



Company Profile



Profile

- AA Tracker (Pvt) Ltd. is incorporated under Companies Ordinance, 1984 as on June 21, 2012.
- The responsibilities of Chief Executive Officer of the company are lead by Mr. Arshad Ahmad.
- He was associated with services industry, banks and many incorporated companies, for product development, marketing and sales. Later he developed real estate marketing and sales company and his continuing success and evolution enforced him to enter into technology and communication sector.
- AA Tracker (Pvt) Ltd. is unveiling a new venture in technology and communication sector by offering self vehicle tracking and fleet management systems to the general public, corporate sector and government departments, subject to approval of Pakistan Telecommunication Authority (PTA) and **License No. DIR(L)CVAS-577/PTA.**



Profile

- AA Tracker (Pvt) Ltd. is involved in vehicle tracking since 2008, formerly known as “The Valuators”.
- “The Valuators” is now parent company having “AA Tracker (Pvt) Ltd. and Sky Vision” running under same umbrella.
- AA Tracker (Pvt) Ltd. manufactures its products and provides customize tracking solutions as well as customized products for export market.
- It is geared with professional technical team with outstanding experience in local manufacturing of tracker devices and offers technical support and products to other local tracker companies in Pakistan especially in northern region.
- AA Tracker (Pvt) Ltd. is proud to have **Bank Alfalah** and **Silkbank** on board as brand partners.



Objectives

1. To form a trading and services base company that exceeds industry resources and increase customers' expectations.
2. To amplify client base by providing best service and error free products and services. Realistically increases at least 25% sales revenue per year basis through practical quality services leading to referrals.
3. To be an established and trustworthy company by year end, in collaboration with banks and insurance companies as brand partners.



Executive Summary

Vision

AA Tracker (Pvt) Ltd. values customers' delight through competitive pricing and the best customer service.

Mission

- “Knowledge is power, when applied, endorses success”.
- To adopt the most up-to-date scientific channel of technology that ensures service efficient quality, competitive price and preferred service for the consumer.
- Customer delight is our zenith focal point and we consistently handiwork towards developing client rapport.
- Our complete range services qualify through innumerable quality control, testing and operational parameters to guarantee sky-scraping value of our best quality services.
- “Keep Customer Happy” is our motto.



Success Factors

Vital factors of our successful business are:

- a. **Location:** Affordable and easy access for vehicle location by vehicle owner.
- b. **Environment:** Providing an environment conducive to offering a high quality services.
- c. **Convenience:** Offering the clients a wide range of products in one setting, namely:
 - i. 1st Gold
 - ii. 2nd Platinum
 - iii. 3rd Supreme
- d. **Reputation:** Reputation of the owner and staff as superior quality services provider.
- e. **Effective Advertising:** Advertising in the corporate environment.



Organizational Structure

CEO - Mr. Arshad Ahmad

- Leading the development and execution of the company's long term strategy.
- Responsible for all day-to-day management decisions.
- Implement the company's long and short term plans.
- To ensure that the company maintains high standards of corporate citizenship and social responsibility wherever it does business.
- Responsible to provide better services and monitor every operation thoroughly.

Director - Mrs. Sahira Arshad

- Monitoring retail sales and human resource department.
- Serving customers, providing service and supervising staff.
- Maintain staff by recruiting, selecting, orienting and training employees and ensure job results.
- Contributes to team effort by accomplishing related results as needed.



Organizational Structure

Customer Services Manager

- Providing help and advice to customers about products and services.
- Investigating and solving customers' problems, handling customer complaints or any major incidents within turnaround time (TAT).
- Issuing refunds or compensation, keeping records of correspondence.
- Developing policies, standards, and feedback or complaints procedures.
- Leading and supervising a team of customer service staff.

Technical Manager

- To plan, manage and update all aspects of the software and hardware.
- To ensure a consistently high standard of technical support.
- To undertake maintenance as required.
- To troubleshoot and resolve any technical issues within turnaround time (TAT).
- To ensure that the quality service according to the highly recommended measures.



Organizational Structure

Sales Manager

- Collaborates with management in establishing and achieving the most realistic sales goals.
- Identify geographic sales area and prospective markets to maximize sales revenues.
- Performs sales activities on major accounts and negotiates sales price and discounts.
- Establish personal contact and rapport with top echelon decision-makers.
- Manages personnel and develops sales and sales support staff.
- Accurately forecasts annual, quarterly and monthly revenue streams.
- Interprets short and long term effects on sales strategies in operating profit.
- Formulates all sales policies, practices and procedures.



Contact Us

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