



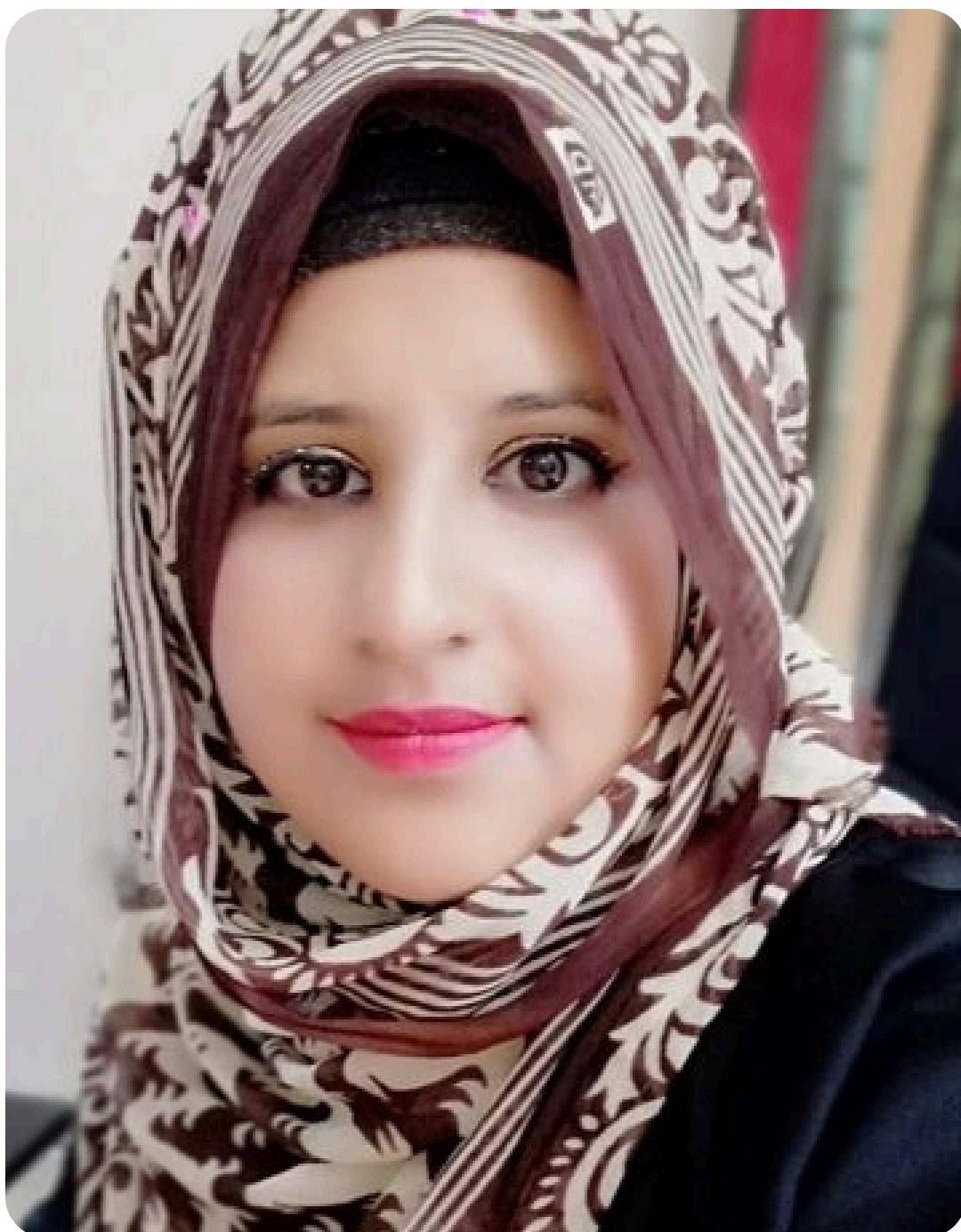
## WOMEN TECHNOLOGY HOUSE

**Your Premier & Trusted Software & eCommerce Partner**

Operating in Pakistan and Saudi Arabia, Women Technology House delivers innovative digital solutions, including custom websites, online stores, UI/UX design, branding, SEO, and digital marketing. With a gender-diverse and inclusive team, we empower businesses to grow, streamline operations, and expand globally.

