vynzomedia

Business Proposal for Integrated Marketing

Date / 7 November 2026

Company/ Shwapno

Prepared specifically for authorised review by **Shwapno**

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BUSINESS PROPOSAL FOR INTEGRATED MARKETING OFFICE

To:
Management
Shwapno
Dhaka, Bangladesh

Date of Issue: 7 November 2026
Reference: VM/SHW/IMO/110726

Dear **Shwapno Management,**
Following our review of Shwapno's current marketing presence and the evidence collected for the strategic audit prepared by Vynzo Media, we are pleased to submit this proposal for an Integrated Marketing, Brand and Growth Office partnership.

Our proposed model is designed to support Shwapno as an extension of its existing marketing team, working within the retailer's established management and franchise structure.

The objective is to bring brand strategy, social media, content, production, SEO, AEO, performance marketing, communications, PR, ATL and BTL coordination, ground marketing, vendor management and ongoing marketing operations under one coordinated system with a clear point of accountability.

Through this partnership, we aim to strengthen consistency across Shwapno's marketing activities, improve visibility across digital and search channels, and connect its grocery, store and online experience with clearer communication for shoppers and local communities.

Shwapno will retain final authority over product information, sensitive communication, customer related matters, major brand decisions, supplier approvals and public communication. Vynzo Media will manage the agreed day to day marketing planning, coordination and execution within an approved working framework.

Our role is to support Shwapno's control and reduce the operational burden required to turn strategy into consistent, professional execution.

Yours sincerely,
Business Development Department
Vynzo Media

VM/CONT/IMO/0902266

Corporate Notice

Vynzo Media operates in Canada under LEZNIT SOFTWARE CORP., a corporation incorporated under the Business Corporations Act of British Columbia, Canada, Corporation Number BC1550068. This proposal has been prepared and issued through the Vancouver office of Vynzo Media for a proposed engagement with Shwapno. All services, arrangements and related obligations remain subject to the final mutually executed agreement between the relevant parties.

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1. Executive Summary

Vynzo Media proposes an Integrated Marketing, Brand and Growth Office for Shwapno that brings strategy, content, production, social media, search visibility, performance marketing, communications, marketing operations, PR and ground execution into one coordinated working model. The purpose is not to replace Shwapno's existing management or marketing team. The purpose is to extend its capacity, reduce operational complexity and create one clear point of accountability for the agreed marketing operation. Shwapno will retain final authority over product information, sensitive communication, major brand decisions and approved activities. Vynzo Media will manage day to day planning, coordination and execution within the agreed framework.

What this changes

- Marketing activity will be guided by business priorities and shopper needs alongside an editorial calendar.
- One Brand and Growth Strategist will act as the primary POC for Shwapno and coordinate the wider specialist team.
- Content, production, search, performance, communications, PR and ground activity will follow one connected monthly priority plan.
- Every month will include a review of what is working, what is not and where the next cycle should focus.
- Specialist resources may be added, removed or replaced by mutual agreement when Shwapno priorities change.
- External vendors and specialist suppliers may be sourced, coordinated and managed by Vynzo Media following Shwapno approval.

2. Our Understanding of the Requirement

Shwapno needs a marketing partner that can support strategic direction and practical execution. The requirement extends beyond social publishing into regular production, product communication, search visibility, paid growth, brand consistency, PR support, ATL and BTL coordination, printing, activations, store visits, vendor coordination and ongoing performance review.

The current opportunity is particularly important because Shwapno has national recognition and a broad retail network, while parts of its digital and social communication could follow a more consistent and coordinated operating rhythm. The proposed model is designed as a managed marketing operation with specialist support organised around the agreed priorities.

Operating principle

Vynzo Media brings the people, systems, production capability and execution management required to operate the agreed scope.

Primary objectives

- Build a consistent and current content system around Shwapno products, stores and shopper needs.
- Improve the connection between awareness, search, consideration, store discovery, shopping intent and ongoing brand trust.
- Restore a stronger and more consistent communication rhythm across key digital and social channels.
- Improve category and store discoverability through SEO, AEO and structured search content.
- Use monthly evidence to increase attention on stronger opportunities and reduce low value activity.
- Provide regular production capacity so Shwapno does not depend on ad hoc content creation.
- Reduce the burden of coordinating multiple marketing suppliers, production teams and physical execution requirements.
- Give Shwapno access to additional specialists without permanently increasing the fixed team where the need is temporary.

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3. Fifteen Day Mobilisation and Readiness Period

Following formal approval, Vynzo Media will require approximately fifteen calendar days before full recurring operations begin. This is a structured preparation period, not an inactive waiting period.

