



We have grown a bit..  
..to grow bit more

TNetwork Annual Report for the year  
2009-2010.

TNetwork, Welfare Chambers, First Floor, Office – 6. Sector 17, Vashi, Navi Mumbai,  
Maharashtra, India.

---

Ph: 022- 644 644 25 / 9930 117 441 – [trust@TNetwork.in](mailto:trust@TNetwork.in) – [www.TNetwork.in](http://www.TNetwork.in)

## Our History:

TNetwork (then WebNeeTech) was formed in April 2009 as website consulting firm. We did consulting for 4 projects successfully and later decided to develop our own in-house development team and do consulting and development together. The consulting division was later closed down and we entered into development work 100%.

The main objective of forming TNetwork was **“let’s not cheat our clients”** and **“Code the feelings”**.

What we have observed from our own experience, website is about feelings....because this is a product where human mind interacts and come up with all type of ideas. And that’s why website development firm got this huge responsibility of coding this feeling and turning that into a visible format.

From day one, **TNT’ians** decided to offer more than what we commit. It was tough in initial days to survive with this philosophy. However after one year, when we look back we see many situations where we took extra step, spend money from our pocket and did everything when we found our client is facing some issues.

It was not intentional nor planned, we are still offering more than what we commit and making sure our client come back again and this is visible from the fact that out of 74 clients, 55% client is from reference. That means around 40 clients came knocking the door.

**Vision: To become a trusted website development firm.**

**(Trust and support is what missing these days in most of the website development firm and that’s what we want to do)**

## What is the objective of writing this annual report?

The main objective of writing this annual growth report is to keep the transparency and trust of team TNetwork. By team we mean all our clients, our service provider and human resources.

We have not become a million dollar company, **but yes we have grown a bit to grow bit more and to grow bit more.** The growth is not because of one person or one idea, but because of the trust of our 74 clients, all TNT’ians and they all have contributed to our survival and growing a bit.

**Most of the website development company operate like a doctor or hospital...they will take care of you when you are in the clinic or when you are paying, but as soon as you step out from the hospital or website development firm...they don’t care even if you die.** Following this philosophy of TNetwork, we don’t want our clients to feel like a patient and we don’t want to leave them once their website gets over.

TNetwork, Welfare Chambers, First Floor, Office – 6. Sector 17, Vashi, Navi Mumbai,  
Maharashtra, India.

Keeping our vision of becoming the most trusted website development firm, we are releasing this annual report so that you can know more about us and you are free to send your feedback on [trust@TNetwork.in](mailto:trust@TNetwork.in)

### **Our Values and things which drive us everyday:**

- Let's not cheat clients and trouble them with our work. If we do something wrong, don't hesitate to re-do the whole work.
- Offer the best solution one can think for a client.
- Keep client and team happy and satisfied. Money is the result of following our passion of providing best and transparent solutions to our clients.

### **So are we limiting ourselves to websites?**

Yes we are limiting ourselves to static and corporate websites for some more months. The decision is purely driven by the market condition and TNetwork plans to enter into Web Based Product Development.

### **What are the immediate future plans?**

- 1) Making more static and corporate websites with best value.
- 2) We are rolling out our first product by December Mid in the market.
- 3) We are rolling out our second product Startup Management App by Feb next year.

As far as our marketing goal is concerned for next one year we got only one **"To become the most popular web development firm in Navi Mumbai"**.

We are also expecting around 300% increase in our sales by next year as compared to the year 2009-2010.

TNetwork, Welfare Chambers, First Floor, Office – 6. Sector 17, Vashi, Navi Mumbai, Maharashtra, India.

## Client Base:

In last one year we have backed 74 clients. Here are some of the important facts about our clientele.

- Total project pitched: 108 ( we are including the reference projects too)
- Total project approved: 74
- Total project declined: 34
- Total Client by reference: 40

## Top Reason of project decline: Costing

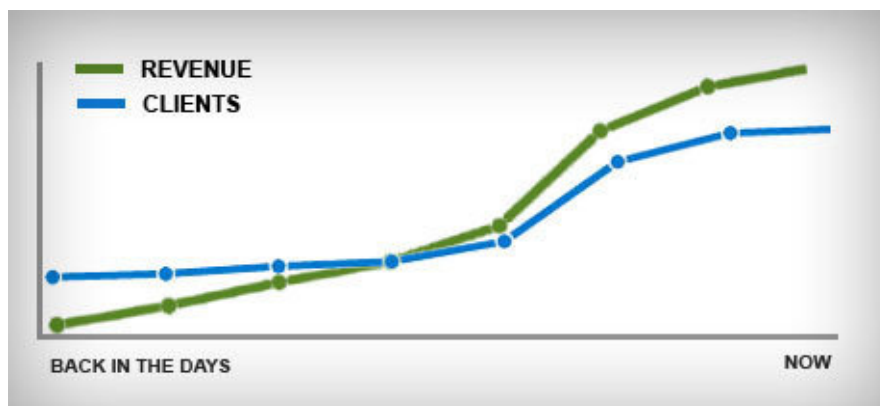
### Demography of clients:

