qualedea

BUSINESS SUPPORT FOR STARTUPS & GROWING TEAMS

Build your team.
Strengthen your systems.
Grow your presence.

Understand deeply.
Solve practically.

HR Services | Website Design | Digital Marketing

Qualedea helps businesses hire people, organise HR operations, build professional websites and reach potential customers online.

Let's discuss what your business needs next.

www.qualedea.com | hello@qualedea.com

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HR SERVICES

People and processes.

Practical HR support from your first hire to your next stage of growth.

Hiring & onboarding

Role and job description planning, candidate sourcing, screening, interview coordination, offer follow-up and onboarding support.

Payroll operations

Attendance and leave input checks, salary processing support, payslips, payroll reports and full-and-final calculation support, based on approved client inputs.

Compliance coordination

Applicable statutory compliance tracking, documentation and filing coordination with the client and relevant professionals, within an agreed scope.

HR system setup

Employee records, policies, appointment and HR letter templates, onboarding checklists, attendance and leave workflows, and HRMS setup support.

Possible deliverables

Hiring tracker / payroll calendar / employee documentation toolkit / HR workflow and responsibility map

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WEBSITE DESIGN

A clear digital presence.

Help customers understand your business and take the next step.

Business websites

Mobile-friendly websites that introduce your company, present your services clearly and reflect your brand identity.

Enquiry-focused pages

Service pages, contact forms, click-to-email or WhatsApp links, and campaign landing pages with clear calls to action.

Launch & handover

Content structure, basic on-page search setup, analytics configuration where agreed, device checks and a practical handover.

Ongoing support

Website content updates, maintenance and support can be included through a separately agreed service plan.

Possible deliverables

Approved page designs / working website / tested enquiry flow / access handover and update guidance

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DIGITAL MARKETING

Reach the right audience.

Build awareness and create opportunities for customer enquiries.

Digital launch planning

Clarify your audience, message, channels and campaign priorities so your online activity supports your business goals.

Content & social media

Profile setup support, content calendars, branded creatives, captions and publishing support for agreed channels.

Customer enquiry campaigns

Paid campaign planning, setup and optimisation on agreed platforms, supported by suitable landing pages and clear enquiry routes.

Measurement & improvement

Track agreed indicators such as relevant reach, website visits, enquiries and cost per enquiry. Use results to improve the next cycle.

Possible deliverables

Monthly content plan / campaign creatives / enquiry tracking / performance review with next actions

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WORKING TOGETHER

Start with your priorities.

Choose a focused project or ongoing support across your business.

Understand

We discuss your business, current challenges, existing systems and immediate priorities.

Agree the scope

We define deliverables, responsibilities, timelines, approval stages and commercial terms in a written proposal.

Deliver

Work progresses against an agreed plan, with updates and client reviews at defined milestones.

Review & improve

We review outputs and agreed measures, then plan the next practical improvements.

Tell us what you want to build.

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Fees are quoted by scope. Advertising spend, hosting, domains, software subscriptions and third-party charges are itemised separately in the proposal.