

A high-angle photograph of a silver laptop on a light-colored wooden desk. To the left of the laptop is a white coffee cup filled with coffee on a matching saucer. Above the coffee cup is a small black pot containing a green plant. A smartphone is partially visible to the left of the coffee cup. The laptop screen displays the Resolute Custom Solutions logo, which consists of a blue circle with a white stylized 'P' and the text 'RESOLUTE Custom Solutions' below it. A red banner is overlaid on the left side of the image, containing the text 'COMPANY PROFILE'. Another red banner is at the bottom right, containing the website address 'www.resolute.co.zw'.

# COMPANY PROFILE

# Resolute Custom Solutions

[www.resolute.co.zw](http://www.resolute.co.zw)

**PRIVATE BUSINESS CORPORATION ACT,  
INCORPORATION STATEMENT  
PART A**

**Form P.B.C.2**  
*[Chapter 24:11]*

*Please read the notes overleaf before completing this form*

The Corporation

Full Name  
of PBC

REGISTERED NUMBER  
For Office Use: 2705/2019

**RESOLUTE CUSTOM SOLUTIONS PBC**

Postal address

**34 CARSBERG AVENUE NEW ALEXANDRA PARK, HARARE**

Physical Address

**34 CARSBERG AVENUE NEW ALEXANDRA PARK, HARARE**

Main Objects

**ICT**

Number of Members

**1 (ONE)**

Date of Financial  
Year End

**31 DECEMBER**

Accounting officer

Full name

**MUGANO WINLEY**

Qualification

**PUBLIC ACCOUNTANT (ICSAZ)**

Postal Address

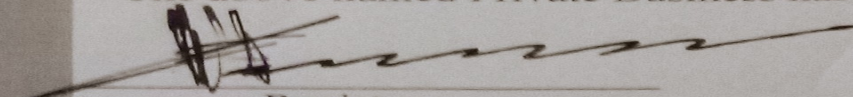
**P. O. BOX 442 CAUSEWAY, HARARE**

Signature of Accounting  
officer

*W. Mugano*

**CERTIFICATE OF REGISTRATION AND INCORPORATION**

The above named Private Business has been incorporated

  
Registrar

01/10/2019  
Date

90337748

6 SEP 2019

# COMPANY PROFILE

Resolute Custom Solutions (RCS) is a company that was created to provide businesses with customized solutions offering them a competitive advantage over their competitors. RCS offers integrated information technology solutions backed by quality products and services and a strong, dedicated team of professionals. Our solutions are tested not only for quality but to make sure they are easy to use. Our customers are actively involved in the evolution of our products which ensures they are industry specific and relate to real businesses just like yours. We are focused on helping your business grow. All of our products are carefully created to help improve efficiency and save money so that you can focus on customer service, expansion and competition. Our representative will work closely with you to ensure you have the tools you need. We value providing cutting-edge, industry-specific technology that helps you win. You and your business are unique and you deserve service that honors that.





We aim to become a regionally recognized brand name, capitalizing on the sustained interest in information technology. Our goal is moderate growth, annual profitability and creating the best possible solutions for our clients.

# MISSION

# VISION



To provide customized IT Solutions to solve business problems.

# SERVICES



## Web Design

Whether clean and simple or bold and interactive, every design element, illustration or digital piece produced by our company is distinctive and handmade.

## Best standards and practices

We always use industry best standards and practices with focus on 6 main areas:

- o Usability
- o Speed
- o User friendliness
- o Security
- o Responsiveness
- o Eye catching design

## Best standards and practices

At Resolute Custom Solutions, we do not just design to complete your web design project. As outstanding web designers in Zimbabwe, we plan and execute your website with great precision. We use all tools possible including:

- o Cascading Style Sheets (CSS) to make your website have a great look
- o Photoshop to ensure your images and graphics are crispy
- o High quality images with rights to give your website an exciting look
- o A content management system - to help you manage content
- o A mobile/responsive website for easy mobile viewing
- o Search engine optimisation for your business to be found, leading to sales
- o Online payments to enable you to get paid online by your clients
- o Newsletters design
- o Important tools such as:
  - o Language translator
  - o Foreign currency converter
  - o Loans calculator
  - o Opinion polls
  - o Frequently asked questions (FAQs)
  - o Online application forms
  - o Google Analytics
  - o Google Maps

## Types of websites

At Resolute Custom Solutions, attention to details is one of the aspects that make us tick. Among the different websites we develop include:

- Corporate for both the big boys and SMEs
- E-commerce
- Personal or biography
- Educational
- Religious
- Non-governmental Organisations
- Other categories custom-made just for you

