vynzomedia

Business Proposal and Strategic Partnership

Date / November 8 , 2026

Company/ Unique Mart

Prepared specifically for authorised review by **Unique Mart**

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BUSINESS PROPOSAL FOR INTEGRATED MARKETING OFFICE

To:
Management
Unique Mart
Dhaka, Bangladesh

Date of Issue: November 8 , 2026
Reference: VM/UM/IMO/110826

Dear **Unique Mart Management,**
Based on our independent review of Unique Mart's public 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 Unique Mart 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 Unique Mart's marketing activities, improve visibility across digital and search channels, and better connect the brand's product capabilities with customer and public communication.

Unique Mart will retain final authority over product information, sensitive communication, customer matters, major brand decisions, plans 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 Unique Mart's control, but to reduce the operational burden required to turn strategy into consistent, professional execution.

Yours sincerely,
Business Development Team
Vynzo Media

VM/UM/IMO/110826

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 Unique Mart. 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 Unique Mart 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 Unique Mart's management or marketing staff. We would extend specialist capacity, reduce coordination complexity and establish accountability for the agreed marketing work.
Unique Mart will retain final authority over product information, sensitive communication, major brand and approved plans. 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 customer needs rather than a fixed content calendar alone.
- One Brand and Growth Strategist will act as the primary POC for Unique Mart 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 adjusted by mutual agreement when Unique Mart priorities change.
- External vendors and specialist suppliers may be sourced, coordinated and managed by Vynzo Media following Unique Mart approval.

2. Our Understanding of the Requirement

Unique Mart requires a marketing partner that can support both strategic direction and practical execution. The work extends beyond social publishing into production, product communication, visibility, paid growth, brand consistency, PR support, ATL and BTL coordination, printing, activations, store visits, vendor coordination and ongoing performance review.

Unique Mart already has a substantial garment catalogue. The next opportunity is to make its product communication across digital and social channels clearer, more consistent and coordinated operating rhythm. For this reason, the proposed model is designed as a managed marketing operation rather than disconnected 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 content system around Unique Mart products and customer needs.
- Improve the path from awareness and search to product discovery, ordering intent and continued brand trust.
- Restore a stronger and more consistent communication rhythm across key digital and social channels.
- Improve product discoverability through SEO, AEO and relevant search content.
- Use monthly evidence to increase attention on stronger opportunities and reduce low value activity.
- Provide regular production capacity so Unique Mart does not depend on ad hoc content creation.
- Reduce the burden of coordinating multiple marketing suppliers, production teams and physical execution requirements.
- Give Unique Mart access to additional specialists without permanently increasing the fixed team where 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 Unique Mart 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 Unique Mart services, brand context, communication priorities, store requirements and operating expectations.
Current state review	Review current social channels, content, available marketing data, search visibility, production assets and ongoing campaigns.
Customer journey review	Review visible touchpoints from discovery and consideration through product search, enquiry, ordering, visit and follow up to identify communication gaps and opportunities.
Product and collection mapping	Map priority products, categories, collections, upcoming campaigns and time sensitive requirements.
Approval mapping	Confirm the relevant product, 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 category visibility
- Search and AI search visibility where measurable
- Keyword opportunities
- Current content gaps and repeated content patterns
- customer discovery, consideration and ordering 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 product, service, storefront and brand material. The production plan will be agreed during mobilisation and be used to establish a stronger starting content library for Unique Mart.

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 customer attention appears to be changing and where Unique Mart 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 services, products, campaigns or customer segments should receive greater focus next?
Identify friction	Where is the customer 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 Unique Mart management, product 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 fashion retail marketing operation. The structure is intentionally configurable. Unique Mart 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 in writing 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, product 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, product videos, service videos, educational edits, campaign edits, motion graphics and content adaptations.
Photographer and Videographer	Product shoots, team portraits, fashion imagery, photography, video capture and visual library development.
SEO and AEO Specialist	Organic search, product discovery, relevant 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 Unique Mart's management team, product teams, approvals and operations. After the working model is established, the POC will normally coordinate store visits as mutually agreed and practically required, with additional visits where operationally necessary.

Content mix
- Unique Mart may add an ongoing specialist where the need is recurring and strategically important.
- Unique Mart 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 working 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	Included Monthly Capacity
Social content	Editorial social assets aligned to agreed priorities
Additional design	Creative adaptation based on campaign needs available creative capacity
Video production	Video production planned around approved needs
Photography	Photography developed for approved collections

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Reactive production	Reactive production aligned with emerging needs 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 product stories, customer education, collection campaigns, corporate updates, selected social channels, event communication and trust content and other approved work. The creative mix follows agreed priorities. A core creative may be adapted for different platforms without being treated as new core work.

Additional design requests
Additional design requests may include flyers, posters, invitations, certificates, standee artwork, event creative, product announcements, recruitment graphics, brochure design and presentation work. All requests remain subject to available approved creative capacity.

Production capacity
Video production may include product demonstrations, styling films and storefront stories, collection campaigns, brand communication and PR work. Captured material may support adapted creative assets when appropriate. Photography may cover garments, fabric details, people and campaign needs. Creative production follows the mutually approved brief.

Photography may capture product details, garments, styling, brand imagery and approved team imagery to build a useful visual library.
Reactive shoot requests may be considered where team availability and operational feasibility permit. If urgent work affects the agreed plan, work may be reprioritised through mutual agreement.

