vynzomedia

Business Proposal and Strategic Partnership

Date / November 21, 2026

Company / Fresh Cement

Prepared specifically for authorised review by Fresh Cement

www.vynzo.ca

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone: +1 (778) 907-5074

BUSINESS PROPOSAL FOR INTEGRATED GROWTH

To: Management
Fresh Cement
Unique Cement
Industries Limited
Bangladesh

Date of Issue: November 21, 2026
Reference: VM/FRESH/STRATEGY/112126

Dear Fresh Cement Management,
Following our review of Fresh Cement and the publicly available digital audit, Vynzo Media is pleased to submit a dedicated proposal for coordinated consumer demand, distribution marketing and institutional growth.

The proposed model is intended to support Fresh Cement through a collaborative operating relationship that complements its marketing, commercial and technical teams.

Our scope connects brand strategy, social content, production, SEO, local discovery, performance marketing, communications, dealer programmes, field coordination and reporting through a clear planning and approval system.

The objective is to make product credibility useful to homeowners, engineers, contractors, developers and distribution partners, with enquiries routed to the appropriate sales or dealer representative.

Fresh Cement retains authority over technical claims, product information, dealer terms, partner eligibility, approvals and public communication. Vynzo Media supports agreed planning and delivery within approved responsibilities.

The intention is not to replace the Fresh Cement team, but to make marketing and trade engagement more connected, consistent and measurable.

Yours sincerely, Business
Development Department
Vynzo Media

VM/CONT/IMO/0902266

Corporate Notice

Vynzo Media operates in Canada under LEZNIT SOFTWARE CORP., incorporated in British Columbia. This proposal has been prepared for Fresh Cement. All engagement activities, responsibilities and operating arrangements remain subject to a final mutually approved agreement.

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1. Executive Summary

Vynzo Media proposes an integrated marketing and growth collaboration for Fresh Cement connecting strategic planning, content, production, consumer demand, dealer engagement, search discovery, project communication and grounded execution. The purpose is to complement the Fresh Cement team and improve coordination across the buying journey. Consumer interest must connect to an approved local supplier. Institutional interest must connect to a relevant technical and sales contact. Fresh Cement retains full authority over specifications, partner decisions, public claims and approvals.

What this changes

- Focus activity on buyer questions and trade priorities rather than content volume.
- A designated Vynzo contact coordinates Fresh marketing, technical and sales teams.
- Social, creative, search and field activity follow one agreed direction.
- Review enquiry quality, dealer response and useful content signals.
- Adjust specialist support through mutually approved priorities.
- Use local vendors and representatives only within an agreed scope.

2. Our Understanding of the Requirement

Fresh Cement requires marketing that helps people evaluate products, trust available evidence, find appropriate sellers and engage with the company. Social content, technical guidance, search, dealer demand, project communication and ground coordination should work together rather than operate as isolated channels.

The key opportunity is not a lack of attention. It is the gap between existing brand visibility and a measurable path from interest to product enquiry, dealer referral or institutional discussion. The proposed operating model addresses that connection across consumer and trade audiences.

Operating principle

Vynzo Media brings the people, systems, production capability and execution management required to operate the agreed scope.

Primary objectives

- Create content grounded in approved construction and product information.
- Connect social media, search and local discovery to homeowner enquiries.
- Give dealer recruitment a separate, measurable application journey.
- Develop a technical and project route for B2B procurement audiences.
- Improve mobile product pages, SEO and useful buyer information.
- Capture authentic factory, site and partner stories with permission.
- Measure commercial outcomes and coordinate approved field activity.

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3. Mobilisation and Readiness Period

After approval, Vynzo Media and Fresh Cement will agree a practical readiness schedule and the immediate priorities for coordinated implementation.

The goal is to begin with verified product information, a clear lead route, approved creative direction and a measurement foundation rather than generic output.

Mobilisation Area	Planned Work
Team workshops	Internal workshops covering Fresh Cement products, priorities, technical teams, marketing and trade requirements.
Digital baseline review	Review current social channels, content, marketing data, search visibility, production assets and campaigns.
Buyer and trade journey review	Map how homeowners, engineers, masons, contractors and dealers move from awareness to enquiries and purchase.
Product and territory mapping	Confirm priority products, validated specifications, pilot territories, channel partners and planned field work.
Approval mapping	Confirm approvals with Fresh Cement technical, sales, brand and management teams.
Production planning	Plan approved factory, product, dealer and construction content capture.
Measurement baseline	Agree enquiry definitions, lead ownership, routing and reliable reporting baselines.

4. Baseline Audit and Launch Production

At the beginning of agreed operations, Vynzo Media will review priority channel and conversion needs and coordinate appropriate content capture with approved Fresh Cement access.

