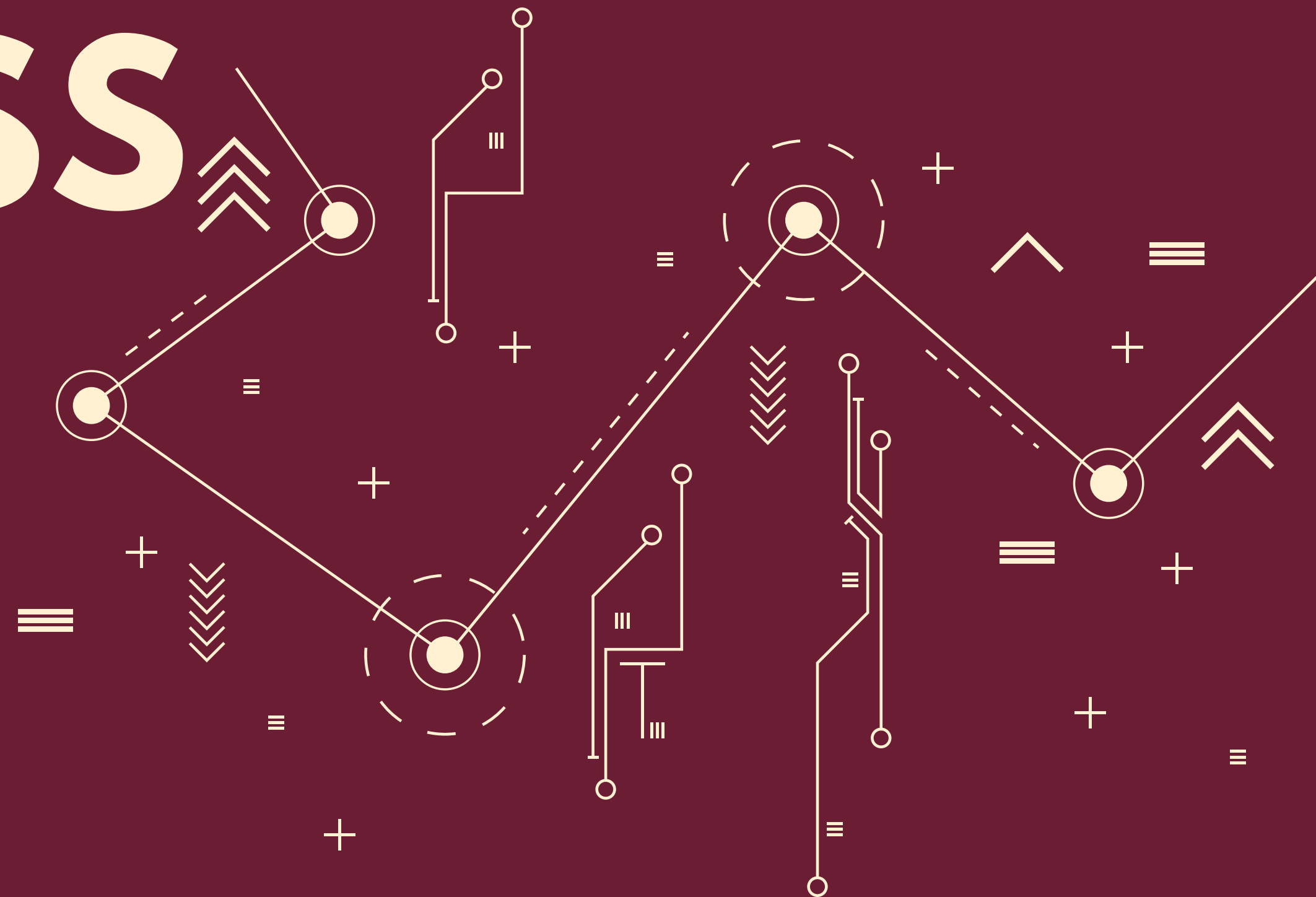


# OPEN

INTEGRATED

# BUSINESS PLAN



RESPONSIBILITIES

# BUSINESS ADMINISTRATION, MARKETING MANAGEMENT, TRAINING.

15+ Years of Experience

Business Development

Marketing

Business Administration

Client management

Strategy Development

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**arbaneo**  
s o l u t i o n s

**JAYAKRISHNAN R**

Marketing & Management

## RESPONSIBILITIES

# TECHNICAL ADMINISTRATION, TECH INNOVATIONS, TECHNICAL HR MANAGEMENT

### 15+ Years of Experience

Product Design  
Project Management  
Technical Strategy  
Team Management  
Strategy Development  
Client Relations

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**arbaneo**  
s o l u t i o n s

**SALIL S**

TECH & HR

Digital PR is the professional maintenance of a favorable online image by a company. A Digital PR agency promotes a company via online blogs, websites, and social media.

