vynzomedia

Business Proposal and Partnership Framework

Date / November 19 th, 2026

Company/ Fresh Cement

Prepared specifically for authorised review by **Fresh Cement**

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BUSINESS PROPOSAL FOR INTEGRATED MARKETING OFFICE

To:
Management
Fresh Cement
Dhaka, Bangladesh

Date of Issue: November 19th, 2026
Reference: VM/FRESH/IMO/111926

Dear **Fresh Cement Management,**
Following our detailed assessment of Fresh Cement's current 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 Fresh Cement not as an isolated external agency, but as an extension of the brand'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 Fresh Cement's marketing activities, improve visibility across digital and search channels, and better connect the brand's technical capabilities with buyer and trade communication.

Fresh will retain final authority over technical information, sensitive communication, customer related matters, major brand decisions, scopes 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 Fresh Cement's control, but to reduce the operational burden required to turn strategy into consistent, professional execution.

Yours sincerely,
Business Development Department
Vynzo Media

VM/FRESH/IMO/111926

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 business engagement with Fresh Cement. All services, working 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 Fresh Cement 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 Fresh'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. Fresh will retain final authority over technical information, sensitive communication, major brand decisions and approved scopes. 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 buyer needs rather than a fixed content calendar alone.
- One Brand and Growth Strategist will act as the primary POC for Fresh Cement 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 Fresh priorities change.
- External vendors and specialist suppliers may be sourced, coordinated and managed by Vynzo Media following Fresh Cement approval.

2. Our Understanding of the Requirement

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

The current opportunity is particularly important because Fresh has strong manufacturing capabilities and institutional depth, 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 rather than a fixed package of isolated 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 Fresh products, engineers and buyer needs.
- Improve the connection between awareness, search, consideration, product selection, enquiry intent and ongoing brand trust.
- Restore a stronger and more consistent communication rhythm across key digital and social channels.
- Improve service and product 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 Fresh Cement does not depend on ad hoc content creation.
- Reduce the burden of coordinating multiple marketing suppliers, production teams and physical execution requirements.
- Give Fresh 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 Fresh 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 Fresh Cement services, brand context, communication priorities, brand requirements and operating expectations.
Current state review	Review current social channels, content, available marketing data, search visibility, production assets and ongoing campaigns.
Buyer journey review	Review visible touchpoints from discovery and consideration through product search, enquiry, enquiry, visit and follow up to identify communication gaps and opportunities.
Product and expert mapping	Map priority products, engineers, departments, upcoming campaigns and time sensitive requirements.
Approval mapping	Confirm the relevant technical, brand, scope 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
- Product and expert visibility
- Search and AI search visibility where measurable
- Keyword opportunities
- Current content gaps and repeated content patterns
- Buyer discovery, consideration and enquiry 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 expert, service, facility, institutional and brand material. The exact production plan will be agreed during mobilisation and will be used to establish a stronger starting content library for Fresh Cement.

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 buyer attention appears to be changing and where Fresh Cement 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 products, engineers, campaigns or buyer segments should receive greater focus next?
Identify friction	Where is the buyer 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 Fresh Cement management, technical or scope 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 cement marketing operation. The structure is intentionally configurable. Fresh Cement 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 agreed in scope 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, expert talking points, creative supervision and PR communication support.
Social Media and Content Lead	Facebook, Instagram, LinkedIn, YouTube and X 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, expert videos, service videos, educational edits, campaign edits, motion graphics and content adaptations.
Photographer and Videographer	Expert shoots, portraits, service photography, facility photography, video capture and visual library development.
SEO and AEO Specialist	Organic search, service discoverability, expert discoverability, content SEO, technical coordination, AEO and AI search visibility.
Marketing Operations and Activation Manager	Ground marketing, printing, vendor sourcing, office 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 Fresh Cement's management team, departments, engineers, approvals and current operating rhythm. Once the working model is established, the POC will normally coordinate site visits approximately once or twice weekly where required, with additional visits where operationally necessary.

Content mix
- Fresh Cement may add an ongoing specialist where the need is recurring and strategically important.
- Fresh Cement 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 strategic value 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 Creative Capabilities
Social content	Social content shaped by agreed project scope and requirements
Additional design	Additional design support subject to mutually agreed scope and available creative capacity
Video production	Video production shaped by agreed project needs
Photography	Photography aligned with agreed project scope

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Reactive production	Responsive production within mutually agreed scope and subject to capacity and feasibility
Platforms	Facebook, Instagram, LinkedIn, YouTube and X
Search	Ongoing SEO and AEO support
Audit	Monthly marketing audit and priority review
Reporting	Monthly performance and activity review

Content mix
Content may include expert guidance, product information, education, campaigns, construction awareness, corporate communication, LinkedIn communication, event communication, trust building content and other approved marketing priorities. The exact mix will follow the monthly priority plan. An approved core creative adapted for different platforms will not be counted as separate creative outputs.

Additional design requests
Additional design requests may include flyers, posters, invitations, certificates, standee artwork, event creative, product announcements, recruitment creative, simple brochure needs and presentation visuals. These requests use the same available creative capacity.

Production capacity
Agreed video production may cover expert guidance, educational content, product videos, interviews, facility content, campaign content, brand communication and PR related production. One production may generate suitable creative assets where appropriate. Planned photography may cover expert portraits, facilities, services, teams, corporate imagery, campaigns and visual library development.

