

**HEMANGI PATIL**



# Hello! I'm Hemangi Patil

I am an accomplished Internet and Marketing professional with 15+ years of expertise in all aspects of successful marketing, branding, product development and management who utilizes creativity, leadership and teamwork to design and execute solutions that create customer value and optimum revenue growth.

I have a competitive entrepreneurial spirit with an ability to build relationships with key personnel; and a clear understanding of what it takes to succeed in new markets, applying lateral thinking to a wide range of operational business issues. A valuable blend of marketing and product leadership, resourcefulness and financial skill that combines efficiency with imagination to produce highly effective bottom-line results.

## **About this pdf portfolio...**

This portfolio showcases several pieces of work that I have done over the past few years. Some work is from freelance jobs and some are projects that I completed during my full-time employment.

## **FREELANCER**

INTERNET/ MARKETING, May 2012 – Present

- » Developing original and unique solutions for most marketing, branding, offline and digital challenges that allow my clients to communicate, sell, and market themselves in a more effective manner.

## **CO-FOUNDER & CHIEF OPERATING OFFICER**

99YRS NETWORK LLP, Aug 2013 – Apr 2014

- » Managing complete ecommerce for clients across categories on various online marketplaces like Flipkart, Snapdeal, Amazon, eBay and others in India and abroad

## **HEAD –ECOMMERCE**

INDIAPARENTING.COM, Sep 2011 – Mar 2012

- » Build and drive the ecommerce transactional models and carry the overall P&L responsibility for the domain

## **HEAD –MARKETING & CONTENT**

NETWORK18 (MOBILENXT ONLINE & WEB18 ECOMMERCE), Mar 2008 – Jul 2009

- » Planning and implementing ATL, BTL, Online & Social Media marketing plans & strategies
- » Developing & managing complete onsite Customer/ User Experience & Content
- » Planning & launch of new channels/ verticals for business

## **HEAD – CONTENT/ MANAGER – MARKETING (e-retail)**

PANTALOON RETAIL INDIA LTD

(FUTUREBAZAAR.COM), Jan 2006 – Mar 2008

- » Grow the non-retail business in terms of reach & revenue
- » Planning and implementing of Offline & Online marketing plans & strategies
- » Developing & managing complete onsite Customer/ User Experience & Content
- » Planning & launch of new channels/ verticals for business
- » Conduct market research, study the existing trends and predict the future trends

## **DEPUTY MANAGER - MARKETING**

REDIFF.COM INDIA LTD, Sep 2004 – Jan 2006

- » Managing the Subscriptions online business division
- » Managed the launch of Business Solutions and relaunched products like Matchmaker and Astrology
- » Coordinate with internal teams for operational efficiencies.
- » Initiate, implement and monitor Email Marketing Communication; PPC and other marketing initiatives.

## **CONSULTANT**

THE EVENT SHOPPE, May 2003 – Aug 2004

- » Event planning & strategy

## **SR. EXECUTIVE - MARKETING & STRATEGY**

CABLE VIDEO INDIA LTD. (HINDUJA GROUP), Dec 1999 – Mar 2003

- » In charge of Press, Promotion, Out-door Publicity
- » Sourcing/ providing concepts (Brand specific and movie based), Thematic Bands for the sales team
- » Managing Barter Dealings; Research; Contests and Response Cell
- » Working closely with the Forindia.com team for webcasts, content generation & channel websites
- » Planning & Implementation of Events like Miss Mumbai, Ganeshotsav Awards, Salute Mumbai & more

## **MARKETING & SALES**

INDIAN AVIATION NEWS SERVICE PVT LTD, Feb 1998 – Dec 1999

- » Was responsible for setting up the entire marketing & sales division for the magazines
- » Planned & implemented different marketing and sales strategies to grow the business

## **EXECUTIVE – FIELD RESEARCH**

INDICA RESEARCH PVT LTD, Apr 1996 – Jan 1998

- » Worked on various quantitative and qualitative projects
- » Trained and supervised interviewers and supervisors; Ensured quality checks on the projects

It was sheer pleasure to work with Hemangi during our start up days of MobileNXT. Daily deadlines to meet, great creativity delivered and above all wonderful cheer all around! That in essence is Hemangi.

The kind of ideas she generated and the kind of work she produced was truly inspiring and got noticed all over. It will be a pleasure to have her in my team again.

Romy J.  
Managing Partner, Mindflow Partners

Once again I was very happy with the final deliverables for our project. Great attention to detail and quality. Fantasy work once again.

Oliver P.  
COO, Yfactor

Hemangi always takes the time to do a great job!

Anya C.  
CEO, lideation

We were hired by Hemangi's team to handle the activation for one of the events that FutureBazaar.com wanted to conduct and Hemangi was our point of contact.

Her eye for detail impressed me as much as her cheerful disposition and not for a moment did my team (which also included several operations executives) feel that there was a client-vendor relationship. She made sure that whoever she interacted with felt extremely comfortable dealing with her.

I know she will do her best, wherever she goes and succeed at whatever she takes up.

Sunil Punjabi  
Head of Business - South Asia at C1X

I have worked with Hemangi several times and am always happy with her professionalism and talent. She is excellent.

Lisa A.  
CEO, Practical Dramatics

Hemangi is a good manager who keeps in view all factors effecting the situation at any point. She has good attention to detail and is very resourceful when it comes to a crisis situation. Best of all, Hemangi is a fun person to work with.

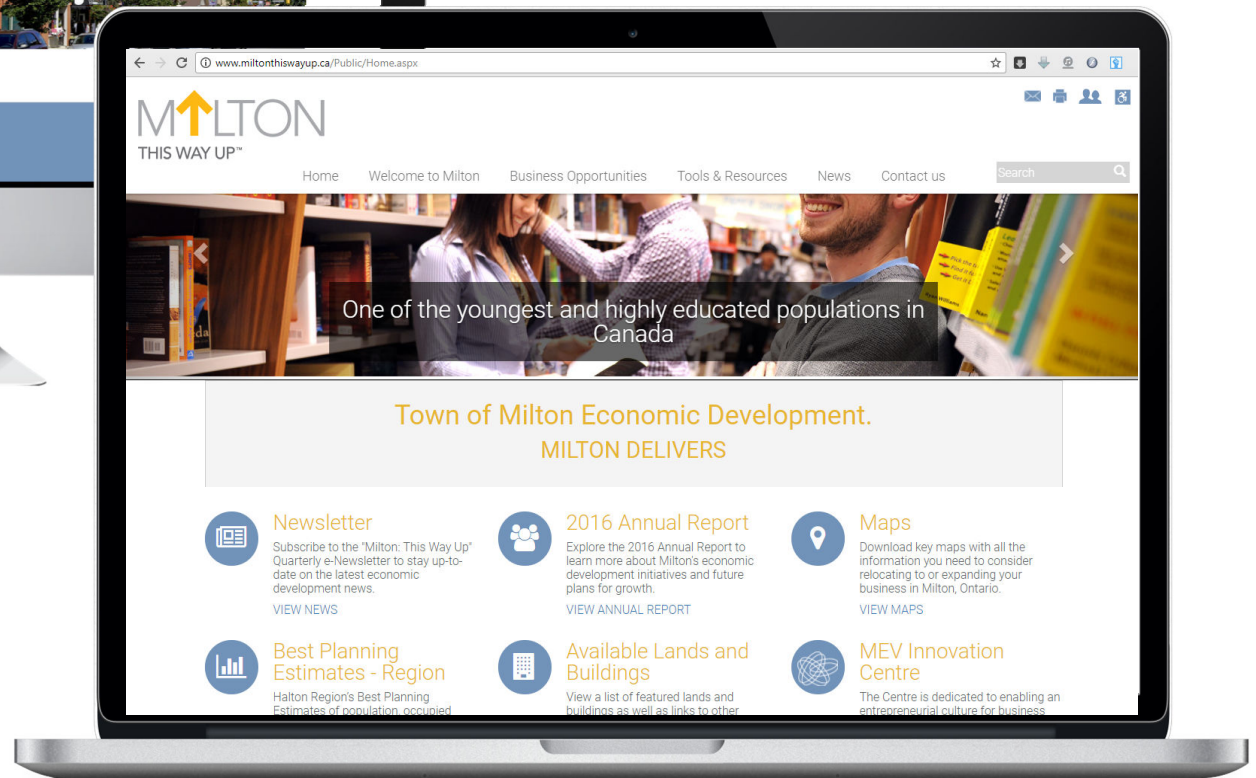
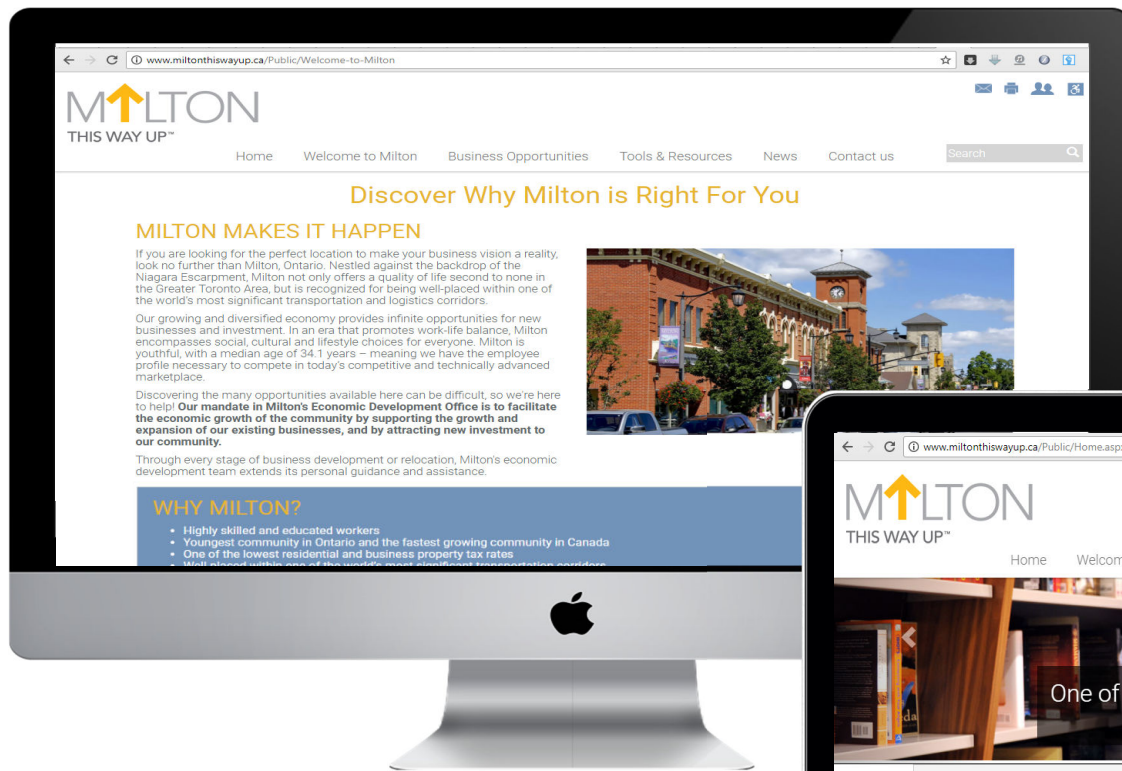
Rahul V.  
Managing Director, APAC at MediaMath

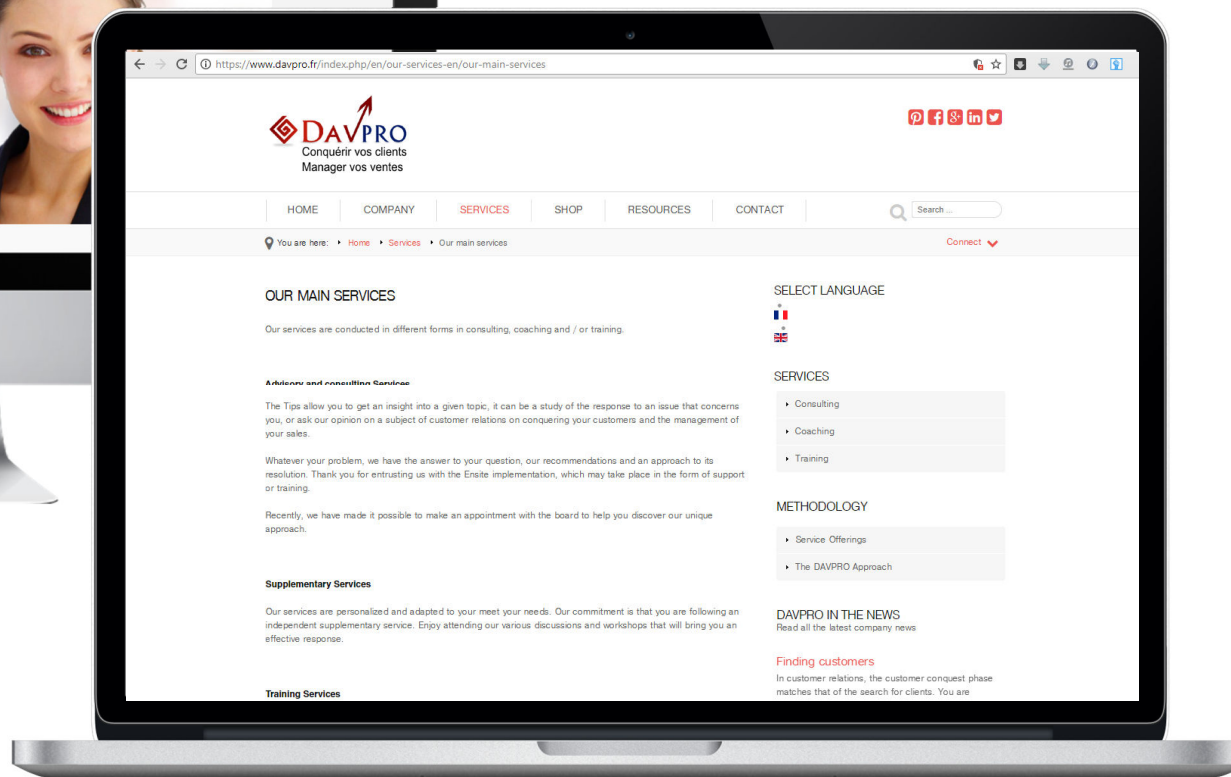
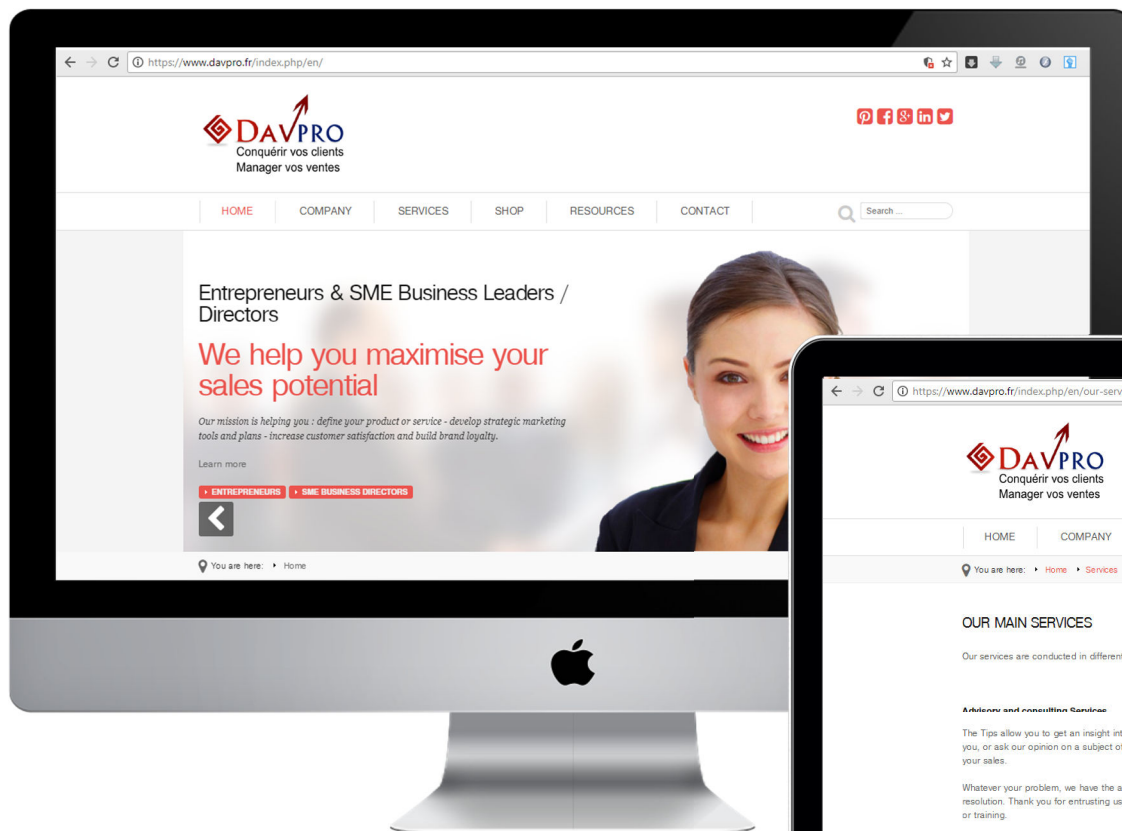
Hemangi is a marvelous human being with a powerful know how knowledge which is inhibited in her experience and work. She has done a wonderful job and delivered perfectly an excellent Job, you can name Super Woman