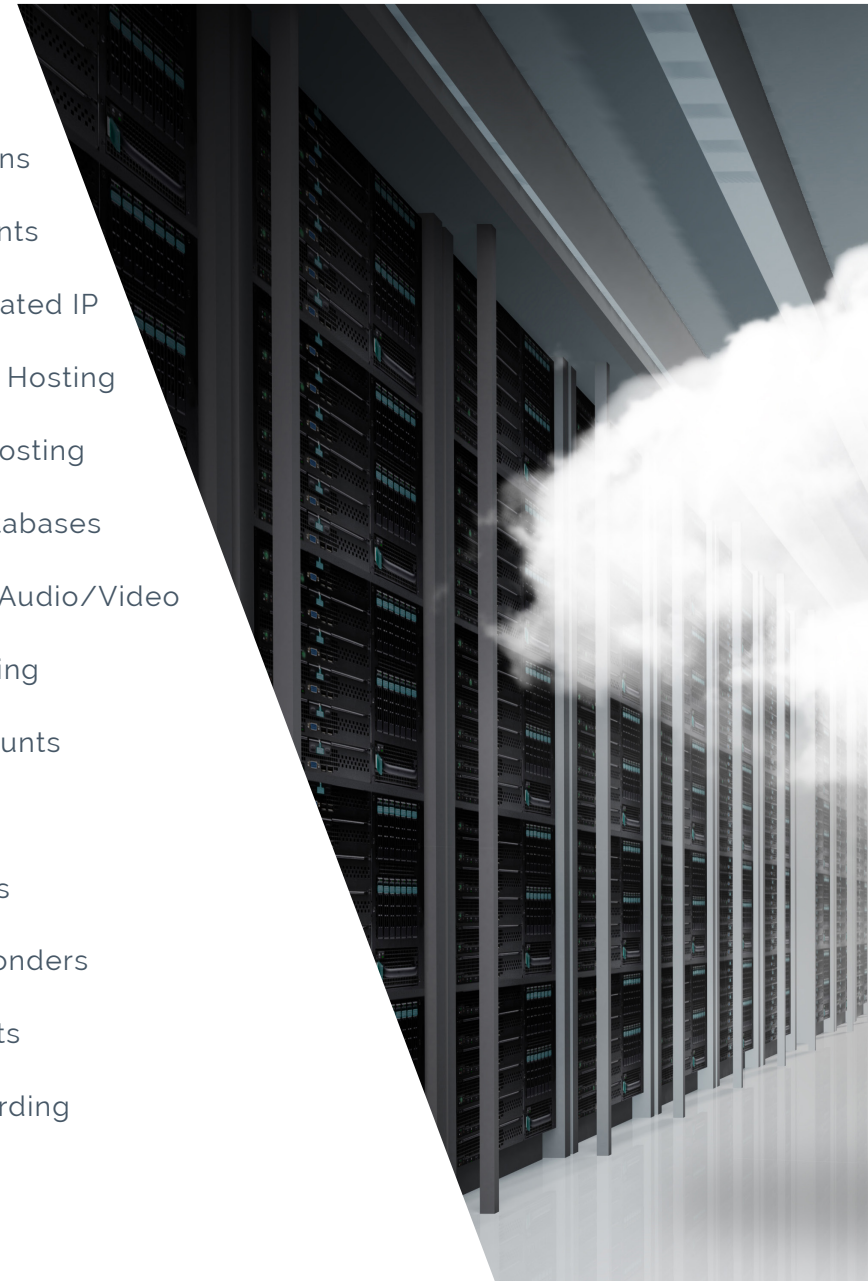


## Web Hosting

Do you want peace? Would you like stress-free hosting? At Resolute Custom Solutions, we make your website online 24-7, 365. As a reliable web hosting company in Zimbabwe, we combine security and reliability with affordability.

### Our services include:

- o Unlimited web hosting
- o Limited web hosting
- o E-commerce web hosting
- o 24/7/365 Support
- o 99.9% Uptime Guarantee
- o Addon/Parked Domains
- o Anonymous FTP
- o Sub Domains
- o FTP Accounts
- o Free Dedicated IP
- o Wordpress Hosting
- o JOOMLA Hosting
- o MySQL Databases
- o Streaming Audio/Video
- o Email Hosting
- o POP3 Accounts
- o Web Mail
- o E-mail Alias
- o Auto Responders
- o Mailing Lists
- o Mail Forwarding



## Domain Registration



A domain enables you to make your business available online. At Resolute Custom Solutions, we help you get the best domain option for your company that is catchy and easy to remember. Our services include:

- o Domain name selection
- o Domain locking to avoid illegal transfer
- o Domain renewal services
- o Domain transfer services





## Search Engine Optimization



Would you like to make more sales online? An amazing, eye-catching website that cannot sell is like a beautiful car that cannot move. After developing for you an amazing website, your clients now need to find you.