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





# CEO MESSAGE

At Women Technology House, our vision is simple: to empower businesses with technology that drives real growth. From e-commerce to digital transformation, we are committed to delivering solutions that make a lasting impact. What began as a small initiative has now evolved into a trusted technology partner for startups and growing brands.

We believe in women empowerment and continue to open doors for more women to step confidently into the world of technology. As a women-led tech company, we stand for innovation, inclusion, and progress.

Our focus has always been on innovation, integrity, and client success. Every project we undertake reflects our commitment to quality and our conviction that technology should simplify, empower, and accelerate business objectives.

Thank you for trusting us. Together, we aim to build digital experiences that inspire, connect, and create lasting value.

*Sadaf Shaheen Awan*  
CEO, WTH - Women Technology House

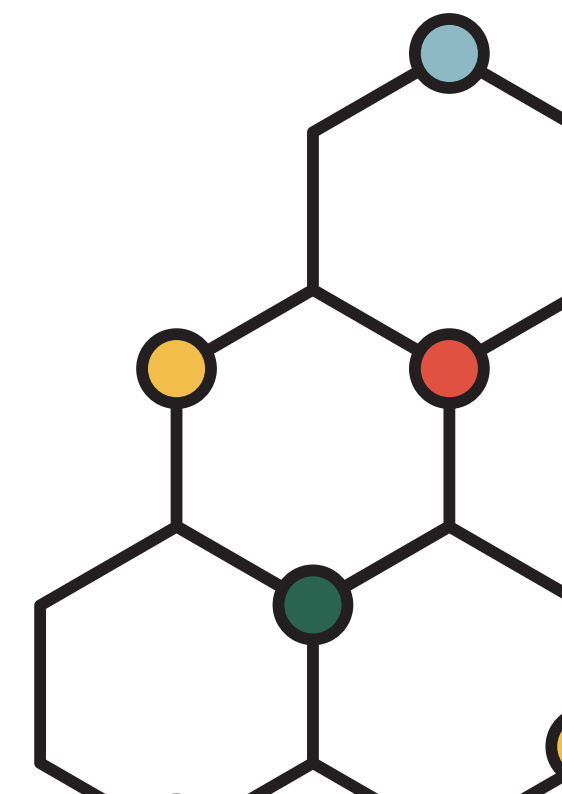
# STRETEGIC *Partnership*



This collaboration empowers us to deliver cutting-edge Technology, Marketing, Environmental and Event services across the Kingdom of Saudi Arabia — fully compliant and operating under MAAC's CR license. 

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

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





# ABOUT

Welcome to Women Technology House (WTH) — Women Technology House is a premier software and eCommerce solutions company operating in Pakistan and Saudi Arabia, dedicated to helping businesses grow with innovative digital platforms. A registered member of IWCC, PSEB, and P@SHA, the company drives technological innovation while championing female leadership in the ICT sector.

We specialize in custom websites, online stores, UI/UX design, branding, SEO, digital marketing, and tailored software solutions that drive measurable results.

With offices in **Islamabad** and **Riyadh**, we deliver reliable, scalable solutions that enhance performance, streamline operations, and expand global reach.

We are committed to gender diversity and inclusion, empowering all team members to contribute, lead, and innovate—creating a collaborative environment that delivers better solutions for our clients.

Our vision is to be a trusted technology partner for businesses of all sizes, providing modern, creative, and impactful solutions that help brands succeed in an ever-evolving digital world. We believe in building long-term relationships with our clients based on trust, innovation, and measurable success.





# OUR PHILOSOPHY



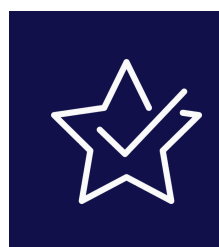
## Vision

To advocate equity for women in the technology workforce in Pakistan, creating opportunities, empowerment, and a platform for female technopreneurs to thrive.



## Mission

Women Technology House provides comprehensive ICT services, training, and courses to produce skilled technopreneurs. We empower our learners and clients through innovation, technology, and entrepreneurship, helping them transform ideas into impactful digital solutions.