Fad F.  
Head, Saudi News

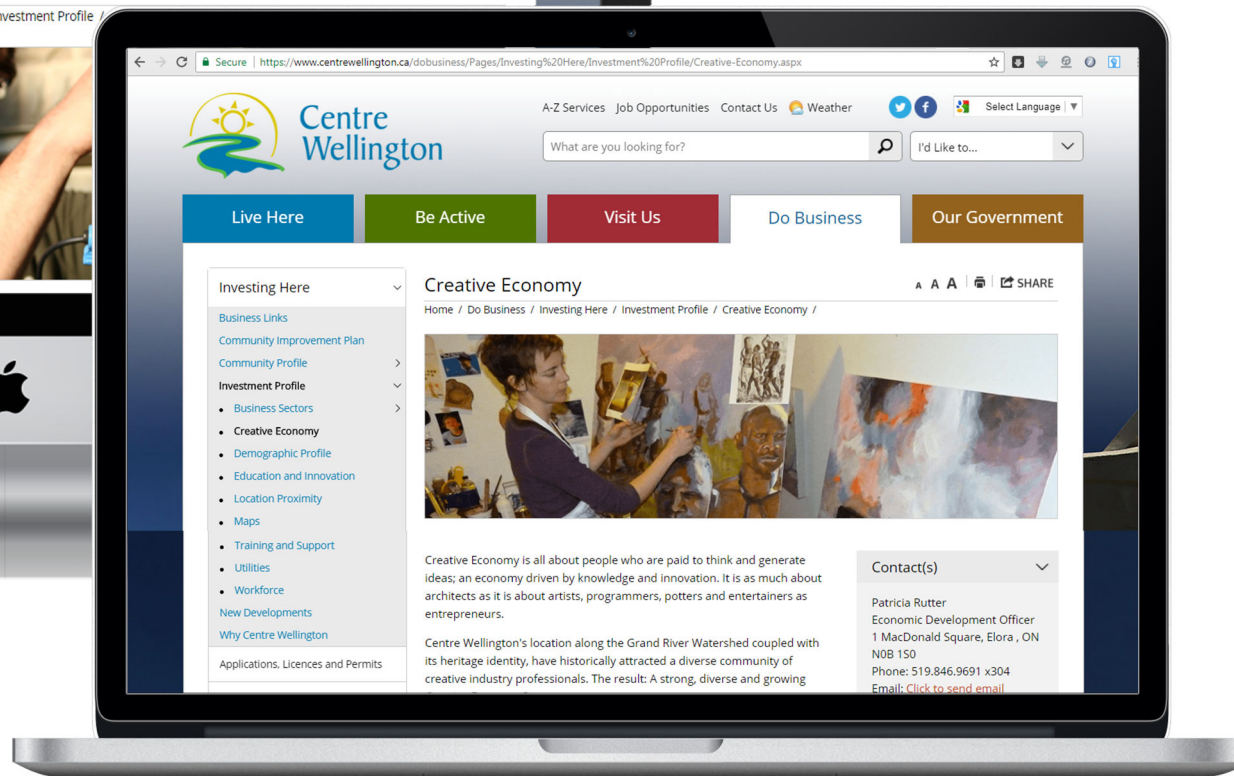
Dedicated and professional service. Hemangi is truly a star!

Mahmoud H.  
Partner, Integral Solutions

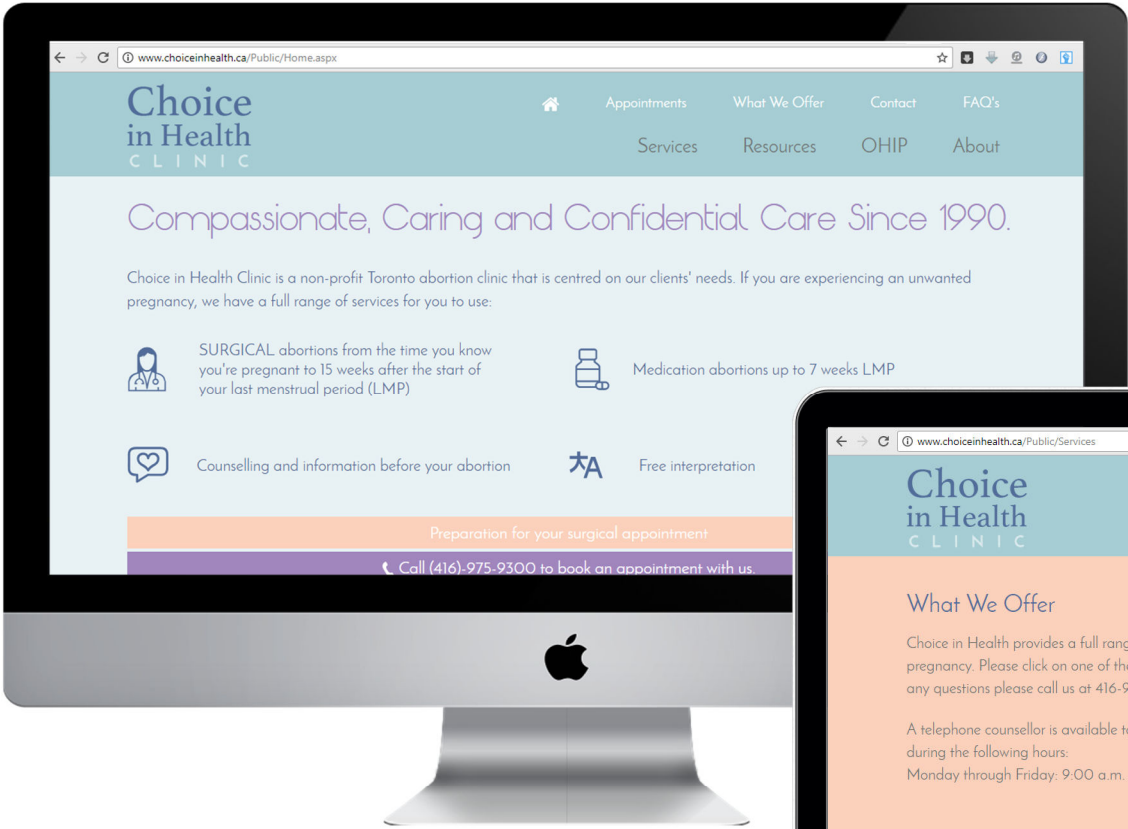












## WHY US?

- WE UNDERSTAND ECOMMERCE AND WE LOVE WHAT WE DO



It's a tough economic climate out there and your business or org

We understand that you have to make this transformation and it be one of them. The future is digital and there are great oportur

We at 99yrs have done all the work for you by building all the toc

### REASONS TO CHOOSE US

#### ONE STOP ECOMMERCE SOLUTION

- One platform with 18 ecommerce portal of India ie Flipkart, Snapdeal, Ebay, Amazon, Pepperfry etc..
- Sell in 39 countries via ebay, Amazon etc

In addition to selling your products on different marketplaces, we also manage your orders, customers and digital marketing. Our customers therefore need only to deal with one service partner, making their online selling hassle-free.

#### ASSOCIATION FOR A LIFETIME

- Mutual dependency to build brand for years to come
- Long term relationship approach with consistent growth

We are not interested in just getting you to do business with our company for a short duration. We plan on building a quality relationship with your company, one that you can totally rely upon. We accomplish this by thinking long-term.

#### PROFESSIONAL TEAM

- Team having professional experience
- Already burnt hands & understood right way to approach

A strong 'family' culture ensures all team members are friendly, professional and fully committed to delivering the best service. We heavily invest in training and resources to ensure that all our staff are equipped with the right skill-set to ensure your business succeeds online.

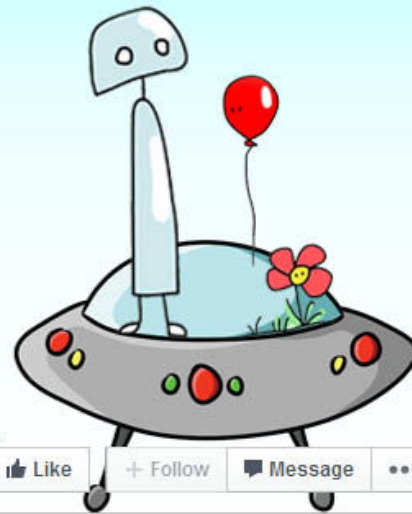
#### MONEY BACK GUARANTEE

- In 6 month our cost will be maximum 10%
- We work on commission only after 6months if our cost is above 10%

We are so confident in the reliability of our solutions and people that we offer a money-back guarantee to ensure customer satisfaction. If for any reason a client wishes to discontinue our solutions they may do so and a refund will be issued.

# DOKI-DOKI UNIVERSE

little doki doki store



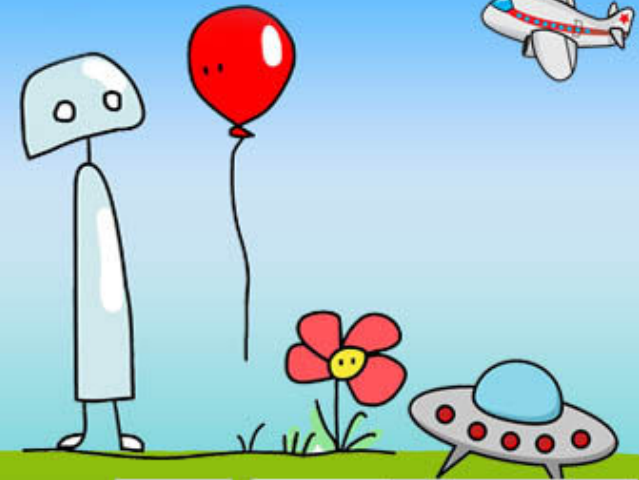
Like Follow Message ...



Timeline About Photos Likes

# DOKI-DOKI UNIVERSE

little doki doki store



Like Follow Message ...

Timeline About Photos Likes

Milton EcoDev Retweeted



**Lucy** @LucyCasacia · 5 Oct 2016

Great to be @MEVInnovation @TownOfMilton #innovation @MiltonDowntown and @SiemensCanada @MentisServices #smartcities



7 12

Milton EcoDev Retweeted



**Halton Business** @HaltonBusiness · 16 Aug 2016

Anthony Khoraych Advanced Test & Automation explains why Halton is an ideal location for a growing business.



**Halton Region - advanced manufacturing testimoni...**

The sense of community throughout Halton Region is unique and helps to make it an ideal location for a growing business. Anthony Khoraych, owner of Adv...

youtube.com

3 1



**Milton EcoDev** @MiltonThisWayUp · 16 Aug 2016

Special anniversary calendar offers a glimpse into Milton's past



**Special anniversary calendar offers a glimpse into ...**

MILTON – While the community has grown by leaps and bounds over the past decade, the Milton Historical Society (MHS) is making sure local residents are rem...

insidehalton.com

## SIMPLE YET ROBUST

Innovative Analytics Solutions

CLEVER

TAILORED

EFFICIENT

Managing a business in today's dynamic environment is more complex than it ever was and many business owners are unsure as to how to push their business forward without the guarantee of a stable future. The speed of economic and technological changes means that the right path yesterday may not work today and could be a disaster by tomorrow.

At Trading Integral Solutions, we translate your business requirements into a beautiful, custom and profitable in-house software that can be integrated into your current system architecture. Our rapid prototyping and platform integration services place agile, workable solutions in the hands of our clients faster than traditional acquisition processes.

Other advisory services include Strategy Innovation and Risk Management.

