vynzomedia

Business Proposal and Brand Collaboration

Date / November 8 , 2026

Company/ Regal Furniture

Prepared specifically for authorised review by **Regal Furniture**

ynzo.ca

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

BUSINESS PROPOSAL FOR INTEGRATED MARKETING OFFICE

To:
Management
Regal Furniture
Dhaka, Bangladesh

Date of Issue: November 8 , 2026
Reference: VM/REGAL/IMO/110826

Dear Regal Furniture Management,
Following an independent digital audit and review of
strategic audit prepared by Vynzo Media, we are pleased to submit this proposal for an Integrated Marketing, Brand and Growth Office partnership.

Our proposed model is designed to support Regal not as an isolated external agency, but as an extension of the brand's existing management and marketing structure.

The objective is to bring brand strategy, social media, content, production, SEO, AEO, performance marketing, communications, PR, ATL and BTL coordination, ground marketing, vendor management and ongoing marketing operations under one coordinated system with a clear point of accountability.

Through this partnership, we aim to strengthen consistency across Regal's marketing activities, improve visibility across digital and search channels, and better connect the brand's product capabilities with customer and public communication.

Regal will retain final authority over product information, sensitive communication, customer related matters, major brand decisions, scopes and public communication. Vynzo Media will manage the agreed day to day marketing planning, coordination and execution within an approved working framework.

Our role is not to remove Regal's control, but to reduce the operational burden required to turn strategy into consistent, professional execution.

Yours sincerely,
Business Development Department
Vynzo Media

VM/REGAL/IMO/110826

Corporate Notice

Vynzo Media operates in Canada under LEZNIT SOFTWARE CORP., a corporation incorporated under the Business Corporations Act of British Columbia, Canada, Corporation Number BC1550068. This proposal has been prepared and issued through the Vancouver office of Vynzo Media for an overseas brand engagement with Regal. All collections, approved responsibilities and related obligations remain subject to the final mutually executed agreement between the relevant parties.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

1. Executive Summary

Vynzo Media proposes an Integrated Marketing, Brand and Growth Office for Regal Furniture that brings strategy, content, production, social media, search visibility, performance marketing, communications, marketing operations, PR and ground execution into one coordinated working model. The purpose is not to replace Regal's existing management or marketing team. The purpose is to extend its capacity, reduce operational complexity and create one clear point of accountability for the agreed marketing operation. Regal will retain final authority over product information, sensitive communication, major brand decisions and approved scopes. Vynzo Media will manage day to day planning, coordination and execution within agreed framework.

What this changes

- Marketing activity will be guided by business priorities and customer needs rather than a fixed content calendar alone.
- One Brand and Growth Strategist will act as the primary POC for Regal and coordinate the wider specialist team.
- Content, production, search, performance, communications, PR and ground activity will follow one connected monthly priority plan.
- Every month will include a review of what is working, what is not and where the next cycle should focus.
- Specialist resources may be added, removed or replaced by mutual agreement when Regal priorities change.
- External vendors and specialist suppliers may be sourced, coordinated and managed by Vynzo Media following Regal approval.

2. Our Understanding of the Requirement

Regal requires a marketing partner that can support both strategic direction and practical execution. The requirement extends beyond social media publishing into regular production, product communication, visibility, paid growth, brand consistency, PR support, ATL and BTL coordination, printing, activations, visits, vendor coordination and ongoing performance review.

The current opportunity is particularly important because Regal has strong product capabilities and institutional depth, while parts of its digital and social communication require a more consistent and coordinated operating rhythm. For this reason, the proposed model is designed as a managed marketing operation rather than a fixed package of isolated services.

Operating principle

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

Primary objectives

- Build a consistent and current content system around Regal collections, product teams and customer
- Improve the connection between awareness, search, consideration, product discovery, booking intent ongoing brand trust.
- Restore a stronger and more consistent communication rhythm across key digital and social channels.
- Improve service and product discoverability through SEO, AEO and structured search content.
- Use monthly evidence to increase attention on stronger opportunities and reduce low value activity.
- Provide regular production capacity so Regal does not depend on ad hoc content creation.
- Reduce the burden of coordinating multiple marketing suppliers, production teams and physical execution requirements.
- Give Regal access to additional specialists without permanently increasing the fixed team where the need is temporary.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

3. Fifteen Day Mobilisation and Readiness Period

Following formal approval, Vynzo Media will require approximately fifteen calendar days before full recurring operations begin. This is a structured preparation period, not an inactive waiting period.