## Our Values

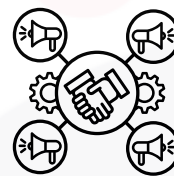
Innovation, inclusivity, integrity, excellence, empowerment, and collaboration guide everything we do, ensuring equal opportunities, high-quality solutions, and lasting impact for our clients and team.

# WHY CHOOSE US?



## Expertise & Innovation

We deliver cutting-edge software and eCommerce solutions tailored to your business needs.



## Gender-Inclusive

Team: Our diverse workforce ensures creativity, collaboration, and equal opportunity.



## Reliable & Scalable Solutions

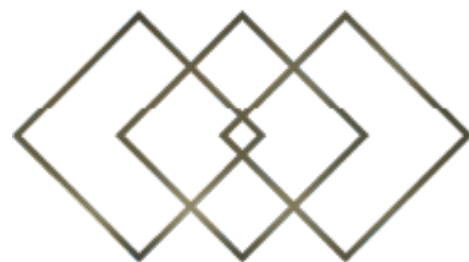
We provide high-quality, secure, and long-term digital solutions that grow with your business.



## Client-Focused Approach

We build lasting partnerships, ensuring your goals and vision are at the heart of every project.

# OUR SERVICES



Women Technology House delivers innovative digital solutions, including custom websites, online stores, UI/UX design, branding, SEO, and digital marketing. With a gender-diverse and inclusive team, we empower businesses to grow, streamline operations, and expand globally.



Web  
Development



Ecommerce  
Development



SEO , GMB &  
Content Writing



AI & ML  
Services



Custom  
Solutions



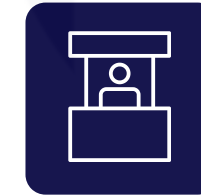
Design  
Services



Video &  
Animation



Digital  
Marketing



Events &  
Exhibition  
Services



Mobile  
Development

# WEB DEVELOPMENT

We craft high-quality, culturally aware, and high-performing websites to meet your business goals in the GCC region.



## Custom Website Development

Bespoke, high-performance websites built to reflect your brand's prestige and business vision.



## WordPress Development

Corporate websites, blogs, and portals with Arabic/English support and custom functionalities.



## Technical Support & Maintenance

Reliable IT support and system maintenance services to ensure uninterrupted business operations.



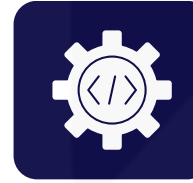
## Shopify Development

Elegant, sales-driven online stores with Middle East-friendly payment and shipping integrations.



## Web Application Development

Custom business tools and portals for corporate and government clients.



## Progressive Web Apps (PWA)

Fast, reliable, and engaging app-like websites that work offline and on any device without app store installation.



## Mobile-Responsive Development

Optimised layouts ensure flawless browsing on all devices.



## Landing Page Development

Campaign-ready pages for product launches, events, and seasonal promotions.



## Multilingual Websites

Fully integrated Arabic-English websites for wider audience reach.

# ECOMMERCE DEVELOPMENT

Secure and scalable platforms for retail, luxury goods, and marketplace businesses, built on:

## WooCommerce

A highly flexible and cost-effective WordPress plugin that enables fully customizable online stores with extensive plugin support and easy content management.

1

2

## OpenCart

A lightweight, budget-friendly e-commerce platform popular in the Middle East, offering ease of use, multi-language support, and a wide range of extensions.

3

4

## PrestaShop

An open-source e-commerce platform with strong multilingual and multi-currency support, ideal for businesses targeting diverse international markets.