[LEARN MORE](#)

## WEB APPLICATIONS

Trading Integral Solutions have designed and implemented a large number of interactive applications for client projects over the years. Given below are a few demo reproductions of fully-fledged solutions:

- ① Product Optimization
- ① Retail Optimization
- ① Procurement Optimization
- ① Portfolio Hedging
- ① Trading Simulator
- ① Price Simulator
- ① Volatility Calibrator

[TRY AN APP DEMO TODAY!](#)

OUR EXPERTISE | YOUR SUCCESS

The possibilities are endless...

In today's constantly changing and uncertain market conditions, it is important to always be ahead of the competition. With rich experience across diverse industries, Trading Integrated Solutions can help translate your business requirements into beautiful, custom and profitable in-house software that can be integrated into your current system architecture. Our rapid prototyping and platform integration services place agile, workable solutions in the hands of our clients faster than traditional acquisition processes.

Other advisory services include Strategy Innovation and Risk Management.

[LEARN MORE](#)

## WHY CHOOSE US?

- ▶ Passion and Talent
- ▶ Reasonable Fees
- ▶ Client Agility
- ▶ Holistic Approach

## WEB APPLICATIONS

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- ① Retail Optimization
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- ① Portfolio Hedging
- ① Trading Simulator
- ① Price Simulator
- ① Volatility Calibrator

[TRY AN APP DEMO TODAY!](#)

## HOW WE HELPED OPTIMIZE A REFINER'S MARGINS



A U.S. refinery processing crude oil into distillates wanted to decide on the level of output for each refined product. Even though the forward market value of the refinery margins looked attractive they were not sure if the volumes locked were optimal given the market uncertainty.

Targeted Integral Solutions developed a simulation based framework where they can input the forward curves for the crack-spread, option premiums related to certain traded products, and their level of risk appetite (CVaR). This scenario-based analysis tool now enables the client to build an optimal hedging structure using a combination of futures, options and naked positions.

## WHAT CLIENTS SAY



"Unlike many advisers I've worked with, Trading Integral Solutions don't have to pretend to be interested in their clients: they focus on what really matters and strive to add value in an optimal way."

- Bron Sharman, Senior Oil Trader at SOCAR Trading

## CONTACT INFORMATION

+ 41 22 367 09 09    enquiries@integral.solutions    Geneva, Switzerland

Not subscribed? You can subscribe to the Trading Integrated Solutions newsletter by visiting our website. If you believe this has been sent to you in error, please safely unsubscribe.

We respect your privacy. View our Terms of Use.



Presenting an initiative by IIFL Investment Managers to brighten up your dining experience.

Eat, Drink and make Merry  
Network, Party hard and  
enjoy a lot more with family and friends.  
At a discount!!!



\*PUNUAB Grill, Asia 7, Fresco, Zambar, Tappa, You Mee  
All India



\*Street Food by PUNUAB Grill, Asia 7 Express, Baker Street, Artful Baker, Pino's  
All India



South High  
Karnala Mills



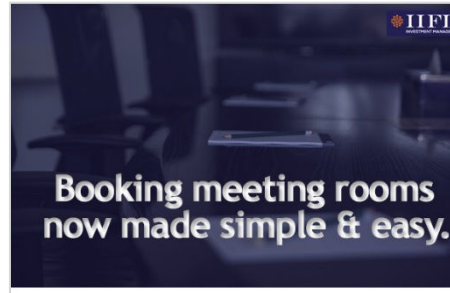
Café Delhi Heights  
Karnala Mills



London Taxi  
Karnala Mills



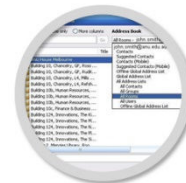
Lady Baga  
Karnala Mills



All meeting rooms are progressively being converted to a new format. As a result, how you access and request a booking for a meeting room have slightly changed.

**Steps for booking meeting room:**

1. Send a request for booking meeting room through Office Outlook.
2. Go to Calendar.
3. Click on New Meeting.



4. Click on Rooms button. (located on the right hand side)
5. Capacity will be shown against each meeting room.
6. Select the meeting room of your choice.

7. Meeting Room request window will open.
8. Fill the date and duration of the meeting.
9. An approved/ declined notification email will be sent to the host.



Once the meeting request has been approved, a meeting room request form will be sent across to the host.

**Meeting room request form will include:**

- Organiser Information
- Client Information
- Food & Beverages
- Audio Visual

**Skype for Business**

Powerful collaboration tools for real-time input. Use voice or video calls, polls, Q&A, and many more features during your online business meetings to make them more productive.

**Got an Idea?**  
Make sure no one misses it.

Get on a voice or video call with your colleagues with Skype for Business.

**Large File?**  
No problem!

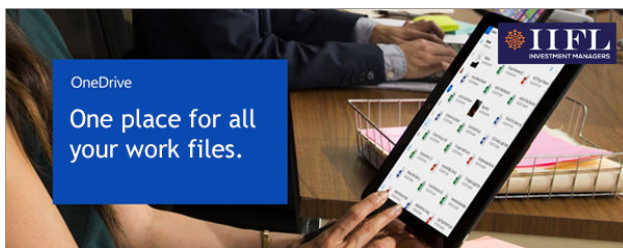
No matter what the size, you can send it over Skype for Business, free of any restriction.

**No Problem!**  
Need a seamless way to invite questions after an online presentation?

Just use the Skype for Business Q&A Manager.

**No Problem!**  
Need to collect information or feedback?

Make it simpler with Skype for Business's Polling feature.



OneDrive  
One place for all your work files.

## OneDrive is here!

Your new tool will make it easy to collaborate, manage, and share your documents from anywhere.

OneDrive gives you:

- Access to your files at any time, from anywhere, on your favorite devices
- A fast, intuitive browser experience
- Easy co-authoring without the hassle of versioning
- Seamless integration with your favorite Office apps
- Trusted security features you can rely on

It is the smarter online storage system that makes it simple to create, upload, and edit files from your desktop, favorite browser, or your mobile devices.



## Get the OneDrive apps



Get the Android™ app

Get the iOS™ app

Get the Windows™ app

For detailed instructions on downloading & installing OneDrive across all your devices, please contact the IIFLW tech team.



## Email made easier, wherever you are.

Exchange Online lets you accomplish more and collaborate more effectively with rich Outlook experiences, on any device.



## Smarter Inbox

Get access to a more personalized inbox with helpful features and a smarter, more organized way to view and interact with email.

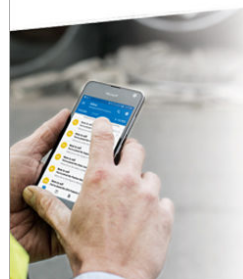
## Easier Collaboration

Collaborate with others on your critical documents with a focused inbox that prioritizes important messages and adapts to your work style, so you can get more done-fast.



## Do More, On Any Device

Stay more connected and productive with a clear, unified view of your email, calendar, contacts, and files. Go beyond the basic email tasks to get more done wherever you are, on whichever device.



For detailed instructions on working with Outlook Exchange across all your devices, please contact the IIFLW tech team.



## CORPORATE PROFILE

**BILLION DOLLAR PHARMA COMPANIES ARE ENTRUSTED WITH OUR HEALTH, BUT THEY LEAVE THEIR WEALTH MANAGEMENT TO US**

We manage the wealth of sale proceeds from the biggest names in the pharma space which amount to over US\$ 3 billion.

## GLOBAL PRESENCE



## WHAT MAKES US DIFFERENT

<p><b>OUR SIZE</b> LARGEST WEALTH MANAGER</p> <p>Preferential access for sourcing/ customizing investments with fund houses, institutional brokers, boutique managers, etc.</p> <p>Ensuring our clients get first mover advantage to unique themes ahead of the market.</p> <p>In-house Asset Management company and NBFC helps us manufacture products and structure.</p>	<p><b>TRANSPARENCY</b> EMPLOYEE OWNERSHIP</p> <p>Looking to create a stable and strong franchisee and act fairly with clients. Lower attrition rate in the industry.</p> <p>Transparency in Fees &amp; Commissions, not compromised by multiple layers of cost.</p> <p>Best technology platform enables ease of reporting, high accuracy and available 24x7.</p> <p>Strong Advisory Platform supported by advanced analytics to ensure portfolios managed in line with objectives.</p>	<p><b>INNOVATION</b> NIMBLE/ ADAPT QUICKLY</p> <p>An example would be the increased volume of funding and stake sale deals in India since early 2014.</p> <p>Quick to develop an offering that made us relevant to the wealth management, administration and structuring requirements of promoters &amp; their companies and this made a leading player in this space.</p> <p>Leading Innovations in Products, Technology and Platform over last 9 years.</p>





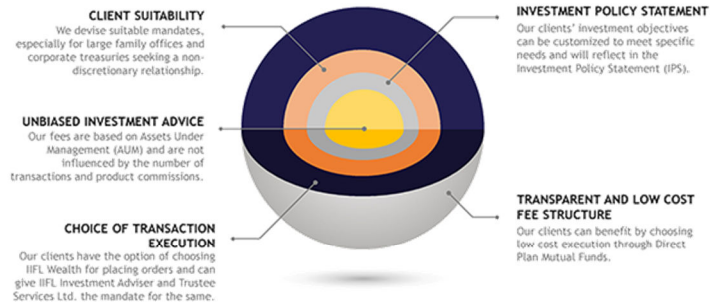
## CORPORATE PROFILE



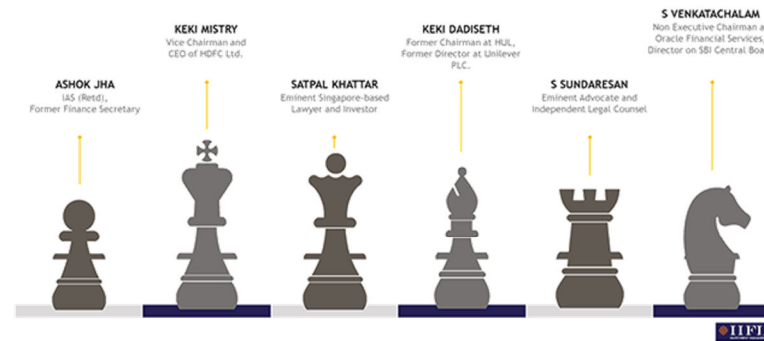
## ABOUT US

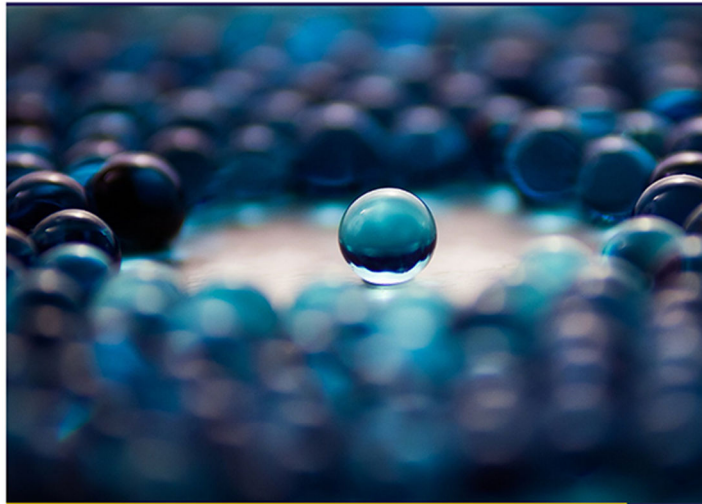


## OUR PROPOSITION



## ADVISORY BOARD





Strictly Private and Confidential - Internal Circulation Only



Strictly Private and Confidential - Internal Circulation Only



Strictly Private and Confidential - Internal Circulation Only



Strictly Private and Confidential - Internal Circulation Only

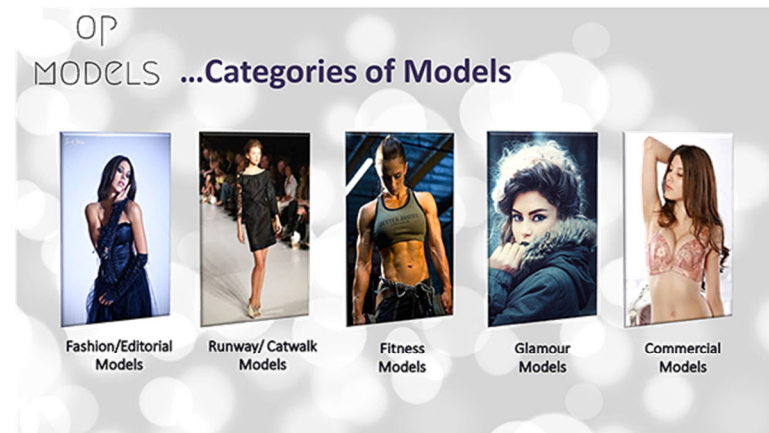
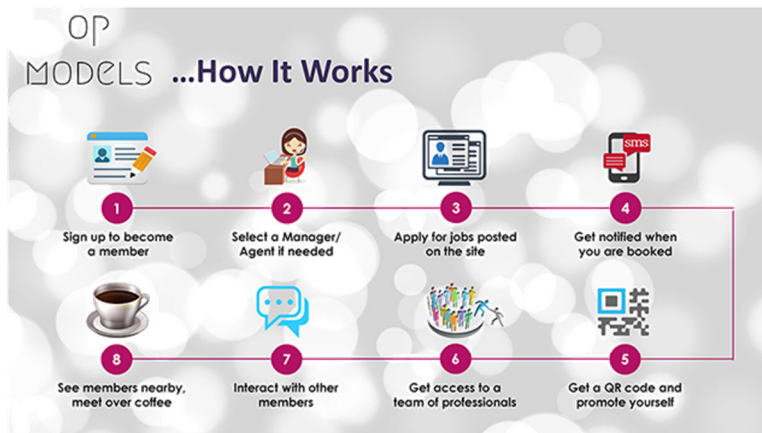




### About Us

Our platform is a place where talent connects with opportunity. We offer talent, such as models, photographers, hair&make-up artists, etc a place to showcase their work. We offer employers, such as modeling agencies, casting directors and photographers a database of talent that's easy to search. You can also post your services if you offer head shots, or wish to advertise an upcoming casting. All talent is vetted by us before they're accepted onto our platform. That way we guarantee top notch talent only. We offer you talent. In turn, talent can find the opportunities they've been waiting for.

