vynzomedia

Business Proposal and Strategic Collaboration

Date / November 8 , 2026

Company/ HATIL Furniture

Prepared specifically for authorised review by **HATIL Furniture**

www.vynzo.ca

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

BUSINESS PROPOSAL FOR INTEGRATED MARKETING OFFICE

To:
Management
HATIL Furniture
Dhaka, Bangladesh

Date of Issue: November 8, 2026
Reference: HATIL / VYNZO / DRAFT

Dear **HATIL Furniture Management,**
Following our independent review of HATIL Furniture'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 HATIL not as an isolated external agency, but as an extension of HATIL'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 HATIL's marketing activities, improve visibility across digital and search channels, and better connect HATIL's product capabilities with customer and public communication.

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

Yours sincerely,
Business Development Department
Vynzo Media

HATIL / VYNZO / DRAFT

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 commercial engagement with HATIL. All services, commercial arrangements and related obligations remain subject to the final mutually executed agreement between the relevant parties.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

1. Executive Summary

Vynzo Media proposes an Integrated Marketing, Brand and Growth Office for HATIL Furniture 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 HATIL'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. HATIL will retain final authority over product information, sensitive communication, major brand decisions and approved approvals. 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 HATIL 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 HATIL priorities change.
- External vendors and specialist suppliers may be sourced, coordinated and managed by Vynzo Media following HATIL approval.

2. Our Understanding of the Requirement

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

The current opportunity is particularly important because HATIL has strong product 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 an isolated list of collection activities.

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 HATIL collections, design specialists and customer needs.
- Improve the connection between awareness, search, consideration, product discovery, enquiry intent and ongoing brand trust.
- Restore a stronger and more consistent communication rhythm across key digital and social channels.
- Improve collection 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 HATIL does not depend on ad hoc content creation.
- Reduce the burden of coordinating multiple marketing suppliers, production teams and physical execution requirements.
- Give HATIL access to additional specialists without permanently increasing the fixed team where the need is temporary.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

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 HATIL 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 HATIL collections, brand context, communication priorities, showroom 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 category search, enquiry, enquiry, visit and follow up to identify communication gaps and opportunities.
Collection and design specialist mapping	Map priority collections, design specialists, product teams, upcoming campaigns and time sensitive requirements.
Approval mapping	Confirm the relevant product, brand, approvals 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
- Collection and design specialist visibility
- Search and AI search visibility where measurable
- Keyword opportunities
- Current content gaps and repeated content patterns
- Customer 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

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

Initial production capture

The launch period will include an initial coordinated production session to capture current design specialist, collection, factory, 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 HATIL.

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 HATIL 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 collections, design specialists, 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 HATIL management, product or third party approvals 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 furniture marketing operation. The structure is intentionally configurable. HATIL may request that a specialist be added, removed or replaced, or may rebalance recurring capacity between collection areas. Material changes in recurring capacity will be confirmed commercially 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, design specialist 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.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

Creative Designer	Social creative, campaign design, collection communication, event design, advertising creative support and recurring marketing collateral.
Video and Motion Specialist	Reels, product demonstration videos, collection videos, educational edits, campaign edits, motion graphics and content adaptations.
Photographer and Videographer	Product and craft shoots, portraits, collection photography, factory photography, video capture and visual library development.
SEO and AEO Specialist	Organic search, collection discoverability, design specialist 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 HATIL's management team, product teams, design specialists, approvals and current operating rhythm. Once the working model is established, the POC will normally coordinate showroom visits approximately once or twice weekly where required, with additional visits where operationally necessary.

Content mix

- HATIL may add an ongoing specialist where the need is recurring and strategically important.
- HATIL 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 agreed 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 and social content tailored to the agreed scope
Additional design	Creative design for campaigns, launches and ongoing available creative capacity
Video production	Video production shaped by agreed campaign needs
Photography	Product and lifestyle photography as agreed

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

Reactive production	Reactive content production subject to resource 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
Monthly content may include product education, collection communication, educational content, campaigns, design awareness, corporate communication, LinkedIn communication, event communication, trust building content and other approved marketing priorities. The exact mix will follow the monthly priority plan. A single core creative adapted for different platforms will not be counted as several completely new core assets.

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

Production capacity
Production activities may cover product focused content, educational content, collection videos, interviews, factory content, campaign content, brand communication and PR related production. One production session may generate several edited assets where appropriate. Photography activity may cover team portraits, showrooms, collections, teams, corporate imagery, campaigns and visual library development.

Photography activity may cover team portraits, factory photography, collection photography, team photography, corporate imagery, campaign imagery and visual library development.
Reactive production may be arranged when team availability, scope and operational approvals permit. If urgent work affects an agreed plan, priorities and delivery timing can be reviewed together. Additional production support remains subject to mutual agreement and practical feasibility.

8. Search, Communications and Marketing Operations

SEO and AEO

- Organic search monitoring
- Keyword and content opportunities
- Collection discoverability
- Product page visibility
- 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.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

PR and communications support

- Press release drafting
- Corporate announcement support
- Design and materials stories
- 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
- HATIL 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 notes collection and approved supplier coordination

Where an activity requires an external resource, Vynzo Media will communicate the estimated requirement for HATIL approval before material activity is committed. Following approval, Vynzo Media may manage the supplier and execution on behalf of HATIL.