5

6

## Headless E-commerce

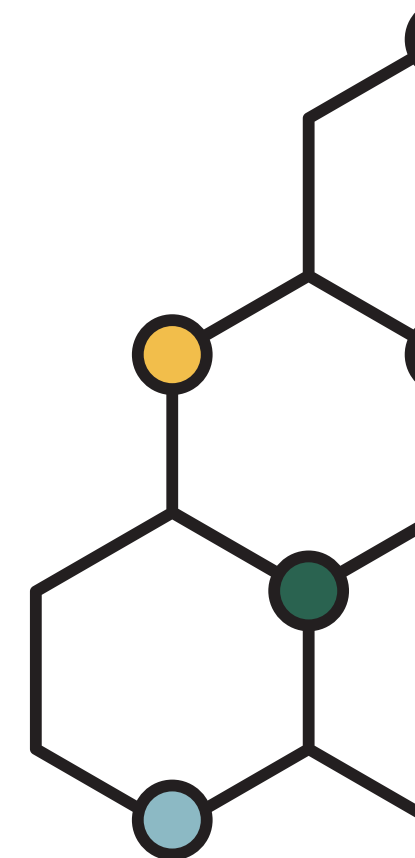
A modern, API-driven approach to building online stores, offering unmatched flexibility, high performance, and seamless integration with custom front-end experiences.

## Shopify

A user-friendly, global SaaS e-commerce platform offering robust Arabic language support, seamless local payment gateway integrations, and scalable solutions for all business sizes.

## Magento

An enterprise-grade e-commerce solution known for its powerful features, high customization potential, and ability to handle large, complex online stores.



# WEBSITE PERFORMANCE & OPTIMIZATION



## Search Engine & Local SEO

Enhancing your visibility on Arabic and English search engines, including optimizing Google My Business for stronger local presence.



## Website Speed & Mobile Optimization

Ensuring ultra-fast loading times and seamless user experiences across all devices for higher engagement and retention.



## Website Security Enhancement

Implementing advanced security measures to protect your site and customer data from threats.



## Performance Monitoring & Maintenance

Ongoing monitoring and updates to keep your website running smoothly and securely.

# DESIGN SERVICES

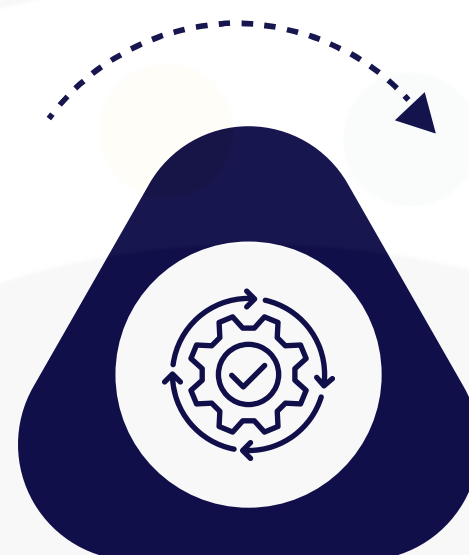


## UI/UX Design

Culturally aware, user-friendly designs for Gulf audiences.

## Website & App Design

Premium, responsive designs reflecting brand identity.



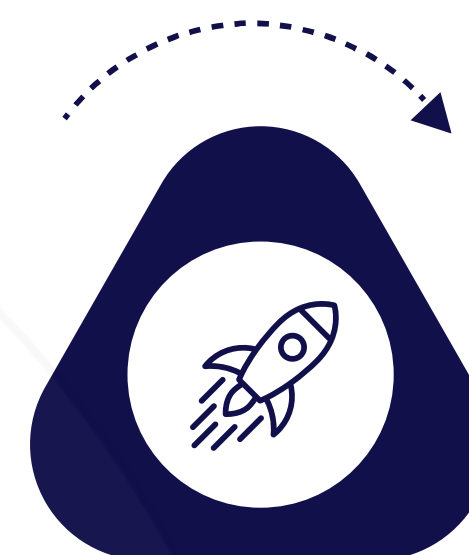
## Brand Identity Design

Luxury-level logos, colors, and branding guidelines.



## Graphics & Illustrations

Visuals optimized for digital and print marketing in the Middle East.



## Event & Marketing Collateral

Banners, flyers, and digital ads for exhibitions and local events.

# VIDEO PRODUCTION & ANIMATION

## Promotional & Corporate Videos

Story-driven and professional videos showcasing products, services, and corporate profiles for events and branding.

## Explainer & Motion Graphics Videos

Clear, engaging animations and creative motion graphics that simplify complex ideas and captivate audiences.

