



CUSTOM APPLICATION DESIGN AND DEVELOPMENT FOR BUDGET PLANNING

Custom application design and development is tailoring the design of a mobile computer program or software to fit an organization's particular business needs

OPPORTUNITY DEFINITION | CUSTOM APPLICATION DESIGN AND DEVELOPMENT | BUDGET PLANNING AND FORECASTING TOOL

This initiative is part of the organization's efforts to streamline and automate management processes related to budgeting, planning and forecasting (BP&F). The scope includes developing a customized budgeting tool for the finance department to collate the budget details from all QRail departments and assign adequate workflow approvals and dashboard reporting.

TARGET MARKET

Target Market

QRail is responsible of managing and operating rail transport in Qatar. **In December 2021, the usage of Doha Metro exceeded 2.5 million passengers.**

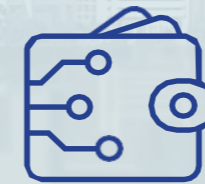
Target Users

- QRail Finance Department



KEY PROBLEM STATEMENT | NEED

The rapid expansion of QRail operations into becoming the rail transport industry leader has resulted in the need to create and implement budgeting, planning and forecasting (BP&F) process to establish more accurate financial report and analytics (FP&A) — potentially leading to more accurate forecasting and ultimately revenue growth.



PROCUREMENT CYCLE

Identification Stage

The opportunity is yet to be identified.



TIMESPAN

Total duration of 10 months including implementation and testing.



ADJACENT OPPORTUNITIES

- Financial Management System

STAKEHOLDERS

- QRail
- Third-party Integration entities (technology partner, clients etc.)



OWNER AND SECTOR

Owner QRail

Sector Transportation



BUDGET ACROSS CUSTOM APPLICATION DESIGN & DEVELOPMENT ECOSYSTEM

The Qatar market for Custom Application Design & Development is projected to reach **USD 16 million** by 2026, at a compound annual growth rate (CAGR) of 4% from 2022 to 2026.