Agreed photography may cover expert portraits, facilities, products, teams, photography, corporate imagery, campaign imagery and visual library development. By **agreement,** reactive shoot requirements may be accommodated where team availability and operational feasibility allow. If reactive work materially affects the agreed monthly plan, equivalent work may be reprioritised or additional capacity may be proposed.

8. Search, Communications and Marketing Operations

SEO and AEO

- Organic search monitoring
- Keyword and content opportunities
- Service discoverability
- Product 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
- Expert 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
- Factory 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 scope collection and approved supplier coordination

Where an activity requires external support, Vynzo Media will communicate the scope and requirements for Fresh Cement approval before execution is committed. Following approval, Vynzo Media may manage the supplier and execution on behalf of Fresh Cement.

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. Fresh will normally provide reasonable access to the relevant facility, expert, 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 a separate approved scope.

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 and resource information is obtained.
Approval	Fresh Cement 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 Fresh Cement.

10. Flexible Capacity and Add On Menu

The partnership is designed to be adjustable. Fresh Cement 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 commercial 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 Add On categories

Add On Category	Examples
Content and Production	Additional video shoot, additional photography, extra edited video capacity, expert production support, 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, expert 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, builder education 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 product launch, new plant launch, large awareness campaign, employer branding, research project, corporate campaign or major brand initiative.

Additional work may be delivered through an approved project scope, specialist assignment or separate working agreement depending on the 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 planning periods, operational campaign management will follow the mutually agreed scope when active.

Campaign Operating Requirement	Vynzo Media Working Approach
Audience and objective review	Agree the campaign purpose
Creative and message readiness	Confirm approved creative
Landing journey and lead routing	Validate enquiry handling
Tracking and measurement review	Check agreed conversion events
Campaign optimisation and reporting	Review qualified demand and channel evidence within the agreed reporting framework

Where required, initial campaign setup and tracking readiness will be reviewed against the agreed scope. Where the relevant setup is correctly configured, existing approved systems may be retained and improved.

Paid media principle

Campaign activity follows the approved plan, with clear objectives, authorised access and measurement. Activation remains subject to Fresh Cement approval and mutually agreed project requirements.

12. Governance, Approval and Performance Principles

Fresh Cement approval retained

- Technical information
- Sensitive technical communication
- Major campaigns
- Major brand decisions
- Sensitive public statements
- Customer related sensitive content
- Additional external requirements
- 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.

Fresh Cement responsibilities

- Timely approvals
- Accurate service information
- Technical validation
- Relevant expert and team availability
- Facility access
- Required platform access
- Internal coordination
- Buyer permission where applicable
- Approved external requirements

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

Performance principle

Vynzo Media will seek to achieve the strongest reasonable outcome within the approved scope, 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, service availability, product availability, website experience, response time and approval timing.

For this reason, Vynzo Media does not guarantee a predetermined number of enquiries, buyers, 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 Fresh Cement 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
- Buyer journey insights
- Commercial information
- Internal documents
- Custom audience information
- Marketing data
- Non public operational information

Client privilege principles

- Fresh Cement specific strategic work developed from confidential information will not be deliberately transferred or reproduced for another Vynzo Media client in a manner that exposes Fresh Cement confidential competitive strategy.
- Fresh Cement data and custom audiences will not be reused for another client.
- Fresh 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.

Technical communication discipline

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

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

Confidentiality principle

Fresh Cement specific intelligence stays Fresh Cement specific.

14. Separate Technology Support

Where Fresh 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 scope.

Potential areas of support

Capability	Cement Relevant Application
Website & Web Applications	Website development, web applications, performance improvements, content management and digital experience enhancement.
Mobile Applications	Customer 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	Buyer 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 Fresh Cement is coordinated communication between marketing and technology while maintaining clear strategic, operational and approval separation.

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15. Commercial Proposal and Key Terms

Integrated Marketing, Brand & Growth Office Working Scope

Subject to mutually agreed scope

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

Included within the agreed working scope

- Recommended configurable specialist team
- Brand and growth strategy and primary POC
- Management of Facebook, Instagram, LinkedIn, YouTube and X
- Social content aligned with agreed project scope
- Additional design aligned with agreed scope and available creative capacity
- Planned video production subject to agreed requirements
- Photography subject to agreed project requirements
- Responsive production support subject to agreed scope, capacity and 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

Activities requiring separate scope approval

- Advertising activation and media placement
- Operational campaign management where separately activated
- Major ATL media coordination
- Large print production requirements
- Influencer participation and approvals
- Professional talent engagement
- Venue coordination and permissions
- Promoter team coordination
- Large event staffing requirements
- Outdoor media execution
- Specialist PR consultancy where separately activated
- Specialist crisis communication support
- Studio rental and special production equipment
- Large production crews and large set construction
- Major travel and field logistics
- Large activation production requirements
- Technology or software development by Leznit Software Corp.
- Other approved specialist execution requirements

Final service agreement

The final service agreement should confirm the working scope, reporting, change control, access and scope approval, confidentiality, data access, intellectual property, partner duties, approval 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 Fresh representatives, confirmation of priority products 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 Fresh Cement'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 strategic, operational and service structure for Fresh Cement based on the proposed scope reviewed for this document.
Any refinements relating to team structure, service mix, production capacity, additional requirements, reporting, scope terms 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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