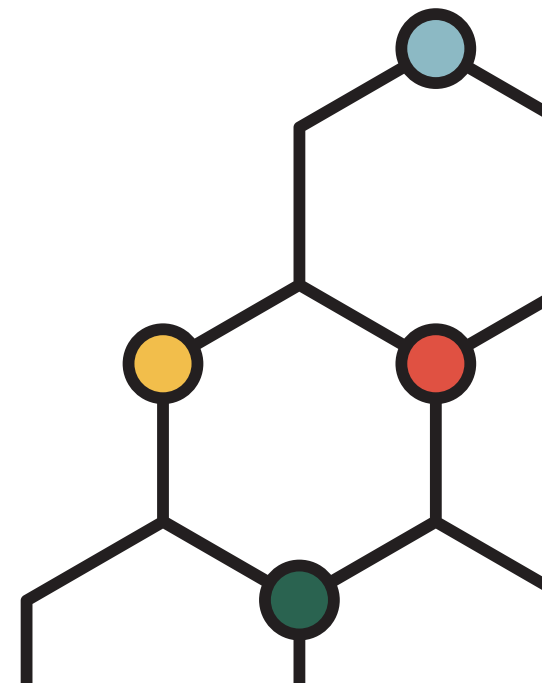


## Social Media Videos

Short, trendy video content tailored and optimized for maximum impact on GCC social platforms.

## Event & Marketing Videos

Videos designed for exhibitions, campaigns, and marketing collateral to boost audience engagement.



# DIGITAL MARKETING



## Social Media Marketing (SMM)

Developing culturally relevant and engaging campaigns across Instagram, Snapchat, TikTok, Facebook, and LinkedIn, crafted specifically for GCC demographics to increase brand awareness and customer interaction.



## Social Media Advertising

Creating highly targeted paid ad campaigns on key regional platforms to reach specific audiences, maximize ROI, and generate qualified leads and sales.



## Google Ads (PPC)

Strategically managing pay-per-click advertising in both Arabic and English to attract high-intent customers and improve conversion rates through search, display, and video ads.



## Content Marketing

Producing high-quality, bilingual content such as blogs, articles, infographics, and videos that position your brand as an authority and foster trust with diverse audiences.



## Influencer Marketing

Partnering with influential regional personalities and digital creators to amplify your brand message, improve credibility, and tap into engaged communities.



## Affiliate Marketing

Building and managing partnerships with affiliates to expand your sales network and reward performance-based marketing efforts.

# AI & MACHINE LEARNING SOLUTIONS

## AI-Powered Chatbots

Intelligent, multilingual virtual assistants for customer support, sales, and lead generation.

## Predictive Analytics

Data-driven forecasting to improve business strategies, inventory planning, and sales predictions.

## Automation & RPA

(Robotic Process Automation) – AI-driven workflows to save time, reduce errors, and improve efficiency.



## Natural Language Processing (NLP)

Arabic and English language processing for sentiment analysis, chatbots, and content automation.

## Computer Vision Solutions

Image and video recognition for security, retail, healthcare, and manufacturing applications.

## Custom Machine Learning Models

Tailored algorithms to address specific business challenges and opportunities.

# OUR PRODUCTS



## CRM (Customer Relationship Management)

Our CRM solutions are designed to help businesses streamline customer interactions, manage leads effectively, and enhance overall client relationships. With an intuitive interface and advanced analytics, our CRM enables teams to track communications, forecast sales, and provide personalized customer experiences that boost retention and satisfaction.



## ERP (Enterprise Resource Planning) with HR & Payroll

We provide robust ERP systems that integrate all business operations into a single platform, including finance, supply chain, and resource planning. Our ERP also includes a comprehensive HR and Payroll module, ensuring smooth employee management, attendance tracking, payroll processing, and compliance with labor laws, all while enhancing operational efficiency.