The objective is to prepare the assigned team specifically for Regal so that recurring work begins with context, clear priorities and an agreed baseline rather than generic output.

Mobilisation Area	Planned Work
Team workshops	Internal workshops for the assigned Vynzo Media team covering Regal collections, brand context, communication priorities, brand requirements and operating expectations.
Current state review	Review current social channels, content, available marketing data, search visibility, production assets and ongoing campaigns.
Customer journey review	Review visible touchpoints from discovery and consideration through product search, enquiry, booking, visit and follow up to identify communication gaps and opportunities.
Service and product mapping	Map priority collections, product teams, upcoming campaigns and time sensitive requirements.
Approval mapping	Confirm the relevant product, brand, scope and management approval structure.
Production planning	Prepare the first shoot schedule, content priorities and initial asset requirements.
Measurement baseline	Establish the first reporting baseline so future results can be compared against a clear starting point.

4. Baseline Audit and Launch Production

At the start of full operations, Vynzo Media will complete a baseline marketing review and an initial production capture. This establishes the starting position of the account and provides current visual material for the first recurring content cycle.

Baseline review

- Current social media presence and content performance
- Service and product visibility
- Search and AI search visibility where measurable
- Keyword opportunities
- Current content gaps and repeated content patterns
- Customer discovery, consideration and booking touchpoints visible through available data
- Brand consistency across active channels
- Immediate communication and campaign priorities
- Operational issues that may affect marketing performance, including approval speed, asset availability and production access

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

Initial production capture
The launch period will include an initial coordinated production session to capture current product, showroom, institutional and brand material. The exact production plan will be agreed during mobilisation be used to establish a stronger starting content library for Regal.

5. Monthly Marketing Audit and Priority Cycle

The monthly plan will not remain fixed simply because it was agreed at the beginning of the engagement. Vynzo Media will review what is performing, what is not, where customer attention appears to be changing where Regal should increase or reduce marketing focus.

Monthly Step	Decision Question
Review	What worked well and should receive more attention?
Diagnose	What underperformed and needs to change?
Prioritise	Which collections, product teams, campaigns or segments should receive greater focus next?
Identify friction	Where is the buying journey showing weak communication, missed opportunity or unnecessary complexity?
Reallocate	Which activity should be reduced, replaced or postponed so available capacity is used more effectively?
Approve	Which priorities require Regal management, product or scope approval before the next cycle begins?

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 recommended starting configuration contains a specialist team designed specifically for an integrated furniture marketing operation. The structure is configurable. Regal may request that a specialist be added, removed or replaced, or may rebalance recurring capacity between service areas. Material changes in recurring capacity will be mutually approved before implementation.

Recommended Role	Primary Responsibility
Brand and Growth Strategist (Primary POC)	Main contact, brand and growth planning, monthly priorities, management coordination, approval flow, onsite integration and overall account direction.
Creative Communications and Production Director	Campaign concepts, scripting, storyboards, shoot direction, communication quality, product talking points, creative supervision and PR communication support.
Social Media and Content Lead	Facebook, Instagram, LinkedIn, YouTube and X management, calendar planning, publishing, content coordination and channel review.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

Creative Designer	Social creative, campaign design, service communication, event design, advertising creative support and recurring marketing collateral.
Video and Motion Specialist	Reels, product demonstrations, showroom films, edits, campaign edits, motion graphics and content adaptations.
Photographer and Videographer	Product shoots, portraits, product photography, video capture and visual library development.
SEO and AEO Specialist	Organic search, product and location visibility, content SEO, technical fixes, on page coordination, AEO and AI search visibility.
Marketing Operations and Activation Manager	Ground marketing, printing, vendor sourcing, office visits, activations, event logistics, promoter coordination, material delivery and field execution management.

POC and onsite integration
The Brand and Growth Strategist will act as the primary POC. During mobilisation and the early integration period, onsite visits may be more frequent to understand Regal's management team, departments, product teams, approvals and current operating rhythm. Once the working model is established, the POC coordinate showroom visits according to mutually agreed needs, with relevant additional visits where operationally necessary.

Content mix

- Regal may add an ongoing specialist where the need is recurring and strategically important.
- Regal may remove or reduce a specialist role that is not required for the agreed scope.
- A role may be replaced with another specialist where the service alignment and workload remain reasonable.
- Temporary specialists may be activated for a campaign, launch, event, crisis, technical requirement or specialist production need.
- Any material increase or reduction in recurring team capacity will be agreed before the change takes effect.