The objective is to prepare the assigned team specifically for Shwapno so that recurring work begins with context, clear priorities and an agreed baseline rather than generic output.

Mobilisation Area	Planned Work
Team workshops	Internal workshops for the assigned Vynzo Media team covering Shwapno products, brand context, communication priorities, store requirements and operating expectations.
Current state review	Review current social channels, content, available marketing data, search visibility, production assets and ongoing campaigns.
Shopper journey review	Review visible touchpoints from discovery and consideration through store search, enquiry, ordering, store visits and follow up to identify communication gaps and opportunities.
Category and store mapping	Map priority categories, stores, teams, upcoming campaigns and time sensitive requirements.
Approval mapping	Confirm the relevant product, brand, supplier and management approval structure.
Production planning	Prepare the first shoot schedule, content priorities and initial asset requirements.
Measurement baseline	Establish the first reporting baseline so future results can be compared against a clear starting point.

4. Baseline Audit and Launch Production

At the start of full operations, Vynzo Media will complete a baseline marketing review and an initial production capture. This establishes the starting position of the account and provides current visual material for the first recurring content cycle.

Baseline review

- Current social media presence and content performance
- Category and store visibility
- Search and AI search visibility where measurable
- Keyword opportunities
- Current content gaps and repeated content patterns
- Shopper discovery, consideration and order touchpoints visible through available data
- Brand consistency across active channels
- Immediate communication and campaign priorities
- Operational issues that may affect marketing performance, including approval speed, asset availability and production access

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Initial production capture
The launch period will include a coordinated production session to capture current product, store, team and brand material. The exact production plan will be agreed during mobilisation and will be used to establish a stronger starting content library for Shwapno.

5. Monthly Marketing Audit and Priority Cycle

The monthly plan will not remain fixed simply because it was agreed at the beginning of the engagement. Vynzo Media will review what is performing, where shopper attention appears to be changing and where Shwapno should increase or reduce marketing focus.

Monthly Step	Decision Question
Review	What worked well and should receive more attention?
Diagnose	What underperformed and needs to change?
Prioritise	Which categories, stores, campaigns or shopper segments should receive greater focus next?
Identify friction	Where is the shopper journey showing weak communication, missed opportunity or unnecessary complexity?
Reallocate	Which activity should be reduced, replaced or postponed so available capacity is used more effectively?
Approve	Which priorities require Shwapno management, product or operational approval before the next cycle begins?

Monthly operating cycle
Audit first. Prioritise second. Execute against the agreed priorities. Review again before the next cycle.

6. Operating Model and Recommended Team

The recommended starting configuration contains a specialist team designed specifically for an integrated retail marketing operation. The structure is intentionally configurable. Shwapno may request that a specialist be added, removed or replaced, or may rebalance recurring capacity between service areas. Material changes in recurring capacity will be agreed before implementation.

Recommended Role	Primary Responsibility
Brand and Growth Strategist (Primary POC)	Main contact, brand and growth planning, monthly priorities, management coordination, approval flow, onsite integration and overall account direction.
Creative Communications and Production Director	Campaign concepts, scripting, storyboards, shoot direction, communication quality, supplier talking points, creative supervision and PR communication support.
Social Media and Content Lead	Facebook, Instagram, LinkedIn, TikTok and YouTube management, calendar planning, publishing, content coordination and channel review.

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Creative Designer	Social creative, campaign design, service communication, event design, advertising creative support and recurring marketing collateral.
Video and Motion Specialist	Reels, product videos, store videos, educational edits, campaign edits, motion graphics and content adaptations.
Photographer and Videographer	Product shoots, portraits, store and category photography, video capture and visual library development.
SEO and AEO Specialist	Organic search, category discoverability, outlet discoverability, content SEO, technical coordination, AEO and AI search visibility.
Marketing Operations and Activation Manager	Ground marketing, printing, vendor sourcing, office visits, activations, event logistics, promoter coordination, material delivery and field execution management.

POC and onsite integration

The Brand and Growth Strategist will act as the primary POC. During mobilisation and the early integration period, onsite visits can help the team understand Shwapno's management, store and franchise teams, approvals and current operating rhythm. Once the working model is established, the POC will coordinate store visits and onsite work in line with the agreed priorities and operating requirements, with additional coordination where operationally necessary.