8. Search, Communications and Marketing Operations

SEO and AEO

- Organic search monitoring
- Keyword and content opportunities
- Category 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
- Product 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 project brief collection and approved supplier coordination

When external supplier work is needed, Vynzo Media will explain the proposed scope and seek Unique Mart approval before work begins. Once approved, Vynzo Media may coordinate the chosen supplier and execution for Unique Mart.

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. Unique Mart will provide reasonable access to the relevant storefront, product, 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 project brief or scope information is obtained.
Approval	Unique Mart 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 Unique Mart.

10. Flexible Capacity and Add On Menu

The partnership is designed to be adjustable. Unique Mart 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 working 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 project brief.

Main Add On categories

Add On Category	Examples
Content and Production	Additional video shoot, additional photography, extra edited video capacity, product production pack, 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, product 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, fashion awareness 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 collection launch, storefront activation, brand awareness campaign, employer branding, research project, corporate campaign or major brand initiative.

Additional support follows a separately agreed scope, with work activated through approved requirements and the corresponding operational responsibilities.

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 materially between months, operational media support follows the approved campaign activity and the available reporting framework.

Campaign Coordination Stage	Vynzo Media Coordination Approach
Initial account readiness	Initial account readiness
Launch and tracking review	Launch and tracking review
Creative and audience iteration	Creative and audience iteration
Active campaign optimisation	Active campaign optimisation
Performance review and learning	Review reporting, creative response and campaign complexity with the client

Where required, initial campaign readiness may include account checks, tracking reviews, creative assessment and alignment with the approved business objectives.

Paid media principle

Campaign management begins only after a clear brief and access are approved. Execution remains subject to Unique Mart approval and shared reporting.

12. Governance, Approval and Performance Principles

Unique Mart approval retained

- Product and policy accuracy
- Sensitive customer communication
- Major campaigns
- Major brand decisions
- Sensitive public statements
- Customer related sensitive content
- External supplier 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.

Unique Mart responsibilities

- Timely approvals
- Accurate product information
- Product validation
- Relevant product and team availability
- Storefront access
- Required platform access
- Internal coordination
- Customer permission where applicable
- Approved external requirements

Where a required Unique Mart 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, advertising conditions, platform changes, service availability, customer expectations, website experience, response time and approval timing.

For this reason, Vynzo Media does not guarantee a predetermined number of orders, customers, leads, rankings, impressions, revenue or other business 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 private Unique Mart 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
- Product information
- Internal research
- Customer journey insights
- Private information
- Internal documents
- Custom audience information
- Marketing data
- Private operational information

Client privilege principles

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

Fashion retail communication discipline

Unique Mart retains product authority over retail information. Vynzo Media may prepare scripts, communication and content using facts provided or approved by Unique Mart. Retail claims and sensitive product messages should be reviewed by Unique Mart management before publication where required.

Customer related content should only be used with appropriate permission and approval. Vynzo Media will limit access to customer information that is not necessary for agreed marketing work.

Confidentiality principle

Unique Mart specific intelligence stays Unique Mart specific.

14. Separate Technology Support

Where Unique Mart requires technology, software, application, web platform or digital infrastructure 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 project brief.

Potential areas of support

Capability	Fashion Retail 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	Customer portals, internal tools, operational 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 Unique Mart is coordinated communication between marketing and technology while maintaining clear working, operational and approval separation.

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15. Working Partnership and Key Terms

Integrated Marketing, Brand & Growth Office Working Scope

Flexible scope aligned to agreed business priorities

The proposed working model follows the recommended service areas and specialist roles described in this proposal. The team and activities can adapt as Unique Mart priorities evolve and as the parties mutually agree changes in recurring specialist support, creative needs and operational responsibilities.

Included areas of strategic and execution support

- Recommended configurable specialist team
- Brand and growth strategy and primary POC
- Management of Facebook, Instagram, LinkedIn, YouTube and X
- Editorial social content aligned with the agreed priorities
- Additional creative adaptations within the approved brief
- Video sessions scheduled to match creative needs
- Photography aligned to collection and brand requirements
- Reactive capture and creative support subject to available 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 additional client coordination

- Advertising activity subject to separate client approval
- Operational media support where separately activated
- Outdoor media and communications coordination
- Print production and supplier coordination
- Influencer and creator engagement
- Professional talent and specialist casting
- Venue and location coordination
- Promoter and field personnel coordination
- Event team planning
- Outdoor media execution
- Specialist PR adviser support where required
- Sensitive communications and reputation response
- Studio facilities and specialist production equipment
- Specialist crews and advanced production planning
- Location and travel requirements
- Activation production and campaign logistics
- Technology support through Leznit Software Corp.
- Other approved external specialist activities

Final service agreement

The final agreement should confirm roles, coordination cadence, access, approval steps, confidentiality, privacy and data access, intellectual property, client dependencies, responsibility for agreed services, 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 required platform access, Unique Mart product materials and confirmation of collection priorities and 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 Unique Mart'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, creative and service structure for Unique Mart based on the scope currently discussed and reviewed.
Any refinements relating to team structure, service mix, production capacity, additional requirements, reporting, working terms or implementation responsibilities may be incorporated into the final mutually agreed service agreement.

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

VM/PRAAVA/IMO/0902266

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