7. Monthly Deliverables and Production Capacity

Area	Flexible Production Scope
Social content	Social creative formats and production adapted to the agreed plan
Additional design	Additional design support aligned with the agreed creative priorities and available resources
Video production	Video production aligned with campaign needs
Photography	Photography and visual library development

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

Reactive production	Reactive content requests coordinated as needed subject to capacity and feasibility
Platforms	Facebook, Instagram, LinkedIn, YouTube and X
Search	Ongoing SEO and AEO support
Audit	Monthly marketing audit and priority review
Reporting	Monthly performance and activity review

Content mix
Content may cover products, room styling, buyer guides, storytelling, education and seasonal campaigns, corporate updates, LinkedIn activity, store events and authentic trust content according to agreed priorities. Creative may be adapted across platforms where that adds value. Each approved asset follows the relevant channel context and creative requirements.

Additional design requests
Additional design requests may include flyers, posters, invitations, certificates, standee artwork, event creative, product announcements, recruitment creative, simple brochure requirements and presentation Production follows the mutually agreed scope and available capacity.

Production capacity
Video production may cover product demos, educational edits, showroom stories and brand films, interviews, showroom content, campaigns, corporate communication and PR storytelling. Production may generate adaptable edits and supporting assets where appropriate. Photography may cover products, showrooms, team stories, customer settings and brand imagery development.

Photography supports product details, showrooms, retail moments, teams and visual libraries. Adapted photography will support relevant product ranges and approved campaigns. Reactive requests can be considered within agreed capacity and availability. approved priorities. Any material shift in scope will be discussed before work is reprioritised to suit mutual requirements and feasibility.

8. Search, Communications and Marketing Operations

SEO and AEO

- Organic search monitoring
- Keyword and content opportunities
- Product discoverability
- Showroom discoverability
- On page recommendations
- Content SEO
- Technical issue identification and coordination
- AEO content direction
- AI search visibility review
- Search performance review

SEO is a progressive activity and sustainable ranking improvement may require time depending on competition, website condition, search authority and content availability. No fixed ranking position will be guaranteed.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

PR and communications support

- Press release drafting
- Corporate announcement support
- Product communication angles
- Expert commentary concepts
- Thought leadership planning
- Campaign communication
- PR campaign concepts
- Media communication materials
- Reputation communication support
- PR event communication

Dedicated media relations, senior PR consultancy, crisis communication or specialist press engagement may be added when required.

ATL, BTL and ground execution

- Printing coordination and production support
- Flyers, brochures, standees, banners and signage
- Outdoor campaign coordination
- Vendor sourcing and coordination
- Brand visits and material movement
- Campus, corporate and community activation coordination
- Event and booth logistics
- Promoter and temporary manpower coordination
- Shoot logistics
- Field visits and reporting
- External vendor sourcing and approved supplier coordination

Where an activity requires outside supplier support, Vynzo Media will explain the work scope for Regal approval before material expenditure is committed. Following approval, Vynzo Media may manage the supplier and execution on behalf of Regal.

9. Production Equipment and Vendor Management

For regular agreed production, Vynzo Media will arrange the standard camera, lens, lighting, audio, stabilisation and routine production equipment reasonably required for planned work. Regal will normally provide reasonable access to the relevant showroom, product, staff member or location under its control. Specialist equipment, studio rental, professional talent, large production crews, advanced sets, special permits and other exceptional production requirements may require a separate approved scope.

Vendor management process

Stage	Approach
Requirement	The required resource, supplier or specialist is identified.
Sourcing	Vynzo Media identifies a suitable supplier, specialist or authorised vendor.
Strategic review	Relevant supplier requirements and approvals are
Approval	Regal approves the additional scope where required.
Execution	Vynzo Media coordinates the approved supplier or specialist.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

Quality review	Vynzo Media reviews delivery within the agreed marketing scope.
Reporting	Relevant execution information is communicated to Regal.

10. Flexible Capacity and Add On Menu

The partnership is designed to be adjustable. Regal may rebalance available monthly capacity or activate additional specialist support without rebuilding the entire engagement.