Content mix

- Shwapno may add an ongoing specialist where the need is recurring and strategically important.
- Shwapno may remove or reduce a specialist role that is not required for the agreed scope.
- A role may be replaced with another specialist where the scope and workload remain reasonable.
- Temporary specialists may be activated for a campaign, launch, event, crisis, technical requirement or specialist production need.
- Any material increase or reduction in recurring team capacity will be agreed before the change takes effect.

7. Monthly Deliverables and Production Capacity

Area	Agreed Production Scope
Social content	Planned editorial, campaign and product assets aligned to the agreed scope
Additional design	Additional campaign or retail design within the agreed creative requirements
Video production	Planned filming shaped by the agreed brief
Photography	Product, store and team photography

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Reactive production	Responsive filming and creative support subject to agreed scope and feasibility
Platforms	Facebook, Instagram, TikTok, YouTube and LinkedIn
Search	Ongoing SEO and AEO support
Audit	Monthly marketing audit and priority review
Reporting	Monthly performance and activity review

Content mix
Content may include product features, category guides, recipes, seasonal campaigns, sourcing and community stories, corporate communication, LinkedIn communication, event coverage, trust content and other approved marketing priorities. The exact mix will follow the agreed priority plan.
Core ideas can be adapted to match the needs of each platform and local campaign.

Additional design requests
Additional design requests may include flyers, posters, invitations, certificates, standee artwork, event creative, store announcements, recruitment creative, brochure requirements and presentation visuals.
These requests are considered within the agreed creative scope.

Production capacity
Video production may cover product stories, recipes, store features, educational content and interviews, team stories, campaign content, brand communication and PR related production.
The team will plan each shoot around the required story, platform and approved locations.
Photography may cover products, stores, teams, corporate imagery, campaigns and visual library development.

Photography will be planned around the brief, access, product availability and brand requirements.
Selected imagery can support corporate communications, campaign creative and the shared visual library.
Responsive production may be arranged where the team and locations are available and the brief is feasible. Changes that affect the agreed plan can be discussed and priorities adjusted by mutual agreement, subject to the agreed project scope and requirements.

8. Search, Communications and Marketing Operations

SEO and AEO

- Organic search monitoring
- Keyword and content opportunities
- Category discoverability
- Outlet discoverability
- On page recommendations
- Content SEO
- Technical issue identification and coordination
- AEO content direction
- AI search visibility review
- Search performance review

SEO is a progressive activity and sustainable ranking improvement may require time depending on competition, website condition, search authority and content availability. No fixed ranking position will be guaranteed.

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PR and communications support

- Press release drafting
- Corporate announcement support
- Product and sourcing communication angles
- Expert commentary concepts
- Thought leadership planning
- Campaign communication
- PR campaign concepts
- Media communication materials
- Reputation communication support
- PR event communication

Dedicated media relations, senior PR consultancy, crisis communication or specialist press engagement may be added when required.

ATL, BTL and ground execution

- Printing coordination and production support
- Flyers, brochures, standees, banners and signage
- Outdoor campaign coordination
- Vendor sourcing and coordination
- Store visits and material movement
- Campus, corporate and community activation coordination
- Event and booth logistics
- Promoter and temporary manpower coordination
- Shoot logistics
- Field visits and reporting
- Supplier selection and approved vendor coordination

Where an activity requires an external supplier, Vynzo Media will communicate the requirements for Shwapno approval before committing the work. Following approval, Vynzo Media may manage the supplier and execution on behalf of Shwapno.

9. Production Equipment and Vendor Management

For regular agreed production, Vynzo Media will arrange the standard camera, lens, lighting, audio, stabilisation and routine production equipment reasonably required for planned work. Shwapno will normally provide reasonable access to the relevant store, product, team member or location under its control. Specialist equipment, studio rental, professional talent, large production crews, advanced sets, special permits and other exceptional production requirements are subject to separate scope and approval.

Vendor management process

Stage	Approach
Requirement	The required resource, supplier or specialist is identified.
Sourcing	Vynzo Media identifies a suitable supplier, specialist or authorised vendor.
Scope review	Relevant requirements and supplier details are obtained.
Approval	Shwapno approves the external scope where required.
Execution	Vynzo Media coordinates the approved supplier or specialist.

Quality review	Vynzo Media reviews delivery within the agreed marketing scope.
Reporting	Relevant execution information is communicated to Shwapno.

10. Flexible Capacity and Add On Menu

The partnership is designed to be adjustable. Shwapno may rebalance available monthly capacity or activate additional specialist support without rebuilding the entire engagement.