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. HATIL will normally provide reasonable access to the relevant factory, design specialist, 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 approvals.

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.
Commercial review	Relevant scope notes or resource information is obtained.
Approval	HATIL approves the external approvals 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 HATIL.

10. Flexible Capacity and Add On Menu

The partnership is designed to be adjustable. HATIL 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 collection 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 notes.

Main Add On categories

Add On Category	Examples
Content and Production	Additional video shoot, additional photography, extra edited video capacity, product demonstration assets, 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, design specialist 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, design awareness activation or large campaign logistics.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

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, new factory launch, large awareness campaign, employer branding, research project, corporate campaign or major brand initiative.

Additional work can follow an agreed brief, responsible resource planning and written approval.
The exact approach depends on the relevant operational 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
Activated only when campaigns and their measurement requirements are approved.
active.

Media Activation and Reporting Approach	Vynzo Media Campaign Coordination
Discovery and planning	By mutual approval
Audience and creative setup	By mutual approval
Campaign execution review	By mutual approval
Conversion measurement	By mutual approval
Continuous optimisation	Campaign management approach defined by approved scope and operational requirements

Initial campaign setup, tracking and review follow the mutually approved scope.
Existing valid tracking configurations will be retained and improved where appropriate.

Paid media principle
Paid campaigns begin only after an approved objective, channel plan and measurement approach.
remains separate and is always subject to HATIL written approval.

12. Governance, Approval and Performance Principles

HATIL approval retained

- Product information
- Sensitive product communication
- Major campaigns
- Major brand decisions
- Sensitive public statements
- Customer related sensitive content
- Additional external approvals
- 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.

HATIL responsibilities

- Timely approvals
- Accurate collection information
- Product validation
- Relevant design specialist and team availability
- Facility access
- Required platform access
- Internal coordination
- Customer permission where applicable
- Approved external approvals

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

Performance principle

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

For this reason, Vynzo Media does not guarantee a predetermined number of enquiries, customers, 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 HATIL 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
- Collection information
- Internal research
- Customer journey insights
- Commercial information
- Internal documents
- Custom audience information
- Marketing data
- Non public operational information

Client privilege principles

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

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

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

Furniture communication discipline

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

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

Confidentiality principle

HATIL specific intelligence stays HATIL specific.

14. Separate Technology Support

Where HATIL requires technology, software, application, web platform or digital infrastructure support, these collections 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 notes.

Potential areas of support

Capability	HATIL 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	Customer 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 HATIL is coordinated communication between marketing and technology while maintaining clear commercial, operational and approval separation.

Company profile: www.leznit.com

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

15. Collaboration Scope and Key Terms

Integrated Marketing, Brand & Growth Office Scope

To be agreed in the final scope

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

Within the mutually agreed scope

- Recommended configurable specialist team
- Brand and growth strategy and primary POC
- Management of Facebook, Instagram, LinkedIn, YouTube and X
- Flexible social content and creative production
- Responsive design support within the mutually agreed scope
- Planned content production activities
- Lifestyle and product photography
- Responsive production support as capacity and feasibility permit
- 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

Additional services subject to approval

- Approved media activation
- Paid media coordination when separately activated
- Major ATL media placement
- Large format printing coordination
- Influencer collaborations
- Professional talent coordination
- Venue arrangements
- Promoter management
- Large event manpower
- Outdoor media coordination
- Specialist PR resources where separately approved
- Specialist crisis communication support
- Studio rental and special production equipment
- Large production crews and large set construction
- Major travel logistics
- Large activation production resources
- Technology or software development by Leznit Software Corp.
- Other approved specialist external resources

Final service agreement

The final service agreement should confirm periodic review and approval timing, applicable terms, external third party approvals, confidentiality, privacy and data access, intellectual property, third party resources, approval responsibility, client dependencies, additional work, scope changes, platform dependencies, reasonable liability provisions, termination and handover.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

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 HATIL representatives, confirmation of priority collections 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 HATIL's priorities, campaigns, collection 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 commercial, operational and service structure for HATIL Furniture based on the available research and proposed scope.
Any refinements relating to team structure, service mix, production capacity, additional requirements, reporting, commercial 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



Vynzo Media treats commercial information and non public engagement data as confidential. Privacy related enquiries, data handling concerns and confidentiality matters may be directed to **privacy@vynzo.ca**. Vynzo Media Ltd is registered with the UK Information Commissioner’s Office under registration number **ZC056799.**

United Kingdom
Vynzo Media Ltd
Company No. 16889451
71 to 75 Shelton Street, Covent Garden, London, WC2H 9JQ
Telephone: +44 7397 085272

Canada
Vynzo Media operates in Canada under LEZNIT SOFTWARE CORP.
British Columbia Corporation No. BC1550068
636, 1281 Hornby Street, Vancouver, BC V6Z 0G8
Telephone: +1 778 809 5074

Corporate Notice
This proposal is issued through the Vancouver office of Vynzo Media for an overseas commercial engagement with HATIL Furniture. All commercial terms, responsibilities, approved activity and related obligations under this proposal remain subject to the final mutually agreed service agreement between the relevant parties.