NITIK IDEAS

BY NITIKSHAM · AN IDEA DRIVEN AGENCY

OCTOBER 2026 · ISSUE 9 · VOL. 1
1 OCTOBER 2026



The Software Issue — Two new products, built by Nitiksham

October 2026: why an agency builds software, plus Nitik Stock-Desk for traders and Nitik HR Management for recruiters — from NITIK IDEAS by Nitiksham.

Why does an agency build software?

An agency builds software for the same reason it builds websites and campaigns: because its clients need tools that fit the way they actually work. Off-the-shelf software often forces a business to change how it works to fit the tool. Software built around real workflows does the opposite — it fits the business.

At Nitiksham, the idea came from our own clients. Traders and wholesalers told us they needed a simpler way to track stock. Recruitment companies told us they needed one place for candidates, jobs, and interviews. In both cases, the tools on the market were either too complicated, too expensive, or built for a different kind of business entirely.

So we built two products of our own — designed around the real workflows of the businesses they serve, and nothing else.

Product	Who it is for	What it does
Nitik Stock-Desk	Traders and wholesalers	Tracks inventory, stock-in and stock-out, simply
Nitik HR Management	Job consultants and recruitment companies	Manages candidates, jobs, and interviews in one place

Both products follow the same philosophy as everything we build: start with the idea, keep it simple, and design for the people who will use it every day. No features for the sake of features. No complexity that serves nobody.

This issue introduces both products — what they do, who they are for, and why we built them.

Packet-wise stock, tracked and labelled — Nitik Stock-Desk.

Nitik Stock-Desk

Nitik Stock-Desk is inventory software for traders and wholesalers — the businesses that buy, store, and sell goods, and need to know exactly what they have, where it is, and what it is worth.

The problem it solves. For many traders, stock lives in notebooks, spreadsheets, and memory. That works until it does not — a miscount, a lost page, a packet that cannot be found. Stock-Desk replaces the guesswork with a clear, simple record of what came in, what went out, and what is left.

How it works. Stock is tracked packet-wise, with labels, so every item can be found and counted. Stock-in and stock-out are recorded as they happen, and the numbers stay up to date without end-of-day reconciliation. The design is built for the warehouse floor, not the office — clear screens, simple steps, and nothing that gets in the way of the work.

Who it is for. Traders and wholesalers of any size, from a small shop to a large warehouse. The software is designed to be learned quickly, because the people using it have a business to run.

Why we built it. We kept hearing the same story from traders: the software available to them was either built for big companies with big budgets, or so complicated that nobody in the business wanted to use it. Stock-Desk is the tool we wished existed — simple, honest, and built for real trading work.

You can see Nitik Stock-Desk at stock.nitiksham.com.

Candidates, jobs and interviews in one workspace — Nitik HR Management.

Nitik HR Management

Nitik HR Management is recruitment software for job consultants and recruitment companies — the businesses that connect candidates with employers, and need to keep track of people, jobs, and interviews without losing anything in the process.

The problem it solves. Recruitment runs on information: candidate details, job requirements, interview notes, follow-ups. When that information lives in scattered files, emails, and messages, things get missed — a promising candidate forgotten, an interview double-booked, a client left waiting. HR Management brings it all into one workspace.

How it works. Candidates, jobs, and interviews are managed in one place, so the whole team can see the same picture. Candidate profiles hold the details that matter, jobs are matched with the right people, and interviews are tracked from scheduling to outcome. Everything is organised, searchable, and up to date.

Who it is for. Job consultants and recruitment companies that place candidates with employers — whether a small consultancy or a larger agency team.

Why we built it. Recruitment is a business of relationships, and relationships suffer when the admin gets in the way. We built HR Management to take the admin off the team's shoulders, so they can spend their time on the part that matters: talking to people, understanding what they need, and making the right match.

You can see Nitik HR Management at hrm.nitiksham.com.

Here are the questions we hear most often about our two new products.

Before the questions, one thought about the two products in this issue: they were built the same way we build everything else — by starting with the people who will use them. Traders told us what they needed from stock software; recruiters told us what they needed from a hiring workspace. We listened first, and built second.

FAQ

What is Nitik Stock-Desk?

Nitik Stock-Desk is inventory software for traders and wholesalers, built by Nitiksham. It tracks stock packet-wise, records stock-in and stock-out as they happen, and keeps a clear, up-to-date record of what a business has in stock. You can find it at stock.nitiksham.com.

What is Nitik HR Management?

Nitik HR Management is recruitment software for job consultants and recruitment companies, built by Nitiksham. It manages candidates, jobs, and interviews in one workspace, so the whole team works from the same information. You can find it at hrm.nitiksham.com.

Why did Nitiksham build software products?

Because our clients asked for tools that fit the way they actually work. We heard the same needs again and again — simpler stock tracking for traders, one workspace for recruiters — and we built products designed around those real workflows. Both products are designed to be learned quickly, because the people using them have a business to run.

Thank you.

Good software disappears into the work.

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