



# KORPORATE

A po th e c a r y

# About Us

Korporate Apothecary (Pty) Ltd is an independent and dynamic Marketing, Production & Operations Agency that delivers individually tailored turn-key marketing solutions for businesses.

As our name suggests '**Korporate Apothecary**' offers unique expertise to maintain positive and progressive vital health for your businesses.

We stock a full range of branding, marketing, and strategy focused solutions that can be used as remedies for your long-term growth strategy.





# Our Turn-key Solutions Drive Business Value

## Vision

To become the most preferred supplier in the marketing and events industry – reputable for cutting edge production, innovative strategy, operational excellence, and thought leadership.

## Mission

To lead with insight and innovation by constantly improving our product quality, customer-centricity, business agility, resilience, operational excellence, service excellence and innovation.

## Values

We take time to find employees and partners that are aligned with our core values - *integrity, professionalism, diversity, excellence and empathy*.



Going the  
extra mile to  
deliver quality  
is who we are.

Korporate Apothecary (Pty) Ltd encompasses values such as maintaining client rapport (positive energy), professionalism, diversity, integrity and ensuring to **always put quality first**.

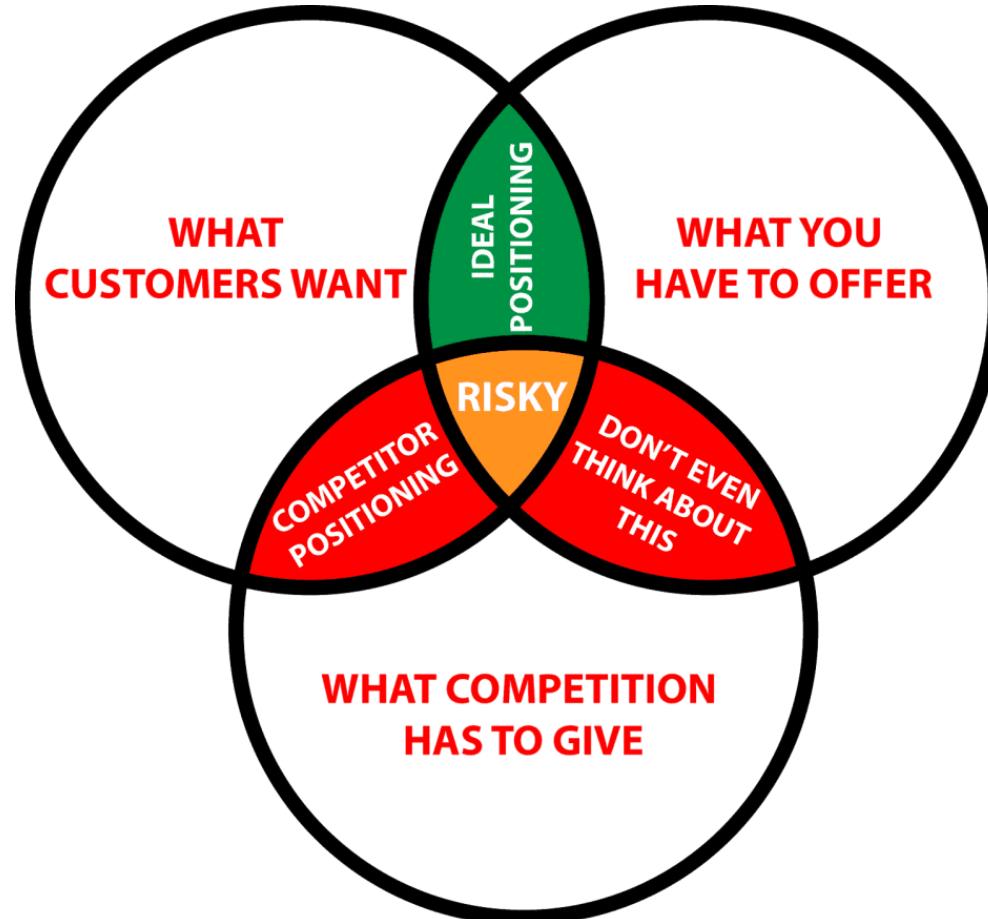
WE PRESENT TO YOU PRODUCTS AND SERVICES  
OFFERD BY KORPORATE APOTHECARY (PTY) LTD



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# Strategy & Growth

- Brand Positioning
- Trade Route to Market Modelling
- Touch point Mapping
- Media Plans



# Corporate Gifting & Branding

- Supply of any branding material
- Design & Printing
- Promotional items
- Procurement of branding
- Maintenance of Branding
- Erection and Dismantling of Branding
- Branding “Bible” Development
- Corporate gifts



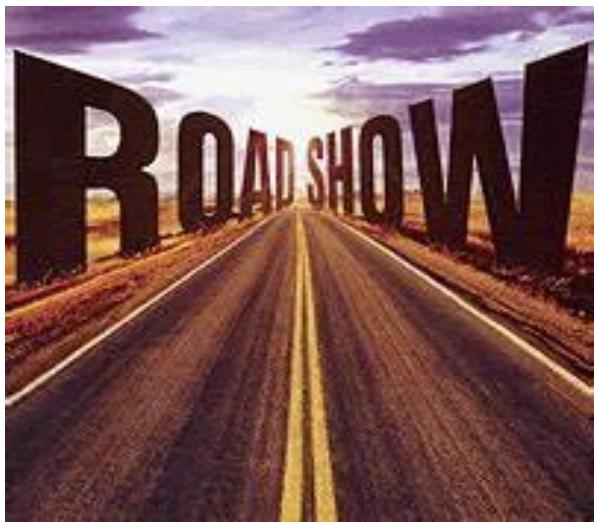
# Exhibitions and Displays

- Design & Construction
- Custom & System Stands
- Exhibition Strategy
- Exhibition Activities
- Exhibition Management
- Portable Display Systems