Baseline review

- Current social presence and content patterns
- Product and technical evidence
- Brand search and high intent keyword opportunities
- Dealer discovery and enquiry routes
- Institutional and project audiences
- Website experience and mobile use
- Available campaign data and lead handling
- Market positioning and competitor strengths
- Field and production opportunities
- Relevant management and technical approvals

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Initial production capture
The initial production programme may include approved product visuals, industrial processes, dealer interviews, construction education and genuine customer stories. All access, testimony and technical claims require Fresh Cement approval.

5. Monthly Marketing Audit and Priority Cycle

The monthly plan will be reviewed against sales priorities, audience response and the quality of enquiries. Stronger ideas can receive more attention while less useful activities can be changed or stopped.

Monthly Step	Decision Question
Review	What worked well and deserves more attention?
Diagnose	What underperformed and needs to change?
Prioritise	Which products, territories and customer segments need greater focus?
Identify friction	Where are consumer enquiries being lost or routed incorrectly?
Reallocate	Which activity should be reduced, replaced or postponed?
Approve	Which activities require Fresh Cement management, technical or sales approval?

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 operating structure is configurable to the agreed Fresh Cement goals. Relevant specialists can support creative, search, consumer acquisition, trade marketing, reporting or local coordination as needed. No fixed staffing configuration or production volume is committed by this proposal.

Recommended Role	Primary Responsibility
Brand and Growth Strategist (Primary POC)	Account direction, strategy, client coordination, approval routing and performance decisions.
Creative Communications and Production Director	Creative concepts, scripts, authorised stories, filming coordination and production oversight.
Social Media and Content Lead	Facebook, Instagram, LinkedIn and YouTube planning, publishing, community guidance and review.

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Creative Designer	Social creative, product explanation, consumer campaign design, dealer communication, event concepts and approved marketing collateral.
Video and Motion Specialist	Construction education videos, site stories, product visuals, trade interviews, edits, motion assets and cross channel adaptations.
Photographer and Videographer	Approved factory, site, product, dealer and team photography and video capture, subject to access, safety and consent.
SEO and AEO Specialist	Product discoverability, local search, technical SEO, useful information architecture and AI discovery readiness.
Marketing Operations and Activation Manager	Trade and ground coordination, partner events, field access, print requirements, vendor management and approved local activity.

POC and onsite integration
A named account contact coordinates Fresh Cement management, marketing and sales stakeholders. Onsite and field support can be arranged where appropriate to approved access, territory, representative availability and the agreed operating scope. A local presence is not guaranteed before formal agreement.

Content mix

- Adapt content to product priorities, local demand and approved campaigns.
- Prioritise homeowner guidance, technical proof and dealer stories.
- Coordinate specialist production only for agreed requirements.

- Arrange regional support where access and responsibilities are approved.

- Review creative priorities and useful results with Fresh Cement.

7. Monthly Deliverables and Production Capacity

Area	Flexible deliverables within agreed scope
Social content	Native assets and audience specific creative as required
Additional design	Relevant campaign, sales and trade communication materials
Video production	Approved product, education, brand and project storytelling
Photography	Approved factory, dealer, product and human visual capture

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Reactive production	**Approved responsive production and edits where feasible.**
Platforms	Social and digital platforms selected for each agreed project.
Search	Ongoing relevant search visibility and discoverability activity.
Audit	Regular strategic review and performance learning.
Reporting	Enquiry quality, content response and agreed business indicators.

Content mix
Editorial work may cover product understanding, material handling, construction education, validated technical proof, trade and project stories, campaign announcements and local dealer information. The mix and production approach will follow mutually approved priorities. No fixed publishing quantity or content volume is included.

Additional design requests
Possible creative needs include campaign graphics, product education, trade invitations, field signage, dealer materials and presentation visuals. Deliverables depend on agreed business priorities, available source material, approvals and project scope.

Production approach
Production may support industrial facilities, manufacturing process stories, verified material demonstrations, engineer and mason guidance, dealer relationships, project communications and general brand films. Capture plans, crew requirements and output formats will be defined through the agreed project brief.

Additional production can be considered if a campaign, event or unexpected need requires it. Fresh Cement access, permission, safety obligations and delivery scope will guide scheduling. Output quantities, monthly volume and fixed staffing commitments are not proposed here.

8. Search, Communications and Marketing Operations

SEO and AEO

- Relevant product keyword discovery
- Content intent and page structure
- Local dealer discovery
  Technical SEO coordination
- Documented product specifications
- Construction education
- Structured answers and FAQs
- Organic search analysis
  Approved local information

Organic visibility depends on search competition, website condition, content quality and platform changes. No fixed search ranking or lead volume can be guaranteed.

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PR and communications support

- Corporate and product announcements
- Leadership and industry commentary
- Technical education stories
- Dealer and partner milestone stories
- Product and quality proof communication
- Trade conference updates
- Construction education content
- Reputation support
-

Relevant specialist communication support can be scoped and approved separately.

