

HORLATECH BRAND DRIVER COMPANY

CREATED
JUNE 20, 2020

DHIKRULLAH ABDULLAH
OLAMILEKAN

EXECUTIVE SUMMARY

PRODUCT

HORLATECH is a brand driver that help start-up businesses to connect to customers. It help to build businesses from scratch. It is a brand ambassador company.

CUSTOMERS

The target audience for HORLATECH is Start-up businesses that want to brand their companies.

FUTURE OF THE COMPANY

Branding is a fast growing industry. In response to the evolvement of businesses , HORLATECH will offer high-quality professional services. Our goal is to grow businesses with the right perception.

COMPANY DISCRIPTION

MISSION

To create a good interface that will connect customers to start-up businesses with the use of efficient and reliable instrument

VISION

To excel in the use of adequate gadgets for brand promotion, good users interface with the use of competent brand ambassadors.

LEGAL STRUCTURE

HORLATECH is a sole proprietorship

COMPANY DESCRIPTION

PRINCIPAL MEMBERS

Dhikrullah Abdullah- owner, primary designer

Saheed Ibrahim- digital marketer/business manager

Akorede Habeeb- graphics designer

Aro Muadh- account manager

Adelakun Khabaab- Human Resource manager

MARKET RESEARCH

INDUSTRY

HORLATECH will be a part of brand ambassador industry. Currently, HORLATECH is considered a small operating company that serve as brand ambassador to about five different companies including a pharmacy.

DETAILED DESCRIPTION OF CUSTOMERS

Our customers are grouped into two (2). Our major focus are companies or businesses that are just starting and are willing to brand up their businesses while the second group are companies that actually has a brand and wish you retain or improve on the brand

MARKET RESEARCH

COMPANY ADVANTAGES

HORLATECH has the following advantages compared to competitors:

1. Attractive and quality designs
2. Keep to time
3. Reliable and Efficient
4. Easy to contact

SERVICE LINER

PRODUCT/SERVICE

HORLATECH is professional and standout in:

- ▶ **LOGO DESIGN**
- ▶ **BUSINESS CARD**
- ▶ **LETTER HEAD**
- ▶ **FLYER DESIGN**
- ▶ **BANNER**
- ▶ **MAGAZINE**
- ▶ **STICKERS**
- ▶ **T-SHIRT CUSTOMIZATION**

Also, the company we will be producing experts in the area of UX/UI DESIGN which will also serve as an additional advantage other competitors lack.

SERVICE LINER

PRICING STRUCTURE

HORLATECH will offer its services for the following prices and prices may increase due to the size or nature of the work:

- ▶ LOGO DESIGN N5,000 \$12.14
- ▶ BUSINESS CARD N15,000 \$36.42
- ▶ LETTER HEAD N10,000 \$24.28
- ▶ FLYER DESIGN N3,000 \$7.28
- ▶ BANNER N6,000 \$14.57
- ▶ MAGAZINE N50,000 \$121.40
- ▶ STICKERS. N10,000 \$24.28
- ▶ T-SHIRT N5,000 \$12.14

CUSTOMIZATION

We also have start up package worth of 20,000 (\$48.56) which include: logo design, business card, letter head and 3 e-flyer.

SERVICE LINER

PROBLEM AND SOLUTION

One of the greatest challenges faced by start-up businesses is the ability to get brands ambassador and the financial strength to pay them accordingly. Getting designs that will promote their brands and websites become difficult.

The company is established to provide solutions to these challenges. The aim of the company is to help start-up brands promote their businesses with good designs at an affordable rate. This can be achieved by creating a digital marketing site which will include various designs and templates for sales. These designs will be sold out to customers, as such, they will be relieved the burden of searching or employing brands ambassadors to promote their brands.

At the long run, the company hope to build an application using an A.I technology that will request for customer's opinion and provide them an immediate answer of the kind of design they are trying to describe.

SERVICE LINER

RESEARCH AND DEVELOPMENT

The company is planning to conduct the following research and development:

1. Include a feedback mechanism on our social media pages
2. Find trends in software solutions that may provide potentially competitive automated services in other to ensure HORLATECH continues to gain it stands in the marketplace.
3. Provide comment card for review of our services from customers after delivery of our products/services

MARKETING & SALES

GROWTH STRATEGY

To grow the company, HORLATECH will do the following:

1. To continuously equip the company with instruments, gadgets and softwares that will aid the efficiency of the company's outputs
2. As business grow, it will advertise on social media, especially on every Mondays and Fridays
3. Establish a company websites that contains engaging multimedia content about our services

COMMUNICATING WITH THE CUSTOMERS

HORLATECH will communicate with its customers by:

1. Using social media such as Instagram, Facebook, TickToke and whatsapp
2. Providing contact information on the company website

MARKETING & SALES

HOW TO SELL

Currently, the only person in charge of the of sales for HORLATECH is the owner, Dhikrullah Abdullah. As profits increases, the company will look to add employee to assist with account management/coordination. This individual will also support in the company social media and online marketing. The company will also increase awareness to our targeted customers through online advertisement and proactive public relations campaigns

RISK MANAGEMENT

TYPE OF RISK

The risk that the company may face include:

1. **Competition (or comfort) Risk**
2. **Financial Risk**
3. **Operation Risk**
4. **Security / Fraud Risk**

HOW TO CONTROL RISK

To control these risks, the company will:

1. **Performing high-quality services**
2. **Seeking for sponsorship**
3. **Proper monitoring of the company operations and performance**
4. **Time to time monitoring of the company account**
5. **Giving our customers assurance that the company is not a scam. To achieve this, the company is working towards registering under CORPORATE AFFAIRS COMMISSION**