# Brand Activations

- Campaign Conceptualization & Development
- Road Shows
- Taxi rank Activation
- Promotions
- Instore Activation
- Business Park Activation



Province	Busy Taxi Rank
Western Cape	3
Eastern Cape	8
North Cape	3
KwaZulu Natal	9
Mpumalanga	3
Gauteng	16
Limpopo	4
North West	3
Free State	3

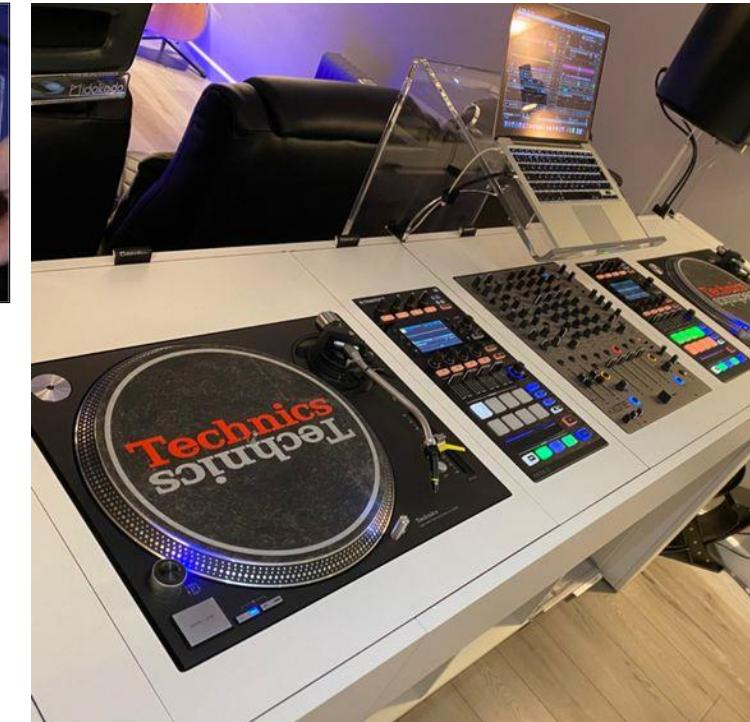
# Events Management

- Product Launches
- Gala/Awards Dinners
- Conferences
- Social Responsibility
- Sponsorship
- Concerts
- Sporty Events



# Events Management

- Design
- Event ID Creation
- Printing
- Online / Onsite RSVP Management
- Venue Procurement
- Décor & Styling
- Catering
- AV Development & Production
- Technical & Sound
- Disaster Management
- Health & Safety
- Shuttles & Logistics
- Protocol
- Photography & Videography
- Accommodation management
- Room drops
- Guest leisure activities
- Guest gifts
- Branding
- Budget
- Report
- De- Brief



**“creativity is  
intelligence  
having FUN”**

# Agile Delivery Requires Planning, and Communication



## Project Scope

We have client interviews to better understand project timelines and expectations.

## Payment/ Agreement

An Agreement is setup between client and supplier.

## Learning & Measuring

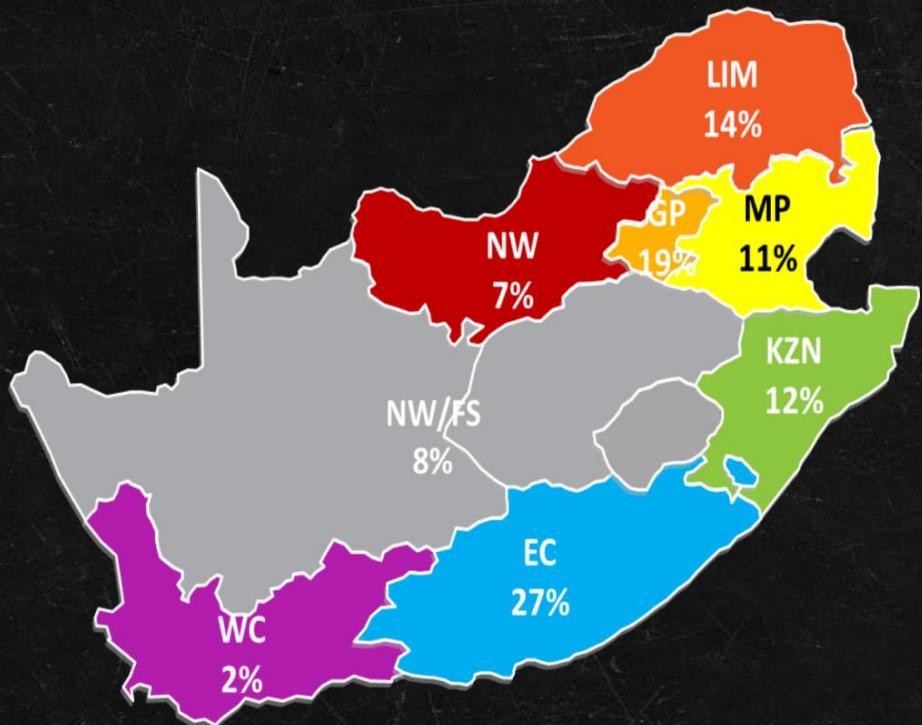
We learn more about your customers, business problem, and/or measure KPI's.

## Delivering & Launching

We deliver, install, and maintain your solution depending on the project scope.

# Footprint

We work closely with our strategic alliances and partners around the globe to meet and (or) exceed customer needs.



## RSA Traditional trade SOT by Regions



Most markets are 90/10 split  
traditional trade vs modern



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THANK YOU