MIANS

FULL-STACK PRODUCT DEVELOPMENT · EST. 2020

From idea to production

We’re the full-stack team founders call when they need a real application built, not just a marketing site.

Company Profile
2026

Reflection of Your Desires
miansofficial.com

ABOUT MIANS

Bridging innovation and business

Founded on July 20, 2020, our mission has always been to bridge business needs with smart & effective digital solutions.

5+	50+	1000+	3
Years in business	Projects delivered	Consultations	Countries served

OUR STORY

MIANS was born with a simple yet powerful idea: every business deserves a digital presence that truly reflects its vision. Too many companies settle for generic solutions that don't capture who they are. We wanted to change that.

Starting from Bangladesh in 2020, we quickly expanded to serve clients in Belgium, the USA, and beyond.

OUR MISSION

We are a one stop solution for all your digital needs. Our main objective is to satisfy the ever-evolving digital experience of your clients and business through our strategies and flexible end-to-end services.

We're proud to have built Shei Hoise, our own SaaS platform, proving that we practice what we preach.

WHAT WE STAND FOR

Precision

Every detail matters. We obsess over quality and craftsmanship in every project we deliver.

Creativity

We go beyond the expected, finding innovative solutions to complex problems.

Transparency

Open communication at every stage. No surprises, just clear progress and honest feedback.

Impact

Every solution we build is designed to drive real, measurable results for your business.

OUR JOURNEY

Key milestones

2020 MIANS Founded

Started with a vision to bridge business and digital. Founded on July 20th, 2020 in Bangladesh.

2021 International Expansion

First international clients onboarded, working with businesses in Belgium and the USA.

2022 Design Mastery

Completed brand identities for MIANS and PawfectBD, sharpening our design craft.

2023 Event Management

Managed corporate, community, and gaming events across Bangladesh.

2026 Shei Hoise Launch

Launched Shei Hoise, our first SaaS product. A store management platform built in-house.

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FEATURED CASE STUDY

Shei Hoise

A multi-tenant e-commerce platform for f-commerce sellers, with native ad-tracking, automated courier fulfillment, and infrastructure we fully own, from Postgres to production.

> Not a client project. This is our own product. We designed it, built it, and we run it, end to end. It's the clearest proof of how we build.

Sector
SaaS · E-Commerce

Year
2026

Our role
Architecture, SaaS development, DevOps & infrastructure, API integration

Built with
Next.js 16, Supabase (Postgres), Docker, Tailwind CSS 4, TanStack Query

RESULTS AT A GLANCE

Live in production

Multi-tenant platform serving real merchant stores with fully isolated data per tenant.

Zero data loss

Entire production system migrated to self-hosted infrastructure.

Native ad-tracking

Accurate conversion data without needing a marketing specialist.

Automated fulfillment

Courier and COD workflows that remove manual admin for every connected store.

FEATURED CASE STUDY · SHEI HOISE

THE OVERVIEW

Shei Hoise is purpose-built for f-commerce sellers, merchants who run their business primarily through Facebook and Instagram, as well as standalone online stores. Each merchant gets a fully isolated storefront, product catalog, order pipeline, courier connections, and marketing configuration, all from a single Next.js codebase and a single Postgres database.

THE CHALLENGE

Social-commerce sellers typically run on a patchwork of Facebook Messenger, spreadsheets, and manual courier bookings, with no reliable way to track which ads convert or automate fulfillment. They needed one platform to replace that patchwork without asking a non-technical merchant to become a developer.

How we solved it

01 Isolation at the data layer

Postgres row-level security enforces tenant isolation at the data layer, not just in application code, so one merchant's data is architecturally incapable of leaking into another's.

02 Ad-tracking built in

Every store ships with its own Meta Pixel and Conversions API configuration, firing both client-side and server-side events, hashed and deduplicated, so merchants get accurate ad-optimization data even where browser tracking is blocked.

03 Courier automation

Direct integrations with Pathao and Steadfast automate shipment creation, live delivery tracking, and COD reconciliation from inside the dashboard, removing what's usually hours of manual per-order admin.

