Investment Proposal for **Advertising Agency Startup**

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Company Name:
ILLUM
ADVERTISING
Concept. Design. Execute

Company Logo:
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Company Introduction

The name – Its reasoning and meaning

Reasoning: "Illum" suggests illumination, light, and clarity, indicating a focus on bright and clear communication through media.

Meaning: The name reflects a media agency that strives to bring light, creativity, and clarity to its projects, conveying a sense of enlightenment.

Idea behind the Tagline: We understand the needs of the client. We then conceptualize an idea as per their needs. We convert those ideas into designs. Finally, we execute the designs into actual products.

Our Expertise

About us

Me, Mufaddal Tohfafarosh, is having close to three decades of experience in this industry. Hiring Ali Murtaza to oversee all production related activities will enrich the collective experience to over five decades. The unwavering commitment and hard work have not only earned me the trust of my clients and suppliers but also inspired me to venture into starting my own agency.

The agency is dedicated to bridging the gap between clients and suppliers. The aim is to provide comprehensive support for all their branding and marketing needs, leveraging the wealth of experience and goodwill cultivated over the years.

Our Clientele

Brand Collaborations: Our Trusted Partnerships

Amongst a huge number of renowned brands in the market, there are a few who have shown unwavering support and confidence in conducting business with us.

Brands and Distributors like **Aamaal Trading, Al Futtaim Panatech, Anker Innovations, Blaupunkt, Blue Star, Bose, Chalhoub, INOI, MAF, NIA, Supreme Impex Trading, Tafani Services LLC**, to name a few

These distinguished brands and distributors have been our steadfast clients, fostering enduring partnerships over an extended period.

Our Experience

Branding Brilliance: Our Diverse Solutions

With ongoing support from our diverse range of clients and their respective expertise, we have consistently demonstrated the capability to successfully execute projects across a spectrum of scales.

Our proficiency extends from crafting small tabletop displays to orchestrating complete store fit-outs.

We specialize in utilizing various materials such as MDF, acrylic, and corrugated FSU, and offer a comprehensive suite of services including window branding, mall kiosks, shop-in-shop concepts, in-store branding, and dynamic in-store activations

Expansion Plans

Building Tomorrow: Our Journey Upward

We have consistently embraced the philosophy of gradual progression leading to significant achievements. With this ethos, our aspiration is to transition from an agency to a fully-fledged production house. This expansion involves the establishment of a spacious warehouse complete with essential machinery, printers, and a skilled workforce to ensure all client needs are seamlessly addressed in-house. Through our dedication and hard work, we anticipate achieving this transformation within 12 to 18 months from our agency's inception.

Investment Amount

Capitalizing Success: Investment Plan

Critical to the success of any startup is securing sufficient working capital, encompassing expenses such as acquiring a trading license, securing virtual workspace, covering visa costs, salaries, supplier payments, and miscellaneous expenditures.

To ensure seamless operations, we are seeking a working capital investment of AED 300,000/-. This investment, along with a mutually agreed-upon profit rate, can be repaid within 18 to 24 months from the initial investment

Returns on Investment

Break-up and Returns

Proposed Credit Line: 300,000/- AED to be returned with 8% annual profit in 18 to 24 months.

Initial requirement will be 100,000 AED to acquire a trading license, visas, medical insurance, bank account, company domain/emails/web-design and hosting, etc. We would be able to start returning the investment amount with profit (on prorate basis) 150 to 180 days from the date of receiving the initial payment. Repayment shall be on quarterly / half yearly basis.

We shall request for additional funds; as and when required; to ensure that no ongoing / upcoming projects are affected due to shortage of funds. These funds would be requested for with an advance intimation of at least 7 working days. Repayment cycle can be mutually decided upon depending on the funds borrowed.

Sales Projection

Agency Revenue Generation

With the kind support and co-operation from our esteem clients, the agency's projected revenue would be 150,000 AED to 200,000 AED per month with an average profit margin of 20%. The expected profits would be 30,000 AED to 40,000 AED.

As we grow in our journey, these figures are expected to rise substantially. After 6 months of the agency's inception, revenues are expected to reach 300,000+ AED per month accruing profits of close to 60,000 AED per month.

Thank you

We eagerly look forward to your kind support and co-operation in launching our dream project and propelling it to extraordinary success! ☺