How customisation works

Option	How It Works
Reallocate	Use available monthly capacity differently. Example: fewer static assets and greater video or campaign focus.
Add specialist	Add a recurring or temporary specialist without changing unrelated service areas.
Remove specialist	Reduce a recurring specialist role where it is no longer required and agree the revised service scope structure.
Add capacity	Preserve the existing monthly plan while adding extra design, production, onsite or specialist capacity.
Separate project	Commission a large campaign, launch, activation, film or technical project through a separate scope

Main Add On categories

Add On Category	Examples
Content and Production	Additional video shoot, additional photography, extra edited video capacity, product production pack, premium campaign film, brand film, studio production, event coverage, advanced motion graphics, specialist crew or equipment.
People and Specialist Capacity	Additional designer, editor, content resource, onsite resource, senior strategist, senior PR specialist, technical specialist, activation coordinator or temporary campaign team.
PR and Communications	Dedicated media relations campaign, press launch, press conference, executive positioning, product media positioning, reputation response support or crisis communication specialist.
Ground Marketing and Activation	Campus activation, corporate activation, community activation, event management, promoter team, booth production, roadshow, furniture care activation or large campaign logistics.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

Digital and Technology	Paid media campaign support, advanced tracking, landing page, campaign microsite, technical SEO project, advanced analytics, CRM support or marketing automation.
Special Projects	New collection launch, new showroom launch, awareness campaign, employer branding, research project, corporate campaign or major brand initiative.

Additional specialist work can be defined through a mutually agreed project scope and approved delivery requirements confirmed before any additional work.

11. Performance Marketing and Paid Media

A Performance Marketing and Paid Media Specialist is included in the recommended team configuration for planning, readiness, tracking review and performance oversight. Campaign complexity can vary between activities, so specialist support will be adapted to the approved campaign priorities

Campaign Activation Area	Coordinated Delivery Focus
Campaign readiness	Scope review
Audience and creative testing	Creative testing
Conversion journey review	Search alignment
Remarketing and optimization	Lead quality review
Reporting and learning	Managed according to agreed scope and production priorities

Campaign setup and measurement requirements will be reviewed before activation, with each campaign building on working configuration, existing customer journeys and verified analytics.

Paid media principle

Paid media support will be activated according to Regal priorities and mutual approval.
Channels and assets are selected according to the business need.

12. Governance, Approval and Performance Principles

Regal approval retained

- Product information
- Sensitive retail communication
- Major campaigns
- Major brand decisions
- Sensitive public statements
- Customer related sensitive content
- Operational support is aligned with approved priorities.
- Significant public communication

Once an approved strategy, campaign direction and working framework are established, Vynzo Media should

have reasonable operational freedom to execute routine work efficiently, including publishing, routine adaptations, routine production planning, routine SEO activity and approved vendor coordination.

Regal responsibilities

- Timely approvals
- Accurate service information
- Product validation
- Relevant product and team availability
- Showroom access
- Required platform access
- Internal coordination
- Customer permission where applicable
- Approved additional scopes

Where a required Regal dependency is delayed, affected timelines may reasonably move accordingly.

Performance principle

Vynzo Media will seek to achieve the strongest reasonable outcome within the approved scope, available resources and agreed scope. Marketing results are affected by factors outside the direct control of any marketing partner, including demand, competition, media conditions, platform changes, product availability, pricing, website experience, response time and approval timing.

For this reason, Vynzo Media does not guarantee a predetermined number of bookings, customers, leads, rankings, impressions, revenue or other business outcomes. Vynzo Media is responsible for disciplined execution, active optimisation, transparent communication and clear reporting.

13. Privacy, Confidentiality and Client Privilege

Vynzo Media will treat non public Regal information received through the engagement as confidential client information and will apply reasonable access controls appropriate to the work being performed.

Protected information may include

- Business information
- Internal strategy
- Campaign information
- Performance information
- Service information
- Internal research
- Customer journey insights
- Strategic information
- Internal documents
- Custom audience information
- Marketing data
- Non public operational information

Client privilege principles

- Regal specific strategic work developed from confidential information will not be deliberately transferred or reproduced for another Vynzo Media client in a manner that exposes Regal confidential competitive strategy.
- Regal data and custom audiences will not be reused for another client.
- Regal confidential campaign information or non public results will not be published as a case study without appropriate approval.
- Authorised vendors and specialists will receive only the information reasonably required for their assigned work and should remain subject to appropriate confidentiality obligations.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

Where required, Vynzo Media is prepared to enter into appropriate Non Disclosure Agreements (NDA) and Data Processing Agreements (DPA) relating to the agreed scope.

Product care communication discipline

Regal retains product authority over retail information. Vynzo Media may prepare scripts, communication, campaigns and content using information provided or approved by Regal. Retail claims and sensitive retail communication should be reviewed by the appropriate Regal representative before publication where required.

Customer related content should only be used where appropriate permission and approval are available. Media will seek to minimise unnecessary access to customer information where that information is not for marketing execution.

Confidentiality principle

Regal specific intelligence stays Regal specific.

