vynzomedia

Business Proposal and Integrated Marketing Plan

Date / November 8, 2026

Company/ Meena Bazar

Prepared specifically for authorised review by **Meena Bazar**

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BUSINESS PROPOSAL FOR INTEGRATED MARKETING OFFICE

To:
Management
Meena Bazar
Dhaka, Bangladesh

Date of Issue: November 8, 2026
Reference: VM/MB/IMO/20261108

Dear **Meena Bazar Management,**
Following our review of Meena Bazar's current retail marketing presence and the strategic audit prepared by Vynzo Media, we are pleased to submit this proposal for an Integrated Marketing, Brand and Growth Office partnership.

Our proposed model is designed to support Meena Bazar not as an isolated external agency, but as an extension of the supermarket's existing management and marketing structure.

The objective is to bring brand strategy, social media, content, production, SEO, AEO, performance marketing, communications, PR, ATL and BTL coordination, ground marketing, vendor management and ongoing marketing operations under one coordinated system with a clear point of accountability.

Through this partnership, we aim to strengthen consistency across Meena Bazar's marketing activities, improve visibility across digital and search channels, and better connect the supermarket's retail strengths with shopper and public communication.

Meena Bazar will retain final authority over product claims, sensitive communication, shopper related matters, major brand decisions, offer terms and public communication. Vynzo Media will manage the agreed day to day marketing planning, coordination and execution within an approved working framework.

Our role is not to remove Meena Bazar's control, but to reduce the operational burden required to turn strategy into consistent, professional execution.

Yours sincerely,
Business Development Department
Vynzo Media

VM/CONT/IMO/0902266

Corporate Notice

Vynzo Media operates in Canada under LEZNIT SOFTWARE CORP., a corporation incorporated under the Business Corporations Act of British Columbia, Canada, Corporation Number BC1550068. This proposal has been prepared and issued through the Vancouver office of Vynzo Media for an overseas engagement with Meena Bazar. All services, operational arrangements and related obligations remain subject to the final mutually executed agreement between the relevant parties.

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1. Executive Summary

Vynzo Media proposes an Integrated Marketing, Brand and Growth Office for Meena Bazar that brings strategy, content, production, social media, search visibility, performance marketing, communications, marketing operations, PR and ground execution into one coordinated working model. The purpose is not to replace Meena Bazar's existing management or marketing team. The purpose is to extend its capacity, reduce operational complexity and create one clear point of accountability for the agreed marketing operation. Meena Bazar will retain final authority over product information, sensitive communication, major brand decisions and approved offers. Vynzo Media will manage day to day planning, coordination and execution within the agreed framework.

What this changes

- Marketing activity will be guided by business priorities and shopper needs rather than a fixed content calendar alone.
- One Brand and Growth Strategist will act as the primary POC for Meena Bazar and coordinate the wider specialist team.
- Content, production, search, performance, communications, PR and ground activity will follow one connected monthly priority plan.
- Every month will include a review of what is working, what is not and where the next cycle should focus.
- Specialist resources may be added, removed or replaced by mutual agreement when Meena Bazar priorities change.
- External vendors and specialist suppliers may be sourced, coordinated and managed by Vynzo Media following Meena Bazar approval.

2. Our Understanding of the Requirement

Meena Bazar requires a marketing partner that can support both strategic direction and practical execution. The requirement extends beyond social media publishing into regular production, branch communication, search visibility, paid growth, brand consistency, PR support, ATL and BTL coordination, printing, activations, store visits, vendor coordination and ongoing performance review.

The opportunity is particularly important because Meena Bazar has a branch network and online storefront, while parts of its digital and social communication require a more consistent and coordinated operating rhythm. For this reason, the proposed model is designed as a managed marketing operation with an adaptable scope of services.

Operating principle

Vynzo Media brings the people, systems, production capability and execution management required to operate the agreed scope.

Primary objectives

- Build a consistent and current content system around Meena Bazar branches, categories and shopper needs.
- Improve the connection between awareness, search, consideration, branch discovery, purchase intent and ongoing brand trust.
- Restore a stronger and more consistent communication rhythm across key digital and social channels.
- Improve category and branch discoverability through SEO, AEO and structured search content.
- Use monthly evidence to increase attention on stronger opportunities and reduce low value activity.
- Provide regular production capacity so Meena Bazar does not depend on ad hoc content creation.
- Reduce the burden of coordinating multiple marketing suppliers, production teams and physical execution requirements.
- Give Meena Bazar access to additional specialists without permanently increasing the fixed team where the need is temporary.

