



Business Case

rounded in 2000, **Amir Watch Company** has been a trusted name in the watch industry for over 25 years. Located in the heart of Lahore's busiest Shahalam Market, the company is well-known as a leading wholesaler and importer of all types of watches. Despite its strong offline reputation, Amir Watch Company lacked digital visibility and efficient sales automation — two key elements needed to thrive in today's competitive business environment.

Market:
Retail

Application:
POS Solution

Location:

Lahore, Pakistan





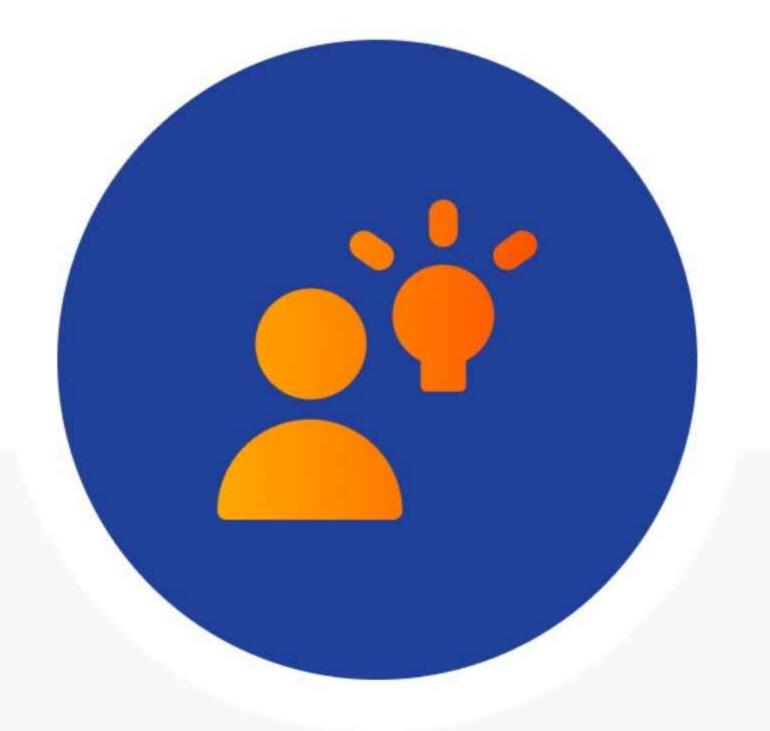
Customer's Challenge

- No website to represent its brand and attract online customers.
- Manual invoicing slowed down transactions and created operational inefficiencies.
- Lack of a POS system to manage wholesale and retail customers.
- Difficulty in tracking sales, invoices, and customer records.
- Limited online visibility restricts
 growth potential despite being in a
 prime wholesale hub.



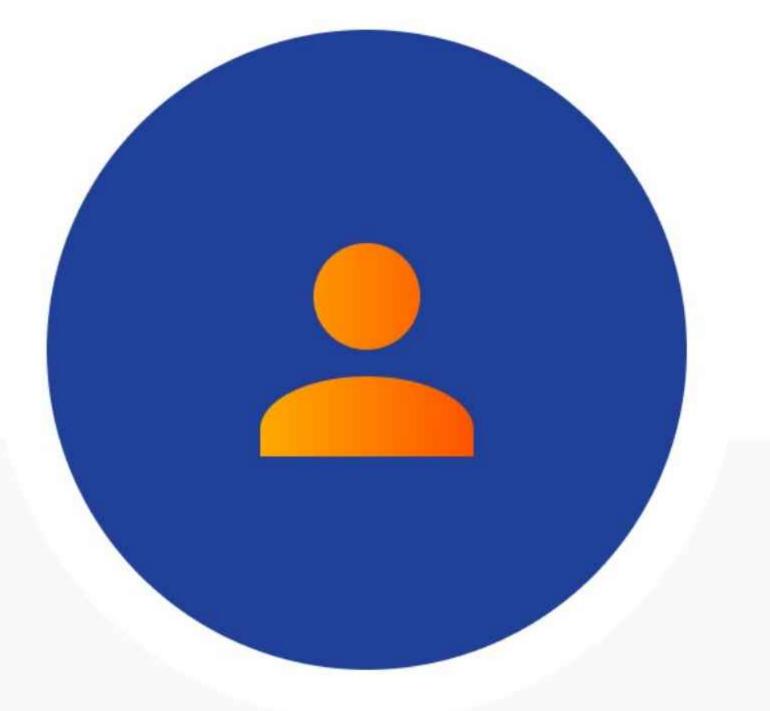
Solution Offered

- A modern, fully functional ecommerce website to showcase and sell watches online.
- Maknoon POS integration to automate invoicing, billing, and sales tracking.
- A seamless link between the website and POS for unified operations.
- Backend support and scalable digital infrastructure to support wholesale and retail customers.



Solution Advantages

- 25 Years of Trust, Now Online
- Stronger Digital Presence
- Automated Operations
- Customer Convenience
- Efficiency & Scalability
- Enhanced Customer Experience
- Accurate Inventory Management
- Systematic Tasks Automation



Customer's Word

"After 25 years in business, going digital felt like a huge leap — but DevTech Fusion made it seamless. With our new website and POS system, our sales process is faster, more professional, and more efficient. We can now serve retail and wholesale customers better, both online and offline. This is the digital transformation we needed."

Mr. Amir Hameed

CEO, Amir Watch Company