ATL, BTL and ground execution

- Retail and dealer communication support
- Product leaflets and verified technical materials
- Outdoor and trade campaign coordination
- Vendor and field representative coordination
- Approved construction site capture
- Dealer and retailer engagement
- Engineering community programmes
- Event and booth logistics
- Training materials and local activations
-

Where specialist local resources are needed, Fresh Cement will approve scope and responsibility before implementation.

9. Production Equipment and Vendor Management

For authorised production, Vynzo Media can coordinate appropriate cameras, sound, lighting and crew resources based on agreed creative requirements. Fresh Cement will provide access subject to site and plant safety procedures. Specialist locations, third party talent or technical resources require separate approval within the agreed work scope.

Vendor management process

Stage	Approach
Requirement	Identify the required resource, supplier or specialist.
Sourcing	Find a suitable supplier, specialist or authorised vendor.
Review	Assess requirements, capacity and supplier suitability.
Approval	Fresh Cement authorises the supplier and work scope.
Execution	Coordinate the approved supplier or specialist.

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Quality review Vynzo Media reviews delivery within the agreed marketing scope.	
Reporting Relevant delivery evidence and learnings are communicated to Fresh Cement.	

10. Flexible Capacity and Add On Menu

The collaboration is designed to adapt. Fresh Cement may shift approved activity between consumer demand, B2B relationships and brand communication as evidence changes.

How customisation works

Option	How it works
Reallocate	Shift available capacity between social, video, search, trade and enquiries as priorities change.
Add specialist	Engage appropriate technical, creative or field expertise by mutual agreement.
Remove specialist	Reduce or reassign a function when different expertise is more useful.
Add capacity	Introduce approved production, website, field or analysis support as needed.
Separate project	Agree the scope of a major campaign, industrial film, sales tool or technical integration.

Main Add On categories

Add on category	Relevant examples
Content and Production	Approved industrial filming, product photography, construction education, dealer stories, expert interviews and creative production.
People and Specialist Capacity	Additional creative, technical, field, sales enablement or reporting expertise based on approved priorities.
PR and Communications	Approved announcements, leadership perspectives, project stories, trade media and reputation support.
Ground Marketing and Activation	Dealer engagement, trade events, retail activation, field materials, technical demonstrations and local coordination.

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Digital and Technology	Performance campaign coordination, tracking strategy, product landing experience, dealer locator planning, conversion measurement, CRM workflows and marketing automation.
Special Projects	Brand campaigns, product awareness, dealer programmes, industrial storytelling, territory activation, technical education and approved institutional projects.

Additional work will be defined by its purpose, required resources, approvals and mutually agreed scope. All activities remain subject to approval of the final operating scope.

11. Performance Marketing and Paid Media

Performance marketing begins with a clear audience, relevant content or offer, a working enquiry destination and agreed follow up ownership. Paid media activity would be activated only after Fresh Cement approves the objective, creative, territory and tracking requirements.

Campaign planning element	Decision required
Audience definition	Identify the consumer or trade audience.
Enquiry destination	Confirm the lead form, local owner and follow up route.
Creative validation	Approve product information and performance claims.
Measurement design	Confirm tracking and CRM alignment.
Launch readiness	Agree the response process and accountable contacts.

Marketing tracking and conversion readiness should be reviewed before any campaign launches. Fresh Cement and Vynzo Media will confirm measurable lead definitions and follow up responsibilities.

Campaign principle
Activity will be judged through meaningful responses, qualified enquiries, dealer progress and relevant business outcomes rather than impressions alone. All campaigns are subject to written approval.

12. Governance, Approval and Performance Principles

Fresh Cement approval retained

- Technical specifications
- Verified product performance claims
- Project and supply references
- Dealer and partner terms
- Major brand messages
- Public announcements
- Access to factories and worksites
- Campaign and media approvals

Fresh Cement retains final decision rights over sensitive claims and external communication.

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
- Correct product and technical information
- Validated quality documentation
- Relevant management and expert availability
- Approved facility and event access
- Necessary website and account access
- Dealer territory and stock guidance
- Appropriate consent and permissions
- Coordination with the relevant sales team

If a critical dependency is delayed, the activity and schedule may be reasonably adjusted.

Performance principle
Vynzo Media seeks meaningful improvements within the agreed operational scope and resources. Actual results depend on demand, competition, product availability, local sales response, changing media conditions, website quality, content verification and timing.

Vynzo Media cannot guarantee a predefined sales quantity, ranking position, enquiry total, dealer agreement or other outcome. The commitment is to disciplined execution, useful learning, responsible communication and reporting.

13. Privacy, Confidentiality and Client Privilege

Vynzo Media will treat non public Fresh Cement information received through this work as confidential and apply reasonable safeguards suitable to the agreed project.

