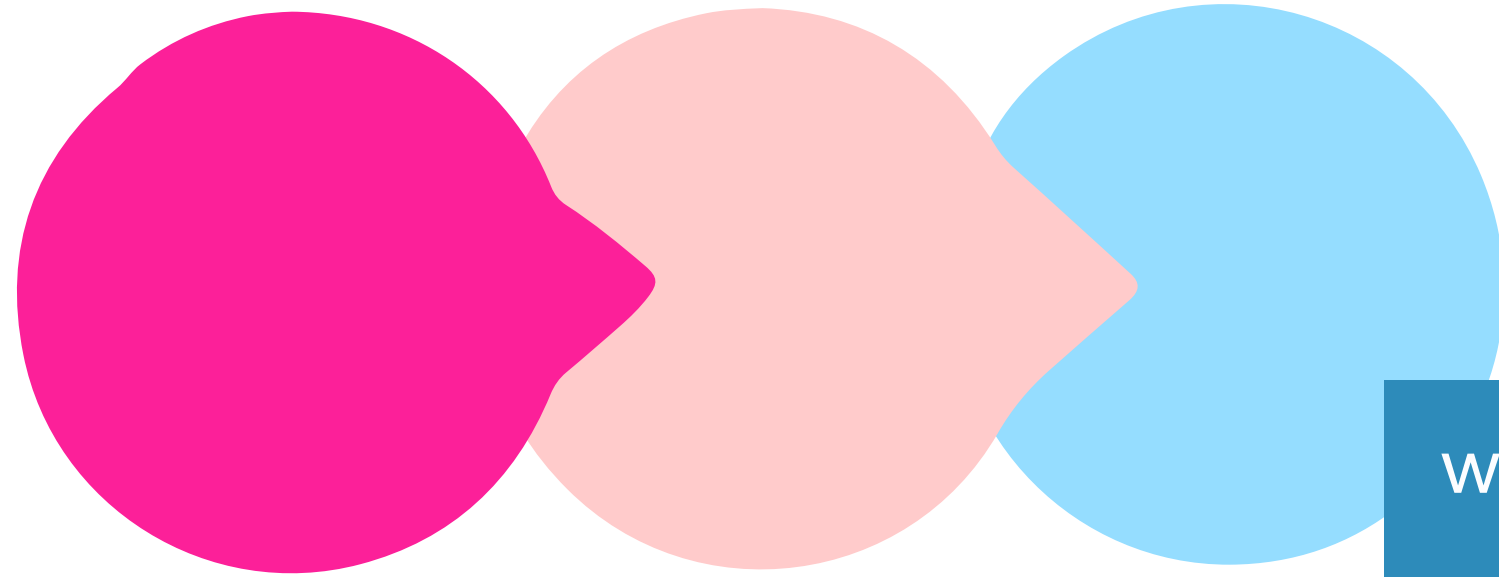


CREATING THE DESIRED CHANGE

BESPOKE GROWTH STRATEGY & BUSINESS MARKETING SOLUTIONS

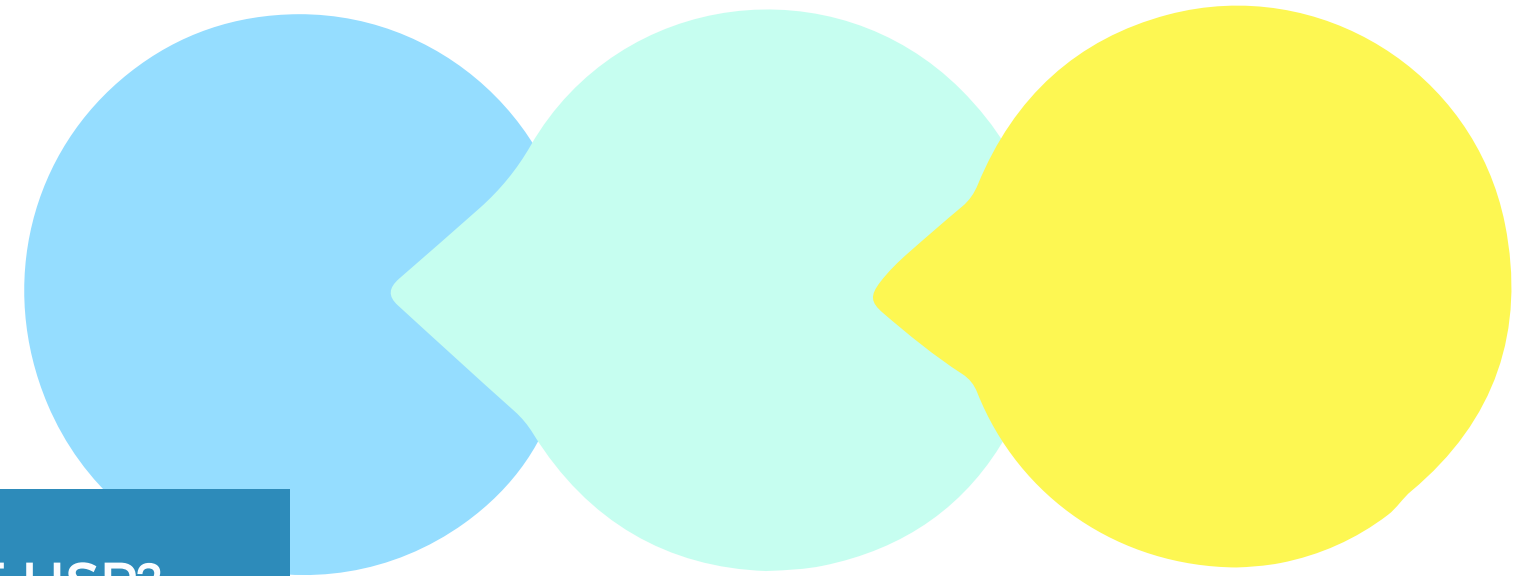
We believe in bringing about purposeful, impactful & change to YOUR business

