

# Company Profile & Service Portfolio

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*Custom software, web and mobile products, ERP solutions and digital growth — engineered honestly for businesses that want a partner, not just a vendor.*

LOCATION

**Dhaka,  
Bangladesh**

PREPARED

**2026**

DOCUMENT

**Proposal Profile**

*Confidential — prepared for prospective clients and partners.*

## 01 About Softeins Lab

### WHO WE ARE

Softeins Lab is a software engineering studio based in Dhaka, Bangladesh. We design, build and ship reliable digital products — from custom web and mobile applications to full ERP platforms — and we partner with companies to deliver work the right way, with honesty and craftsmanship at the centre of everything we do.

We work in two ways: building tailor-made software around a client's exact needs, and offering ready-made solutions that can be deployed and customised quickly. We also collaborate with a range of companies and agencies as their technology partner — joining their teams to deliver projects together. Whether you are a startup validating an idea or an established business modernising your operations, we bring a small, senior team that stays close to your goals from the first conversation to launch and beyond.

#### Our Mission

To deliver software that genuinely moves a business forward — built transparently, priced fairly and supported for the long term.

#### Our Vision

To be the trusted engineering partner companies turn to when quality, honesty and follow-through actually matter.

## 02 What We Do

### OUR SERVICES

Five core capabilities that cover the full lifecycle of a digital product — from first sketch to a marketed, revenue-generating platform.

01

#### Custom Software Development

Tailor-made web applications, internal tools and platforms engineered around your exact workflow. Clean architecture, maintainable code and scalable systems built to grow with you.

02

#### UI & UX Design

User-first interface and experience design — research, wireframes, prototypes and polished visual design that make your product intuitive, accessible and a pleasure to use.

03

#### Mobile Apps

Native and cross-platform mobile applications for Android and iOS, delivering fast, reliable experiences with a single codebase and a consistent feel across every device.

04

#### ERP Solution

End-to-end ERP platforms that unify inventory, sales, accounts, HR and operations into one system — available as ready-made software or customised to fit how your business actually runs.

05

#### Digital Marketing

SEO, social media, content and performance campaigns that put your product in front of the right audience and turn visibility into measurable growth.

## 03 How We Work

### OUR PRINCIPLES

We keep our team small and senior on purpose. That means direct communication, fewer hand-offs and an honest answer every time — even when it is not the easy one.

#### **Honesty first**

We say what is realistic, quote what is fair and never over-promise. If something will not work, you hear it from us early.

#### **True collaboration**

We work alongside companies as an extended team — sharing progress openly and adapting to how you already operate.

#### **Senior, hands-on team**

A focused team of experienced engineers and designers works on your project directly, with no layers of dilution.

#### **Ready-made or custom**

Start fast with our ready-made products, or have something built precisely for your needs — the choice is yours.

#### **Built to last**

Clean, documented and maintainable code, plus support after launch so your software keeps performing.

#### **On time, in scope**

Clear milestones and steady delivery, so you always know where your project stands.

## 04 Our Process

### FROM IDEA TO LAUNCH

A simple, transparent process that keeps you involved at every step.

### 01

#### Discover

We listen, understand your goals and define the scope, timeline and budget together.

### 02

#### Design

Wireframes and UI/UX prototypes turn the plan into something you can see and react to.

### 03

#### Build

We engineer in clear milestones, sharing working progress and gathering feedback as we go.

### 04

#### Deliver & Support

We launch, hand over clean documentation and stay on for ongoing support and growth.

## 05 Leadership & Team

### THE PEOPLE BEHIND SOFTEINS LAB

#### Md. Mahadi Hassan

**Founder & CEO · Software Engineer**

Mahadi leads Softeins Lab as both its founder and lead engineer. A software engineer by craft, he stays hands-on across architecture, delivery and client relationships — making sure every project reflects the studio's commitment to quality and honest work.

Behind that leadership is a tight-knit team of five experienced engineers and designers. Keeping the team small is deliberate: it lets us stay senior, communicate directly and give every client our full attention — the kind of focus larger agencies struggle to offer.

## 06 How to Work With Us

### ENGAGEMENT MODELS

Flexible ways to engage, so the commitment fits your project and budget.

#### Project-based

A fixed scope with a clear timeline and price — ideal when requirements are well defined.

#### Dedicated team

Our engineers work as an extension of your team, billed monthly for ongoing development.

#### Ready-made + customisation

Launch quickly on one of our existing products, customised to your brand and workflow.

## 07 Connect With Us

### GET IN TOUCH — WE RESPOND FAST



**Have a project or an idea? We'd love to hear about it.**

Tell us what you're building and we'll put together a clear, honest proposal.

Reach out through any channel below.

 EMAIL

[softeinslab@gmail.com](mailto:softeinslab@gmail.com)

 WEBSITE

[softeins-lab.com](http://softeins-lab.com)

 WHATSAPP

**+8801851705857**  
**+88017473161619**

**Facebook**  
[softeins.lab](https://www.facebook.com/softeins.lab)

**Instagram**  
[@softeinslab](https://www.instagram.com/softeinslab)

**X (Twitter)**  
[@softeinslab](https://twitter.com/softeinslab)

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[softeins-lab](https://www.linkedin.com/company/softeins-lab)

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