04 Infrastructure we own

A self-hosted Supabase deployment runs containerized on Docker with a GitHub Actions CI/CD pipeline. We later executed a full production migration to a new self-hosted VPS with zero data loss, proof the platform isn't dependent on any single vendor.

See the product live **sheihoise.com**

CASE STUDY 2 OF 04

Multivendor Marketplace & Business Management Platform

A full-stack multivendor marketplace with independent vendor dashboards, end-to-end business management, and a seamless unified checkout.



Client
E-Commerce Client

Sector
E-Commerce

Year
2024

Built with
Next.js, React, Nest.js, Tailwind CSS, PostgreSQL

THE CHALLENGE

The client needed a true marketplace where multiple vendors could operate independently, with their own dashboards, inventory controls, and order management, all under one branded storefront, while maintaining premium UX and fast performance.

WHAT WE BUILT

A decoupled architecture with a Next.js frontend and a Nest.js REST API backend. Each vendor manages their catalogue, orders, and performance from a personalised dashboard, while the platform owner oversees vendors, commissions, and sales analytics centrally.

RESULTS

- Live marketplace with multiple active vendor accounts onboarded at launch
- Real-time inventory sync maintained across all vendor product listings
- Seamless single-checkout experience for multi-vendor shopping carts
- Central admin and vendor dashboards covering orders, stock, and performance
- Scalable API architecture designed to support ongoing marketplace growth

CASE STUDY 3 OF 04

Luxury Chauffeur Car

A premium online booking platform for a luxury Australian chauffeur service, with real-time fleet selection, transparent fixed pricing, and 24/7 dispatch.



Client	Sector	Year	Built with
Australian Client	Transport	2024	Next.js, Booking System, Real-time APIs, Tailwind CSS

THE CHALLENGE

The client's booking process was entirely phone-based, limiting growth and creating friction for corporate clients who expected a modern digital solution. They needed a platform that reflected their premium service and made booking fast, transparent, and fully automated.

WHAT WE BUILT

A modern booking platform with online reservations, real-time fleet selection, live flight tracking for airport transfers, and instant confirmation. The fixed pricing engine eliminates billing ambiguity and builds trust from the first interaction.

RESULTS

Read online

- Online booking platform live for Australian corporate and personal clients
- Real-time flight tracking integrated for airport transfer coordination
- Fixed pricing engine eliminates billing confusion and reduces client friction
- 24/7 availability communicated across all booking flows to capture after-hours demand

CASE STUDY 4 OF 04

Priority Carpet Clean

A professional cleaning service website with a fully integrated custom booking system, built for a US-based client to capture leads around the clock.



Client	Sector	Year	Built with
Priority Carpet Cleaning LLC	Home Services	2024	WordPress, PHP, Custom Booking, CSS3

THE CHALLENGE

The client relied almost entirely on phone calls to generate bookings, meaning missed opportunities outside business hours and no structured way to capture leads online. They needed a site that converts visitors into booked customers automatically.

WHAT WE BUILT

A clean, conversion-focused WordPress website with structured service pages, customer review integration, and a fully customised booking system, optimised for local SEO across cleaning-related queries in the US.

RESULTS

Read online

- Custom online booking system live and capturing qualified leads 24/7
- Dedicated SEO-optimised pages for each service type
- Customer testimonials and review integration to build trust and drive conversions
- Local SEO optimisation applied across all pages for improved US market visibility

HOW WE BUILD

Product development, not just web design

Every product we ship starts with the same question: what does this need to look like at 10x the users, a year from now?

ARCHITECTURE FIRST, SCREENS SECOND

Before we build UI, we map how information moves through the system. That decision shapes everything downstream: which database fits, how the API is shaped, where the first bottleneck will show up.

SCALING AND DEPLOYMENT

Every project runs in Docker from day one. CI/CD pipelines test and deploy on every merge, so the distance between a code review and production is minutes, not a release calendar.