Stuck Introduction-



- Business Age -
- Total Investment -
- ROI -
- Resource Structure -
- Price Points -
- Brand Persona -
- Audience Persona -

Identified Reasoning -



WHAT IS THE USP?



Customer to Market to Brand Gap

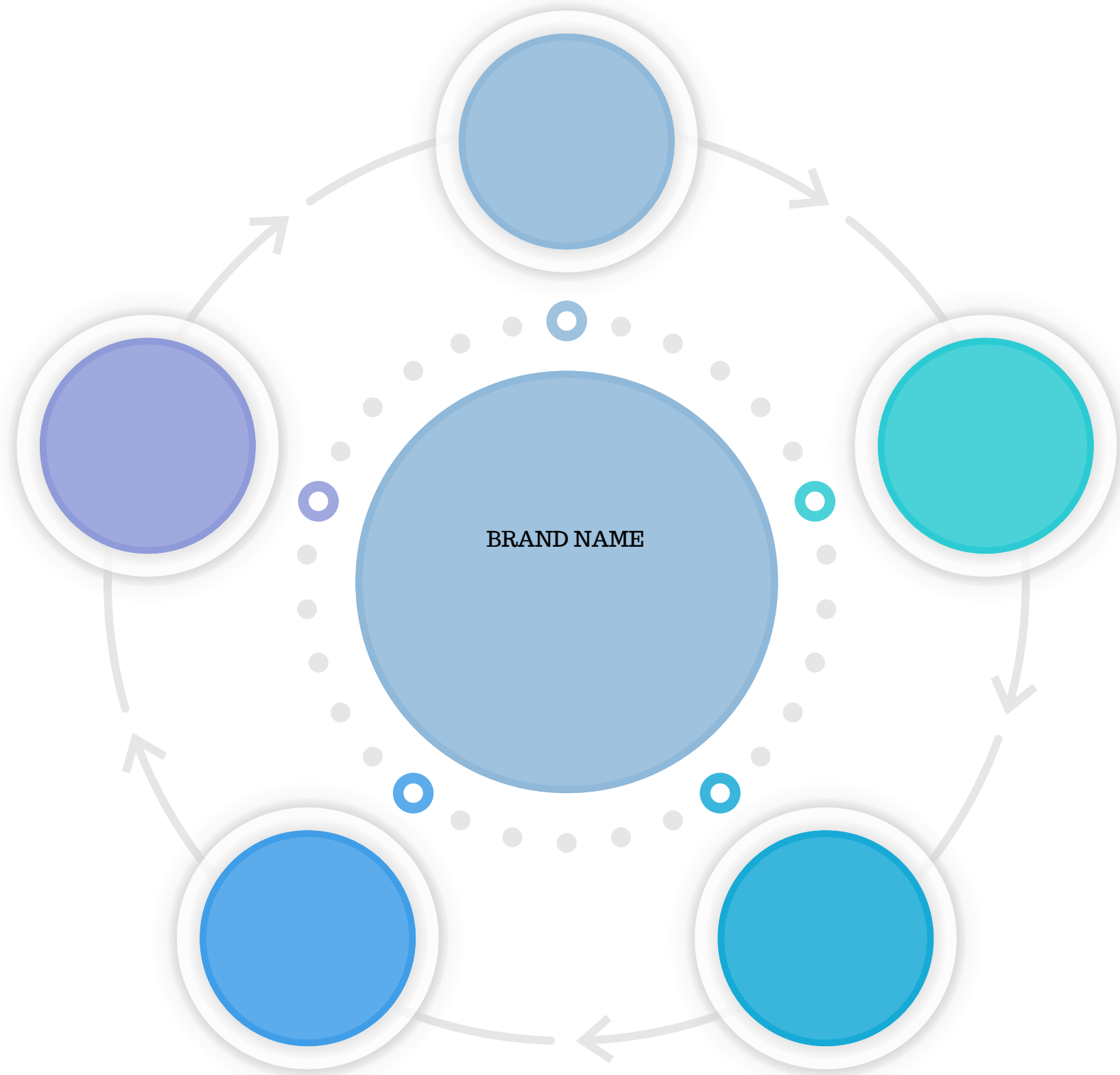
Give people
what they
want

At the
price they
want it

At the
time
they
want it

At the
place
they
need it

Restructuring Forward

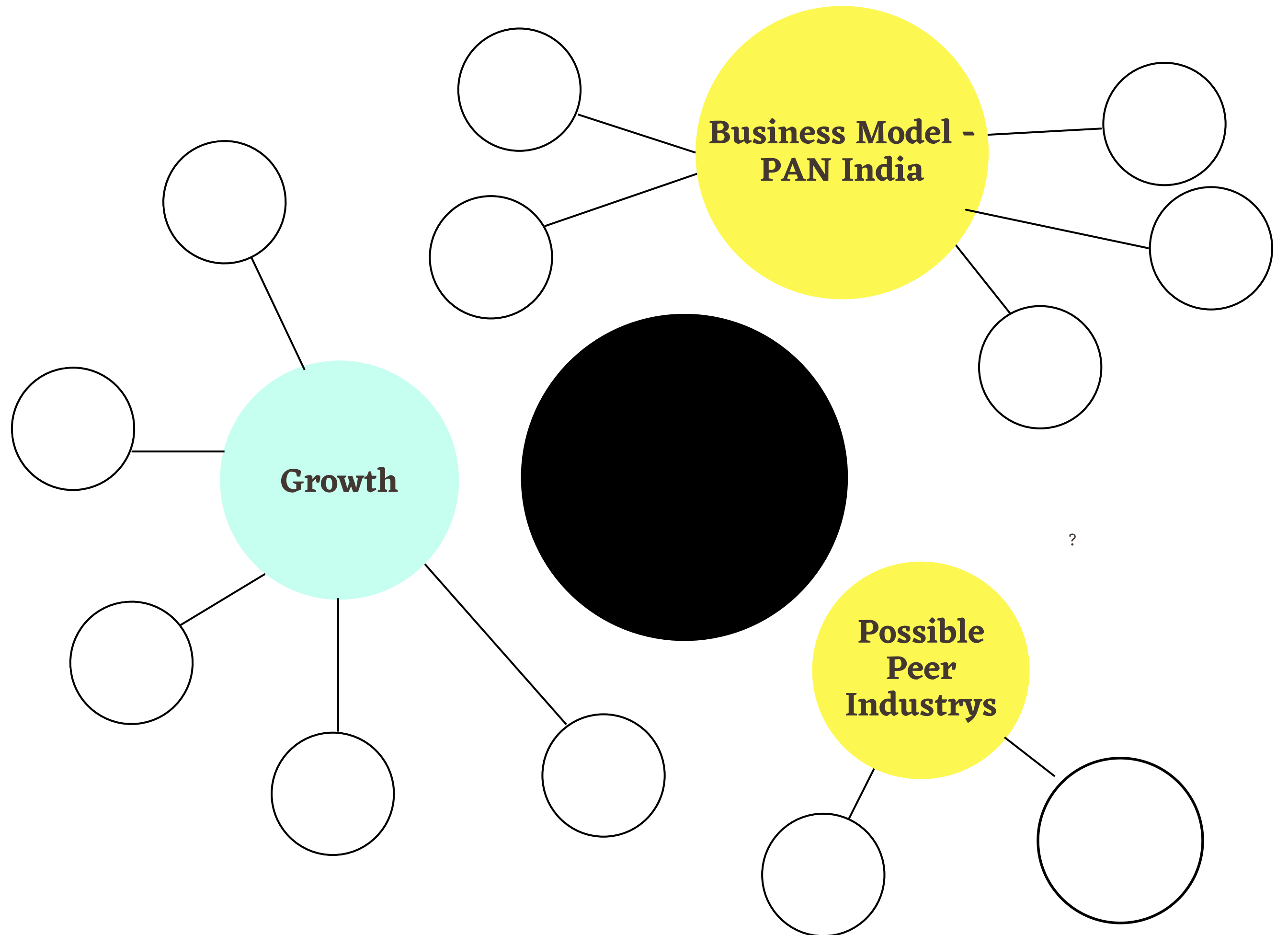


- FOCUS
- A PLAN
- A GOAL
- INVESTMENT