OP  
MODELS where opportunity meets talent





## BIRTHDAY GIFTS CATALOGUE

Last updated: 10 January 2018



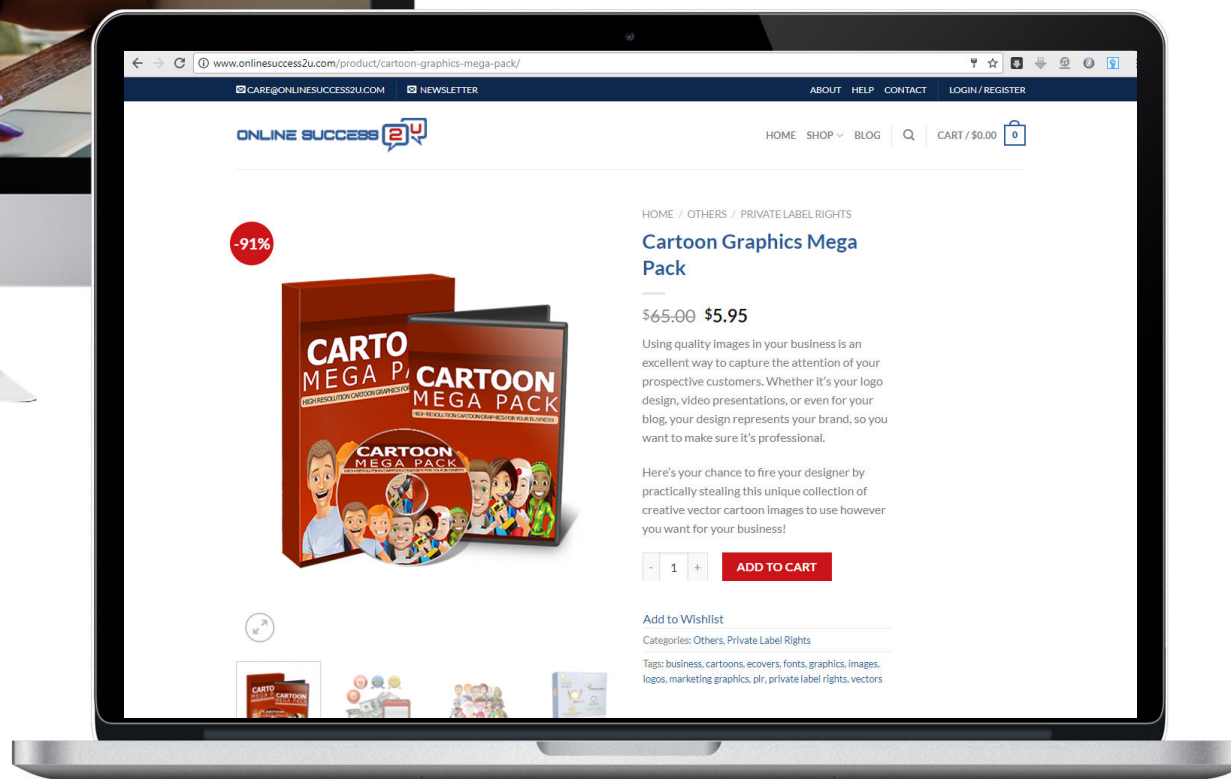
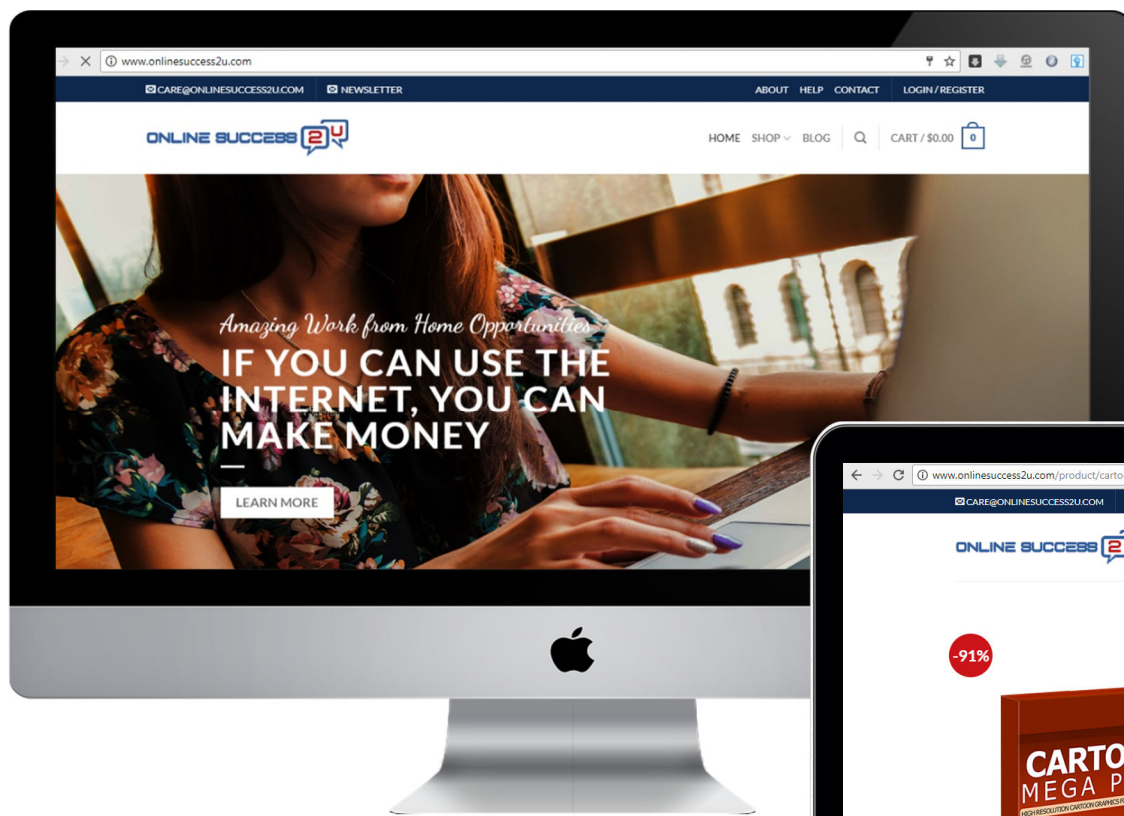
### Foodhall Connoisseur Collection Hamper

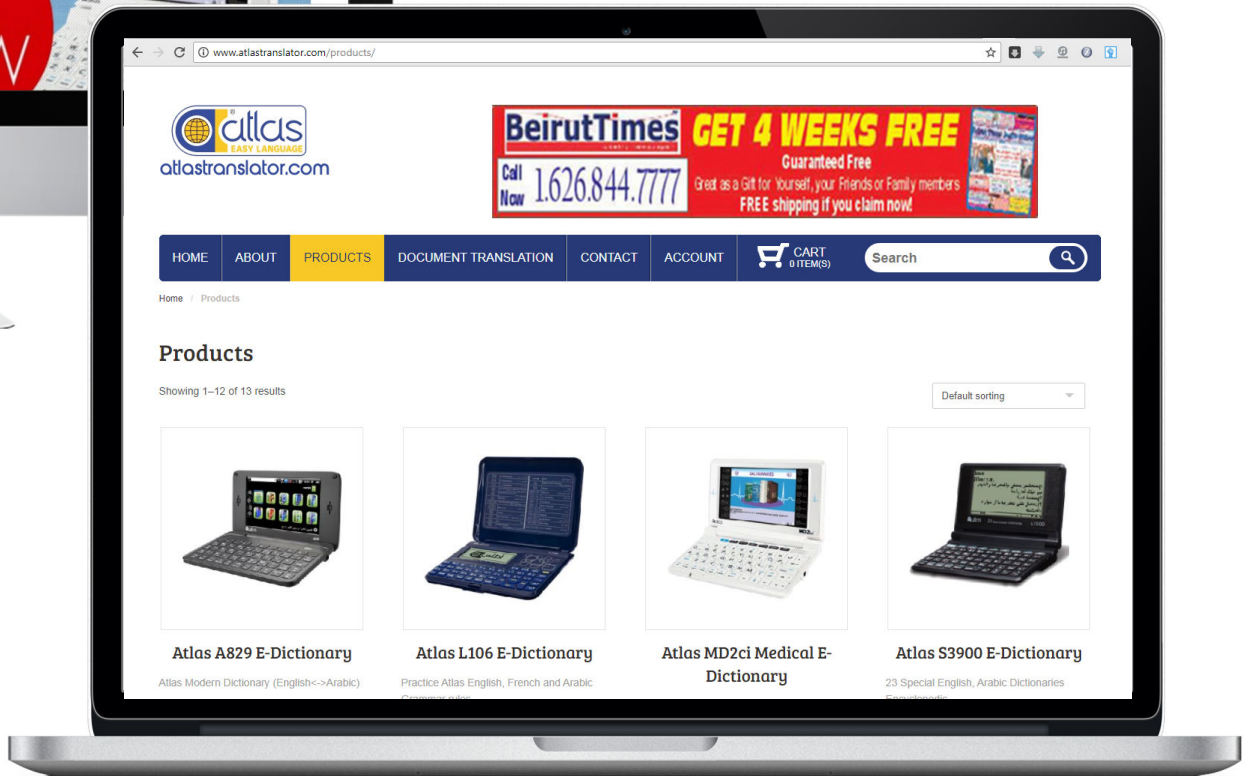
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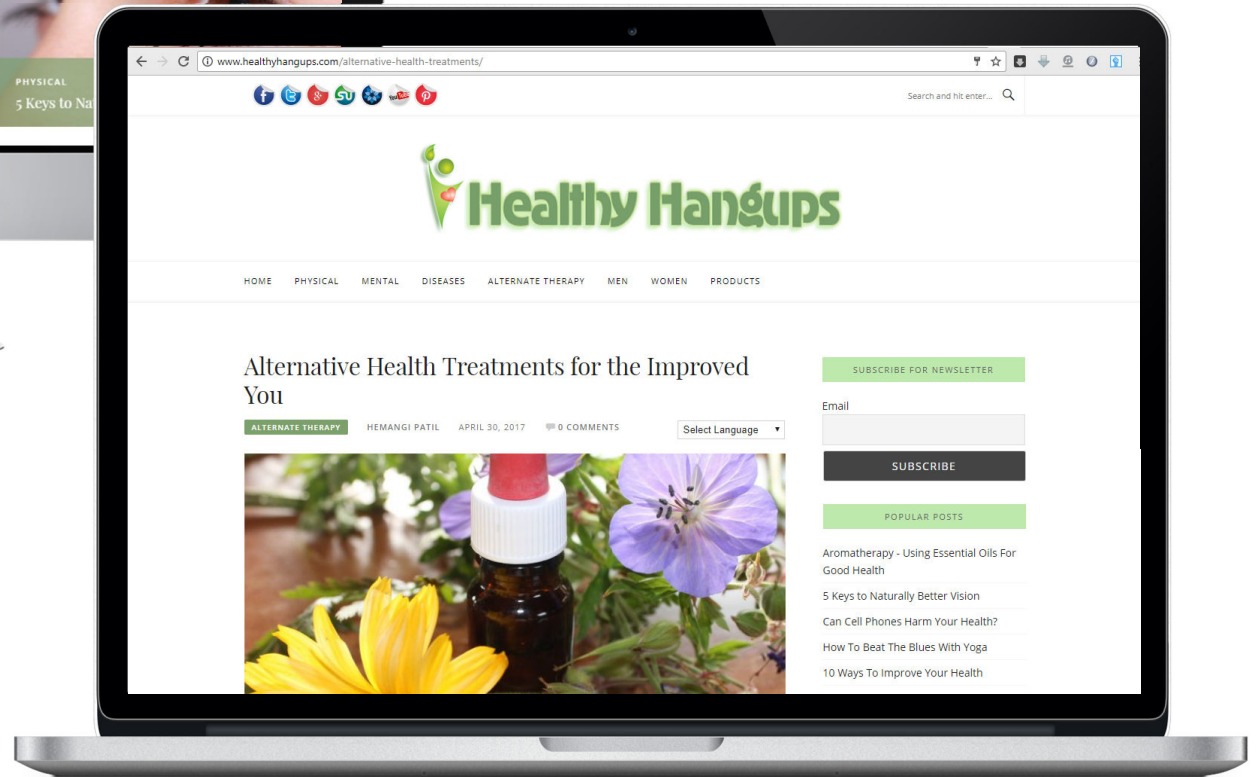
Pink peppercorn & chives cream cheese. 5 Layered Dip in a Jar. Bustaan caramelised nuts. Foodhall tea cake in Foodhall Box. Foodhall Strawberry Shortbread Cookies. Macarons. Foodhall Gummies. Foodhall mixed herbs & cheddar grissini. Foodhall sticky toffee pudding. Trio of Jam. Scones. Baked Nachos. Royce' Hazelnut and Cacao Nibs cookies. Royce' Potato Wafers. Royce' almond chocolate bar. Metallic Basket.

- Relationship Manager: Harsh Hemani/ Pravin Somani
- Occasion: Birthday
- City delivered: Mumbai
- Lead time: 5 days

For any queries please email us at: [gifting@iiflw.com](mailto:gifting@iiflw.com)







## EXECUTIVE SUMMARY

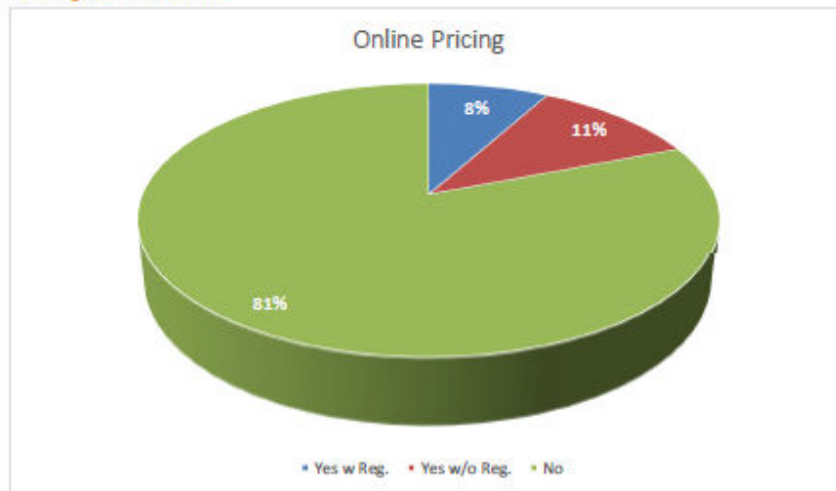
A competitive review was done on all the suppliers mentioned in the suppliers list on the Canadian Elevator Contractors Association (CECA) website. The findings are given below:

### REVIEW FINDINGS:

#### Companies Reviewed

- Total Companies: 130
- Elevator Product Companies: 108
- Unrelated Products: 19
- Companies Not Online: 3

#### Pricing shown online



## RECOMMENDATIONS

Given below are a few recommendations for the Delco online store:

### Navigation

Plan the site navigation to assist users to find the products they are looking for. The objective is to help shoppers get to what they want, faster and without running into unnecessary complexity that can clog up the path to purchase.