How customisation works

Option	How It Works
Reallocate	Use available monthly capacity differently. Example: fewer static assets and greater video or campaign focus.
Add specialist	Add a recurring or temporary specialist without changing unrelated service areas.
Remove specialist	Reduce a recurring specialist role where it is no longer required and agree the revised working structure.
Add capacity	Preserve the existing monthly plan while adding extra design, production, onsite or specialist capacity.
Separate project	Commission a large campaign, launch, activation, film or technical project through a separately agreed scope.

Main Add On categories

Add On Category	Examples
Content and Production	Additional video shoot, additional photography, extra edited video capacity, product and store production, premium campaign film, brand film, studio production, event coverage, advanced motion graphics, specialist crew or equipment.
People and Specialist Capacity	Additional designer, editor, content resource, onsite resource, senior strategist, senior PR specialist, technical specialist, activation coordinator or temporary campaign team.
PR and Communications	Dedicated media relations campaign, press launch, press conference, executive positioning, supplier media positioning, reputation response support or crisis communication specialist.
Ground Marketing and Activation	Campus activation, corporate activation, community activation, event management, promoter team, booth production, roadshow, store opening activation or large campaign logistics.

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Digital and Technology	Paid media campaign support, advanced tracking, landing page, campaign microsite, technical SEO project, advanced analytics, CRM support or marketing automation.
Special Projects	New category launch, new outlet launch, large awareness campaign, employer branding, research project, corporate campaign or major brand initiative.

Additional work may be delivered through an agreed project scope and approved external coordination depending on the requirement.

11. Performance Marketing and Paid Media

A Performance Marketing and Paid Media Specialist is included in the recommended team configuration for planning, readiness, tracking review and performance oversight. Because active campaign workload can vary materially between months, operational paid media management is activated for agreed campaigns as required.

Campaign Stage	Vynzo Media Support
Readiness	Audit tracking and landing paths
Planning	Align audiences, regions and creative
Activation	Launch approved campaigns
Optimisation	Review delivery and refine activity
Reporting	Present outcomes, limitations and priorities for the next cycle

Where required, an initial review will confirm campaign tracking, platform readiness and measurement. Where the relevant setup is already configured, the team will validate it before campaign activation.

Paid media principle

Paid activity follows agreed objectives, measurement and campaign approvals. Campaign setup and activation are always subject to Shwapno approval.

12. Governance, Approval and Performance Principles

Shwapno approval retained

- Product information
- Sensitive product communication
- Major campaigns
- Major brand decisions
- Sensitive public statements
- Customer related sensitive content
- Additional external activity
- Significant public communication

Once an approved strategy, campaign direction and working framework are established, Vynzo Media should

have reasonable operational freedom to execute routine work efficiently, including publishing, routine adaptations, routine production planning, routine SEO activity and approved vendor coordination.

Shwapno responsibilities

- Timely approvals
- Accurate service information
- Product and category validation
- Relevant store and team availability
- Store access
- Required platform access
- Internal coordination
- Customer permission where applicable
- Approved external activities

Where a required Shwapno dependency is delayed, affected timelines may reasonably move accordingly.

Performance principle

Vynzo Media will seek to achieve the strongest reasonable outcome within the approved scope, available resources and agreed scope. Marketing results are affected by factors outside the direct control of any marketing partner, including market demand, competition, media conditions, platform changes, product availability, website experience, response time and approval timing.

For this reason, Vynzo Media does not guarantee a predetermined number of orders, visits, leads, rankings, impressions, revenue or other commercial outcomes. Vynzo Media is responsible for disciplined execution, active optimisation, transparent communication and clear reporting.

13. Privacy, Confidentiality and Client Privilege

Vynzo Media will treat non public Shwapno information received through the engagement as confidential client information and will apply reasonable access controls appropriate to the work being performed.

Protected information may include

- Business information
- Internal strategy
- Campaign information
- Performance information
- Service information
- Internal research
- Shopper journey insights
- Business and partner information
- Internal documents
- Custom audience information
- Marketing data
- Non public operational information

Client privilege principles

- Shwapno specific strategic work developed from confidential information will not be deliberately transferred or reproduced for another Vynzo Media client in a manner that exposes Shwapno confidential competitive strategy.
- Shwapno data and custom audiences will not be reused for another client.
- Shwapno confidential campaign information or non public results will not be published as a case study without appropriate approval.
- Authorised vendors and specialists will receive only the information reasonably required for their assigned work and should remain subject to appropriate confidentiality obligations.

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Where required, Vynzo Media is prepared to enter into appropriate Non Disclosure Agreements (NDA) and Data Processing Agreements (DPA) relating to the agreed scope.

