



SH • UT

• SALES • MARKETING •

Business Plan



TABLE OF CONTENTS

- 1. Executive Summary.....3
- 2. Company Overview5
- 3. Services.....5
- 4. Operational structure:6
- 5. Financial structure7
- 6. Goals.....7
- 7. SWOT analysis.....8
- 8. Prospects9
- 9. Marketing and Sales Plan.....9

1. EXECUTIVE SUMMARY

SHOUT is a Marketing firm that separately works with different business sectors like making a marketing plan, marketing strategy, marketing outsourcing, and special packages for companies who select their own marketing plan from our existing packages like social media ads, network marketing, SEO, TVC, etc.

- **Opportunities**

- Companies working without a strategy
- Companies not sure what their problems are
- Companies have too many competing objectives
- Companies can't do it all
- Companies marketing is inefficient or unproductive
- More like this

- **Vision**

- **Innovation:** To continuously innovate and give back to the community.
- **Integrity:** To be the most inventive, effective and honest marketing company in the industry.
- **Commitment:** To provide high-touch expertise to each client to ensure maximum results.

- **Mission**

Our mission is to provide the most effective marketing solutions in the industry, a high touch-customer experience, deliver results and use profits to reinvest in client success, employee success and the community.

- **Market focus:**

Our market focus is all type of businesses.

- **Competitive advantage:**

- **The Latest Trends, Systems, and Software.**

We are always on the leading edge of trends and technology. We use analytical reports, data, and software to target the right offers, to the right customers, at the right time.

- **Experience and Talents.**

We have worked with various technologies, clients, and industries. We have the experience and data to prove what campaigns are most effective for our industry.

- **Scalability on Demand.**

We can scale our efforts up or down depending on new products, seasonality, or for any reason.

- **Quantifiable Results.**

We measure all metrics to see what is working and where the ad spend does the best.

- **Continuity and Work Overflow.**

We can help during times of peak demand and work overflow situations, providing continuity to the brand message across all channels.

- **Complementing Our Existing Marketing Department.**

We divide and conquer our promotional projects. We let our team handle the projects where they excel and outsource the other projects. This division of labor enables our staff to be more efficient.

- **Ownership:**

Mursal Mohammadi (Founder), Sayed Masir Gharjistani (Co-Founder), Maqsood Shakib (Co-Founder).

2. COMPANY OVERVIEW

- **Company summary:**

SHOUT is a Marketing firm that separately works with different business sectors like making a marketing plan, marketing strategy, marketing outsourcing, and special packages for companies who select their own marketing plan from our existing packages like social media ads, network marketing, SEO, TVC, etc.

- **Mission statement:**

Our mission is to provide the most effective marketing solutions in the industry, a high touch-customer experience, deliver results and use profits to reinvest in client success, employee success and the community.

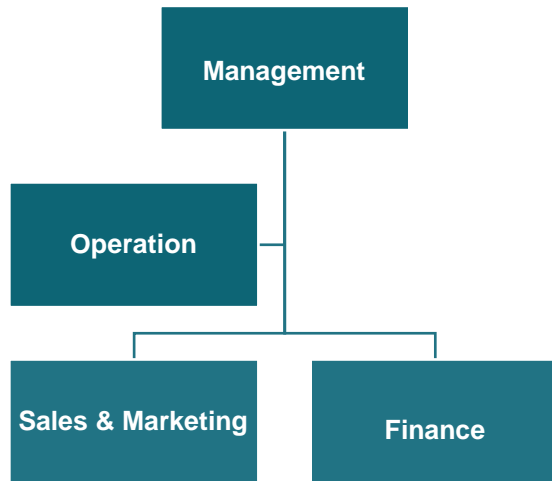
- **Company history:**

Here in Afghanistan similar ideas of marketing already exist but they are not a complete marketing firm, therefore, we have decided to make a marketing firm that can provide complete solutions for all marketing needs and approach, this marketing firm founded on trust and focused on relationships. We exist to help companies develop long-term sources of customer acquisition and revenue growth.

3. SERVICES

- Digital Marketing
- Affiliate Marketing
- Graphic Designing
- Influencer Marketing
- Media Marketing
- Marketing Academy
- Graphic Designing

4. OPERATIONAL STRUCTURE:



Management:

This part is responsible for some key decisions on investment and strategies for the overall company.

Operation:

This part is responsible for making sure that customer orders are filled on schedule. This responsibility covers managing production rhythms, and also syncing manufacturing timelines with availability and delivery of materials needed for production.