Frontend What your users touch	**Next.js · React · TypeScript** Server-rendered by default, fast by default, so performance and SEO aren't a separate line item.
Backend What runs your business logic	**NestJS · Node.js** Structured, typed, testable code a team can maintain long after handover.
Database Where your data lives	**PostgreSQL · MongoDB** Relational where relationships matter, document store where flexibility matters.
Infrastructure How it ships and stays up	**Docker · CI/CD** Every environment reproducible. Ship on every merge, roll back in seconds.

ENGAGEMENT MODELS

Ways to work with us

01 Fixed-Scope MVP Build

A defined product, a defined timeline, a fixed price. We scope the build together, then execute against it. No scope creep, no surprises.

Best for: Founders validating a new idea who need to launch fast.

02 Dedicated Team / Retainer

An embedded team that works inside your roadmap on a monthly retainer. We plug into your process (sprints, standups, your tools) as an extension of your team.

Best for: Teams that need sustained development capacity without hiring in-house.

03 Ongoing Product Partner

We stay on after launch, fixing, scaling, and shipping new features as your product and its users grow. Long-term technical ownership, not a one-off handoff.

Best for: Live products that need to keep evolving.

SERVICES

What we deliver

01

IT Consulting

Strategic technology guidance tailored to your business goals. We audit, plan, and roadmap your digital transformation.

02

Wireframing

From concept to clickable prototype. Structured layouts stakeholders can validate before a line of code is written.

03

UI/UX Design

Pixel-perfect interfaces grounded in user research. Design systems that are intuitive, accessible, and unmistakably yours.

04

Development

Full-stack development from landing pages to complex web applications. Clean code, fast performance, built to scale.

05

Testing & QA

Rigorous quality assurance across devices and browsers, so your users only ever see the best version.

06

Deployment

CI/CD pipelines, cloud hosting, domain setup, and ongoing support. We take your product live and keep it running.

AREAS OF EXPERTISE

- Custom Web Development
- Digital Engagement Strategy
- Branding & Identity
- E-Commerce Solutions
- Lead Generation
- UI/UX Design Systems

RANGE OF WORK

Selected work across industries

Shei Hoise	SaaS	Store management SaaS platform: inventory, orders, and analytics in one place.
Multivendor Marketplace	E-Commerce	Vendor and admin dashboards, real-time inventory, and unified checkout.
Luxury Chauffeur Car	Transport	Premium car booking platform for an Australian client.
Priority Carpet Clean	Home Services	Cleaning service website with online booking for a US client.
Moe's Deli	Restaurant	Food business website with live Yelp reviews and menu showcase.
Valerie Taylor Trust	Non-profit	Digital presence for the UK support organisation of CRP Bangladesh.
Krayonmag	Media	Digital magazine platform for writers and readers.
MIANS AI Chat	AI	AI-powered, context-aware real-time conversation platform.
Pawfect	UI/UX Concept	Playful social app concept for pet owners, designed in Figma.

CLIENT VOICES

What clients say

The team truly listened and brought my vision to life. The communication and dedication were top-notch.

Albert
Business Owner

I was impressed with how smooth and professional the entire process was. Highly recommend them!

Samantha Johnston
Startup Founder

From day one, they made us feel like a priority. The results were incredible.

Valerie Ann Taylor
Non-profit Director

They didn't just deliver a project, they delivered confidence. I'd definitely work with them again.

Leena Maladhari
E-commerce Entrepreneur

They exceeded my expectations. Everything was done on time, and the results speak for themselves.

Neal Mehta
Product Manager

I loved the attention to detail and the level of creativity they brought to my project.

Sayed Mridul Shanto
Creative Director

Working with them was a breeze. They understood my needs and delivered with precision.

Khimily
Brand Manager

We saw real results within weeks. Their expertise is unmatched in the field.

James Davis
CEO

The quality of work and their commitment to excellence stood out. A fantastic team to collaborate with.

Olivia Wilson
Marketing Lead

They didn't just deliver; they impressed at every step. Very professional and easy to work with.

Liam White
Tech Lead

MIANS

READY TO START?

Let’s build something great

Tell us what you’re building. We respond within 24 hours.

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