



# COMPANY PROFILE

“Client Satisfaction Is Our Priority”

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# ABOUT COMPANY

## Background

CNB marketing & Branding Eswatini is a 100 percent Swati owned marketing company that is at your service for all your Brand Image and Public Relations services. We combine conventional marketing standards together with modern techniques to allow for outstanding brand visibility with a proven track-record on effective marketing techniques that have seen companies increase their sales and brand visibility.

## Our Vision:

To help your company achieve its marketing and sales targets whilst also helping in building and promoting your company's brand with CNB marketing & branding eswatini your added partner in your company's success strategy.

## Our Mission:

To be the leading agency in helping businesses scale up and meet their annual targets through improved brand visibility and improved business turn over through the use of our unique and effective marketing strategies suited for your individual needs.







# CORE VALUES

- To establish and maintain a client centric approach for all our clients marketing and branding needs.
- We ensure that we offer cost effective services but we do not compromise on the quality of services offered to each of our clients.
- In a fast paced environment where deadlines have to be met, we aim to give our clients the ultimate value for money through ensuring timely delivery of any services assigned and carried out by CNB Marketing Eswatini.
- Customer satisfaction is our utmost priority where we engage with our clients to ensure that they indeed get value for their money in doing business with us.
- With a team of qualified media, marketing and branding personnel, CNB Marketing Eswatini aims at maintaining its clientele through excellent service delivery stress free.



# OUR SERVICES



## PRODUCT MARKETING STRATEGY

We design a business's overall game plan to facilitate the buying and selling of its products or services. A marketing strategy determines how to reach prospective consumers and turn them into customers.

We then proceed to the execution of the marketing plan through our team of trained dedicated promoters.



# OUR SERVICES



## PRODUCT PROMOTIONS AND ACTIVATIONS

Our product promotions and activation services include: in-store promotions, product launches, store openings, mall activations, roadshows event management. Out of Store, exhibitions foot soldier activations.

We also do activations for schools, clinics, universities and colleges, hospitals, and community engagements.





# OUR SERVICES



## MERCHANDISING

Merchandising is a set of techniques that serve to enhance sales and rotation of products in establishments, whether physical or online stores.

CNB Marketing has trained merchandisers who will help increase customer satisfaction and loyalty. Our merchandiser will also help to get more profit, increasing sales & liquidate product stocks more quickly.

We also offer training, placement and supervision of merchandisers.

# OUR SERVICES



## BRANDED APPAREL & PROMOTIONAL ITEMS

We supply a wide range of custom branded apparel and products used for product promotional purposes.

Such items include; t-shirts, golf shirts, jackets, hoodies, hats, footwear, workwear, PPE products, corporate gifts and many more.





## OUR SERVICES



### BRANDED INDOOR & OUTDOOR DISPLAY KIT

We also provide indoor/outdoor branding in the form of gazebos, banners, parasols, tablecloths, chairs, flags and many more which can be very effective for promoting your business, especially in events, expos, and exhibitions.



# OUR SERVICES



## RADIO ADVERTS



## MARKET RESEARCH



## PUBLIC RELATIONS

## OTHER SERVICES OFFERED

There is no limit to what we can do as long as if it involves elevating your business or personal brand.



## DTF TRANSFERS



## EVENTS MANAGEMENT





## REPORTING ON PRODUCT PROMOTION

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### WEEKLY REPORTS INCLUDES:

- Activity grid by each store.
- Total units sold by our promoters in each out let/store.
- Number shoppers approached.
- Number of product samples given to potential users.
- Photos/videos of promotional setups, prize winners, client's products and competitive set.
- Market research and customer insight.



# OUR CLIENTS





## CONTACT US



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