# 1.0 EXECUTIVE SUMMARY

RITI association Advertising and marketing agency core services revolves around advertising campaigns for periodicals, newspapers, radio, TV and other media platforms such as social media. Through internal capabilities or delegating, ad agencies provide advice, creative services, and account management, production of advertising campaign material and of course media planning and buying.

The associations in the Advertising Agencies industry is responsible for creating advertising campaigns and placing the advertisements in bulletins, newspapers, radio, TV and other media channels such as social media and digital media platforms including Facebook, Twitter, Instagram. Hangout and many more while the marketing team is responsible for establishing relationships between customers and the organization offering to the market it will also research to identify the necessary targets and other audiences.

At RITI association of Advertising and marketing Agency, our client’s best interest will always come first, and everything we do will be guided by our values and professional ethics.

## 1.1 MISSION AND VISION STATEMENT

**Our mission** is to deliver professional and highly creative outcomes in advertising, marketing services and other related advisory and consulting services that will promote various individuals, businesses and non-profit organizations in promoting their brands and reaching out to a wide range of possible clienteles all over Kenya.

**Our vision** is to create a standard advertising and market agency whose services and brand will be well renowned not only locally but also globally.

**Objectives**

* To maximize consumer satisfaction and maximizing enterprise profitability
* To importance capture attention of the target market
* facilitate product awareness among target market
* Facilitate their decision making process by educating the targets on what they need to know and therefore reducing resistance to buying the product

## 1.2 Management

Riti association marketing and advertising agency will be managed by Riti association partners and Nicholas Maigi director of St Nicholas rehabilitation center. They will hire the perfect minds after rigorous testing to ensure the best and unique ideas for advertisement marketing. Besides, they will hire IT Experts, Painters, and Web Developers to convert your dream of attracting a large audience into reality.

# 2.0 OUR SERVICES

Riti association has their own cameras and a video production team which will make it easier and cheaper to offer our services hence maximizing our profits. Our services include;

* Printing innovative flyers and brochures
* Designing appealing and unique billboards
* Making related banners and flags
* Making business cards and invitation cards
* Advertising through social media sites, websites, and emails
* Advertising using the technique of search engine optimization.

# LOCATION

RITI marketing and advertising agency is located in Nairobi, muthaiga in 2nd floor sunshine hospital building and meru along meru –maua road between kianjai and ndugune at kalerene stage and Nairobi,Zimmerman;oppsite powerstar supermarket.

If interested in working with us email us your credentials at application@ritiassociation.or.ke

Contact information;

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Facebook page ;riti association

Twitter;@ritiassociation

Instagram; riti association

Linked in as director riti