

The Robust Model for Small Software Companies

Mamata, Research Scholar (CSE), Sunrise University, Alwar (Rajasthan)

Abstract

Small software companies operate in highly competitive and rapidly changing environments where limited financial resources, small development teams, evolving customer requirements, and technological uncertainty can significantly affect business performance. This study proposes a robust model for small software companies that integrates effective management practices, agile software development, customer-oriented strategies, quality assurance, risk management, and sustainable resource utilization. The proposed model emphasizes flexibility and adaptability so that small firms can respond effectively to changing market conditions while maintaining product quality and customer satisfaction. It focuses on optimizing available human, technological, and financial resources through clear organizational structures, continuous communication, iterative development, and data-driven decision-making. The model also incorporates systematic risk identification and mitigation to reduce the impact of technical, operational, financial, and market-related uncertainties. Continuous feedback from customers and stakeholders is considered essential for improving software products and aligning development activities with actual market needs. Furthermore, the model encourages the adoption of scalable technologies, automation, knowledge sharing, and employee skill development to improve productivity and long-term competitiveness. By combining these elements into an integrated framework, the proposed robust model can help small software companies improve operational efficiency, manage uncertainty, deliver reliable software products, and achieve sustainable growth. The study provides a conceptual foundation for researchers and practitioners seeking effective strategies for managing and developing small software enterprises.

Keywords: Small software companies, robust model, software development, agile methodology, risk management, quality assurance, resource management, customer satisfaction, sustainability, business growth.