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3. Fifteen Day Mobilisation and Readiness Period

Following formal approval, Vynzo Media will require approximately fifteen calendar days before full recurring operations begin. This is a structured preparation period, not an inactive waiting period.

The objective is to prepare the assigned team specifically for Meena Bazar so that recurring work begins with context, clear priorities and an agreed baseline rather than generic output.

Mobilisation Area	Planned Work
Team workshops	Internal workshops for the assigned Vynzo Media team covering Meena Bazar branches, brand context, communication priorities, retail requirements and operating expectations.
Current state review	Review current social channels, content, available marketing data, search visibility, production assets and ongoing campaigns.
Shopper journey review	Review visible touchpoints from discovery and consideration through store search, enquiry, ordering, store visits and follow up to identify communication gaps and opportunities.
Category and branch mapping	Map priority categories, branches, departments, upcoming campaigns and time sensitive requirements.
Approval mapping	Confirm the relevant product, brand, offer and management approval structure.
Production planning	Prepare the first shoot schedule, content priorities and initial asset requirements.
Measurement baseline	Establish the first reporting baseline so future results can be compared against a clear starting point.

4. Baseline Audit and Launch Production

At the start of full operations, Vynzo Media will complete a baseline marketing review and an initial production capture. This establishes the starting position of the account and provides current visual material for the first recurring content cycle.

Baseline review

- Current social media presence and content performance
- Category and branch visibility
- Search and AI search visibility where measurable
- Keyword opportunities
- Current content gaps and repeated content patterns
- Shopper discovery, consideration and purchase touchpoints visible through available data
- Brand consistency across active channels
- Immediate communication and campaign priorities
- Operational issues that may affect marketing performance, including approval speed, asset availability and production access

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Initial production capture

The launch period will include an initial coordinated production session to capture current staff, products, store, sourcing and brand material. The exact production plan will be agreed during mobilisation and will be used to establish a stronger starting content library for Meena Bazar.

5. Monthly Marketing Audit and Priority Cycle

The monthly plan will not remain fixed simply because it was agreed at the beginning of the engagement. Vynzo Media will review what is performing, what is not, where shopper attention appears to be changing and where Meena Bazar should increase or reduce marketing focus.

Monthly Step	Decision Question
Review	What worked well and should receive more attention?
Diagnose	What underperformed and needs to change?
Prioritise	Which categories, branches, campaigns or shopper segments should receive greater focus next?
Identify friction	Where is the shopper journey showing weak communication, missed opportunity or unnecessary complexity?
Reallocate	Which activity should be reduced, replaced or postponed so available capacity is used more effectively?
Approve	Which priorities require Meena Bazar management, product or offer approval before the next cycle begins?

Monthly operating cycle

Audit first. Prioritise second. Execute against the agreed priorities. Review again before the next cycle.

6. Operating Model and Recommended Team

The recommended starting configuration contains a specialist team designed specifically for an integrated retail marketing operation. The structure is intentionally configurable. Meena Bazar may request that a specialist be added, removed or replaced, or may rebalance recurring capacity between service areas. Material changes in recurring capacity will be confirmed jointly before implementation.

Recommended Role	Primary Responsibility
Brand and Growth Strategist (Primary POC)	Main contact, brand and growth planning, monthly priorities, management coordination, approval flow, onsite integration and overall account direction.
Creative Communications and Production Director	Campaign concepts, scripting, storyboards, shoot direction, communication quality, spokesperson talking points, creative supervision and PR communication support.
Social Media and Content Lead	Facebook, Instagram, LinkedIn, YouTube and TikTok management, calendar planning, publishing, content coordination and channel review.

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Creative Designer	Social creative, campaign design, service communication, event design, advertising creative support and recurring marketing collateral.
Video and Motion Specialist	Reels, store videos, product videos, educational edits, campaign edits, motion graphics and content adaptations.
Photographer and Videographer	Staff portraits, product photography, store photography, video capture and visual library development.
SEO and AEO Specialist	Organic search, category discoverability, branch discoverability, content SEO, technical coordination, AEO and AI search visibility.
Marketing Operations and Activation Manager	Ground marketing, printing, vendor sourcing, branch visits, activations, event logistics, promoter coordination, material delivery and field execution management.

POC and onsite integration

The Brand and Growth Strategist will act as the primary POC. During mobilisation and the early integration period, onsite visits may be more frequent to understand Meena Bazar's management team, branches, store leads, approvals and current operating rhythm. Once the working model is established, the POC will coordinate branch visits as agreed, with timing based on the requirements and access for each activity.