14. Separate Technology Support

Where Regal requires technology, software, application, web platform or digital infrastructure support, these services will not be delivered as part of Vynzo Media's marketing scope. They may instead be delivered through LEZNIT SOFTWARE CORP., Vancouver, British Columbia, Canada, under a separate technical scope and approved scope.

Potential areas of support

Capability	Brand Relevant Application
Website & Web Applications	Website development, web applications, performance improvements, content management and digital experience enhancement.
Mobile Applications	Customer facing, partner facing or internal mobile application development where required.
UI/UX & Product Design	User research, journey mapping, interface systems, prototyping and usability improvement.
Custom Platforms & Portals	Customer portals, internal tools, operational and workflow driven systems.
Integrations & Automation	API development, system integrations, workflow automation and data syncing.
AI & Machine Learning	Practical AI use cases, intelligent automation, recommendations and analytics where appropriate.
Managed Ops & Support	Ongoing maintenance, monitoring, incident response, security best practices and operational continuity.

The benefit to Regal is coordinated communication between marketing and technology while maintaining clear working, operational and approval separation.

Company profile: www.leznit.com

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

15. Scope Alignment and Key Terms

Integrated Marketing, Brand & Growth Office Scope

Scope agreed by both parties

The engagement is based on the proposed scope and specialist resource configuration described in this proposal. Team and service priorities remain adaptable and may be refined through mutual agreement if Regal materially adds, removes or replaces recurring specialist capacity or agreed deliverables.

Included within agreed project scope

- Recommended configurable specialist team
- Brand and growth strategy and primary POC
- Management of Facebook, Instagram, LinkedIn, YouTube and X
- Planned social and content assets as agreed
- Flexible design support within the agreed scope
- Planned production and video sessions
- Photography and image library activity
- Reactive production subject to agreed needs and feasibility
- Creative direction, video, motion, photography and standard recurring production equipment
- SEO and AEO support
- Performance marketing planning and readiness
- Core PR and communications support
- Marketing operations, ground coordination and vendor management
- Periodic audit, reporting and ongoing account planning

Other services by agreement

- External media placements
- Campaign operations when mutually agreed
- Major ATL media placement
- Large format print coordination
- Creator and influencer coordination
- Professional talent coordination
- Event venue coordination
- Promoter and event personnel
- Event workforce coordination
- Outdoor media coordination
- Specialist PR counsel where separately activated
- Crisis communications advice
- Studio rental and special production equipment
- Large production crews and large set construction
- Field logistics coordination
- Major activation production coordination
- Technology or software development by Leznit Software Corp.
- Other approved specialist services

Final service agreement

The final service agreement should confirm approval workflow, reporting timing, information access, approved scope, confidentiality, privacy and data access, intellectual property, third party responsibility, client dependencies, additional work, scope changes, platform dependencies, reasonable liability provisions, termination and handover.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

16. Commencement

Formal recurring operations are expected to begin following completion of the fifteen day mobilisation and readiness period, subject to the required platform access, availability of relevant Regal representatives, confirmation of priority services and completion of the initial approval structure.

During this mobilisation period, Vynzo Media will prepare the assigned team, review the current marketing environment, align on communication priorities, establish the working approval flow and prepare the initial content, production and reporting framework.

The first recurring month will begin with the agreed priority plan, launch production schedule and baseline reporting structure. From that point onward, the monthly audit and performance review will guide the next cycle of priorities, resource allocation and areas requiring increased or reduced attention.

The working model is intended to remain flexible. If Regal's priorities, campaigns, service focus or operational requirements change, the agreed monthly plan may be adjusted through mutual discussion while maintaining continuity across the wider marketing operation.

17. Acknowledgement

This proposal records Vynzo Media's recommended working, operational and service structure for Regal Furniture based on the scope currently discussed and reviewed.
Any refinements relating to team structure, service mix, production capacity, additional requirements, reporting, working terms or implementation responsibilities may be incorporated into the final mutually agreed service agreement.

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

VM/PRAAVA/IMO/0902266

Vynzo Media treats working information and non public engagement data as confidential. Privacy related enquiries, data handling concerns and confidentiality matters may be directed to **privacy@vynzo.ca**. Vynzo Media Ltd is registered with the UK Information Commissioner's Office under registration number **ZC056799.**

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

Corporate Notice
This proposal is issued through the Vancouver office of Vynzo Media for an overseas brand engagement with Regal Furniture. All agreed services, responsibilities, approved activity and related obligations under this proposal remain subject to the final mutually agreed service agreement between the relevant parties.