

COMPANY PROFILE



AMINAAMI

They Make Sense. We Create It

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WELCOME TO AMINAAMI!

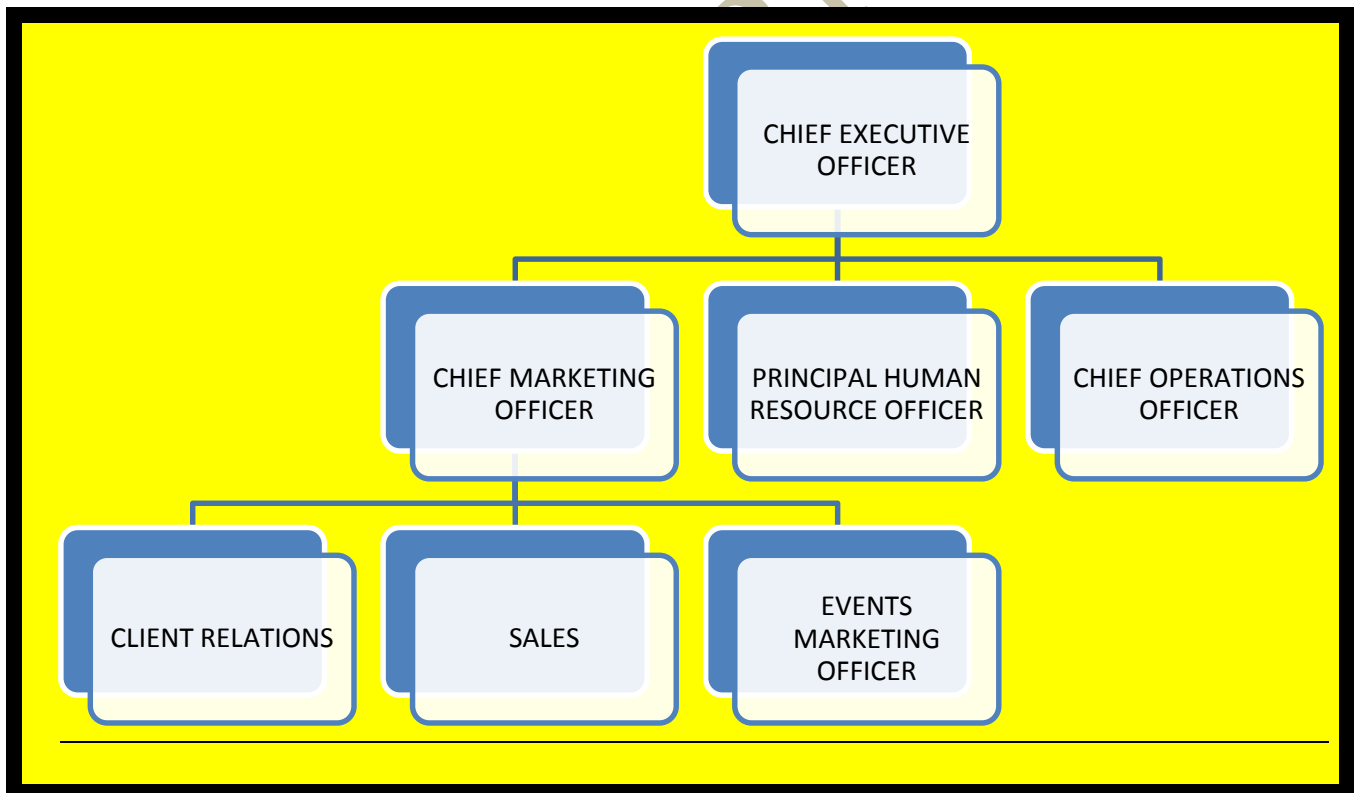
ABOUT US

AMINAAMI (PTY) LTD is a new marketing agency that stands to bring a fresh perspective to the marketing industry in our country. Currently, services on offer are mobile advertising, school newspaper and shopping center advertising. These are advertising methods that are currently limited in Botswana. However, by mid-year 2016, the company will have rolled out its services to incorporate differing aspects and mediums of marketing which will cover sales, distribution and public relations.

MANAGEMENT

Our company is a petite establishment that has employed passionate and multi-talented individuals whose roles and talents extend to various departments. Our management team comprises of ten (10) workers, who are responsible for formulating and implementing long-term strategies as well as ensuring the smooth running of day to day activities of our company. Lastly, we have twelve (12) riders; they are friendly - ever smiling fellows that are responsible for taking our clients' message/ads to the people.