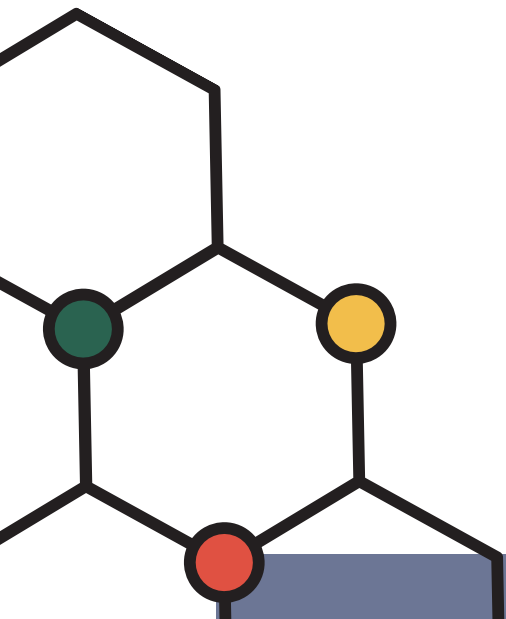
## PMS (Project Management System)

Our Project Management System empowers teams to plan, execute, and monitor projects with precision. Featuring task assignment, milestone tracking, budget control, and real-time collaboration tools, our PMS ensures that projects are delivered on time, within scope, and according to quality standards.



## Hospital Management System

We offer advanced Hospital Management Systems that automate and integrate hospital processes, including patient registration, appointment scheduling, billing, electronic medical records, and inventory management. This ensures improved patient care, optimized staff productivity, and better resource utilization.



# OUR PRODUCTS



## School Management System

Our School Management System simplifies administrative tasks for educational institutions by managing student records, attendance, grading, timetables, and parent communications. With both online and offline capabilities, it supports effective learning management and smooth day-to-day operations.



## POS with Inventory Management

Our Point of Sale (POS) solutions with integrated inventory management allow businesses to process sales quickly, manage stock levels in real-time, and generate detailed sales reports. This helps in minimizing losses, improving customer service, and optimizing inventory turnover.



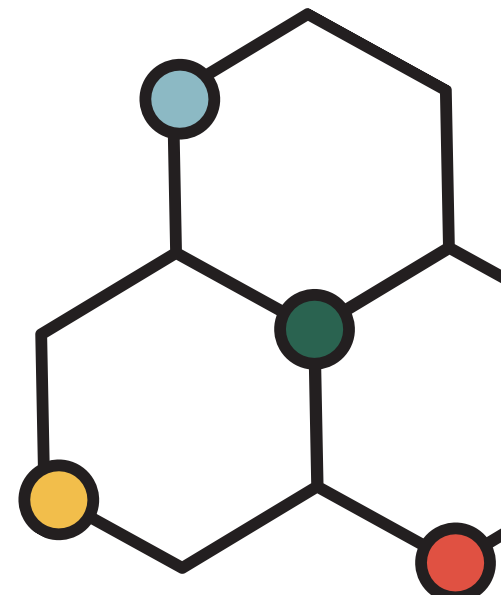
## Parlour Management System

Our Parlour Management System is tailored for beauty salons and spas to handle appointments, staff schedules, customer profiles, billing, and service history with ease. It also supports loyalty programs and promotional offers, helping parlours enhance client retention and deliver a seamless customer experience.



## Cafe & Restaurant Management System

Our Cafe & Restaurant Management System helps food businesses streamline their operations from order taking to payment processing. It supports dine-in, takeaway, and delivery orders, table reservations, digital menus, kitchen display systems, and inventory control. With built-in reporting and customer feedback features, it ensures smooth service, reduced wastage, and improved profitability.



# OUR PROJECTS



## Women Coders PK

A social initiative working to close the gender gap in software development, promoting female role models and maintaining the First Female Professional Developers Directory. Visit [womencoderspk.com](http://womencoderspk.com)



