

CMM Levels	Focus	Key Process Areas
Initial	Foundational	Understanding client needs and basic planning: <u>Exploring Plans and Consultation</u> Stakeholders: 1. Business Development Manager
Repeatable	Process Management.	interacting with clients ,Influencers Collaboration Process, Managing all process, Identify potential risks. Stakeholders: 1. Management Team 2. Finance Team
Defined	Process (UML Attached below)	Establishing branding processes: <u>brand development, design, messaging, and communication strategies.</u> Stakeholders: 1. Marketing Team 2. Finance Team 3. Graphic Designers 4. Technical Team
Managed	Quality	Ensuring quality brand deliverables and client satisfaction and Also Using Quality Metrics : <u>Review meeting , Client feedback meeting</u> Stakeholders: 3. Management Team
Optimizing	Innovation & Change	Embracing innovation, Technology change Management, and strategic alignment