Content mix

- Meena Bazar may add an ongoing specialist where the need is recurring and strategically important.
- Meena Bazar may remove or reduce a specialist role that is not required for the agreed scope.
- A role may be replaced with another specialist where the operating scope and workload remain reasonable.
- Temporary specialists may be activated for a campaign, launch, event, crisis, technical requirement or specialist production need.
- Any material increase or reduction in recurring team capacity will be agreed before the change takes effect.

7. Monthly Deliverables and Production Capacity

Area	Agreed Production Scope
Social content	Planned social content for the agreed channels and priorities
Additional design	Design adaptations and collateral within the agreed creative scope and requirements
Video production	Planned filming for agreed campaigns and content
Photography	Product, branch and team photography as agreed

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Reactive production	Responsive filming for emerging retail needs subject to scope, access and feasibility
Platforms	Facebook, Instagram, LinkedIn, YouTube and TikTok
Search	Ongoing SEO and AEO support
Audit	Monthly marketing audit and priority review
Reporting	Monthly performance and activity review

Content mix
Monthly content may include product features, branch communication, recipe content, seasonal campaigns, freshness stories, corporate updates, LinkedIn communication, event coverage, trust building content and other approved marketing priorities. The exact mix will follow the agreed priority plan. Creative can be adapted for different platforms based on their audience, format and intended shopper action.

Additional design requests
Additional design requests may include flyers, posters, invitations, certificates, standee artwork, event creative, store announcements, recruitment creative, simple brochure requirements and presentation visuals. These requests follow the mutually agreed project scope.

Production capacity
Planned filming may cover store hosts, recipes, fresh counters, product demonstrations and category stories, interviews, sourcing, seasonal campaigns, brand communication and PR related production. Editing and adaptation follow the intended channels and objectives. Photography and filming plans can accommodate staff portraits, store interiors, products, teams, corporate imagery, campaigns and visual library development.

Photography may cover staff portraits, branch interiors, product and food photography, team imagery, corporate content, campaign imagery and visual library development.
Reactive shoot requirements may be accommodated where team availability and operational feasibility allow. If reactive work affects the agreed plan, priorities may be adjusted by mutual agreement. All deliverables are subject to agreed scope and requirements.

8. Search, Communications and Marketing Operations

SEO and AEO

- Organic search monitoring
- Keyword and content opportunities
- Service discoverability
- Branch discoverability
- On page recommendations
- Content SEO
- Technical issue identification and coordination
- AEO content direction
- AI search visibility review
- Search performance review

SEO is a progressive activity and sustainable ranking improvement may require time depending on competition, website condition, search authority and content availability. No fixed ranking position will be guaranteed.

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PR and communications support

- Press release drafting
- Corporate announcement support
- Spokesperson communication angles
- Expert commentary concepts
- Thought leadership planning
- Campaign communication
- PR campaign concepts
- Media communication materials
- Reputation communication support
- PR event communication

Dedicated media relations, senior PR consultancy, crisis communication or specialist press engagement may be added when required.

ATL, BTL and ground execution

- Printing coordination and production support
- Flyers, brochures, standees, banners and signage
- Outdoor campaign coordination
- Vendor sourcing and coordination
- Store visits and material movement
- Campus, corporate and community activation coordination
- Event and booth logistics
- Promoter and temporary manpower coordination
- Shoot logistics
- Field visits and reporting
- External supplier checks and approved vendor coordination

Where an activity requires an external supplier, Vynzo Media will document the operational need for Meena Bazar approval before proceeding. Following approval, Vynzo Media may manage the supplier and execution on behalf of Meena Bazar.

9. Production Equipment and Vendor Management

For regular agreed production, Vynzo Media will arrange the standard camera, lens, lighting, audio, stabilisation and routine production equipment reasonably required for planned work. Meena Bazar will normally provide reasonable access to the relevant branch, products, staff member or location under its control. Specialist equipment, studio rental, professional talent, large production crews, advanced sets, special permits and other exceptional production requirements may require separate scope approval.

Vendor management process

Stage	Approach
Requirement	The required resource, supplier or specialist is identified.
Sourcing	Vynzo Media identifies a suitable supplier, specialist or authorised vendor.
Scope review	Relevant scope, access and availability are confirmed.
Approval	Meena Bazar approves the external scope where required.
Execution	Vynzo Media coordinates the approved supplier or specialist.

Quality review	Vynzo Media reviews delivery within the agreed marketing scope.
Reporting	Relevant execution information is communicated to Meena Bazar.

10. Flexible Capacity and Additional Support

The partnership is designed to be adjustable. Meena Bazar may rebalance available monthly capacity or activate additional specialist support without rebuilding the entire engagement.

