

// WILBUR

Business Profile

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Executive Summary



WILBUR LIMITED

LOCATION:

Plot# 262/263, Road#1, Block-B, Bashundhara R/A, Dhaka-1229

MISSION STATEMENT:

- 1. Delivering Excellence - We provide best-in-class IT consulting, BPO, and digital marketing solutions that exceed client expectations.*
- 2. Driving Innovation - We embrace cutting-edge technology to create future-ready solutions. Fostering Agility - We cultivate a dynamic and adaptable work culture that encourages collaboration, speed, and efficiency.*
- 3. Ensuring Sustainability - We integrate eco-conscious and ethical business practices into our growth strategy.*
- 4. Empowering People - We invest in our team's growth, ensuring a positive and inclusive work environment.*

VISION:

To be a globally trusted partner in IT and digital solutions, empowering businesses with innovative, client centric and scalable technologies that drive sustainable business growth and long-term success

Company Overview



Legal Structure:

LIMITED COMPANYY

Company Name:

Wilbur Limited

Year Founded:

2025

Owner:

Md. Ashraf Ali

Services:

- Offshore IT & BPO
- Construction
- Project Management
- Data Analytics
- Digital Marketing

Team Size:

50

Values:

Client Centricity

Innovation & Excellence

Sustainable Growth

Agility and Adaptability

Integrity & Trust

Collaboration & Empowerment

Market Analysis

INDUSTRY OVERVIEW

IT Enabled Services (ITES) Industry - Valued at over \$1.1 trillion in 2024 and projected to grow at 8-10% CAGR, the ITES sector covers a wide range of outsourcing services such as BPO, data analytics, finance processing, and remote IT management. Demand is driven by global digital transformation, AI automation, and cloud adoption, enabling businesses to scale efficiently and reduce operational costs. However, the industry faces ongoing challenges including cybersecurity risks, intense competition, and pricing pressures.

Digital Marketing Industry - A rapidly expanding \$600 billion market in 2024 with an expected 13-14% CAGR, digital marketing is fueled by mobile-first consumer behavior, the dominance of social media platforms, the rise of video and short-form content, and the adoption of data-driven personalization strategies. Businesses are investing heavily in SEO, social media campaigns, influencer marketing, and paid ads to enhance reach. Despite this growth, the industry contends with increasing ad costs, frequent algorithm changes, and stricter privacy regulations.

Product Development Industry - Valued at approximately \$1.3 trillion in 2024 and set to grow at 7-8% CAGR, the product development market spans the creation of both digital and physical products, with strong momentum in SaaS platforms, AI/ML solutions, IoT devices, and mobile applications. Agile and lean methodologies are enabling faster innovation cycles, while cloud-native architectures and open-source ecosystems accelerate delivery. Key challenges include rapid technological shifts, talent shortages in advanced tech roles, and highly competitive product lifecycles.

Target Market Breakdown

Understanding our target audience is key to delivering effective, customized marketing solutions. We concentrate on a specific segment: small to mid-sized, mission-driven businesses seeking digital growth. By examining their characteristics, industries, and locations, we continuously tailor our services and outreach to align with their goals.

PRIMARY CLIENT TYPES:

- **BANKS & FINANCIAL INSTITUTIONS**

Focused on scaling through ITes based platform services

- **LOCAL SERVICE PROVIDERS**

Such as wellness studios, consultants, and creative professionals

- **E-COMMERCE BRANDS**

Focused on scaling through strategic digital advertising and content marketing.

- **STARTUPS AND ENTREPRENEURS**

Who need full-spectrum branding and marketing support

CLIENT CHARACTERISTICS:

ALL KINDS OF BANKS AND FINANCIAL INSTITUTIONS

ANNUAL REVENUE RANGES FROM STARTUP PHASE UP TO \$5 MILLION

VALUES-DRIVEN AND COMMUNITY-ORIENTED

OFTEN WITHOUT A FULL IN-HOUSE MARKETING TEAM

Services

**Offshore IT & Business Process
Support**

**Real Estate & Asset
Management**

**Engineering & Construction
Consultancy**

Financial Product Oversight

**Data Management &
Architecture**

**Construction & Project
Management**

Digital Marketing Solutions

UI/UX & Creative Design

FOUNDERS



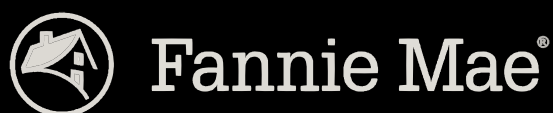
Md Ashraf Ali
FOUNDER & CHAIRMAN



**Abul Kalam
Azad**
MANAGING DIRECTOR

Client Portfolio

JPMorganChase



**WELLS
FARGO**