Online sellers have minutes, if not seconds, to make a sale. Focus on the user experience by providing shopping categories, filters, comparison capabilities, offering customers a view of their most purchased products, and recommended products based on a customer's needs. Consider easy-to-find customer reviews and FAQ information to help buyers make decisions more quickly.

The site should be a competitive advantage instead of a troublesome experience.

### Customer Registration

B2C ecommerce sites often allow customers to purchase without creating an account. But for B2B sites, registration is typically mandatory. It will allow customers access to the custom prices, products, and terms that they already have with you. Once customers have logged in, they can see products, prices, order-tracking information, and, potentially, even pay for offline orders.

### Intuitive Search

Site search is critical and having an intuitive search process is all about making it even easier to find the information your prospect is looking for. Auto-completion will make a user's information search experience exponentially better for them and more profitable for Delco. Another way to make the search process friendlier is to use common product synonyms in your descriptions.

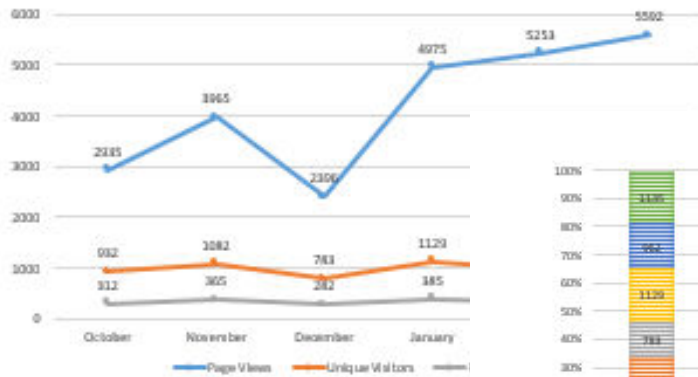
Lastly, it's important to serve the most relevant information to your prospect first. Make sure to rank search results by popularity to account for this, rather than serving them an alphabetic list with no clear information hierarchy or organization.

### Product Descriptions

Whether you're selling through the Delco webstore or on a marketplace such as Amazon like one of your competitors, buyers need to know that the product they're looking at is the right one. Unlike in-store, customers can scrutinize the product by touch or feel, or read the packaging. Instead, they rely on you to provide all the product information they need.

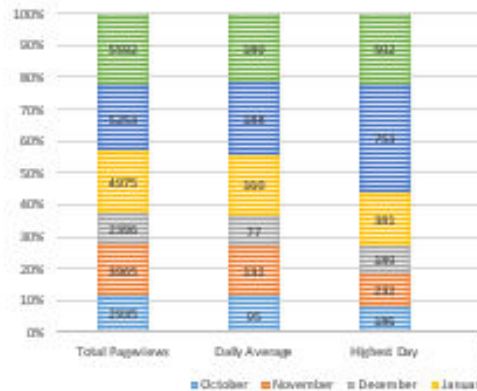
It makes for a good customer experience when buyers can easily decide that the product meets their needs. Without this type of info, buyers won't be confident to buy online.





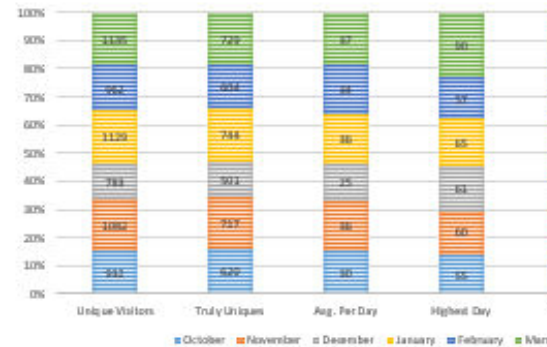
### Monthly Visitor Activity

The chart below illustrates the page views received per month along with unique visitor and the highest and lowest days on the BWG ED website per month.



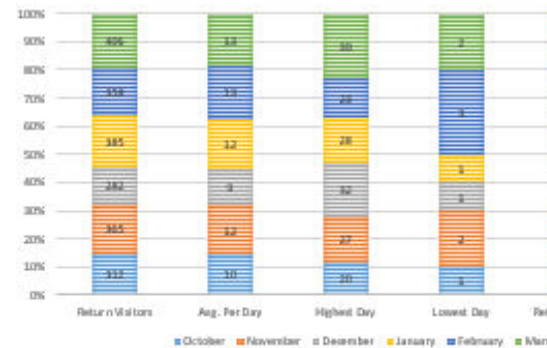
### Unique Visitors by Month

The chart below illustrates the unique visitors received per month along with daily average, percentage and the highest and lowest days on the BWG ED website per month in Q4 2017.



### Return Visitors by Month

The chart below illustrates the return visitors received per month along with daily average, percentage and the highest and lowest days on the BWG ED website per month in Q4 2017.



## RECOMMENDATIONS

The following Q1 2017 report reveals that even though there has been a huge increase in online traffic vs. the previous Q4 2016, it is consistent with visitor numbers in the same period for the last two years. The increase in return visitors and average time spent on the site suggests that the site has been able to retain visitors compared to Q4 2016.

The following recommendations have been suggested to further improve visitors' online experience – with an intention to generate new leads, attract target audiences (stemming from the BWG's key economic sector areas) and capture potential customers from other business sectors.

### NEW HOMEPAGE LAYOUT AND CONTENT

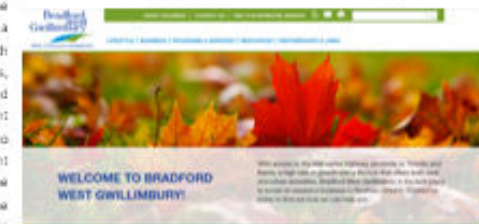
The BWG ED website has been undergoing changes since Q1-Q2 2016 to provide more up-to-date information to the visitors in a user-friendly manner. The site was further revamped this quarter to provide a new mobile friendly responsive design.

The new design is clean, attractive with use of vibrant colours. The new BWG ED website pages have now been designed to facilitate the ease of reading content through the effective use of colours, typography, spacing, etc.

A video talking about investing in Bradford West Gwillimbury was added to the homepage in Q1 2016.

This was done with the objective of establishing a personal connection with prospective businesses, establish credibility and build trust.

The current video has not been able to build strong engagement on the homepage as the average amount of time spent on the homepage has increased by only approx. 30 seconds.



Another important section on the homepage is the 'Community Improvement Plan' which does not create a strong impact with just plain text. One can boost engagement for this section by providing a newsletter signup or a social media feed where users can get updates on the different improvement plans. This will also help increase overall community involvement.

## B2B PERSONA – MEDIA BUYER



**NAME:** FARAH KHAN  
**AGE:** 28  
**EDUCATION:** GRADUATE  
**OCCUPATION:** EXECUTIVE  
**INCOME:** \$60000 P.A.  
**MARRIED:** NO  
**CHILDREN:** NA

**“I am under pressure to find the best price but I also need the highest quality of marketing channels. I am keen to understand what I am getting and what value it provides.”**

### BIO

Farah has been working as a media buyer for a couple of years now and knows her job well. She is detail. She doesn't need to but she does need to know another. She works hard client's bottom line.

### NEEDS & GOALS

- » Value for money is important
- » I am looking for a partner

### FRUSTRATIONS & PAIN POINTS

- » The size of the service
- » There are five other factors

## B2C PERSONA - YOUNG PROFESSIONAL



**NAME:** AABID SHAIKH  
**AGE:** 32  
**EDUCATION:** POST GRAD  
**OCCUPATION:** MANAGER  
**INCOME:** \$175000 p.a.  
**MARRIED:** YES  
**CHILDREN:** YES

**“I mostly watch TV with my wife after the kids are in bed. I always have a busy day ahead of me. I need something fast and convenient on my way to work.”**

### BIO

Aabid lives with his wife and kids in an upper middle-class neighborhood. Despite his busy schedule, he is very particular about the kind of news he watches. He prefers channels that provide a holistic view on the issues being discussed.

### NEEDS & GOALS

- » Is looking for a channel that offers a variety of news.
- » Consistent quality service that he can rely on.

### FRUSTRATIONS & PAIN POINTS

- » Under pressure; trying to keep up with demands of the industry.
- » Worried he won't be able to understand the intricacies of the market.

# The Chief Operating Officer (COO)

**NAME** Leo Wong  
**AGE** 55  
**LOCATION** Singapore  
**COMPANY TYPE** General Insurer

**BUYING INFLUENCERS**

- Buyer role: Buyer / Decision maker
- Focus: Business
- Impact on decision to buy: Very high
- Actions in decision process: Can influence CEO



*"I need to find ways to reduce operational expenditure but not compromise customer experience"*

**WHAT THEY DO**

- Direct company operations to meet budget and other financial goals.
- Direct short-term and long-range planning and budget development to support strategic business goals.
- Establish the performance goals, allocate resources, and assess policies for senior management.
- Demonstrate successful execution of business strategies for company products and services.
- Direct and participate in acquisition and growth activities to support overall business objectives and plans
- Participate in capital market development, road shows, bank meetings, analyst meetings
- Develop, establish, and direct executive support overall company policies and procedures
- At least 15 years of experience, with such as general manager or vice president

**BUSINESS GOALS AND AIMS**

- Achieve profitability
- Reduce OPEX
- Minimize risk
- Efficient systems and processes
- Create superior customer experience

# The Chief Operating Officer (COO)

**BARRIERS TO BUY & POINTS OF PAIN**

- Need to outsource
- Providing transparency in operations
- Global risk management
- The number of different processes required to run the business
- Putting in place the right systems
- Overwhelmed by data/information overload
- Providing high quality service
- Change management

**DECISION MAKING CRITERIA**

- We need to be competitive
- We need to better manage risks
- How do we stay in touch with customer needs?
- We need to improve profitability
- How do we make our processes more transparent?

**MESSAGING CHALLENGES**

- Absence of involvement of all stakeholders
- Balancing short term and long term needs properly
- Lack of transparency

**KEY MESSAGING**

- Functionality, speed of implementation, total cost of ownership.
- Sensitive to follow operational trends that fit with business strategy

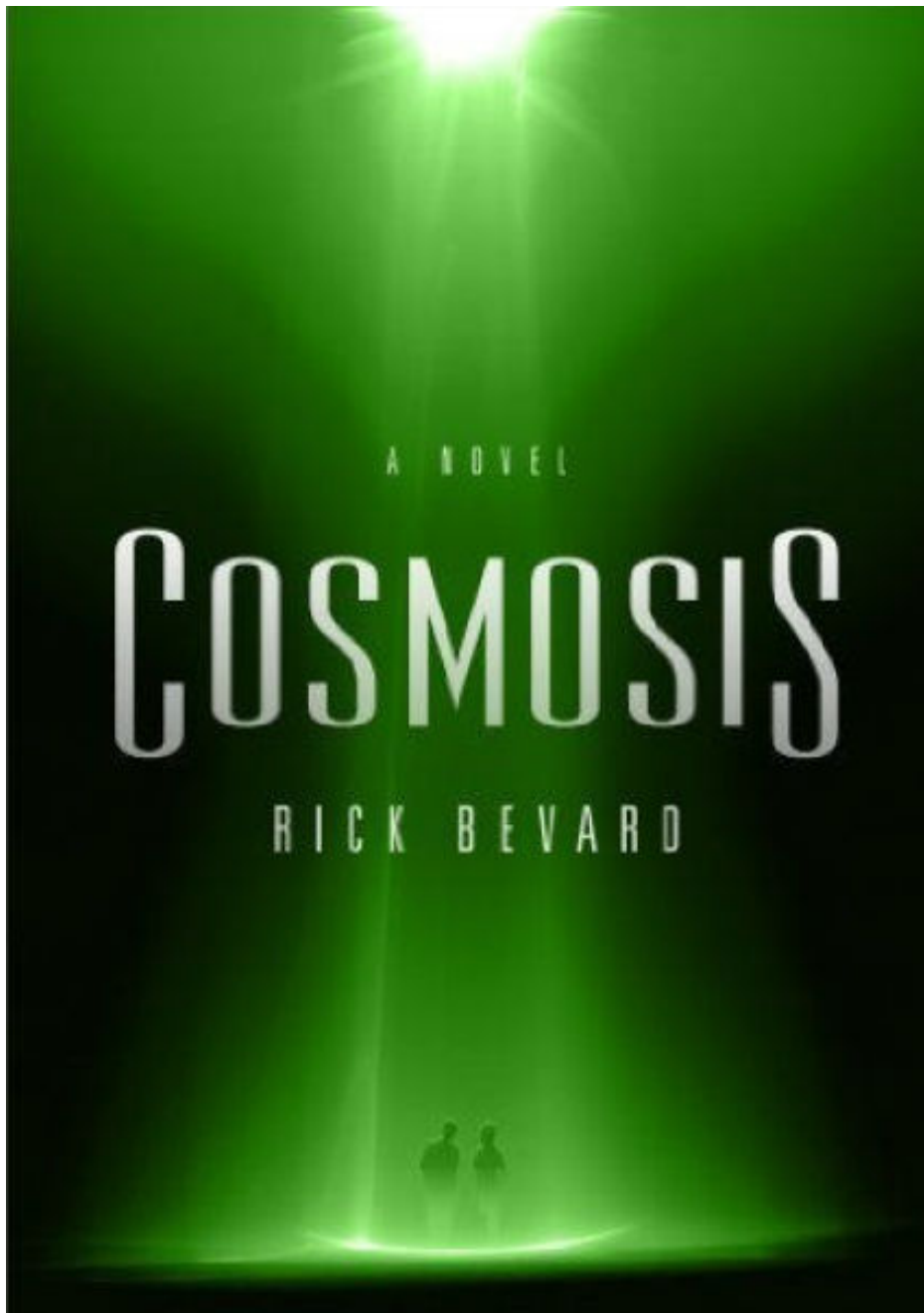
**TRIGGERS**

- Greater competition
- Lots of paper and processes
- Data growth
- Over complication
- Staff unrest/worried about job security

**MEDIA & CHANNELS**

- The Australian
- Herald Sun
- Financial Review
- Forbes
- Bloomberg
- Reuters
- Business First
- Industry Magazines
- ABC
- CNBC
- LinkedIn
- Australian Chamber of Commerce and Industry (ACCI)





## COMPETITIVE BUSINESS PLAN

### THE FILM

In 2014, Rick Bevard set out to work on a new feature film project based on his previously published book 'Cosmosis', that could command a strong response while allowing for the kind of energy and drama that modern film audiences gravitate towards. A year and a half later, after several drafts and revisions, the screenplay of Cosmosis was complete. Within a short time he was receiving excellent reviews for his efforts. "Cosmosis" is a sci-fi drama based in 2070 Kansas. It has recently been registered with the WGA and Library of Congress so it is copyrighted. It's an original story with all the elements to attract filmgoers nationally and internationally.

