



VARDHAMAN
HOSPITALITY & MANAGEMENT

Creating connections, Serving solutions

Local Marketing Packages

Execution Strategy

Here are the strictly offline, ground-level marketing packages based exactly on the services you provided, structured into three pricing tiers.

The quantities and execution days are specifically balanced to ensure a strict 50% profit margin across all packages. Your execution cost will be precisely half of what you charge the client.



1. Silver Package

One-Time Investment: 10,000

Posters

Printing and placement of standard promotional posters inside and outside the outlet.

Danglers

Printing and hanging ceiling danglers inside the shop to highlight offers.

Flyers & Pamphlet Distribution

Basic printing and ground-level distribution of flyers in the immediate neighbourhood.

Parcel Menu Cards Distribution (Shop to Shop)

A promoter visits nearby retail shops, offices, and medical stores to hand over parcel menu cards directly to shop owners and staff to generate daily delivery orders.



2. Gold Package

One-Time Investment: 20,000

Posters & Danglers

Increased quantity of posters and danglers for wider outlet visibility.

Flyers Pamphlet Distribution

Larger print volume and wider distribution coverage in nearby residential societies and commercial areas.

Parcel Menu Cards

Extended radius for shop-to-shop menu card delivery.

Cycle Roaming

Deployment of promotional cycles fitted with advertising boards riding through local busy markets to grab attention.

Cross-Sale Marketing

Partnering with nearby non-competing businesses to exchange coupons and drive their customers to your outlet.



3. Platinum Package

One-Time Investment: 30,000

Posters & Dangers:

Maximum quantity of premium posters and dangers to fully brand the outlet.

Fliers & Pamphlet Distribution:

Massive print volume for maximum local area coverage and continuous distribution.

Parcel Menu Cards Distribution (Shop to Shop):

Aggressive distribution of parcel menus to all commercial shops and offices in a wide radius.

Cycle Roaming:

Extended days of cycle roaming in multiple local markets and heavy traffic zones.

Cross-Sale Marketing:

Securing multiple tie-ups with gyms, salons, or offices for heavy cross-sale coupon distribution.

Offline Offers Executions:

Planning and executing live, on-ground physical offers outside the store to physically pull the walking crowd inside.