Our Search Engine Optimization services in Zimbabwe will help clients to find you, and consequently push up your sales. The more people can find you online, the more chances you have in increasing sales.

Among the activities we carry out include:

### On Page SEO

As we develop your responsive website, we have search engines in mind. From links to images, we ensure that we have optimized your website for Google and other search engines.

### Off Page SEO

Besides having an optimized website to achieve good rankings, off-page SEO are activities done outside your website to push traffic to your website. These include social media and blogging.

### Local SEO

Do you have a physical store and want more customers to enter your door? **Resolute** will optimize your website for Local SEO so that you win more customers than your local competitors.

### Google SEO

Google is the biggest search engine. We strategize and help you work with the Google search engine to get higher ranking when it comes to results.

### Keyword Research

Everything on the web starts with a keyword and we will do a thorough keyword research to identify your winning keywords that can get you more traffic and business.

## Ranking Reports

On a monthly basis you will be given reports on how your web site ranks on major search engines.

## Progress Reports

Status updates on a monthly basis that indicate the progress of your SEO campaign.

## SEO Strategy

Our first step after you choose one of our packages is to design a unique SEO strategy based on your requirements. The strategy will include all targets and milestones for both the short & long term.



## Social Media Marketing



Social Media Marketing is no longer an option but necessary for every on-line or offline business. Social media networks are part of our everyday life and for on-line businesses (or websites) it is a great way to:

- o Quickly spread the word about a product or service
- o Increase brand awareness
- o Find new customers
- o Engage with prospect and current customers
- o Create a community about your product or service
- o Advertise your products or services

### **Social Media Platforms**

- o Facebook Campaign (ads) management
- o Facebook updating
- o Twitter campaign management

## Social Media Packages

All our social media packages include:

- o The setup and optimization of business pages in the different social networks
- o Daily updates with high quality content relevant to your business or niche
- o Increase in the number of followers/interactions with your social media pages

All our updates are manual and are carried out by highly qualified personnel dedicated to social media management.

## Why SMEs need social media

- o Find new customers
- o Spread the word about your products and services
- o Brand recognition & Trust
- o Advertise your business, products or services
- o Create a community and loyal following
- o It's good for SEO

## What to expect from our social media packages?

- o Increase in the number of followers in all social networks
- o Proper management of your social media pages, according to best standards and practices
- o Guidance from a social media expert on how to make the most of social media

## Graphic Design and Branding



Defining your brand visually with the right elements makes all the difference . At **Resolute Custom Solutions** , we give you the full branding packages . Our designers are trained to create unique branding and identity packages that are memorable and reflect a brand 's credibility at a glance . Typography , icons , thoughtful graphic design and even the color palette are all carefully crafted to tie together a diverse selection of branded assets.

### **Our services include:**

- o Logo Design
- o Corporate Branding
- o Company Profile Design
- o Business cards
- o Banners
- o Publication & Magazine Design
- o Digital Art and Illustrations
- o Posters and Fliers
- o Brochures and Advertising materials.
- o Visual Communication

## Content Marketing



As a search -oriented and design driven website development company in **Zimbabwe**, we assist you to develop amazing websites with great content. Our content assists you to effectively develop your website, blog or social media.

Google, other search engines and users no longer tolerate websites that have content that is not of top quality and it is our job to make sure that your website 's content will stand out and differentiate from the rest.

**Resolute Custom Solutions** helps you to develop:

- o Content good for search engines
- o Content good for users
- o Content to help you reach out to your clients with carefully selected words

## Software development



Transformation of a great innovative idea into a profitable product is challenging. Resolute Custom Solutions takes care of all aspects of the product development cycle including R & D, prototyping, development, testing, maintenance, and support. Depending on the area of application, we adapt software products to multiple platforms, devices, and databases.

### Among the software we develop include:

- o Monitoring and evaluation tools
- o Responsive mobile applications
- o Other custom software

## Mobile Apps



Mobile marketing is about promoting your business through all available mobile channels and this includes mobile friendly websites and the various mobile markets.

More and more people are using their mobile to make purchasing decisions and having a mobile website is a must. Many people are looking for information using their mobiles and statistics show that if they visit a website that is not mobile optimised; they exit and never visit again. As Google mentioned in one of their latest surveys about mobile: mobile marketing isn't an option but it's an imperative for every business.

- o Additional revenue from selling the app (if you choose to sell the app)
- o More subscribers
- o More social followers

# Clientele



Resolute Custom Solutions has acquired a wealth of experience . Our main source of clients is referrals . These come from our happy and satisfied clients mostly from Zimbabwe.



# CONTACT DETAILS

[www.resolute.co.zw](http://www.resolute.co.zw)

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New Alexandra Park,  
Harare, Zimbabwe.

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Tel: +263 737 457 625

Email: [info@resolute.co.zw](mailto:info@resolute.co.zw)