Clients from USA: 2  
Clients from Middle East: 1  
Clients from UK: 1  
Clients From out of Mumbai: 1  
Clients from India: 69

**Total clients: 74**

## Financial Situation of TNetwork

We are bootstrapping and that's what we can say all about our financial situation and the following graph says it all.



TNetwork, Welfare Chambers, First Floor, Office – 6. Sector 17, Vashi, Navi Mumbai,  
Maharashtra, India.

## **The TEAM – Human Resource**

Human resource is one of the most important factors in website development business. At present our team consists of 5.

Here is the brief fact about our human resource development in last one year.

- The highest team count in last one year: 8
- Present team size: 5

Total Attrition rate: 37.5%

### **1- The team structure as follows:-**

Neeraj Tiwari: Sales Head  
Anamika: Operation Head  
Ravi Patil: Technical Operation Management

### **2- Recruitment:**

In last two months TNetwork has revised its strategy and with the launch of our new product, we are hoping for a team of around 9-10 people by January 2011. Our focus is also now to stop the attrition rate with new incentive policies and most importantly avoiding the hiring mistakes.

Being a startup and with no experience in hiring people, we hired people who were either over qualified or under or the person who had all together different background and very less passion for the work.

### **3- Team Age**

The average age of the team is 23, the oldest person team is of age 26 and youngest is of age 21.

T Network has open door policy where anyone can suggest any idea or can freely put his objections and if proved right we implement that objection.

TNetwork, Welfare Chambers, First Floor, Office – 6. Sector 17, Vashi, Navi Mumbai,  
Maharashtra, India.

## Issue Faced

Website development got a good market, but if we see the trend we found only 30% website Development Company able to survive till last and most of them switch to other business.

Another trend is emerging fast in the market and that is “**Trust Professionals**”.

In our redesigning projects we found around 90% of the clients got work done from freelancers in past and after some time that freelancer has taken some other job or got stuck with other projects and left the client.

So we can say the presence of freelancers is not actually affecting the market, rather opening up new opportunities for us.

**The competition is for values and trust and not for projects or clients.**

The major issues TNetwork faced in last one year are:-

- 1) Resource Management.
- 2) Manpower loyalty and stability.
- 3) Payment delays from client side.

## Tie ups and Partnership

In last one year we have successfully tied up with following entities

- Monster and Varuna Global Services for Recruitment
- Pronet and Site 5 for server hosting.
- Network Solutions for domain names.

TNetwork, Welfare Chambers, First Floor, Office – 6. Sector 17, Vashi, Navi Mumbai,  
Maharashtra, India.

## End Note – By Neeraj Tiwari

We are completing our one year officially on November 16. The market has picked up again and most importantly TNetwork expertise has also increased with each passing days.

I would not say, we have become a pro...but yes we are much-much better than where we started and the level of support we are offering now.

**In website business, the design, the layout, the codes are all secondary and THE SUPPORT is what makes or break any website development firm.**

**Keeping “Support and Better solutions” as our primary goal** and we are adding more manpower in our team in coming months and coming up with new concepts so as to make your company websites in a much better way.

We are sticking to open sources for all our development work, with a simple reason of flexibility and scalability it offers.

Though we are continuing our focus on website development at present, but to keep the pace with market and the opportunities available, TNetwork has started developing its own web products and by December mid you all will be invited for beta testing of these products.

**Coming back to our story, one thing which I can't ignore is our 6 dis-satisfied clients out of 74 clients.** We did blunder and the main reason was poor planning for those projects. Learning from this we have improved our website planning process and client interaction and with god graces we have not found any dis-satisfied clients in last 5 months.

TNetwork is going for its second stage of development with prime focus on Navi Mumbai market and corporate websites. Also we are starting our marketing (online and offline) campaign by November end with focus on the above mentioned objectives.

In the end all I can say, when I will be writing Annual report again next year, team T Network will have a very strong head count and we will be marking a place in Navi Mumbai as **“If its Navi Mumbai, It has to be TNetwork”**

**Thanks for your trust and reading this report,**

**Wishing you happy diwali.**

**Neeraj Tiwari**

TNetwork, Welfare Chambers, First Floor, Office – 6. Sector 17, Vashi, Navi Mumbai, Maharashtra, India.