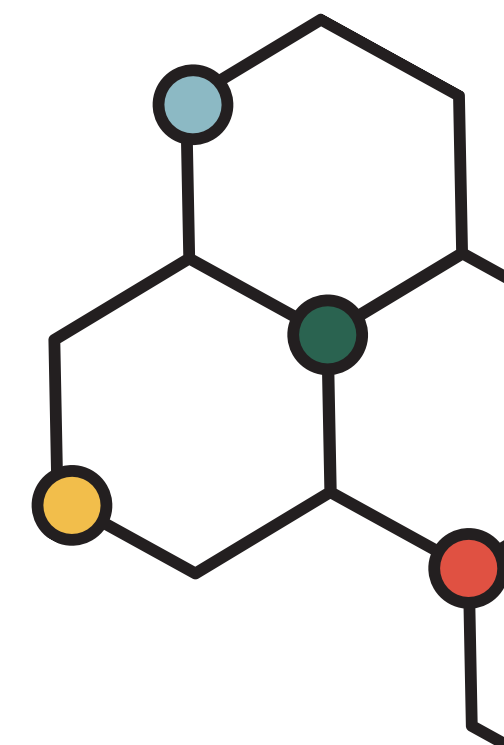
## Women Lounge PK

Women Lounge PK is a discussion and mentorship platform that showcases women's success stories and provides essential guidance and inspiration to those entering the professional field.



## Tech She News

A digital platform highlighting women's achievements globally, amplifying their impact across industries.



## CERTIFICATIONS & MEMBERSHIPS

Women Technology House holds strong professional credibility as a registered member of PSEB and P@SHA, with its IWCC affiliation reinforcing its commitment to empowering women in business and the IT export economy.



### ISLAMABAD WOMEN CHAMBER OF COMMERCE (IWCC)

Women Technology House is a dedicated member of IWCC, committed to fostering economic empowerment and business growth for women in technology.



### PAKISTAN SOFTWARE EXPORT BOARD (PSEB)

As a registered member of the PSEB, the company adheres to international standards while contributing significantly to Pakistan's IT services exports.



### PAKISTAN SOFTWARE HOUSES ASSOCIATION

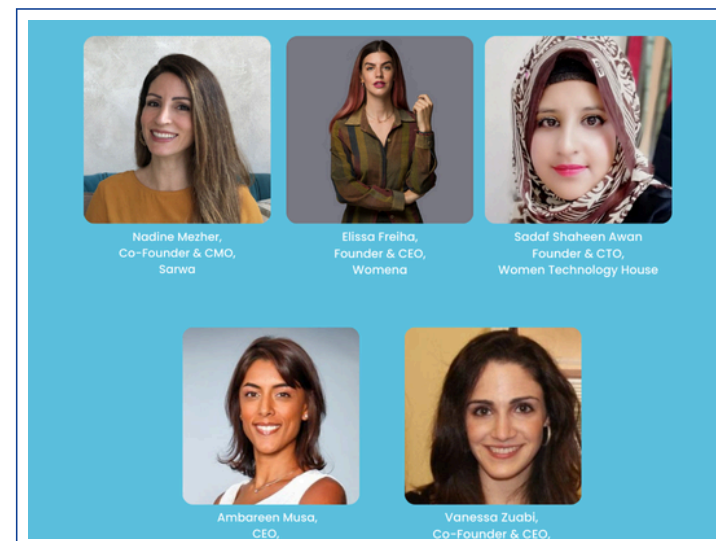
Women Technology House is proudly affiliated with the P@SHA, actively participating in the promotion and advancement of the country's IT and ITES industry.

# AWARDS & RECOGNITIONS



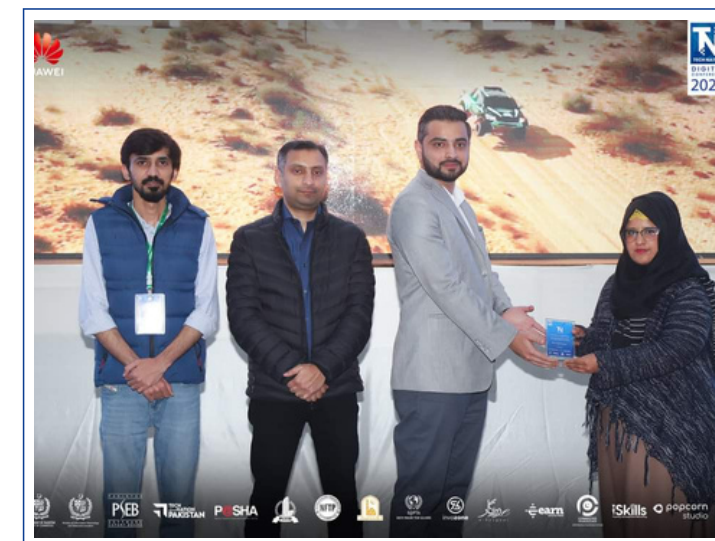
## HUMANITARIAN SERVICE AWARD

Women Technology House, recognised for its dedication to community welfare and social impact, received the Humanitarian Service Award in the category of Women Empowerment in Islamabad, 2021.



