity out of running a high performance business network. For nearly 20 years SonicWALL solutions and service providers have given millions of business users the competitive edge of deep protection with uncompromised performance. SonicWALL solutions are successfully deployed across small, medium and distributed enterprise environments around the world, including government, healthcare and retail point-of-sale installations.



**APC, USA ([www.apcc.com](http://www.apcc.com))**

In today's "always on, always available" world where businesses can't stop and downtime is measured in dollars, American Power Conversion (APC) provides protection against some of the leading causes of downtime, data loss and hardware damage: power problems and temperature. As a global leader in network-critical physical infrastructure (NCPI) solutions, APC sets the standard in its industry for quality, innovation and support. Its comprehensive solutions, which are designed for both home and corporate environments, improve the manageability, availability and performance of sensitive electronic, network, communications and industrial equipment of all sizes.

From corporate headquarters in West Kingston, RI, APC operates sales offices throughout the world and manufacturing facilities on three continents. Together, APC's global teams work to fulfill their mission of creating delighted customers. To do this, the Company focuses its efforts on four primary application areas: Home/Small Office; Business Networks; Data Centers and Facilities; and Access Provider Networks.



**NETGEAR, USA ([www.netgear.com](http://www.netgear.com))**

NETGEAR is committed to developing innovative new products and new product features that increase energy efficiency, use fewer resources, and meet or exceed global environmental standards. We are setting comprehensive benchmarks for products that carry the NETGEAR green logo. NETGEAR green means INNOVATION - a commitment to smarter, greener products, helping businesses and homes use less energy and save money.



**CYTech, China ([www.cytech.net.cn](http://www.cytech.net.cn))**

Shenzhen Chengyu Technology Development Co., Ltd. is a high-tech enterprise dedicated to the R&D of digital video recording (DVR) products and CCTV cameras. Now we have become one of the leading manufacturers and suppliers of DVR products and CCTV cameras in China thanks to the support and trust of our clients. We are also one of the few DVR and CCTV cameras manufacturers in the world to R&D DVR products independently. Our products include stand-alone DVRs, DVR cards, CCTV cameras and accessories.





**Bitdefender®**

([www.bitdefender.com](http://www.bitdefender.com))

BitDefender is the creator of one of the industry's fastest and most effective lines of internationally certified security software. Since its inception in 2001, BitDefender has continued to raise the bar to set new standards in proactive threat prevention. BitDefender made its entrance on the international market when opening its own offices in Germany, Spain, USA and the UK. The company's global expansion plans are still underway as Bit Defender is strengthening its position based on a series of strategic partnerships.

Every day, Bit Defender protects tens of millions of home and corporate users across the globe — giving them the peace of mind of knowing that their digital experiences will be secure. The Bit Defender solutions are distributed by a global network of value-added distribution and reseller partners in more than 100 countries worldwide.

## **6. Service Summary**

Brief description of few of our major services.

### **6.1 Hardware and Software Sales**

Over the years, we have forged close and trusted partnerships with leading global IT companies in hardware & software products, IT security solutions, Enterprise business solutions, IT infrastructure and consultancy, to meet our customers' requirements.

### **6.2 PC Consulting**

We provide consulting approach, which blends system integration expertise with business acumen. As a whole, these disciplines formulate a comprehensive Business Solution designed to enhance the entire organization's performance and profitability.

### **6.3 Organizing seminars on computer related topics**

Members of the Marketing Department regularly take part in international seminars and also hold seminars locally so as to keep customers informed of various developments in the computer field and ensure an up-to-date level of expertise.

### **6.4 LAN/WAN design, implementation and support**

Our LAN/WAN support team selects the best and most cost-effective technology for the customers with continuous support for any LAN-related problems. Furthermore, we deal also in other office automation machines like printers, photocopier, EPABX systems, Paper Shredder etc

### **6.5 On-site Support / Off-site Repair Services**

Customer Support Department provides warranty, AMC (Annual Maintenance Contract) and non-warranty based on-site maintenance for the equipment purchased from us or having AMC with us. Our extensive workshop enables to offer a repair facility for all kinds of computer system and their associated peripherals.

### **6.6 Consultancy**

Our consultancy services includes site visit, system-study prior to purchase or post purchase, advise for specifications of the requirement and system audit of existing system including networking system.