## DIGITAL PR

1

Social Media  
Management

2

Search Engine  
Marketing

3

Influencer Outreach &  
Native Content

4

Media Management

Digital advertising is a strategy that promotes a product online. This promotion happens on social media platforms, search engines, websites, or even in your inbox. Essentially, digital advertising is promoting your product or services to people on the Internet.

# ADVERTISEMENTS

- |   |                  |   |                   |
|---|------------------|---|-------------------|
| 1 | Social Media Ads | 2 | Google Ads        |
| 3 | YouTube Ads      | 4 | Digital Space Ads |
| 3 | Affiliated Ads   | 4 | TV / Newspaper    |

Branding is the process of giving a meaning to specific organization, company, products or services by creating and shaping a brand in consumers' minds. It is a strategy designed by organizations to help people to quickly identify and experience their brand, and give them a reason to choose their products over the competition's, by clarifying what this particular brand is and is not.

## BRANDING+

1

Logo Design & Brand Guidelines

2

Graphics & Collateral Design

3

Brand Positioning / Conviction

4

Brand Videos

3

Affiliated Ads

4

Brand Consultancy

# BUSSINESS PLAN

## SOCIAL MEDIA

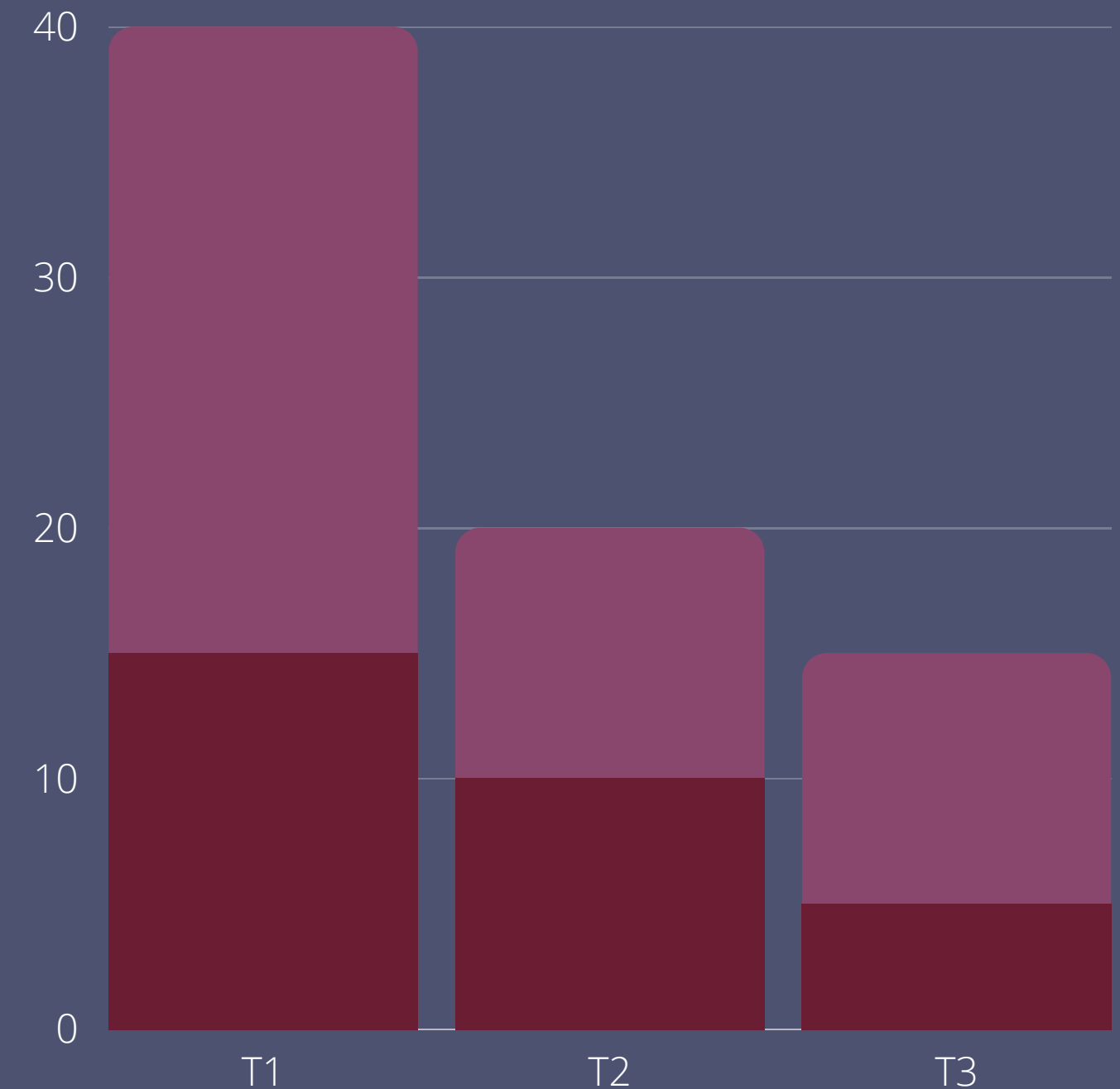
### PLAN FOR ONE YEAR

T1 - Rs 25,000 - 40,000/Month : 5 Lakh/ Month

T2 - Rs 40,000 - 70,000/Month : 5 Lakh/ Month

T2 - Rs 70,000 - 3,50,000/Month : 5 Lakh/ Month

**TOTAL ESTIMATE : 12- 18 LAKH/MONTH**



# BUSSINESS PLAN

## BRANDING+

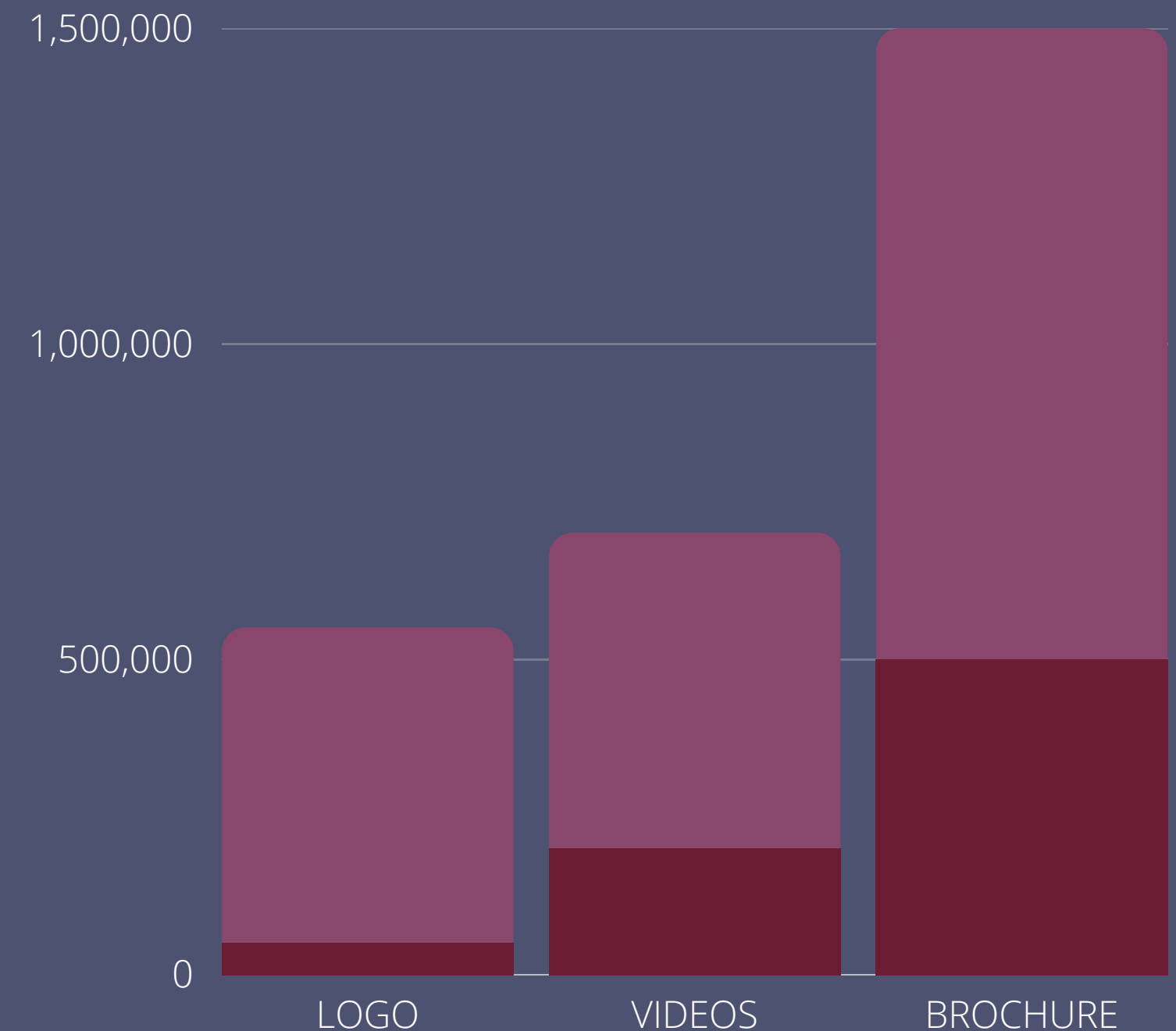
### PLAN FOR ONE YEAR

LOGO+ : 1-3/Month : 50,000 to 5 Lakhs

BRAND VIDEOS+ : 5- 10 : Up to 5 Lakhs

BROCHURE+ : 10 - 50 : Up to 5 Lakhs

**TOTAL ESTIMATE : 10- 20 LAKH/MONTH**



# BUSSINESS PLAN

## ADVERTISEMENTS

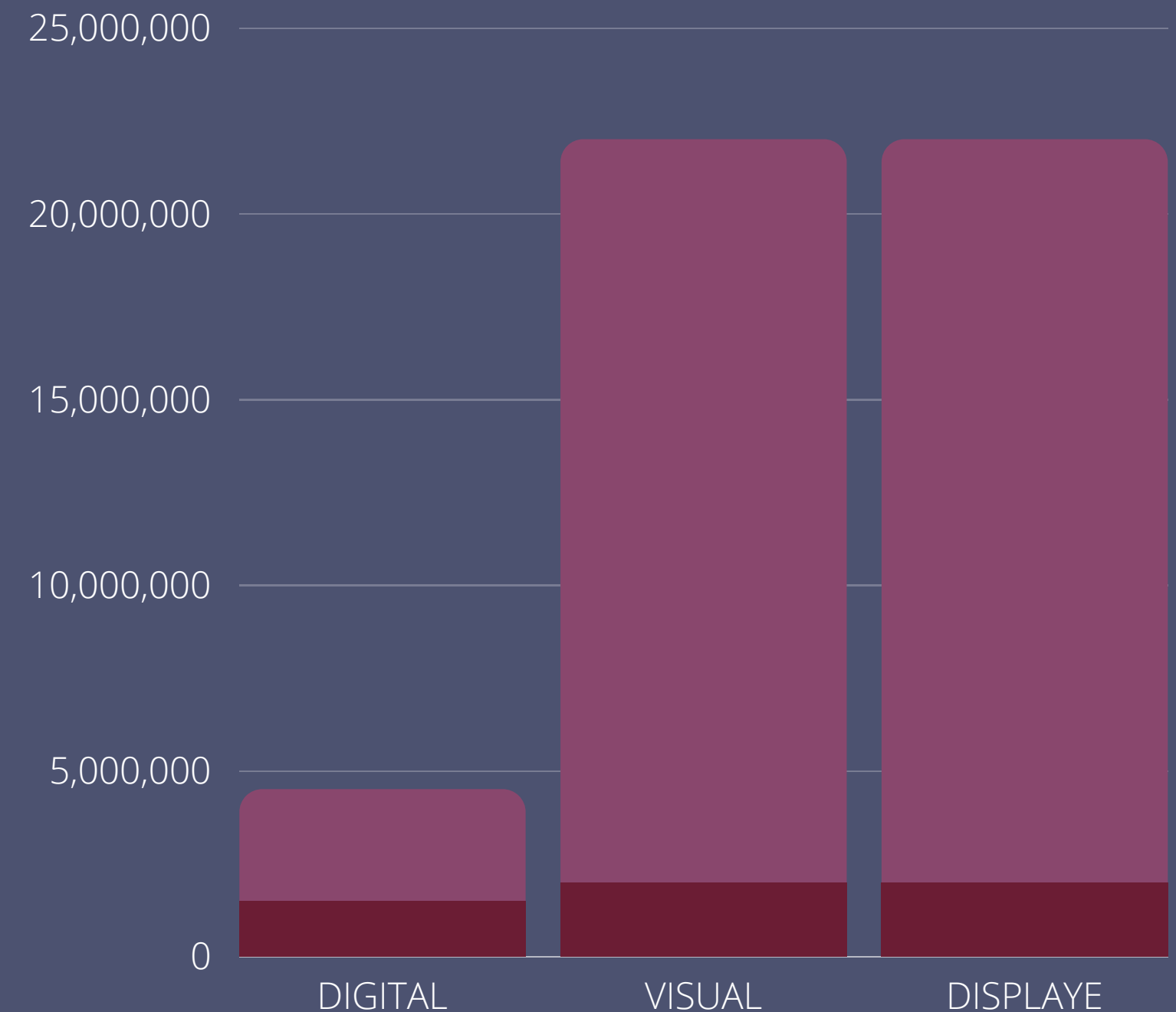
PLAN FOR ONE YEAR

DIGITAL+ : 15 Lakhs to 30 Lakhs/ Month

VISUAL+ : 20 Lakhs - 2Cr

DISPLAY+ : 20 Lakhs - 2Cr