Protected information may include

- Business information
- Product information
- Internal sales priorities
- Approved partner and dealer information
- Private campaign results
- Trade and territory data
- Commercial information
- Product certificates and test records
- Internal documents
- Audience information
- Marketing data
- Operational information

Client privilege principles

- Fresh Cement specific strategy developed from confidential information will not be deliberately disclosed to other clients in a way that exposes protected competitive knowledge. Fresh Cement audience and lead data will not be reused for unrelated clients. Confidential campaign information will not be published without approval. Any authorised specialist or supplier will receive only the information needed for assigned work and appropriate confidentiality requirements.

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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 authority over material performance, product specification and regulatory claims. Vynzo Media may prepare campaign, script and educational materials based on information provided or approved by the company. Sensitive technical and project claims require confirmation before publication.

Customer, dealer or project partner stories should be used only with appropriate permission and approval. Internal or sensitive data will be accessed only where necessary for agreed work.

Confidentiality principle Fresh Cement specific intelligence stays Fresh Cement specific.

14. Separate Technology Support

Where Fresh Cement requires a dedicated website, mobile application, portal, system integration or advanced digital infrastructure, that work may be separately scoped through the relevant technical delivery partner. Such work is not presumed to be included in the marketing collaboration.

Potential areas of support

Capability	Relevant Fresh Cement Application
Website & Web Applications	Website development, content management, technical performance and digital experience improvements.
Mobile Applications	Dealer, trade or internal utility tools where genuinely needed.
UI/UX & Product Design	User research, customer journeys, interface systems, prototypes and usability.
Custom Platforms & Portals	Dealer discovery, lead routing, reporting and internal dashboards.
Integrations & Automation	API integrations, process automation, customer data and reporting workflows.
AI & Machine Learning	Useful automation, recommendations and analytics with appropriate review.
Managed Ops & Support	Monitoring, maintenance, security practices and operational continuity.

The benefit to Fresh Cement is coordinated planning across marketing and technology while retaining clear responsibilities, privacy practices and approvals.

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15. Strategic Proposal and Key Terms

Integrated Marketing and Growth Operations
Scope to be jointly approved

The recommended arrangement is a flexible working structure to coordinate consumer demand, trade engagement, brand communication and reporting. The final service scope, personnel, delivery commitments and approval arrangements will be mutually determined. Detailed operating scope and deliverable arrangements require mutual agreement.

- Marketing strategy and accountable client coordination
- Consumer audience research and enquiry journeys
- Trade audience planning and distributor development
- Product education and technical content direction
- Facebook and Instagram consumer communication
- LinkedIn and project procurement storytelling
- YouTube construction and product education
- Organic search and useful product landing pages
- Local discovery and approved dealer routing
- Production of authorised factory and site stories
- Performance campaign readiness and oversight
- Qualified lead handling and sales escalation
- Field activity with approved local representatives
- Performance analysis, reporting and improvement

Areas requiring separate scope approval

- Factory and industrial location access
- Specialist production crews and equipment
- Approved field representatives and external vendors
- Additional engineering or technical resources
- Specialised website or application development
- Search platform or customer system integration
- Paid advertising campaign activation
- Outdoor communications and placements
- Trade events and dealer gathering coordination
- Retail activation and store communication materials
- External talent and influencer participation
- Content rights clearance and licensing
- Custom photography and technical illustration
- Independent product testing coordination
- Field travel beyond an agreed territory
- Legal and technical approval of public claims
- Information security and authorised data access
- Any material expansion beyond agreed responsibilities

Final service agreement
The final agreement will establish authorised scope, contacts, deliverables, consent, information sharing, approval rights, operating procedures and confidentiality arrangements. No commercial values or fixed quantities are stated in this strategic proposal.

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16. Commencement

Agreed work will begin after Fresh Cement approval and completion of the necessary readiness checks, with timing confirmed by both teams.

During preparation, Vynzo Media will align the relevant specialists, confirm source materials, establish marketing priorities and coordinate responsibilities with Fresh Cement marketing and sales teams.

Initial activity will follow the mutually agreed plan and measurement baseline. Regular review will inform channel and campaign adjustments.

The operating approach is designed to adapt if product focus, distribution needs, territory priorities or commercial requirements change. Material scope changes will be agreed with Fresh Cement.

17. Acknowledgement

This document records Vynzo Media recommendations for a connected marketing collaboration tailored to Fresh Cement and Unique Cement Industries Limited. It is prepared for management discussion and does not establish binding terms, fixed output commitments or guarantees. A separate executed agreement will govern any engagement.

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

VM/PRAAVA/IMO/0902266

Vynzo Media treats confidential information responsibly and supports appropriate data protection and client approval processes.

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

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This strategic proposal is issued by Vynzo Media for the consideration of Fresh Cement. Any later operational engagement and specific obligations are subject to a final mutually executed agreement.