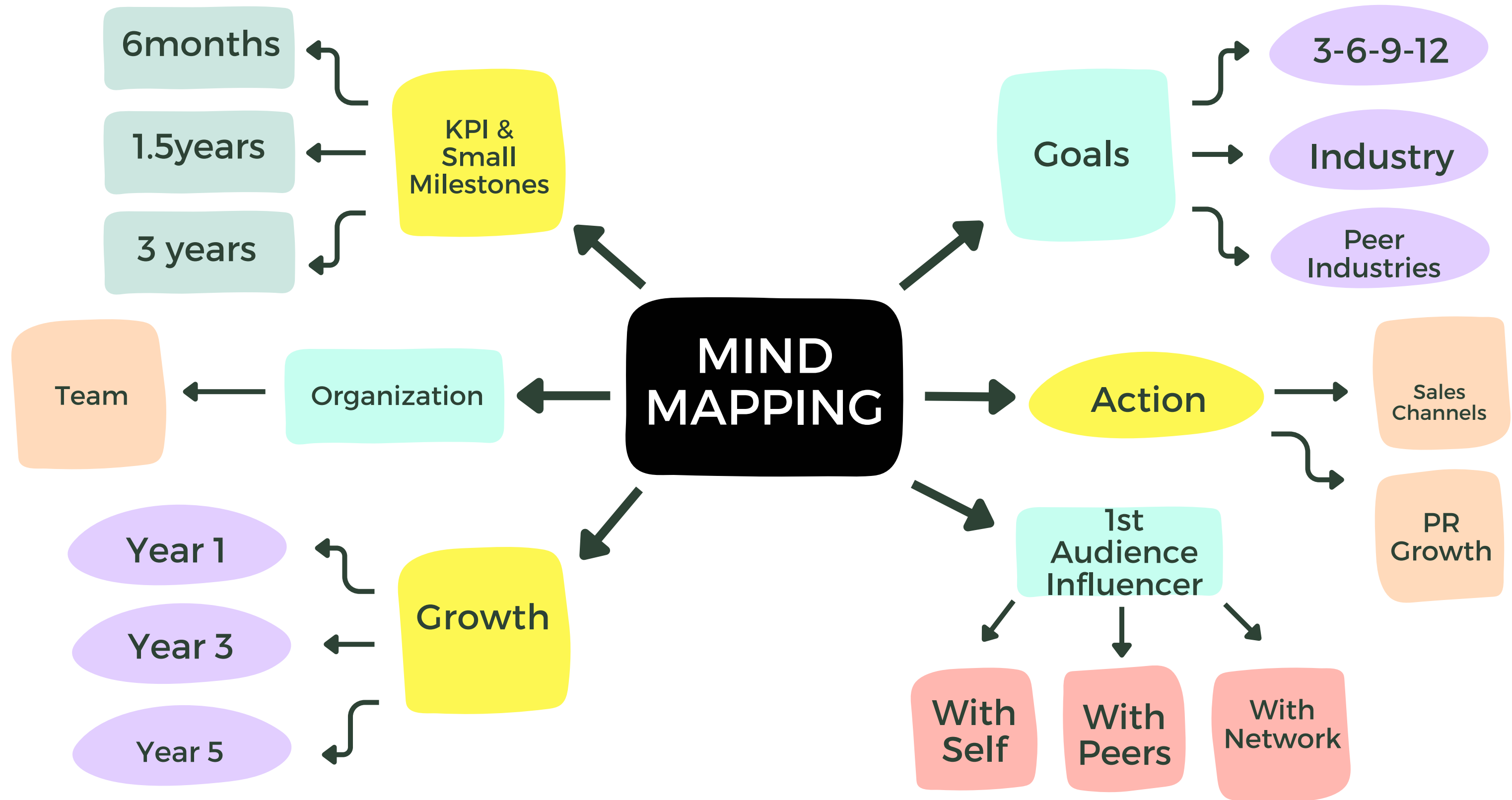
BRAND INTRODUCTION

Brand Name-	
Niche/Category -	
Website-	
Social media Handles-	
Competitors/References-	
Brand Pain Points-	
Avg Price Point of Products-	
Current Platforms & Spends if Any -	