### THE PROPOSED FILM

Nicholas is an ordinary, socially-awkward, introverted American. He's a creative teen who's being bullied by Sam and his gang Mom, and haunted by memories of his long-dead Dad. Nik dead-end lives by scavenging deserted malls and mega-storage dogs, while freakish tornadoes ravage their post-apocalyptic

But things begin to change for Nicholas when spray-painted strange world. Arrested for vandalizing, he's sent away to a lush Kansas farm. There Nicholas discovers a mind-blowing: the help of beautiful 16-year-old neighbour Tee, Nicholas a terrible government secret: aliens from a planet called Cosm the planet's ecological disaster — and that Nicholas himself

Unlocking the secrets of Cosmosis, Nicholas solves the mysterious leader of the Dark Beings, aliens who see hybrids like Nicholas boring life spinning out of control, Nicholas is forced to make long-lost Dad on Cosmosis, or fight for Earth and everybody on planet.

### WHAT MAKES THIS FILM SPECIAL?

Many independent films fail due to a combination of the following: bad lighting, slow-paced plots, pretentious subject matter, or those shortcomings and has adapted this project to overcome

The largest aspect of the budget for this film is the equipment aspect of the film that people notice, whether or not one is

Safe for Consumption Productions

## COMPETITIVE BUSINESS PLAN

Year	Year	Genre	Rating	Score	Budget	Box Office	Marketing	Status
1996	1996	Drama	PG-13	7.5	\$60,000	\$1,316,970	\$1,477,363	Unavailable
2009	2009	Drama	PG-13	8.0	\$1,000,000	\$2,010,163	\$5,465,810	\$5,068,540
2012	2012	Drama	PG-13	7.1	\$12,000,000	\$4,575,175	\$9,106,615	\$16,071,147
2001	2001	Drama	PG-13	6.1	\$450,000	\$17,9022	\$60,0871	Unavailable

### BUDGET

The total production budget is between \$300,000 and \$1,000,000 depending on the raised investments and the marketing developments of the film.

### FILM FUNDING AREAS

ITEM	PERCENT	VALUATION
Camera Equipment	17%	\$50,000
Rentals	10%	\$30,000
CGI	20%	\$60,000
Talent	17%	\$50,000
Crew	4%	\$12,500
Legal	4%	\$12,500
Writing	3%	\$5,000
Soundtrack	3%	\$10,000
Marketing & Distribution	20%	\$60,000
General Office & Admin Expenses	2%	\$5,000
Miscellaneous	2%	\$5,000
<b>Total</b>	<b>100%</b>	<b>\$300,000</b>

### RENTALS BREAKDOWN

ITEM	VALUATION
Studio Lot	\$18,000
Lighting / Microphones / Stands	\$3,000
Wardrobe / Props / Accessories	\$6,000
Travel	\$3,000
<b>Total</b>	<b>\$30,000</b>

Safe for Consumption Productions

Page 44 of 50



### Executive Summary

- Karna Schachter, one of India's leading diamond jewellery manufacturers and exporters, has forayed into the online retail diamond jewellery segment. Foreseeing the future as retail and in order to grow and achieve the desired level of market penetration, Karna Jewellery plans to start its e-commerce operations besides expanding its offline presence by opening 20 retail outlets in the next five years.
- With the increasing surge of urbanisation, Indian consumers are vying for diamond jewellery with a touch of reliability, quality and value. Additionally, Karna Jewellery will take special care in developing a world class 'easy to navigate' platform which is built on online user insights coupled with power of Internet to reach out to the users all over the country.
- While the majority of business will be from the brick and mortar stores, the website will provide a nice source of revenue as well.



### Objectives

The objectives for the first three years of operation include:

- To create an online business whose primary goal is to exceed customer's expectations.
- To build Karna Jewellery as an iconic brand.
- To increase the number of designs offered by at least 10% per year.
- To develop a profitable sustainable online presence, which will survive off of its own cash flow.

To be the leading manufacturer of jewellery and the preferred brand for customers globally.

### VISION STATEMENT

All activities including promotions marketing campaigns aspirations etc. will be aligned towards the vision.



Our mission is to delight customers with unique affordable diamond jewellery and superior services to all the quality and style conscious consumers. We will make our products easily accessible in a presence online and offline giving the customer a seamless multi-channel experience.

To expand our current market share in retail and build Karna as an iconic brand.

We exist to attract and maintain customers. When we adhere to this mission, everything else will fall into place. Our products and services will exceed the expectations of our customers.

### MISSION STATEMENT

All activities including promotions marketing campaigns aspirations etc. will be aligned towards the vision.



### Keys to Success

Some of the key factors that will help Karna expand its operations include:

- Establish a Brand Identity that personifies high quality, exclusive merchandise and outstanding customer service.
- Improving logistic supply chain that enables fast delivery and return.
- Repositioning the look of the current website by upgrading graphic elements and state-of-the-art navigation.
- Setting up alliances with supporting media and the Internet to promote the idea of purchasing diamond jewellery online.
- Products that provide quality and value to the consumer while meeting needs for an expression of personal style. Adding more product categories into the existing categories such as men's jewellery & accessories and loose diamonds.
- Design and employ strict financial controls.
- Establish a loyal customer base. Have a variety of price points, knowing that consumers come in all shapes, sizes and economic levels with the average price point in a middle range.
- Continuously review our inventory and sales and adjust our inventory levels based on detailed records.

### The Company

- Karna Schachter is Asia's largest manufacturer and exporter of diamonds and diamond jewellery. The company prides itself on its broad selection of unique pieces, handcrafted by master artisans, using state-of-the-art technology to produce the finest quality diamond jewellery for leading retailers around the world.
- Founded in 1996, by Colin Shah and Manita Apparao, Karna Schachter is headquartered in Mumbai with 5 offices worldwide. Today, it ranks amongst the top 10 manufacturers and exporters of high end diamond jewellery in Asia, boasting a 65,000 square foot manufacturing space in Mumbai alone.
- In 2007, the original Karna Company entered into a joint venture with Leo Schachter Diamonds, world's leading manufacturer of fine diamonds. As one "Karna Schachter" the company has experienced excellent growth, delivering high quality diamond jewellery at excellent price points.



### Products on Offer

<b>Rings</b> ₹9000 - ₹600000	<b>Earrings</b> ₹10000 - ₹100000	<b>Pendants</b> ₹10000 - ₹60000	<b>Bangles</b> ₹58000 - ₹200000
<b>Necklaces</b> ₹40000 - ₹800000	<b>Pendant Sets</b> ₹80000 - ₹600000	<b>Collections</b> ₹9000 - ₹20000	<b>And more to be added...</b>



### Internet Demographics in India

With 75% of online audience between the age group of 15-34 years, India is one of the youngest online demographics globally. This is expected to be a continuing trend in coming years given the age distribution in India. The age distribution has also contributed to consumption proportionally and it's not surprising to see the growth among categories focused on younger audiences in the last 12 months.

Among the above age segments, 15-24 years of age group has been the fastest growing age segment online with user growth being contributed by both male and female segments. The top 5 popular categories accessed online are social networking, portals, search, entertainment and news sites.

Age Group	Male	Female
15-24	15.3	11.7
25-34	13.8	11.8
35-44	11.4	11.4
45-54	6.5	6.7
55-64	2.4	2.4
65+	1.3	1.8



**COFFEE & COUCH**  
Feet up and Unwind

# BUSINESS PLAN

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START-UP ASSETS ..... 8

START-UP LIABILITIES ..... 9

START-UP FUNDING ..... 10

## 1.0 EXECUTIVE SUMMARY

### THE CONCEPT

Thanks primarily to Barista, Starbucks, Café Coffee Day, Costa and others within the past 5 years the coffeehouse has become a familiar feature of Indian life. Every day, millions of Indians enjoy an espresso-based coffee drink. People who would not have dreamed of spending more than Rs.15 for a cup of coffee a few years ago now gladly pay Rs.100 to Rs.250 for their cappuccino, mocha latte or vanilla ice blended drink.

The specialty-coffee business is growing at a healthy pace. During the past 5 years, there has not been a single year, despite recession, in which specialty coffee sales have not grown. In many years the increase has been in double digits. In addition, as coffeehouse chains have failed during this time, although the list of casualties in other industries is quite long.

Barista, Starbucks, Café Coffee Day, Costa and other major chains serve average quality drinks in establishments that have the same generic design appearance. Indeed, Café Coffee Day and Barista are often referred to as "fast food" coffeehouses due to their "cookie cutter" design. Now that Indians' coffee preferences have broadened and matured, many are asking for more from their coffeehouses.

A niche exists that has yet to be filled for a high-volume, upscale, quality-driven coffeehouse with a warm, inviting atmosphere. 'Coffee & Couch' meets this need and fills this niche. We offer high-quality products in an upscale environment. Furthermore, our high-profile location in Bangalore provides a select customer base that will maintain high levels of business in every season, at all times of the day, every day of the week.

### FOUNDERS

Ashay Patel, founder of 'Coffee & Couch', has a long career as an entrepreneur and marketing executive. He is the founder of Magna Marketing Services and Srihari Tours & Travels.

Co-founder Sushil Parajuli has an intensive understanding of the real estate market. As a highly successful real estate broker and investor he brings several key capabilities to the 'Coffee & Couch' team, not the least of which is his ability to procure highly desirable locations for future stores.

### FINANCIALS

The company anticipates rapid acceptance of the 'Coffee & Couch' concept in Bangalore, with revenues of Rs.6000000 in the first fiscal year, rising to more than Rs.10000000 in FY 2014. Net profit is projected to be approximately Rs.900000 in 2013, growing to an estimated Rs.2650000 by 2015.

### An advanced and expandable point-of-sale system

After carefully tracking the performance of the Bangalore store through an expandable and highly detailed point-of-sale system, we will use this as a "blueprint" for expansion. For example, daily sales are tracked and analyzed by item, time period and cost of goods. Labour requirements are matched to projected in-store sales based upon past performance for maximum efficiency. Even after paying higher than average wages, we expect to allocate no more than 25% to labour costs.

This Business Plan only provides data on the Bangalore coffeehouse.  
Sources: India Census Bureau, Bangalore Chamber of Commerce.

### 1.1 MISSION

Our goal is to be the coffeehouse of choice for the local Bangalore community, downtown business workers, tourists who visit the city, and students, by providing a higher quality experience than any competitor. As a result, we intend to create coffeehouses that quickly achieve profitability and sustain an attractive rate of return (20% or more annually) for our investors.

We also want to make our contribution to the welfare of the local community by supporting charitable and civic activities. We will support the farmers who grow our coffee by using Fair Trade, Sustainable Production and Organic products wherever possible.

'Coffee & Couch' also awards its business to as many local suppliers as possible, keeping the business in the community or, at the least, in the state.

### 1.2 Objectives

- Make 'Coffee & Couch' the number one destination for coffee in Bangalore
- Sales of Rs.6000000 in the first fiscal year, Rs.7500000 in the second fiscal year and Rs.2 million in the third fiscal year
- Achieve a 15% net profit margin within the first year and 30% by FY3
- Achieve a total net profit of Rs.1500000 in FY1 and Rs.2000000 by FY2

requirements, below, include Rs.770000 of short and long-term assets.

Total: Rs. 620000	
Registration	Rs. 50000
Inter	Rs. 150000
Water	Rs. 15000
Electricity	Rs. 120000
Flour of Role System	Rs. 180000
Dr. Barista	Rs. 21000
Bank borrowing	Rs. 150000
Total: Rs. 150000	
Inventory	Rs. 120000
Equipment	Rs. 30000

### START-UP EXPENSES

As	
Net	
Advanced plan	Rs. 100000
Franchise	Rs. 150000
IT	Rs. 100000
Sign	Rs. 300000
Logo	Rs. 10000
Website	Rs. 40000
Uniforms	Rs. 100000
Stationery	Rs. 50000
Printing	Rs. 10000
Travel/Fees	Rs. 15000
Legal	Rs. 30000
Accounting	Rs. 40000
Equipment	Rs. 25000
Lighting/signage	Rs. 30000
Signage, menu boards	Rs. 30000
Stocks	Rs. 15000
Books	Rs. 15000
Insurance	Rs. 10000
IT, printer	Rs. 30000
Other	Rs. 5000

Stationery etc.	Rs. 10000
Gift items display (3)	Rs. 15000
APPLIANCES, ETC.	
Preparation equipment	Rs. 10000
Blender	Rs. 10000
Blender (2)	Rs. 20000
Mixer/grinder	Rs. 5000
Pastry maker	Rs. 7000
Storage racks	Rs. 10000
Basic system	Rs. 4000
Food display case	Rs. 60000
Storage system shelving	Rs. 8000
Bulk linear grader	Rs. 1000
Stocks (3) program books	Rs. 10000
Menu board construction	Rs. 2000
Computer (3) (3000)	Rs. 90000
<b>Total Start-up Expenses</b>	<b>Rs. 1470000</b>
Start-up Assets	
Cash Required	Rs. 15000
Start-up Inventory	Rs. 200000
Other Current Assets	Rs. 100000
Long-term Assets	Rs. 150000
Total Assets	Rs. 600000
<b>Total Requirements</b>	<b>Rs. 2505000</b>

### Start-up



### Table: Start-up Funding

Start-up Funding	
Start-up Expenses to Fund	Rs. 1470000
Start-up Assets to Fund	Rs. 1030000
<b>Total Funding Required</b>	<b>Rs. 2505000</b>
Assets	
Non-cash Assets from Start-up	Rs. 1000000
Cash Requirements from Start-up	Rs. 15000
Additional Cash Required	Rs. 0
Cash Balance on Start-up Date	Rs. 11000
<b>Total Assets</b>	<b>Rs. 1015000</b>
Liabilities and Capital	
<b>Liabilities</b>	
Current Borrowing	Rs. 0
Long-term Liabilities	Rs. 0
Accounts Payable (Outstanding Bills)	Rs. 0
Other Current Liabilities (Interest-free)	Rs. 0
<b>Total Liabilities</b>	<b>Rs. 0</b>
Capital	
Planned Investment	
Investors	Rs. 2500000
Other	Rs. 5000
<b>Additional Investment Requirement</b>	<b>Rs. 0</b>
<b>Total Planned Investment</b>	<b>Rs. 2505000</b>
Less at Start-up (Start-up Expenses)	(Rs. 1470000)
<b>Total Capital</b>	<b>Rs. 1035000</b>
<b>Total Capital and Liabilities</b>	<b>Rs. 1035000</b>
<b>Total Funding</b>	<b>Rs. 2505000</b>



## TRAFFIC STRATEGY

Marketing can no longer succeed in silos...