How customisation works

Option	How It Works
Reallocate	Use available monthly capacity differently. Example: fewer static assets and greater video or campaign focus.
Add specialist	Add a recurring or temporary specialist without changing unrelated service areas.
Remove specialist	Reduce a recurring specialist role where it is no longer required and agree the revised operating structure.
Add capacity	Preserve the existing monthly plan while adding extra design, production, onsite or specialist capacity.
Separate project	Commission a large campaign, launch, activation, film or technical project through a separate scope.

Main additional support categories

Support Category	Examples
Content and Production	Additional video shoot, additional photography, extra edited video capacity, store or product shoots, premium campaign film, brand film, studio production, event coverage, advanced motion graphics, specialist crew or equipment.
People and Specialist Capacity	Additional designer, editor, content resource, onsite resource, senior strategist, senior PR specialist, technical specialist, activation coordinator or temporary campaign team.
PR and Communications	Dedicated media relations campaign, press launch, press conference, executive positioning, producer media positioning, reputation response support or crisis communication specialist.
Ground Marketing and Activation	Campus activation, corporate activation, community activation, event management, promoter team, booth production, roadshow, retail activation or large campaign logistics.

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Digital and Technology	Paid media campaign support, advanced tracking, landing page, campaign microsite, technical SEO project, advanced analytics, CRM support or marketing automation.
Special Projects	New category launch, new branch launch, large awareness campaign, employer branding, research project, corporate campaign or major brand initiative.

Additional work can be agreed as a distinct scope with the relevant teams, access and approval route confirmed for each requirement.

11. Performance Marketing and Paid Media

A Performance Marketing and Paid Media Specialist is included in the recommended team configuration for planning, readiness, tracking review and performance oversight. Because active campaign workload can vary between cycles, campaign operations begin once objectives, access and serviceable areas are confirmed.

Campaign Readiness Stage	Operational Check
Account readiness	Verify platform access
Measurement readiness	Validate key events
Creative review	Approve claims and offers
Launch readiness	Confirm zones and stock
Performance review	Review completed orders, fulfillment and repeat behaviour where available

Where required, Vynzo Media will review account access, event tracking and the relevant landing pages before launch. Existing configurations are validated where possible.

Paid media principle

Paid campaigns require approved creative, reliable measurement and a serviceable shopper destination. Meena Bazar retains final approval over campaign activation and scope.

12. Governance, Approval and Performance Principles

Meena Bazar approval retained

- Product information
- Sensitive retail communication
- Major campaigns
- Major brand decisions
- Sensitive public statements
- Shopper related sensitive content
- Additional external scope
- Significant public communication

Once an approved strategy, campaign direction and working framework are established, Vynzo Media should

have reasonable operational freedom to execute routine work efficiently, including publishing, routine adaptations, routine production planning, routine SEO activity and approved vendor coordination.

Meena Bazar responsibilities

- Timely approvals
- Accurate service information
- Product claim validation
- Relevant branch and team availability
- Branch access
- Required platform access
- Internal coordination
- Shopper permission where applicable
- Approved external scope

Where a required Meena Bazar dependency is delayed, affected timelines may reasonably move accordingly.

Performance principle

Vynzo Media will seek to achieve the strongest reasonable outcome within available resources and agreed scope. Marketing results are affected by factors outside the direct control of any marketing partner, including market demand, competition, media conditions, platform changes, product availability, website experience, delivery performance, response time and approval timing.

For this reason, Vynzo Media does not guarantee a predetermined number of orders, store visits, leads, rankings, impressions, revenue or other commercial outcomes. Vynzo Media is responsible for disciplined execution, active optimisation, transparent communication and clear reporting.

13. Privacy, Confidentiality and Client Privilege

Vynzo Media will treat non public Meena Bazar information received through the engagement as confidential client information and will apply reasonable access controls appropriate to the work being performed.

Protected information may include

- Business information
- Internal strategy
- Campaign information
- Performance information
- Service information
- Internal research
- Shopper journey insights
- Commercial information
- Internal documents
- Custom audience information
- Marketing data
- Non public operational information

Client privilege principles

- Meena Bazar specific strategic work developed from confidential information will not be deliberately transferred or reproduced for another Vynzo Media client in a manner that exposes Meena Bazar confidential competitive strategy.
- Meena Bazar data and custom audiences will not be reused for another client.
- Meena Bazar confidential campaign information or non public results will not be published as a case study without appropriate approval.
- Authorised vendors and specialists will receive only the information reasonably required for their assigned work and should remain subject to appropriate confidentiality obligations.

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Where required, Vynzo Media is prepared to enter into appropriate Non Disclosure Agreements (NDA) and Data Processing Agreements (DPA) relating to the agreed scope.