**TOTAL ESTIMATE : 1- 3 CR/MONTH**  
**10% MARGIN**



arbaneos solutions  
EMPOWERING YOUR BUSINESS



*Let's do it together!*



*We deliver perfect IT outputs that conform to the requirements of our esteemed customers with the backup of our employees' robust service, the blend of our diverse work cultures, and our value-oriented supervision.*



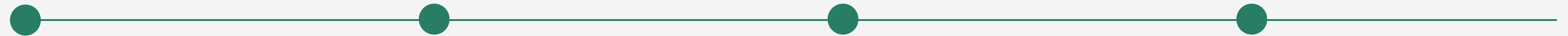
**360° Service  
Provider!**

fb.com/arbaneo | arbaneo.com



*Let's do it together!*

# Timeline



August 2007

*Started as a campus start-up  
Hopzz Innovative Solutions  
Registered as Antz Media Pvt Ltd*

Dec 2008

*Started Social Media  
Marketing. Created India's  
first FBML Facebook app.*

Dec 2012

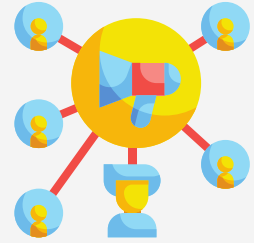
*Rebranded to Arbaneo  
Solutions*

Jan 2022

*OPEN Integrated.*



Application Development  
Mobile Application Development



Digital PR and Marketing  
Digital Advertisement Management



Web Design & Development  
Hosting & Maintenance



Branding & Consultancy  
Video and presentations



e-com Production & Management  
News Portal Development

# PRODUCTS & SERVICES

ARBANEO SOLUTIONS

Retail Billing Software Packages

Restaurant POS

GST accounting software.

CRM and ERP Software

Packages

Multichannel Help Desk

Ticketing System

Project Management Software.

Distribution Management

Software Packages

Payroll Manager

HR solution

Clinical / Hospital Management

Online meeting and webinar

Financial CRM

Marketing Automation

Zoho CRM / Zoho One / Creator / BITRIX / Sales IQ/

Transactional Mail & SMS / IVR /



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# OUR PARTNERS

## ARBANEO SOLUTIONS

*We partnered with technology-driven organizations like Zoho Corp, Google, Microsoft, Bitrix, GoFrugal, GoDaddy, Evanto, etc. to provide their state-of-the-art IT solutions. We have strong partner relationships that leverage the most up-to-date Software technology options.*





# THANK YOU



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