In order to cater to the increasing amount of internet users and their preferences, it's becoming ultimately evident that we must implement a strategy consisting of a variety of modern day strategies to reach our targeted audience on the platforms they are actively participating on.

### SOCIAL MEDIA

Social media is more than just promoting a #brand. It's an essential marketing tool that will help us build relationships and make educated and informed decisions about our brand. Social media allows our business to add value to our clients in a way that solidifies our brand most importantly, builds brand trust.

We know we need social media to stay relevant in today's modern digital landscape. A successful strategy that generates engagement, provides value and insight is said than done. The growing social media landscape has amplified the need to provide high quality content and 24/7 access to the information they seek. In our social media strategy, it's crucial to understand how each social network works and how to use it so we can reach the correct audience and stand out among the crowd.

When deciding on what social media networks to have a presence on, it's important we are trying to reach on social media as well as what platforms those users are using.

However, social media is not one size fits all. That's why it is recommended to focus our way up as we master each network and gradually build our audience. Each platform has their own unique features any company can utilize, if we don't have the resources to be the media beast or the audience on a certain channel, we need to focus on what we can do best.

### THE 2 GOLDEN RULES OF SOCIAL MEDIA

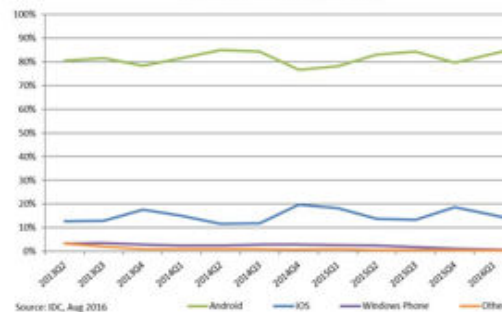
1. Provide Value

X NEWS V

## MOBILE STRATEGY

The world has gone mobile. From cellphones, tablets and even wearable tech, it's been reported by Google that more searches take place on mobile devices than desktop computers. Our audience is accessing the Internet from a growing number of devices; mobile is one that we cannot afford to ignore.

Worldwide Smartphone OS Market Share (Share in Unit Shipments)

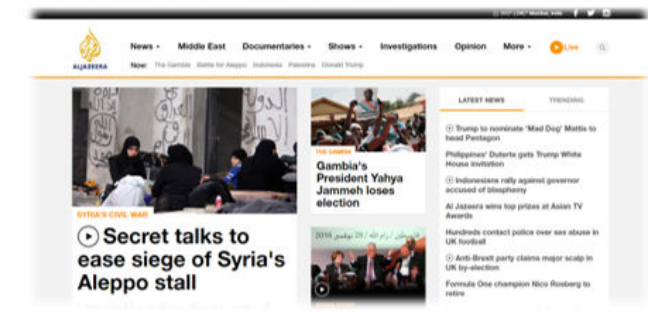


Millions of users are now engaging with companies via mobile devices. What's more, they are doing so with increasing frequency which means that managing a mobile presence will be as important as managing the core website. With these new viewing standards, companies are now tailoring their marketing campaigns that respond to any device or browser size. This means it's not just our corporate website. Emails, blog posts, videos and even social media updates need to be designed for the viewing screens and devices they are being engaged on.

However, many businesses have taken a panicked approach to building a mobile presence. Without a strategy of plotting out a strategy, these organizations have reacted to imperatives such as "We

X NEWS WEBSITE STRATEGY 45

## AL JAZEERA



URL: <http://www.aljazeera.com/>

COVERAGE: Middle East; Africa; Asia; US & Canada; Latin America; European; Asia Pacific

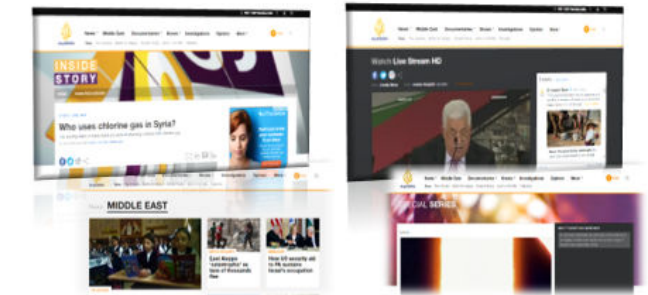
CATEGORIES: News; Human Rights; Sports; Science & Technology

LANGUAGES: Arabic, English; Balkans, Turk

SECTIONS: Documentaries; Shows, Investigations; Opinions, Interactive, Podcasts

FEATURES: Live TV; Audio Posts; Video; Search

SOCIAL: Facebook; Twitter; Google+; YouTube



X NEWS WEBSITE STRATEGY 17



## EXECUTIVE SUMMARY

# The TURN

## Marketing Plan



regies, tactics, and programs that will  
iness plan a reality in the year 2015.

he TURN - as you look around you  
interior architecture and design with  
et you and your group to help you find  
r happy hour or to rent out a private  
res provided on the highly technical  
High tops, large comfortable sofas and  
ound each private booth provides a  
guests to enjoy a cocktail or soft drink,  
in the golf simulator.

like a typical golf course, provides a  
loor golf simulator lounge experience.  
n is the answer to an increasing  
The public wants: (1) an enticing  
to outdoor golf without the  
ne, weather or proximity, and (2) a  
experiences with friends, family and

ppy Hour spot by providing a large  
vels of golfers on our high tech golf

e Turn. The Turn must build a brand  
elf through various local offline media  
/ the time a potential customer enters  
ill be put on keeping customers and  
n staffing, experience, and customer

rbby business centers and professional

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# AKQA

## DIGITAL INSIGHT

APRIL 2017

### HORSEPOWER FOR AI: NVIDIA GPU'S DOMINATE MARKET

Nvidia GPUs, which initially targeted the gaming industry, are now widely used for training deep



A DGX-1 computer

ORDER NOW

#### WORLD'S FIRST AI SUPERCOMPUTER IN A BOX

At the Edge

High-performance, low-power NVIDIA Jetson TEG enables intelligent data processing in everything from robots and drones to autonomous devices and intelligent cameras.

Secure NVIDIA Pascal™ architecture and 8 GB of memory for 11 TOPS of performance, 44-bit FP16, and ultra-low power capabilities.

Power efficiency at just 7.5 watts



11.1 TOPS of performance, 44-bit FP16, and ultra-low power capabilities

#### Accelerator for PCs

Supercharge your desktop development system with the new NVIDIA TITAN X GPU. Powered by the world's most advanced GPU architecture, NVIDIA Pascal™, the TITAN X delivers 11 GFLOPS of parallel computing performance and is packed with 3584 NVIDIA® CUDA® cores and 12GB of GDDR5X memory.

READ STORY

### Mobile contributing to economic and social development across the world



#### DIGITAL INCLUSION

Delivering digital inclusion to the still unconnected populations.

#### MOBILE INTERNET PENETRATION

48% 2016 — 2020 60%



#### FINANCIAL INCLUSION

Delivering financial inclusion to the unbanked populations. As of December 2016 there were

277 live mobile money services in 92 countries



#### INNOVATION

Delivering innovative new services and apps.

Number of M2M connections to reach

1bn by 2020



## Procurement and S

### Collaborative partnerships

Customers and suppliers can achieve common goals by establishing long term collaborative partnerships. If both parties have a shared vision, for example in reducing the costs to service the contract, they can work together to achieve this. So by moving to weekly scheduled deliveries or consolidating orders, the supplier can achieve savings which are passed on to the customer. This creates a long term sustainable model, where both parties are incentivised to develop best practice.

### Great service

Customers place a huge amount of importance on suppliers understanding their needs. Experience counts for a lot in the business of procurement; suppliers need to highlight their expertise within specific sectors and create a more personalised experience for the customer. Social value It's not just value for money that is relevant here. Businesses that are seen to be supporting local and well-deserving causes are those that are becoming more popular in all industries. Within the context of procurement, the process needs to be open and honest to avoid discrimination, whilst staying objective and fair.

### TRENDS IN PROCUREMENT AND SOURCING



### Organizational Alignment

The first is organizational alignment, which will require more emphasis in the coming year in order to stay ahead of the curve. In order to do this, procurement needs to improve upon the relationships it has with other aspects of the organization—finance, sales, marketing, R&D, etc. If these relations are improved, it will mean that procurement is moving towards delivering the amount of value required by the business and its stakeholders.

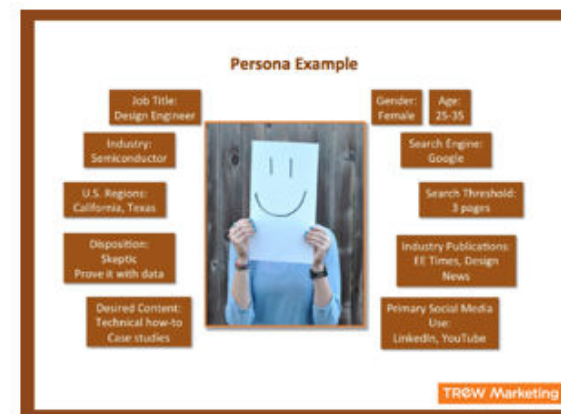
## Content Strategy Based on Personas

Author: Lee Chapman

Source: <http://www.trewmarketing.com/smartmarketingblog/marketing-trends/2015-marketing-trends-to-prioritize/#sthash.b129d0Uf.EBeViola.dpbs>

We all know content is king and should always be the top priority in any marketing plan. However, ensuring your content strategy is based on reaching your target buyer personas at the time of day/week, frequency, length and form factor they prefer is often overlooked in content strategy development. If you want to get the full value out of the time you spend generating content, taking time to map your content to your buyer personas is well worth the investment.

What are buyer personas? Buyer personas are semi-fictional representations of your ideal customer based on market research and real data about your existing customers. Don't have buyer personas? Consider adding those to your priorities list too!



# THE BENEFITS OF PLANTS

## HARMONY

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## PRODUCTIVITY

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### EXI

#### Resto progr recov

Since 2012, the \$2.1 billion in investment in water infrastructure has exceeded the previous record of \$1.5 billion in 2008-09. On average, around 99% of the water supply has been treated. Water sales during the 2008-09 financial year progressed as expected. Participants in the water supply rounds for 2008-09 were roughly equal to the previous year.

The report for the 2008-09 financial year was not surveyed in this report, as their application documentation did not include a question asking them to participate in follow up assessments of the RB program.

Of the 589 irrigators surveyed, 520 irrigators had successfully sold water to the RB program and 69 had applied to sell but the trade had been delayed by the Victorian limit on out-of-district trades or the trade had been withdrawn. Of the 520 irrigators surveyed who had successfully sold water to the RB program, 312 (60%) had sold part of their water entitlement to the Commonwealth and were still farming, 158 (30%) had sold all of their water entitlement to the Commonwealth and had exited

# Environmental Survey of XYZ Co.

FINAL REPORT | JUNE 2014

MARSDEN JACOB ASSOCIATES

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07	SURVEY RESULTS

MARSDEN JACOB ASSOCIATES Environmental Survey of XYZ Co.

the 2008-09 tender rounds, the irrigators surveyed for this report are representative of irrigators who have sold water to the Commonwealth by State, year of participation, and whether they applied to sell all or part of the water on their entitlement.

Respondents who sold water in the 2008-09 tender rounds may be underrepresented in the survey and this report because in those years low numbers of water sellers agreed to participate in follow up assessments of the RB program. While evaluation of the survey responses suggests that this potential under-representation does not change any of the report's key findings, the survey results should be read with this potential limitation in mind.

## GRAPHIC

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## 01 FOREWORD

As the central element of the Australian Government's clean energy future plan, the Carbon Pricing Mechanism has created a new market worth \$6.5 billion in its first year of operation.

Introduced to deal with one of the most important environmental and economic challenges of our time – climate change – the Carbon Pricing Mechanism covered 272 entities in its first year across sectors such as stationary energy, industrial processes, emissions from landfills and fugitive emissions.

The scheme has created a new environmental commodity market with a range of stakeholders transacting carbon units through the primary and secondary market.

This report, the State of the Australian Carbon Market 2013, provides a fact-based snapshot of the domestic market in its first year of existence. The report aims to increase overall market transparency through the analysis of key fundamental and transactional data, thereby assisting participants to better understand the market's composition and characteristics. A lot of the data contained in the report is drawn from the extensive and comprehensive databases maintained by the Clean Energy Regulator.

The Carbon Market Institute is committed to the development of a deep, liquid and transparent carbon markets and supports a market-based approach to emissions reduction.

We hope this report enhances your understanding of the Australian carbon market and look forward to any feedback you have.

With regards,

Peter Castella  
 CEO  
 Carbon Market Institute

MARSDEN JACOB ASSOCIATES Environmental Survey of XYZ Co.



# VIDEO SUBSCRIPTION SERVICE

## FEATURES

1. Soft skill-packed videos that are funny, memorable and never more than 2.5 minutes.
2. Monthly inbox service directly to each and every employee on the list you provide.
3. Videos in the both the Slider option & the Snack Pack option are delivered on the 1st of the month and are available for the entire calendar month.
4. Monthly report detailing opens.

## BENEFITS

1. Human skills training increases employee communication, engagement and team building.
2. Employees can better represent and speak about the company.
3. Greater soft skills can translate to more sales.
4. Creates a more profitable interaction between employees and between employees and clients/customers.
5. Provides a tangible benefit for employee retention.

## PRICE LIST - FIRST 100 EARLY ADOPTERS

Our subscription cost is based on the number of people that will receive our emails in a calendar month and breaks down as follows:

1 Video Per Month - Slider Option			
1-55 people	56-99 people	100-250 people	251+
\$55/month <small>billed annually</small>	\$65/month <small>billed annually</small>	\$80/month <small>billed annually</small>	Let's chat.
2 Videos Per Month - Snack Pack Option			
1-55 people	56-99 people	100-250 people	251+
\$85/month	\$105/month	\$135/month	Let's chat more.





What began as a young person's desire to help the Lebanese and the Arab Americans transform the quality of their lives helped Mr. Michael Absi in starting the Beirut Times weekly newspaper in 1985, a local bi-lingual Arabic and English newspaper in Los Angeles. Today, it is the only bi-lingual English and Arabic newspaper that is published weekly in the U.S. and distributed nationally. It caters to the unique needs of the Arab Americans while highlighting equality for Americans from all Arab countries.