Retail communication discipline

Meena Bazar retains final authority over product and offer information. Vynzo Media may prepare scripts, communication, campaigns and content using information provided or approved by Meena Bazar. Product claims and sensitive retail communication should be reviewed by the appropriate Meena Bazar representative before publication where required.

Shopper related content should only be used where appropriate permission and approval are available. Vynzo Media will seek to minimise unnecessary access to shopper information where that information is not required for marketing execution.

Confidentiality principle

Meena Bazar specific intelligence stays with Meena Bazar.

14. Separate Technology Support

Where Meena Bazar requires technology, software, application, web platform or digital infrastructure support, these services will not be delivered as part of Vynzo Media's marketing scope. They may instead be delivered through LEZNIT SOFTWARE CORP., Vancouver, British Columbia, Canada, under a separate technical scope and approval process.

Potential areas of support

Capability	Retail Relevant Application
Website & Web Applications	Website development, web applications, performance improvements, content management and digital experience enhancement.
Mobile Applications	Shopper facing, partner facing or internal mobile application development where required.
UI/UX & Product Design	User research, journey mapping, interface systems, prototyping and usability improvement.
Custom Platforms & Portals	Shopper portals, internal tools, operational dashboards and workflow driven systems.
Integrations & Automation	API development, system integrations, workflow automation and data syncing.
AI & Machine Learning	Practical AI use cases, intelligent automation, recommendations and analytics where appropriate.
Managed Ops & Support	Ongoing maintenance, monitoring, incident response, security best practices and operational continuity.

The benefit to Meena Bazar is coordinated communication between marketing and technology while maintaining clear operational scope and approval separation.

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15. Scope and Key Terms

Monthly Integrated Marketing, Brand & Growth Office Scope

Subject to mutual agreement

The operating scope is based on the recommended team configuration and priorities described in this proposal. Because the team and service mix are adjustable, the scope may be revised by mutual agreement if Meena Bazar materially adds, removes or replaces recurring specialist capacity or deliverables.

Included in the operating scope

- Recommended configurable specialist team
- Brand and growth strategy and primary POC
- Management of agreed Facebook, Instagram, LinkedIn, YouTube and TikTok activity
- Planned social content for agreed channels
- Additional design adaptations within agreed scope and available capacity
- Planned video production
- Product, branch and team photography
- Responsive production as agreed, subject to scope, access and operational feasibility
- Creative direction, video, motion, photography and standard recurring production equipment
- SEO and AEO support
- Performance marketing planning and readiness
- Core PR and communications support
- Marketing operations, ground coordination and vendor management
- Monthly audit, reporting and ongoing account planning

Separate scope and approvals

- Media activation approval
- Operational paid media management where separately activated
- Major ATL media placement
- Large format print production
- Creator participation
- Professional talent arrangements
- Venue coordination
- Promoter coordination
- Large event staffing
- Outdoor media placement
- Specialist PR consultancy where separately activated
- Specialist crisis communication
- Studio access and special production equipment
- Large production crews and large set construction
- Travel coordination for specialist production
- Large activation production
- Technology or software development by Leznit Software Corp.
- Other approved specialist external work

Final service agreement

The final service agreement should confirm the operating scope, implementation timing, external supplier approval, confidentiality, privacy and data access, intellectual property, approvals and responsibility, client dependencies, additional work, scope changes, platform dependencies, reasonable liability provisions, termination and handover.

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16. Commencement

Formal recurring operations are expected to begin following completion of the fifteen day mobilisation and readiness period, subject to the required platform access, availability of relevant Meena Bazar representatives, confirmation of priority services and completion of the initial approval structure.

During this mobilisation period, Vynzo Media will prepare the assigned team, review the current marketing environment, align on communication priorities, establish the working approval flow and prepare the initial content, production and reporting framework.

The first recurring month will begin with the agreed priority plan, launch production schedule and baseline reporting structure. From that point onward, the monthly audit and performance review will guide the next cycle of priorities, resource allocation and areas requiring increased or reduced attention.

The working model is intended to remain flexible. If Meena Bazar's priorities, campaigns, service focus or operational requirements change, the agreed monthly plan may be adjusted through mutual discussion while maintaining continuity across the wider marketing operation.

17. Acknowledgement

This proposal records Vynzo Media's recommended operational and service structure for Meena Bazar based on the scope currently discussed and reviewed.
Any refinements relating to team structure, service mix, production capacity, additional requirements, reporting, approvals or implementation responsibilities may be incorporated into the final mutually agreed service agreement.

For and on behalf of Vynzo Media
Business Development Department
Issued through the Vancouver Office

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