ORGANISATIONAL STRUCTURE



MISSION

1. To instill appealing, cost friendly and effective advertising.
2. To become a one-stop shop for all marketing and advertising solutions.

OUR SERVICES

MOBILE ADVERTISING

Our mobile advertising service is based on two (2) mediums which are bicycle and walking billboards (refer to Figures Bicycle Billboard 1 and Walking Billboard 1 under PRICING AND RATES). These are cost effective, direct and efficient means of product/service promotion. They have powers of appeal that surpass stationary billboards as they are mobile thus they reach different geographic areas, their mobility also allows for easy targeting of your audience or market. Compared to conventional advertising mediums, mobile advertising reach the desired audience almost immediately; time taken to reach an audience will pose serious implications on sales of perishable goods, products/services sale with a deadline and scheduled events. Our billboards are led by humans (riders or walkers), our riders/walkers become your ambassadors – i.e. they are taught about your services/products or event so they could engage the public via information interchange in case where there are language/disability barriers, or if members of the public pose questions about the service/product or event being advertised. Secondly, our riders/walkers will hand out promotional materials and/or flyers. Please note that our walking billboard service is most suitable for considerable flyer distribution. (See HANDS ON ADVERTISING)

SHOPPING CENTER MARKETING SOLUTIONS

Our shopping center solutions are aimed at advertising and marketing strategies confined within a shopping mall/center. We have a wide array of new and exciting means of brand awareness and promotions that are specifically tailored to be delivered within a shopping mall/center. Our concept is designed with regards to the nature a buzzing shopping center and appealing to mall goers. We aim at easing shopping, turning it from a task to a memorable experience. While helping center owners reap profits. (See REVAMP YOUR SHOPPING CENTER TODAY!)

SCHOOL NEWSPAPER

Lastly, our **FREE** school newspaper concept is designed to breach the communication gap between students and staff in a tertiary school setting. The paper is a dispensary for invaluable school information i.e. notices, changes and updates. It also serves as a link to the outside world ensuring that students are informed of the world around them. Furthermore, students are allowed a journalism opportunity either for expression or artistic purposes; this gives students a platform from which they too can help shape their school environment. (See EXTRA EXTRA READ ALL ABOUT IT!)

FUTURE SERVICES

1. Digital marketing.
2. Market research.
3. Recycle bin and bus stop/waiting room advertising.

HANDS ON ADVERTISING

So you are stressing about how to get your products and services out there? So you have a marketing scheme but revenues are still the same, you pour in more money trying to play the numbers game but somehow you still can't gain control of the market? Despair no more. Cast your marketing worries aside, leave it to the professionals. Sit back and we will deliver the market to you. The importance of marketing cannot be stressed any further; marketing is the ultimate ingredient towards the success of any company. We do more than advertising, we go beyond to areas such as public relations, promotions and sales. At AMINAAMI, we ask, why have quality products and services that none of your potential customers would know about? If you are a beginner, a new start up or a once-off event, let us help you establish your mark or if you have been in business for a while, let us help you keep it that way. To begin, we will examine the three (3) main reasons for advertising;

1. To reach new people.
2. Also, to reach your existing clients that will serve purposes of reminding them of your brand as well as ensuring good word of mouth referrals.
3. Lastly, to gain control of the market through product differentiation.

At AMINAAMI, we do more than just putting your brand and services/products out there, we engage your market. To represent the client as best as possible, our riders will visit our client's offices to learn their culture, this is what they will reflect to the public. We understand that image is critical in business, we avoid tasteless advertising thus we add flavor to our campaigns, the flavor being, your corporate culture! With us you have the benefit(s) of;

1. Reaching new geographic areas and thus maximizing the potential of increasing your customer base.
2. Using new channels of advertising that are cheap, effective and appealing.
3. Targeting your customers like never before!
4. Complementing your already existent marketing plan with mobile advertising to breach gaps left in between to attain a uniform roll-out in the market.

We advise our clients to;

1. Relate their target market to us, who is your typical customer? Customer profiling will help narrow down the campaign to achieve effectiveness in brand/product awareness.
2. Now that we know who we are dealing with, the client is to develop a strategy, which we are always glad to assist with, this is to outline beforehand what is to be done and how and for how long. Is it a sale? New product? Or an event?
3. Lastly be clear and upfront about budget and expectations. This will aid in using available resources to get the best result.

