

# Accounting Software Business



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## Accounting Software Business

Accounting Software Business for sale, an accounting software package developed and marketed in UAE. Products are geared mainly toward small and medium-sized businesses and offer on-premises accounting applications as well as cloud-based versions that accept business payments, manage and pay bills, and payroll functions.

A business software system development company based in the United Arab Emirates has developed its original Simple Edition (SE) accounting and finance software with Arabic users as main target.

The Company has built and developed its main software under the leadership of one of its partners, who has a tremendous experience in programming while utilizing his expertise and the latest technologies in every development stage from its establishment in 2006 until now.

The product has proved its success against competitors in the market where new customers preferred it over using other software for its many distinctive benefits. Sales in 2019 alone were \$750,000 without marketing and only by door-to-door sales to retail businesses and service providers. Sales stopped since then for developing the infrastructure and the software. The Company has produced 25,000 new copies ready to be sold in the next phase.

The next phase for the Company is developing a sales and marketing strategy besides developing infrastructure for cloud computing, turning it into a global service provider, an online platform operated by the web and mobile, to benefit from the technological revolution.

The Company has the brand name, coding of the program, all intellectual properties, and patents protected and registered in the Emirate Ministry of Economy.

### GROSS REVENUE

\$0

### EBITDA

\$0

### BUSINESS TYPE

Software & SAAS

### COMPETITION

Xero, Sage, Zoho, Wave Accounting, FreshBooks

### REASON FOR SELLING

Retirement

### COUNTRY

United Arab Emirates

### BUSINESS ID

L#20220364

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