Sales & Marketing:

This part is responsible for researching and developing marketing opportunities and planning and implementing new sales plans. The Sales and Marketing Manager will also manage both the marketing and the sales staff and will perform managerial duties to meet the company's operations goals.

Finance:

This part is responsible for acquiring funds for the firm, managing funds within the organization and planning for the expenditure of funds on various assets and ensures efficient financial management and financial control necessary to support all business activities.

5. FINANCIAL STRUCTURE

START-UP COSTS				
Your Office-Based Agency				Jan 2021
COST ITEMS	MONTHS	COST/ MONTH	ONE-TIME COST	TOTAL COST
Advertising/Marketing	One Year	\$100	\$0	\$1,200
Employee Salaries*	One Year	\$200	\$0	\$2,400
Employee Payroll Taxes and Benefits	One Year	\$0	\$0	\$0
Rent/Lease Payments/Utilities	One Year	\$100	\$0	\$1,200
Communication/Telephone	One Year	\$25	\$0	\$300
Computer Equipment	One Year	\$0	\$250	\$250
Domain Hosting/Designing	One Year	\$0	\$390	\$390
Bank Service Charges	One Year	\$1	\$30	\$42
Furniture & Fixtures	One Year	\$0	\$150	\$150
Business Licenses/Permits/Fees	One Year	\$0	\$150	\$150
ESTIMATED START-UP BUDGET				\$6,082

6. GOALS

Our goal is to bring professionalism in marketing departments of all companies or to be used for having a strong marketing plan/strategy for businesses in Afghanistan and also it would be used for training of all marketers, interns, to educate them how to be professional in sales and marketing to be efficient for their organizations.

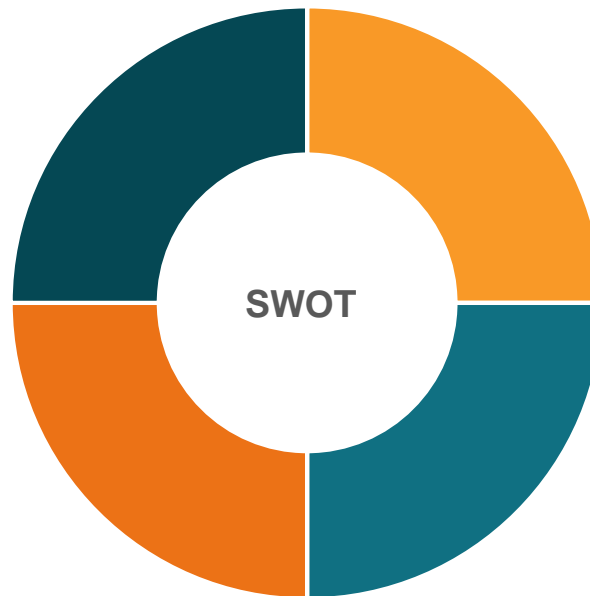
7. SWOT ANALYSIS

STRENGTHS

- Our company is the first complete marketing firm which is an answer for all marketing need of other companies in Afghanistan, which we work on all field of marketing such as digital marketing, Media marketing, Affiliate marketing, Network marketing, Marketing academy, Product marketing

OPPORTUNITIES

- One of our opportunities is to be a part of startup programs in the country, attending in the business gathering, conferences, exhibitions for achieving good result with the less amount of budget.



WEAKNESSES

- Our weakness is lack of enough budget and resource for marketing.

THREATS

- The threats for our business which is a professional services are resignation of operation team due to low salary, security and some of unexpected disease in the society and lots of off days.

8. PROSPECTS

The following companies are our first prospect target and we will cover different sectors with different offers as follow:

- Those companies who works locally and they don't know how to manage, control and boost their social media.
- Those companies which needs professional content writing, e-mailing like startups and small size companies.
- Those companies who want to outsource their marketing and need a smart sales team to market their products.
- Those companies who needs marketing policy, strategy, branding, and marketing training to their marketing team.
- Those companies who needs to book Air time (TVC, Billboards, poll-sign, etc.)

9. MARKETING AND SALES PLAN

Promoting the business, whether through generating leads or traffic to a website or store, is one of the most important functions of our business.

- **Marketing activities:**

the following promotion options provide the company the best chance of product recognition, qualified leads, store traffic, or appointments

- Media advertising (newspaper, magazine, television, radio)
- Direct mail
- Telephone solicitation
- Seminars or business conferences
- Joint advertising with other companies
- Word of mouth or fixed signage
- Digital marketing such as social media, email marketing, SEO, or blogging
- Sponsoring local sports teams or other community events