Mind Map



MAPPING THE PROCESS



Strengths

Weakness

Threats

Opportunities

Brand SWOT
Know Your Worth

Competitor Analysis

Competitor 1

Competitor 2

Competitor Analysis

Competitor 3

Competitor 4

Cost To Sales Analysis

- » Monthly Total Sales -
- » Monthly Total Cost of Sales -
- » Monthly Gross Profit -
- » Monthly Cost of Sales % -

SUGGESTED INSIGHTS AND ACTIONABLES

Demand to Sales Analysis

Create a Demand,
Be Different

- » Targeted Audience -
- » Market niche -
- » Past Sales -
- » Predicted Demand to Sales -

SUGGESTED INSIGHTS AND ACTIONABLES

CURRENT REVENUE

- Sales -
- Costs -
- Spends -
- Net Profit -
- Scale -

WHY YOUR ARE STUCK

POTENTIAL REVENUE

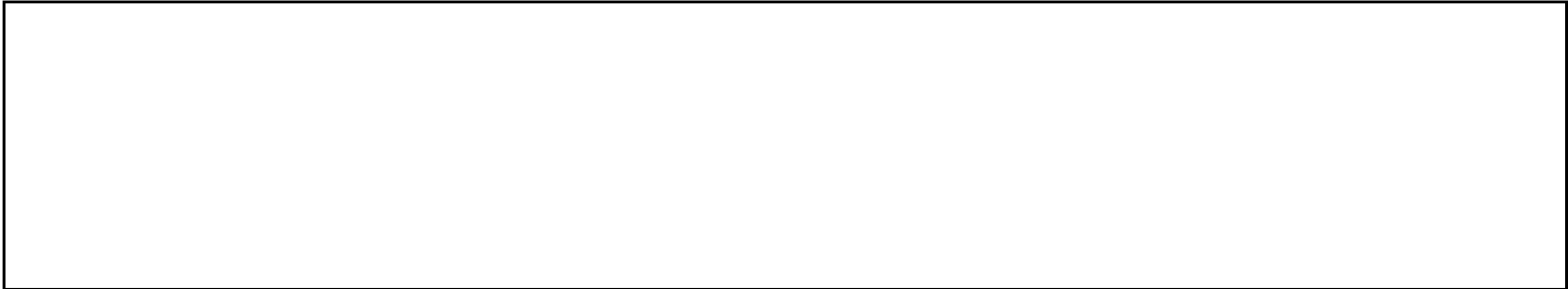
- Sales -
- Costs -
- Spends -
- Net Profit -
- Scale -

WHAT YOU NEED TO DO

SPEND BREAKDOWN BASIS SCALE

CURRENT SPENDS VS REVENUE

Social Media Organic
Social Media Ads
Website SEO
Google Ads
Whatsapp Marketing
Email Marketing
Influencers
Others



SUGGESTED SPENDS VS REVENUE

Social Media Organic-
Social Media Ads -
Website SEO -
Google Ads -
Whatsapp Marketing -
Email Marketing -
Influencers -