It provides a forum by which their voices can be heard. The Beirut Times is a picture of everyday life in the Arab American community. It includes related happenings and personalities that are crowded out of the more impersonal U.S. press.

The paper now covers the United States, Canada, Mexico, Europe and the Middle East.

### Our Values

- LEADERSHIP:** Be an advocate for the community by leading with integrity
- COLLABORATION:** Listen, share, facilitate and engage across the community
- SOLIDARITY:** Demonstrate solidarity by being loyal and faithful to our community, clients and customers
- INTEGRITY:** Honesty and Harmony in what we do, say and think
- RESPECT:** Treat others better than you expect to be treated
- WELL BEING:** Seek well-being in both work and personal lives





**99 yrs.**

## Contents

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**99 yrs.**

## Introduction

We understand that you may have a lot of questions with regards to how the whole 99Yrs On-boarding process works. This document has been created with the primary objective of making your on-boarding process simple and smooth.

This document will help you understand every step taken to make your online business a big success.

In case you need further assistance, our support staff is at a help to you: email: [cs@99yrs.com](mailto:cs@99yrs.com) | phone: (212) 239-4477 | website: [www.99yrs.com](http://www.99yrs.com)

We hope to have the pleasure of doing business with you for many years to come.

Team 99Yrs.com

**99 yrs.**

## Client Information Sheet (CIS):

The Client Information Sheet (CIS) is very critical to signing up across various marketplaces. All details asked for in the sheet is considered information asked across the marketplaces. We would request you to make sure that you fill in all the information asked for to ensure smoother and faster signups.

Details	Description
Name of the Company	This is the legal name your company has registered with.
Billing Address	Detailed (company) registered address and contact name of your company. Please ensure you mention the pin code.
Dispatch Address	Detailed warehouse/ office address and contact, from where you will be shipping your products. Please ensure you mention the pin code.
Website Address	Mention your website if you have your own website.
Date of Incorporation	Please mention the date of incorporation of your company.
Type of Company	You will need to mention the type of company you have registered. Whether you are a sole proprietorship, partnership or any other type.
Details of Signing Authority	Contact details of the decision maker.
Details of Point of Contact	Contact details of the person who will be coordinating on the day-to-day operations.
Nature of Business	Mention whether you are a manufacturer, a trader or any other type of business.
List of Categories	Type of products you intend selling along with a rough price range for the same.
Bank Details	Account details for bank remittance payments.
Estimated Margins	All marketplaces have different margin structures. The estimated margins will help us define marketplace better.
Purchase Tax	Mention if applicable.
Income Tax Details	Please mention your PAN, TAN no and other details over here.
Sales Tax Details	A mailing address in case the ZIP needs to send any communications.
Correspondence Details	In case you need the cheque needs to be issued in your payments are made in cheque instead of remittance to the bank account.
Cheque Beneficiary	Any other information you would like to share.
Any other details	

Client On-boarding Manual | 99Yrs Network LLP



**99 yrs.**

## Product Information sheet (PIS):

The product information sheet (PIS) is very critical to selling your products successfully across marketplaces. As a business owner, you will always know your products best and it is very important that you give as many details about your products as you can.

Customers who shop online do not have the convenience of physically checking out the products and they rely on the product image and details to make an informed decision. If they do not get the information they are looking for while making the purchase, they will not care for the idea of buying the product as they may buy the product and return it as a last stage buying it was not what they were expecting.

We would encourage you to please give us as much product information as you can for effective and increased sales.

Details	Description
Brand	The brand name you would like to sell under and details about the brand.
About the Brand & Co-Product/ Ref. SKU Code	Complete Details about your company.
Unique Inventory/ SKU Code which you use to identify your products	Unique Inventory/ SKU Code which you use to identify your products.
Product Title	Name of the product.
Main Category	The broad category under which you sell your products.
Sub Category	The exact category under which you sell your products.
SKU	Market Place.
Selling Price	The Price at which you would like to sell your products online.
Description	As much details you can share about the product.
Inventory Quantity	Quantity available for selling online.
PL, LBS, 1/2/3	Please specify your Product and share the you sell.
Shipping Timeline	No. of days it will take you to ship the product once you receive the order.
Mode of Transport	Mention if the products are fragile and if you would like them dispatched by Air or Road.
Returns Policy	Marketplaces normally have a fixed return policy. But please mention your return if the customer returns a product.
Warnings	Time frame - e.g. 1 yr. details and if it is self-expiring or manufacturer warranty.
Color	Colors available for the product.
Material	Material used to make the product.
Height (Actual prod+ Packed)	Height details of the original product and after packing.
Width (Actual prod+ Packed)	Width details of the original product and after packing.
Length (Actual prod+ Packed)	Length details of the original product and after packing.
Weight (Actual prod+ Packed)	Weight details of the original product and after packing.
Any other Specs. specific to your product	Any features or other specifications which are applicable only to your products. You can add as many specs you like by inserting columns for each.
Utility/ Benefits from Common Features	Benefits of using the product - why a customer should buy your product.
Exclusive Features	Anything else that needs to be mentioned about the product.
Awards/ Recognition	Any awards etc. you may have won which can be highlighted for customer confidence.
EAN Code	EAN (International Article Number) is a unique code used to identify a product. Appoyal EAN-13 bar code looks something like this:

Client On-boarding Manual | 99Yrs Network LLP



**99 yrs.**

## Email Account:

We will open an email account on your behalf for all marketplace and customer communication. The login details for the account will be shared with you. You can check all communication happening on the mail ID. We will send to access this account on a daily basis for smooth functioning of your operations. Under no circumstances should you change the login information like passwords, etc.

## Registration at Marketplaces:

We follow a simple rule while selecting the marketplaces for you - how best you can make more sales. We select marketplaces based on the following criteria:

1. The type of products you sell
2. The way which focuses on the categories you deal in
3. The margins you would like to pay.

We will select the marketplace and share the agreements and offer details with you. After you give us an ok on the same, we will be registering you on the marketplace with the details you have provided us. We will share the login details of the various marketplaces with you as soon as we get you registered. Please do ensure that you share any communication received by you from the marketplace, for smooth daily operations.

We will also be creating a separate common email ID where you will receive all marketplace communication and orders. Once created, we will share the username and password for the same. We will also be creating this mail ID on a daily basis so kindly make sure that you do not change the password at any time.

Client On-boarding Manual | 99Yrs Network LLP

## LAPTOPS

Save  
**1%**



ID: 600109189

MRP: RS. 54,990  
PRICE: RS. 54,990  
**YOU SAVE RS. 550**

### Sony Vaio VGN-CR12GH/B Laptop Black

- Intel® Core™ 2 Duo Processor
- 1GB RAM
- 80 GB HDD
- DVD Writer
- 14.1" TFT (1280X800)  
(Clear Bright LCD)

Save  
**9%**



ID: 600063260

MRP: RS. 69,990  
PRICE: RS. 63,040  
**YOU SAVE RS. 6,950**

### Sony Vaio VGN C25G/B Laptop

- Intel Core 2 Duo Processor
- 1GB DDR2 SDRAM
- 80GB Hard Disk Drive
- NVIDIA GeForce Go 7400 notebook graphics processing unit (319MB)
- 13.3" WXGA (1280X800)  
(Clear Bright LCD)

Save  
**3%**



ID: 600066188

MRP: RS. 29,900  
PRICE: RS. 28,990  
**YOU SAVE RS. 900**

### HCL AXOS1906 Laptop

- Intel Celeron M 410 Processor
- 256 MB DDR2 RAM
- Anti Virus preloaded
- 15.4" WXGA Widescreen TFT
- 1 year warranty

Save  
**70%**

Save  
**8%**

Save  
**10%**

ID: 600103008



## 'BID AND WIN CONTEST'

WIN A BRAND NEW SONY WALKY PHONE FOR JUST RS 780/-  
(6 SUCH PHONES TO BE WON)

### How does the contest work?

It is a really simple contest where we have selected a phone and have defined a maximum bid value for it. In this case the maximum bid value is Rs 780/-. The Person who bids the highest unique amount; wins the phone for that price.

All you have to do is try to place a Bid which is highest & unique and the phone can be yours for that price.

A Sony Ericsson W200i costing Rs.780/- has been kept in the cafeteria for the contest and the Max Bid amount on the same is Rs.780/-. You can start bidding unique below Rs.780 in absolute numbers (Bids in paisa not allowed) for the phone. The employee whose bid is the highest and unique will win the phone for that price.

### How to participate?

1. No purchase is necessary to enter this contest.
2. To be eligible, employees will have to rate phones listed on **shop.mobilenxt.com** and fill the entry slip provided for bidding.
3. You can bid as many times you want; but every bid has to have a corresponding valid rating for a mobile phone on the website.
4. To participate, just complete the entry form given to you and drop it at the MobileNXT.com helpdesk in the cafeteria.

### CONTEST RULES:

- The contest is open only to Network18 employees.
- The prize is not redeemable in cash and must be accepted as is awarded.
- Decisions of the contest judges are final.

To know more, employees need to visit our special MobileNXT desk put up in the cafeteria from 11.00 am to 8.00 pm today where our representatives will be glad to help you.

The winners to the contest will be announced next day 2<sup>nd</sup> half.

## CUSTOMER SATISFACTION SURVEY

Help us improve your online shopping experience...

**How many online purchases have you made in the last six months?**

None  1-2  3-5  6-10  11-15  More than 15

**Was this your first time purchasing from IN Shopping?**

Yes  No

**What did you purchase from IN Shopping?**

**Please rate your overall satisfaction with e**

Very Satisfied Satisfied

**Product Selection**

**Product Information**

**Price**

**Product Quality**

**Web Site Performance**

**Ease of Ordering**

**On-Time Delivery**

**Customer Friendliness**

**Overall Experience**

**What kind of products do you normally sh**

Apparel  Books  Accessor  
 Electronics  Home  Laptops

**What product categories or brands would Shopping?**

**Do you think you will shop on IN Shopping again?**

Yes  Maybe  No

**Would you recommend IN Shopping to a relative/friend?**

Yes  Maybe  No

**What did you like best about your experience with us?**

**What areas do you think we need to improve?**

**Tell us a little about yourself ...**

**Gender**

Male  Female

**Age**

Under 18  18 - 24  25 - 29  30 - 34  
 35 - 39  40 - 44  45 - 49  Above 50

**Marital Status**

Single  Married with Children  Married without Children  Divorced/ Widowed

**City**

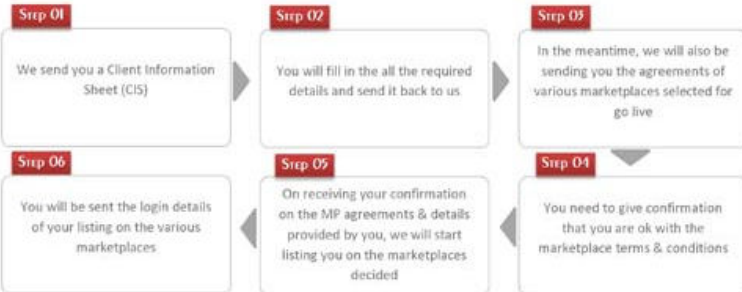
Mumbai  Delhi  Bangalore  Chennai  Kolkata  
 Hyderabad  Pune  Ahmedabad  Others... Please specify

**Thank you for taking the time to fill out this survey. We appreciate your feedback!**

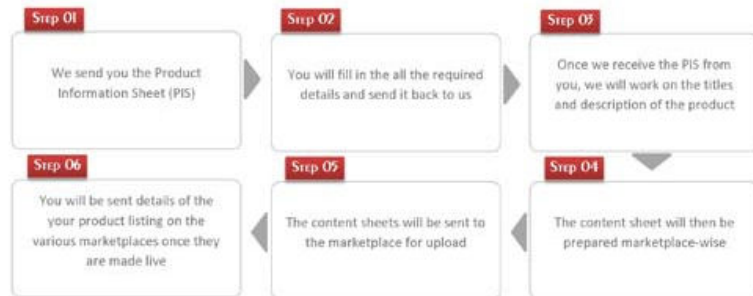
# MARKETPLACE PROCESSES



## LISTING



## CONTENT



FIT BODY BOOTCAMP

PERSONAL TRAINING

CUSTOM MEAL PLANS

SHOP SF GEAR



## There's fitness ... and there's SUPERIOR FITNESS

### ABOUT US

Superior Fitness Inc. is a New York City based company founded by its Coaches Marfred & Frances. Together they share the passion of fitness, wellness, believing that a healthy lifestyle is truly attainable & maintainable with the right guidance.

We help our clients GET fit & STAY fit in an atmosphere which is friendly, motivational & non-military style. Our camps are designed for everyone regardless of fitness levels to reach maximum results. No one is held back or ever left behind. Everyone is challenged to improve... so are YOU ready to Amaze Yourself ?

**Classes start at just \$20 per session... SIGN UP NOW.**

AMAZE YOURSELF



(646) 339-5926  
superiorfitness@gmail.com  
www.superiorfitness.com



## There's fitness ... and there's SUPERIOR FITNESS

FIT BODY BOOTCAMP

PERSONAL TRAINING

CUSTOM MEAL PLANS

SHOP SF GEAR

### ABOUT US

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We help our clients GET fit & STAY fit in an atmosphere which is friendly, motivational & non-military style. Our camps are designed for everyone regardless of fitness levels to reach maximum results. No one is held back or ever left behind. Everyone is challenged to improve... so are YOU ready to Amaze Yourself ?

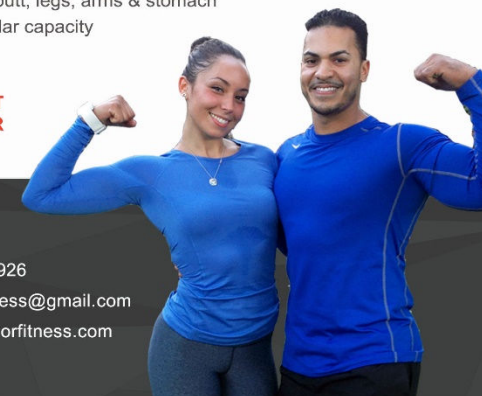
### BENEFITS

- Weight loss
- Overall body toning- butt, legs, arms & stomach
- Higher energy levels
- Increase cardiovascular capacity

CALL 646) 339-5926 FOR A FITNESS REVIEW OR VISIT OUR WEBSITE AT WWW. SUPERIORFITNESS.COM FOR MORE DETAILS.



(646) 339-5926  
superiorfitness@gmail.com  
www.superiorfitness.com



# Thank you for your time.

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