

# Business Proposal for Avenue 2A



## Who we are

HoloPro specialises in providing ground breaking holographic platforms, designed to revolutionise product presentation and customer engagement in the luxury retail environment.

HoloPro is pleased to present this proposal to Avenue 2A, located in Hyde Park Corner. This document outlines our innovative holographic display solution designed to enhance the luxury shopping experience that Avenue 2A is known for.

## About Avenue 2A

For over twenty years, Apsley has been a respected home on the continent for the world's leading luxury brands. Avenue 2A, as part of the Apsley Group's family of stores, represents the pinnacle of luxury retail in South Africa, offering exclusive and curated fashion to a discerning clientele. Located in the prestigious Hyde Park Corner shopping centre, Avenue 2A aims to provide an exceptional shopping experience that reflects the luxury and quality of its products.

## Proposed

To enhance Avenue 2A's in-store and event experiences, we propose the integration of our holographic display units, which offer the following advantages:

- Captivating Visual Displays:** Our holographic technology creates dynamic and immersive 3D visuals that highlight the intricate details and craftsmanship of your luxury products, captivating customers and encouraging them to explore products in depth.
- Enhanced Customer Engagement:** By providing an interactive and memorable shopping experience, our displays increase customer engagement, leading to higher foot traffic and improved sales performance.
- Innovative Brand Perception:** Utilising holographic displays positions Avenue 2A as a forward-thinking and innovative brand, differentiating you from competitors and appealing to tech-savvy, luxury-seeking consumers.
- Seamless Integration with Inbound Marketing:** Our holographic displays can be integrated into your inbound marketing strategy by attracting potential customers through engaging content that showcases your products' quality and uniqueness. This approach aligns with the principles of inbound marketing, which focus on drawing customers in through valuable and relevant content, ultimately leading to increased brand awareness and customer loyalty.

## "Think Inside the Box" Concept

Our slogan, "Think Inside the Box," reflects a strategic approach to marketing that emphasises the straightforward presentation of product quality through our holographic display units. By focusing on clear and classic showcases, we avoid unnecessary complexities and allow the superior craftsmanship of Avenue 2A's luxury products to speak for itself.

## Pricing Options

*We offer flexible pricing tailored to your specific needs:*

### Product Launches:

Duration	Price	Notes
1-Day Rental	R25,000 per day	Excluding transport and setup costs
3-Day Rental	R22,000 per day	Excluding transport and setup costs
5-Day Rental	20,000 per day	Excluding transport and setup costs

Includes: Unit rental, content creation, and on-site support.

### In-Store Displays:

Units	Monthly Price
1 Unit	R27,000 per month
2 Units	R51,000 per month

Includes: Exclusive unit usage, **new monthly content creation** by Industry Professional Photographers in line with marketing goals, contract durational maintenance.

## Contract Term:

### 12 months

- Content Usage: Avenue 2A is permitted to use the created content across all digital platforms.
- Content Creation: **Fresh content will be developed monthly** and uniformly applied across all rented units, ensuring consistency in brand messaging and presentation.

## Implementation Plan

- Consultation: Assess specific needs and select appropriate display units.
- Installation: Professional setup of units in selected locations.
- Content Development: Collaborate to create engaging holographic content.
- Training: Provide staff training for optimal utilisation of the displays.
- Ongoing Support: Regular maintenance and content updates to ensure continued effectiveness.

## THANK YOU

We would welcome the opportunity to discuss this proposal in more detail and tailor our services to meet Avenue 2A's specific needs. Please feel free to contact us to schedule a meeting or for any further information.

*"Think inside THE BOX"*

**HODO PRO**

**AVENUE  
2A**