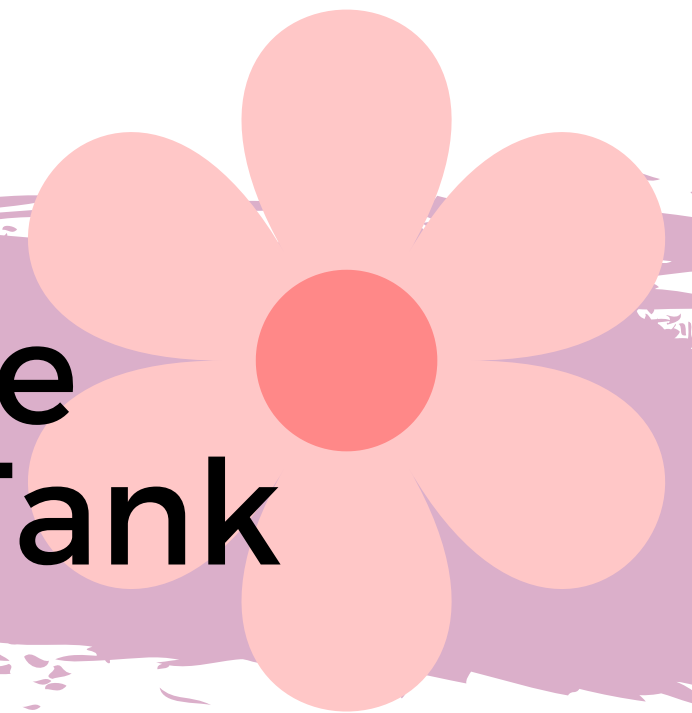
INVEST TO EARN

1st Round Inputs

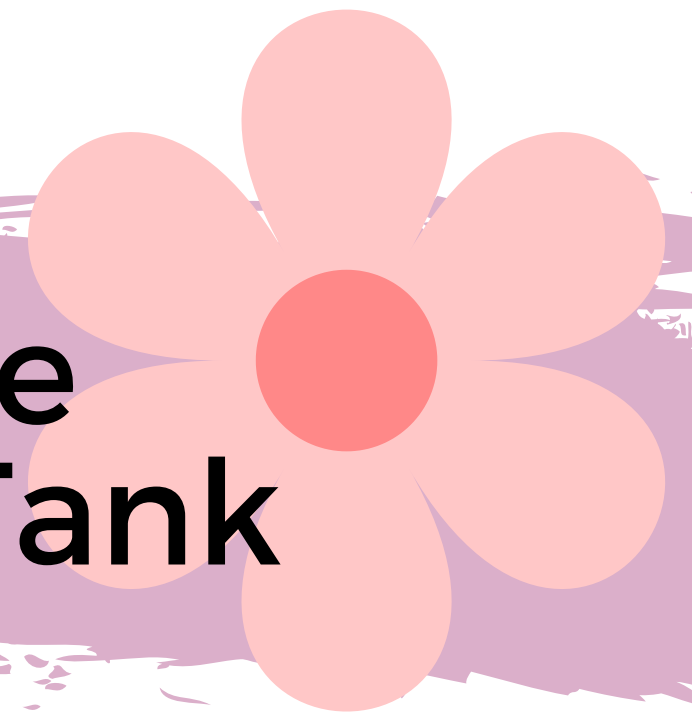


Own Your Worth

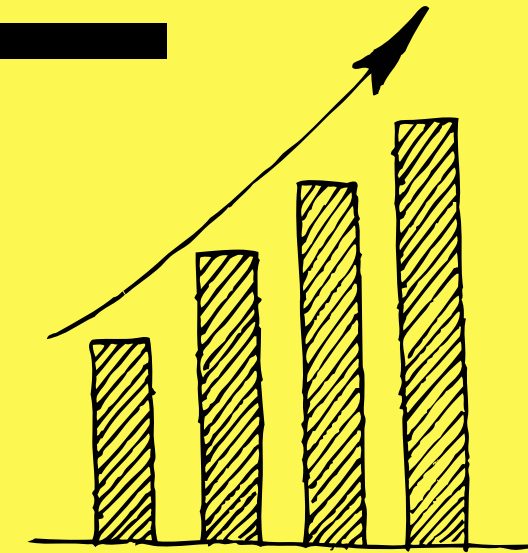
Creative Think Tank



Creative Think Tank



BRAND INVESTMENT & PLANNING



- SKU -
- CONSISTENT GROWTH SPENDS-
- PRODUCT PORTFOLIO -
- TEAM MANAGEMENT -
- MARKETING INVESTMENT -

**DIVERSIFY YOUR
GROWTH**

CREATIVE DIRECTION