Retail communication discipline

Shwapno retains authority over product and service information. Vynzo Media may prepare scripts, communication, campaigns and content using information provided or approved by Shwapno. Product claims and sensitive communication should be reviewed by the appropriate Shwapno representative before publication where required.

Customer related content should only be used where appropriate permission and approval are available. Vynzo Media will seek to minimise unnecessary access to customer information where it is not required for marketing execution.

Confidentiality principle

Shwapno specific intelligence stays Shwapno specific.

14. Separate Technology Support

Where Shwapno requires technology, software, application, web platform or digital infrastructure support, these services will not be delivered as part of Vynzo Media's marketing scope. They may instead be delivered through LEZNIT SOFTWARE CORP., Vancouver, British Columbia, Canada, under a separate technical scope and approval.

Potential areas of support

Capability	Retail Relevant Application
Website & Web Applications	Website development, web applications, performance improvements, content management and digital experience enhancement.
Mobile Applications	Shopper facing, partner facing or internal mobile application development where required.
UI/UX & Product Design	User research, journey mapping, interface systems, prototyping and usability improvement.
Custom Platforms & Portals	Shopper portals, internal tools, operational dashboards and workflow driven systems.
Integrations & Automation	API development, system integrations, workflow automation and data syncing.
AI & Machine Learning	Practical AI use cases, intelligent automation, recommendations and analytics where appropriate.
Managed Ops & Support	Ongoing maintenance, monitoring, incident response, security best practices and operational continuity.

The benefit to Shwapno is coordinated communication between marketing and technology while maintaining clear operational and approval separation.

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15. Commercial Proposal and Key Terms

Integrated Marketing, Brand & Growth Office Scope
Subject to mutually agreed requirements

The proposed operation is based on the agreed scope and recommended team configuration described in this proposal. Because the team and service mix are adjustable, the operating priorities may be revised by mutual agreement if Shwapno adds, removes or replaces recurring specialist capacity or changes the required deliverables.

Included in the proposed scope

- Recommended configurable specialist team
- Brand and growth strategy and primary POC
- Management of Facebook, Instagram, LinkedIn, YouTube and TikTok as agreed
- Planned editorial, campaign and product content
- Additional design requirements within agreed creative scope
- Planned video production to the agreed brief
- Store, product and team photography
- Responsive filming support subject to mutually agreed requirements and feasibility
- Creative direction, video, motion, photography and standard recurring production equipment
- SEO and AEO support
- Performance marketing planning and readiness
- Core PR and communications support
- Marketing operations, ground coordination and vendor management
- Monthly audit, reporting and ongoing account planning

Activities requiring separate scope approval

- Paid campaign activation
- Operational paid media management where separately activated
- Major ATL media placement
- Large print production
- Influencer collaborations
- Professional talent
- Venue and event coordination
- Promoter coordination
- Large event staffing
- Outdoor media placement
- Specialist PR consultancy where separately activated
- Specialist crisis communication
- Studio rental and special production equipment
- Large production crews and large set construction
- Major travel and logistics
- Large activation production
- Technology or software development by Leznit Software Corp.
- Other approved specialist external requirements

Final service agreement

The final service agreement should confirm scope, approval responsibilities, reporting, confidentiality, privacy and data access, intellectual property, third party coordination and client dependencies, additional work, scope changes, platform dependencies and reasonable liability provisions, termination and handover.

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16. Commencement

Formal recurring operations are expected to begin following completion of the fifteen day mobilisation and readiness period, subject to the required platform access, availability of relevant Shwapno representatives, confirmation of priority services and completion of the initial approval structure.

During this mobilisation period, Vynzo Media will prepare the assigned team, review the current marketing environment, align on communication priorities, establish the working approval flow and prepare the initial content, production and reporting framework.

The first recurring month will begin with the agreed priority plan, launch production schedule and baseline reporting structure. From that point onward, the monthly audit and performance review will guide the next cycle of priorities, resource allocation and areas requiring increased or reduced attention.

The working model is intended to remain flexible. If Shwapno’s priorities, campaigns, service focus or operational requirements change, the agreed monthly plan may be adjusted through mutual discussion while maintaining continuity across the wider marketing operation.

17. Acknowledgement

This proposal records Vynzo Media’s recommended operational and service structure for Shwapno based on the scope presented for review.
Any refinements relating to team structure, service mix, production capacity, additional requirements, reporting, governance or implementation responsibilities may be incorporated into the final mutually agreed service agreement.

For and on behalf of Vynzo Media
Business Development Department
Issued through the Vancouver Office

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