



TSL
LOGISTICS



TECHNOVATORS
PROPERTY & CONSTRUCTION
MANAGEMENT



TECHNOVATORS

This is a proposal for the visibility project of
your building blocks business

Building Blocks Proposal

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Introduction

The goal of this document is illustrate how we can bring your building blocks business to the country. We intend to break this document up into the following sections. Branding, in this section we will take a look at how we will create a name for your products. Visibility, in this section we will explain how we plan to create awareness of the existence of your products. Advertising, in this section we will outline the marketing plan for your products. Service Delivery, in this section we will expand on how you can have a competitive edge in the market. Costing, in this section we will explain how much this entire project will cost and payment options.

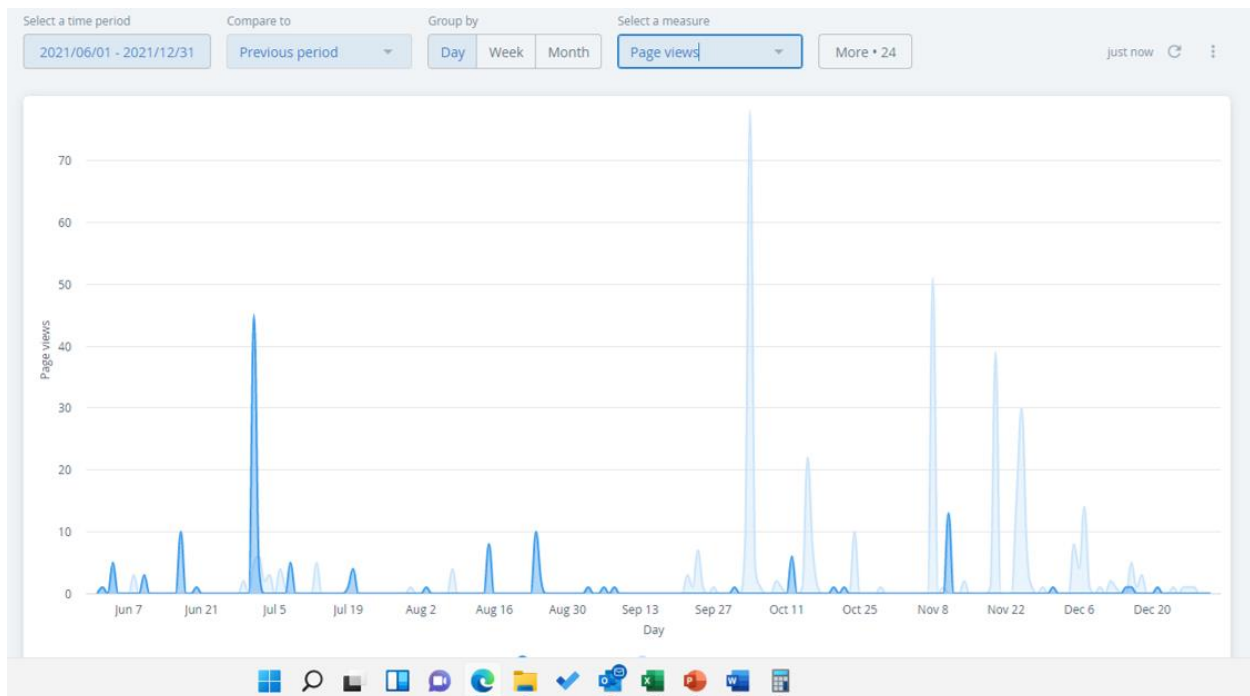
1. Branding

The process of creating a strong, positive perception of your company, and its products in your customers mind.

What we plan to do is to simply connect your product and service into a brand name. Your products are building blocks, your service is delivering and in some cases installing them. We came up with “Blocks To Me”. It is both catchy (will stick in the customers’ minds) and self explanatory: Building blocks can be ordered and will be delivered to a building site. We will also design a logo.

2. Visibility

Your product needs to be visible to your target market. Your competitors are creating visibility of their products in various ways. We intend to take yours to the next level. We currently run a company by the name Technovators Property and Construction Management. (www.properteez.net). The services provided are management services in the real estate and construction industries, buying and selling of real estate and listing of various properties. Our business achieves decent visibility online for the Malawian market. See chart below:



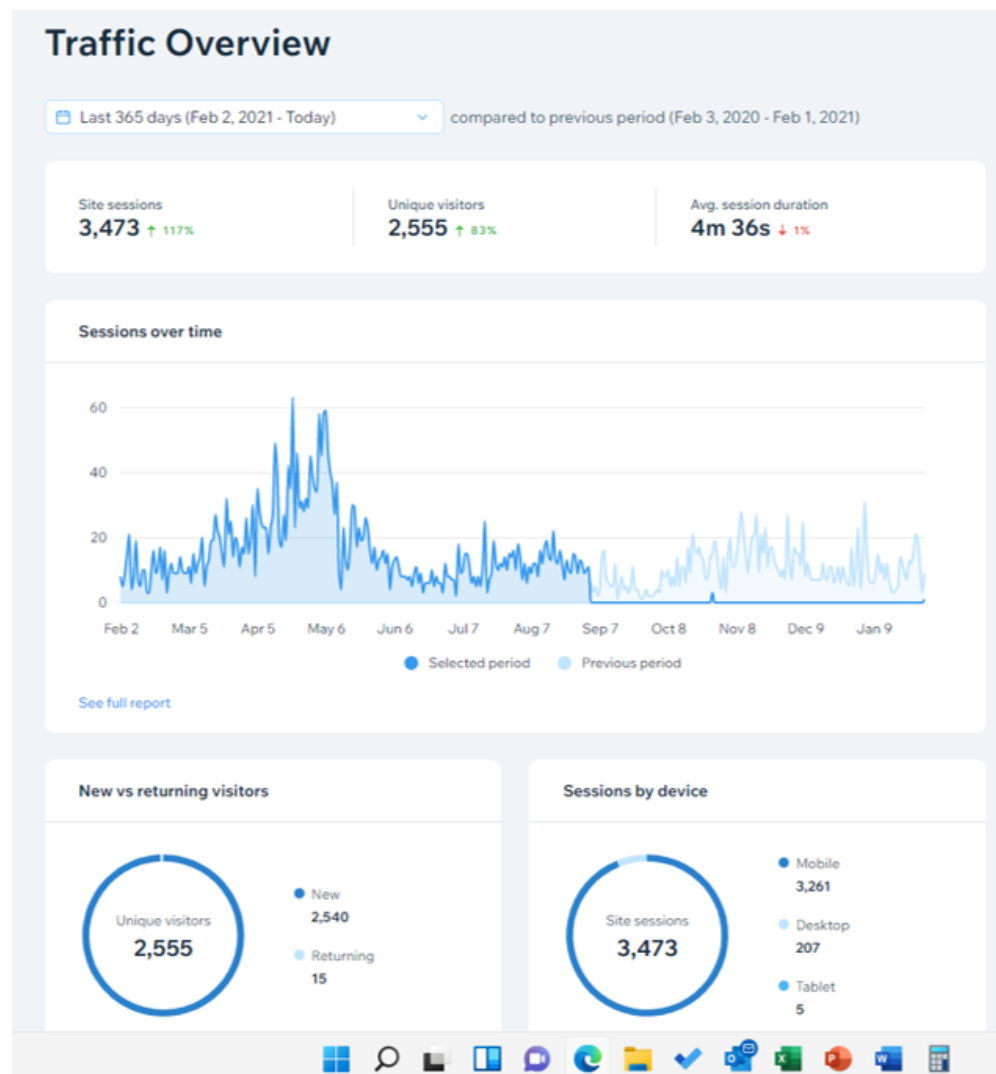
We would create a domain for your products (www.blockstome.com) list your products and services on our website and have links to your product catalogue available for download. All our current website visitors will now have a chance to see your products.

3. Advertising

We reach out to our clients using animated videos. We believe a similar strategy with your products will yield results. We would capture the production stage, delivery stage and the installation stage and showcase these to your prospective consumers and turn them into your customers. We would also place a roadside signpost right by your entrance to make sure customers don't miss your premises. Images of your brand new state of the art machinery and completed work would also be important to showcase in adverts.

4. Service Delivery

Building blocks is a fairly popular business in Blantyre these days. We intend on making you stand out and gain an edge on the competition. We believe adding a delivery service for your products can win you over some market share. We have a logistics company called TSL Logistics (www.cttrading.net) that has a database of drivers ready to deliver your products across Malawi. Our company has an online presence as shown below:



We can dispatch these drivers as and when needed to carry out delivery work for your business.

5. Costing

We have two options for you when it comes to costing:

First option is a cash payment for all services provided.

Service	Price MK
Branding Brand Name Logo Tag Line	450,000.00
Visibility Domain Name Hosting	180,000.00 Per Annum
Advertising Video Production Social Media Adverts Road Side Sign Post	420,000.00 Per Annum
Service Delivery TSL Delivery	5% of Trip Cost
Total	1,050,000.00

The second option is to be paid per block sold. Our offer would be 7% of the purchase price of your various products.

6. Conclusion

This is our plan for putting your products on the map. We are looking forward to sitting down with you and discussing a FULL marketing strategy for the same.