BRAND COLOURS-

BRAND ELEMENT -

BRAND PACKING -

SM ANALYSIS -

BRAND POSITIONING -

**ATTRACT YOUR
AUDIENCE**

**GIVE THEM
REASON**

USP BUILDING

CREATIVE DIRECTION

BRAND COLOURS-

SOCIAL MEDIA ANALYSIS

BRAND POSITIONING

GRID BALANCE

ATTRACT YOUR AUDIENCE

INSTAGRAM GRID REFERENCE

CONTENT DIRECTION

ENGAGE THEM

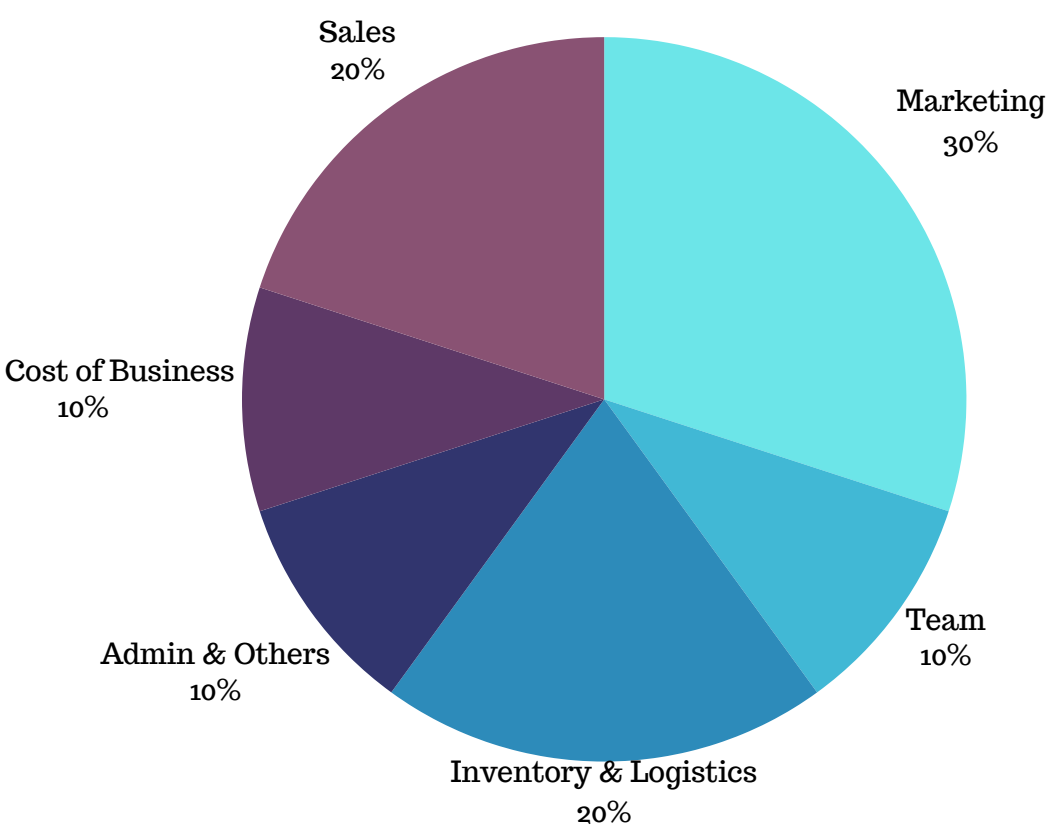
CONTENT DIRECTION (REFERENCE LINKS)