The Process;

Our creative process is broken down into three (3) components. Firstly, who you are (BRAND) is the question we ask. Knowing who you are and what you represent helps give us an idea of who your target market is and how to package you to the market. Secondly, we collaborate with you to formulate a penetrative STRATEGY that is designed with respect to who you are as a brand and who your target market is. Lastly, we take ACTION! We implement the strategy. We merge our ideas with yours to best market your products/services to the rest of the country.

OUR MOBILE ADVERTISING SERVICE: BICYCLE BILLBOARDS

Our aim is to raise awareness of ongoing specials in a bid to foster brand trustworthiness. We intend to increase brand understanding through direct marketing. We are closer to the people than any other advertising medium. Our signature approach is a **seven (7) stage process** that encompasses;

1. **Billboards** – Our billboards are 1.5 meters wide and 1 meter high. They are two (2) sided hence the client's message/ad is displayed on both sides. Besides their eye-catching powers, the billboards' large sizes ensure good visibility from a distance.
2. **Mobility** – Our billboards are mobile, this feature allows for easy change of location hence the client's message/ad can be seen in different places in a day. Our bicycle billboards can easily navigate tight passages to access residential areas; we are able to go where others can't.
3. **Choice of area** - Mobility of our billboards allows for targeting desired areas where the intended audience is. This ensures effective use of resources in a way that is sure to reach your audience.
4. **Word of Mouth Marketing** – Our riders will engage the public via word of mouth marketing, this is a two (2) way process that allows for provision of extra information regarding the client and their services; it also gives the public a platform of expression. Word of mouth marketing also helps transcend barriers such as illiteracy (in the case of encountering the uneducated or elderly and when subtle taglines are used as messages) and disability. Our riders will translate your messages/ads from English to Setswana and vice-versa to further the message being conveyed.
5. **Hand- Leafleting** - As our bicycle riders proceed along the streets and major catchment areas (such as malls and office/industrial areas), they will hand out information pamphlets. These will also be inserted onto residential gates to ensure sufficient distribution of information.
6. **Ambassadorship** - Our bicycle riders become the client's ambassadors for the duration of the campaign. Firstly, they are taught about your service/product or event which they will passionately share with the public; secondly, they wear your brand at no extra cost.
7. **Feedback/Survey** - During campaigns, the public/audience's facial expressions, comments and initial reactions are noted to gauge enthusiasm and general acceptance/rejection. From these observations which we share with our client, valid conclusions can be drawn, which can be used to adjust, modify or improve service/products.

MONITORING & EVALUATION

Our campaigns are documented by method of photography; we take hourly photographs which depict locations visited. On a daily basis, a log/report is formulated that documents in detail the proceedings of each advertising campaign. This is to record the number of flyers/pamphlets handed out, the number of people engaged, the number of residences visited as well as an estimate of the number of people that saw our billboards. Public reactions will also be reflected on our report.

OUR SHIFTS EXPLAINED

SHIFT No.	HOUR No.	TIMES
1	1	05:45 – 06:45
	2	06:45 – 07:45
	3	07:45 – 08:45
2	4	08:45 – 09:45
	5	09:45 – 10:45
	6	10:45 – 11:45
3	7	11:45 – 12:45
	8	12:45 – 13:45
	9	13:45 – 14:45
4	10	14:45 – 15:45
	11	15:45 – 16:45
	12	16:45 – 17:45

Our company has adapted a short **three (3) hour** shift system for our riders, we have a total of **four (4) shifts** thus our day is **twelve (12) hours** long. The three (3) hour shift was considered for some of the following reasons;

- Our riders are not overworked.
- The public doesn't get to see the same old faces.
- Lastly, to create employment for more of our able-bodied youths.