## **6.7 Networking Solutions**

Our networking solutions connect people, computing devices and computer networks, allowing people to access or transfer information regardless of differences in time, place or type of computer system. We provide total network solutions on LAN and WAN by certified professionals (MCSEs and CNEs). It provides overall services from network design, implementation, cabling, deployment, installations, upgrading and expansion to maintenance and training services. We work closely with customers to design and implement LAN or WAN based on latest structured cabling standards that will suit customer needs. We can provide all required hardware, software, network cable and components, support, and training to Network Administrators and users.

## **6.8 Training Services**

With the increasing reliance on computerized systems in all facets of business and industry, the demand for competent and efficient computer knowledge has become mandatory. This department provides IT training services to all its customers under various terms. It offers comprehensive training services for all hardware and software products it sells. It also offers training service on Computer networking, and Internets and emails.

We are also in partnership with top training facilities like New Horizon to meet our client's needs.

## **6.9 Annual Maintenance Agreement**

Our System maintenance agreement takes the load of problems and responsibilities for system maintenance off the client's management staff, and guarantees immediate support and help with the on-going enhancement process. For customer's smooth workflow we provide premium annual maintenance agreement which includes unlimited number of on-site maintenance calls, Unlimited workshop repair excluding major spares Network support both (Operating system and hardware) and Regular preventive maintenance service which includes Work on-site at customer's office, Inspect all hardware peripherals, Virus scan and update signature file and notify of any 'known' viruses, Diagnose drive, printer, keyboard and power problem, Clean the inside and outside of the CPU and printers, vacuum and blow dusts off components and out of SMPS, Report the status of all hardware after preventive maintenance, Make recommendation for necessary replace or upgrade hardware operating systems and applications to help improve company's productivity and minimize drawbacks.

## 7. Experience

Tara International Pvt. Ltd in a short span of time has been able to excel in providing comprehensive & exclusive support to its clients. We have been supplying hardware and software to various organizations ranging from government agencies, international agencies, diplomatic missions, NGOs, banks & financial institution, and corporate business houses. We have been called upon to provide up-gradation to existing hardware/Networks and have the distinction of continuously maintaining systems and products under the Annual Maintenance Contract (AMC)/Annual Technical Service (ATS).

### 7.1 Major Clients and associated work

- a. **Civil Bank** – An "A" grade bank where we have provided with all the necessary hardware and software necessary for the entire IT infrastructure. The initial support and setup required for the operation and running for Civil Bank was handled by us.
- b. **NCell** - We also provide Ncell a leading mobile telecom company with hardware and other telecommunication equipments and other accessories.
- c. **Heifer (NGO) and VW** - We hold the annual maintenance contract for the present systems for Heifer as well as Volks Wagon company. These organizations also call us for any required computing accessories.
- d. **Swarna Shree Finance Ltd** – Like Civil Bank; Tara international also looked after the entire IT infrastructure for Swaran Shree Finance Ltd.
- e. **Civil home** – We have also installed and setup the mail server for Civil Home and are responsible for maintenance and upgrade of the communication systems and channels.
- f. **Yeti Airlines** – We are the first organization to sale and implement a major airline software solution to Yeti Airlines, using Navision software for ticketing and accounting and management of the company. Yeti Airline also purchases all their hardware and accessories with us.
- g. **Helvatas Nepal (NGO)** – Along with providing all the IT solutions Tara international also supplies various hardware, servers, vpn, firewalls and genuine and licensed laptops and software from the industry's leading brands like IBM, Microsoft and Lenovo.

## 7.2 Other Organizations

- Siddhartha Bank Limited
- Sunrise Bank Ltd
- International Development Bank Ltd
- WDN Pvt Ltd
- Laxmi Bank Limited
- Himalayan Bank Limited
- Nepal Credit and Commerce Bank Limited
- Nepal Share Markets and Finance Limited
- Jhimruk Bikash Bank Limited, Jhimruk
- Social Development Bank Nepal Limited
- Asian Life Insurance Company Limited
- Shikhar Insurance Company Limited
- Everest Insurance Company Limited
- FEDO Nepal
- Care Nepal
- PLAN Nepal
- Nepal Fertility Care Center
- Citizen FM
- Max International Nepal
- Rainbow Technology Pvt Ltd
- Sky Nepal Pvt. Ltd
- Birat Infotech, Biratnagar
- E-Net Solutions, Narayanghat
- Megatech Trade Group
- Computer Electronics and Trade Link, Butwal
- Waves Group Pvt Ltd.
- NepaSoft Solutions Pvt. Ltd
- Ultimate Soutions Birjung
- Nepal Clearing House
- Himalayan Hotel Pvt. Ltd
- Prabhu Finance
- Century Bank
- Green IT Solutions
- ESC
- APC