LIKE ATTRACTS LIKE

SOW RIGHT TO
REAP BIG

BUDGETING

50/30/20

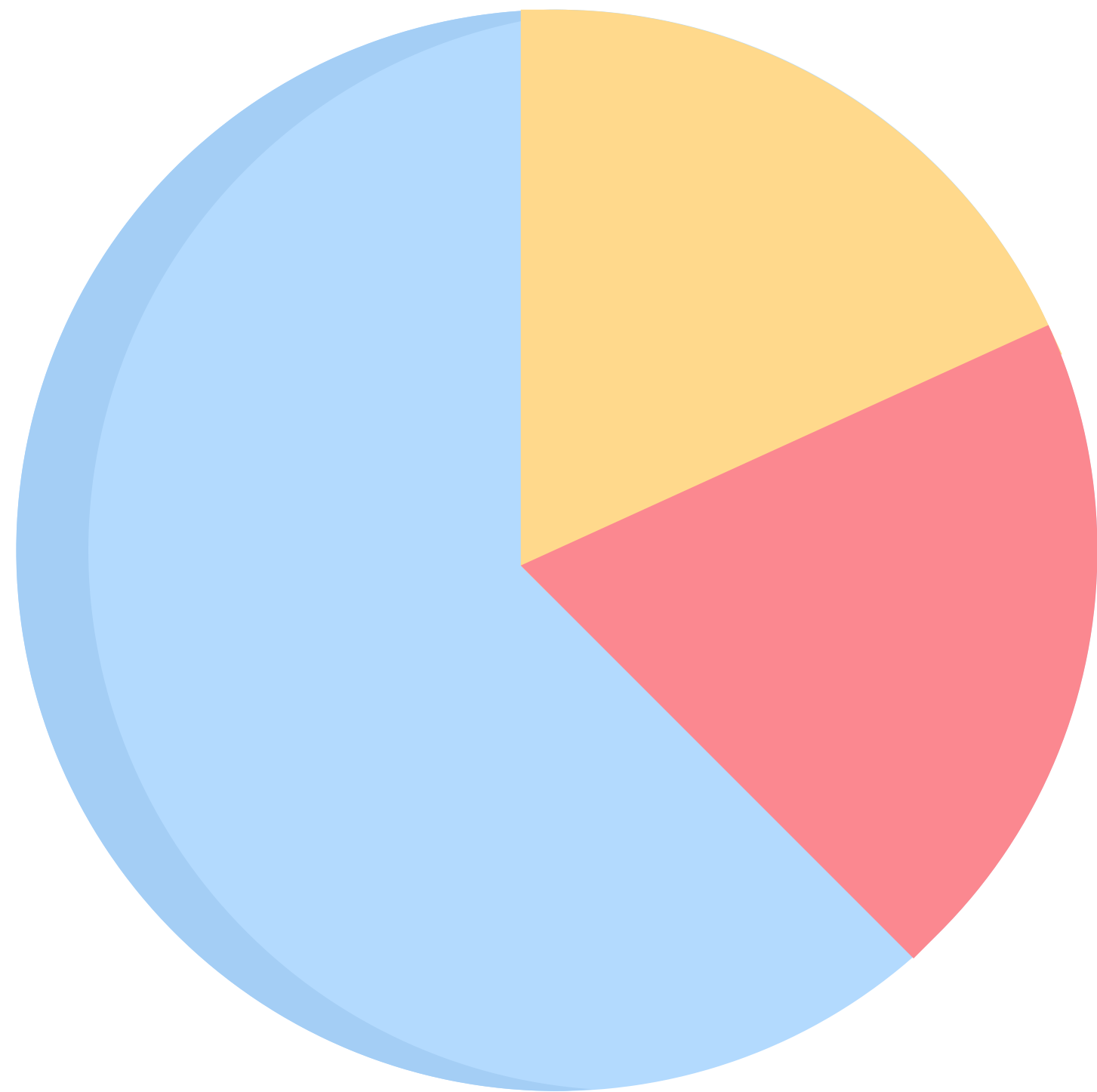


50%
Inventory & Marketing

30%
Team & Sales

20%
Growth

POSITIONING



Unit Economics Costing

Key Pop Ups & Target Stores & Alliances

1st Hit PR

**QUICK
ESSENTIALS**

Pinboard Reference

**PRODUCT DESIGN
DIRECTION**

3-6-9-12

3 MONTHS

6 MONTHS

9 MONTHS

12 MONTHS

Forward Planning

**THE REAL GOLD,
SCRIBBLE YOUR
THOUGHTS & LET'S TALK
AGAIN**

WE BRING THE MAGIC THROUGH HOLISTIC SOLUTIONS

Let us fix your growth painpoints

so you can focus on

Bigger Better Things

OUR OFFERINGS

1. Retainer Brand Growth Consultant - We support and assist with direction and connection to supplier's, experts, sales assistance, avenues for sales etc. We consult and mentor until the Brand is self sufficient / maintain continuity
2. Retainer Brand Growth Specialist - We drawn down tasks that require execution or outsourcing from your end and undertake the same + 1 above
3. Brand Takeover - This is for nascent/established but stuck brands that require a foundation/hygiene and initial/regained momentum respectively as applicable. Under Takeovers we undertake activities end to end until the Brand has gained basic drive to start banking on sales

SUCCESS CRITERIA

1. Timely Support & cooperation from you / your team .
2. Understanding that success is not over night. A Phase wise approach is required for sustainable and stable progress .
3. Providing necessary Details / Resources/Data timely alongside our support .
4. Honesty & transparency during feedbacks, reviews and Qualitative analysis .
5. Giving it your all with us for the 1st 3 months minimum.
6. Trusting in Auto Pilot Processes and Data Driven Realities.
7. Focused engagement & Time bound reviews to allow for moving onto next steps
8. Concrete actioning & decision making alongside execution.
9. Setting realistic milestones & targets keeping in mind gradual & positive growth.
10. Providing a detailed brand brief, 6month & 12month vision so growth data mapping can be reviewed on real time basis.

LET'S CO-CREATE
A POSITIVE
CHANGE FOR
YOUR BUSINESS

**ARE YOU READY TO UNLOCK
YOUR TRUE GROWTH
POTENTIAL ?**

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