OUR RATES EXPLAINED

HOUR No.	TIMES	RATE (BWP)	COMMENTS
1	05:45 – 06:45	350	PRIME HOURS 1 & 2. At this hour there's more people going to work. Our target areas are busy roads, mall & industrial areas
2	06:45 – 07:45	350	
3	07:45 – 08:45	250	Standard hour (Normal people traffic unless on holidays or closing of school)
4	08:45 – 09:45	250	Standard hour
5	09:45 – 10:45	250	Standard hour
6	10:45 – 11:45	250	Standard hour
7	11:45 – 12:45	250	Standard hour
8	12:45 – 13:45	450	PRIME HOUR 3, this is during lunchtimes where a considerable number of people are out & about.
9	13:45 – 14:45	250	Standard hour
10	14:45 – 15:45	250	Standard hour
11	15:45 – 16:45	250	Standard hour
12	16:45 – 17:45	350	PRIME HOUR 4. At this hour the most important group of society – the working class, becomes our target audience, as they exit their workplaces in large scores, some walking, some boarding public transport or in their cars. Our riders will tow your ads

PRICING AND RATES

MOBILE ADVERTISING: Bicycle Billboards

Below is our standard pricing for one day (**1 day = 12 hours**). Our service runs daily from **0545am** to **1745pm**. Please note that our hourly rate decreases when more hours or riders/walkers are purchased. Ask us about cost savings for quarterly, half year and annual service commitments. Simply buy hours in bulk and save big! Our service is great for long term campaigns. Biking/walking hours and locations are to be discussed at consultation. Additional hours and/or riders/walkers will incur extra costs. Prices may vary depending on your budget and the location of the campaign.

CAMPAIGN DURATION	RATE	DISCOUNT	DISCOUNTED RATES
ONE DAY (10/12 HOURS)	BWP 3 500	5%	BWP 3 325.00
ONE WEEK (7 DAYS)	BWP 24 500	10%	BWP 22 050.00
ONE MONTH (30 DAYS)	BWP 111 000	15%	BWP 89 250.00

1. Weekly rates are for **seven (7)** weekdays. I.e. Monday to Sunday.
2. Prices above are for **three (3)** billboards.
3. Prices exclude printing costs.
4. Prices are subject to change.
5. Cancellation fee of **25%** will be charged for cancellations made earlier than **three (3)** days prior to ad commencement.
6. There is a **15%** surcharge on all rush campaigns.

Prices below are for weekday's i.e. Monday to Friday. The hourly rate on weekends is **P350.00/hour** throughout the day. Weekdays are **twelve (12)** hours long [from **05:45am** – **17:45pm**] whereas weekend days are **ten (10)** hours long [from **07:45am** – **17:45pm**] thus the daily rate is maintained at a standard **P350.00**.

HOURL No.	TIMES	RATE (BWP)
1	05:45 – 06:45	350
2	06:45 – 07:45	350
3	07:45 – 08:45	250
4	08:45 – 09:45	250
5	09:45 – 10:45	250
6	10:45 – 11:45	250
7	11:45 – 12:45	250
8	12:45 – 13:45	450
9	13:45 – 14:45	250
10	14:45 – 15:45	250
11	15:45 – 16:45	250
12	16:45 – 17:45	350
		TOTAL = BWP 3500

DIMENSIONS FOR ADVERTISING BANNERS FOR BICYCLE BILLBOARDS

No larger than **1.5 meters** by **1 meter**. If you do not have an advertising banner we can help you design, print and layout one at extra cost. Our bicycle billboards are two sided and your adverts will appear on both sides. Prices above are for **two (2)** sides.



Bicycle Billboard 1



Walking Billboard 1 1



SPECIAL DEALS

We have special offers depending on the nature of your business or the purpose of your marketing scheme as per constraints of resources or time. As recently noted, the nature of your business or campaign may require more than three (3) bicycles or longer durations than the above listed standard hours. To accommodate this, we have made provisions that allow for flexibility as our clients are now able to customize hour selection to their preferences. However, hourly purchases are for a minimum of seventy (70) hours i.e. one (1) week. The purchased hours are to run as scheduled per day. E.g. A five (5) hour marketing campaign will run for fourteen (14) days i.e. 5 hours x 14 days = 70 hours. Thus, daily hours will remain fixed until the total number of hours purchased have elapsed.

We also reserve unique considerations to special campaigns such as events and intensified campaigns scheduled to run for a set time over a certain location. Please enquire in store about our unique considerations. We advise the client to consult with us to establish their campaigns' needs so that we create a marketing strategy tailor-made to your preferences, needs and ability.

PAYMENT TERMS

Once your booking has been confirmed a **50%** part payment must be made upfront to secure your booking. This can be refunded on cancellations made within **three (3)** days' notice prior to the campaign start date. If you cancel after the 3 day notice period your deposit is non-refundable. Ideally bookings need to be confirmed fourteen (14) days prior to campaign start date. (However we will try to accommodate for individual needs). Proceeding bookings are required to pay the remaining **50%** on completion of the campaign.