## TOP 50 FEMALE FOUNDERS 2022

CEO Sadaf Shaheen Awan was featured as one of the First 50 Females worldwide on the Global Invest Her Directory, highlighted through the Middle East sector, confirming the company's status as a key woman-led business capable of re-igniting the global economy.



## ADVANCING TECHNOLOGY IN SOUTH PUNJAB

Women Technology House received formal recognition for its dedicated efforts in driving technological advancement and digital inclusion across South Punjab in February 2022.



## TECH HERO AWARD 2022

CEO Sadaf Shaheen Awan was recognised with the Tech Hero Award 2022 at the Connected Pakistan Tech Women Conference, affirming its leadership and impact in the tech community.

# OUR LOCATION

## HEAD OFFICE

**City:** Islamabad

**ZIP CODE:** 440000

Pakistan

**المدينة :** إسلام آباد

**الرمز البريدي :** ٤٤٠٠٠

باكستان

## BRANCH OFFICE

**City:** Al-Madinah

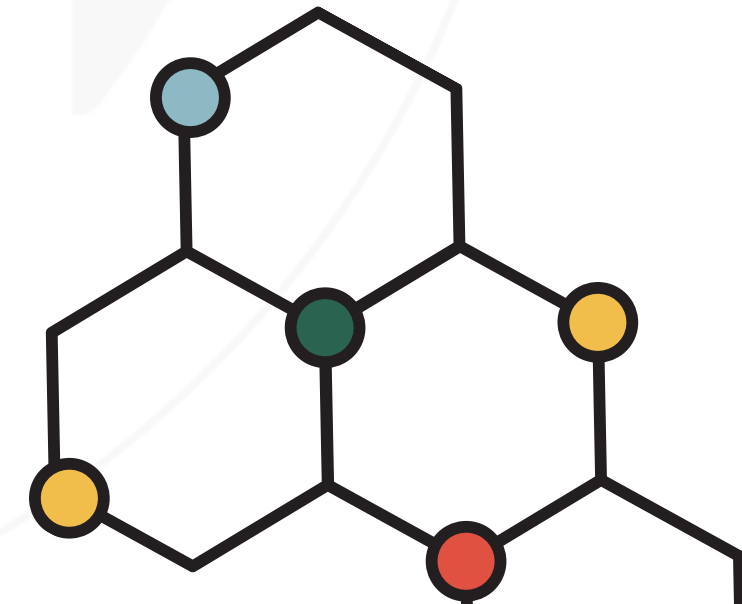
**ZIP CODE:** 42314

Kingdom of Saudi Arabia

**المدينة :** المدينة المنورة

**الرمز البريدي :** ٤١٣٢٤

السعودية العربية المملكة



# OUR CLIENTS









# OUR GALLERY



# CONTACT US

Start your journey with Women Technology House—connect with us today to explore innovative solutions, reliable digital services, and expert-driven excellence that transform your vision into reality!

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-  womentechouse
-  [www.womentechhouse.com](http://www.womentechhouse.com)
-  [info@womentechhouse.com](mailto:info@womentechhouse.com) | [sadafawan@womentechhouse.com](mailto:sadafawan@womentechhouse.com)
-  womentechouse
-  [company/womentechhouse](https://www.linkedin.com/company/womentechhouse)





WOMEN  
TECHNOLOGY  
HOUSE

# THANK YOU FOR REVIEWING

Thank you for considering Women Technology House. We value your trust and look forward to building lasting partnerships by delivering innovative, reliable, and high-quality digital and ICT solutions. Together, let's empower businesses, foster talent, and create a sustainable and inclusive digital future.

[WWW.WOMENTECHHOUSE.COM](http://WWW.WOMENTECHHOUSE.COM)