



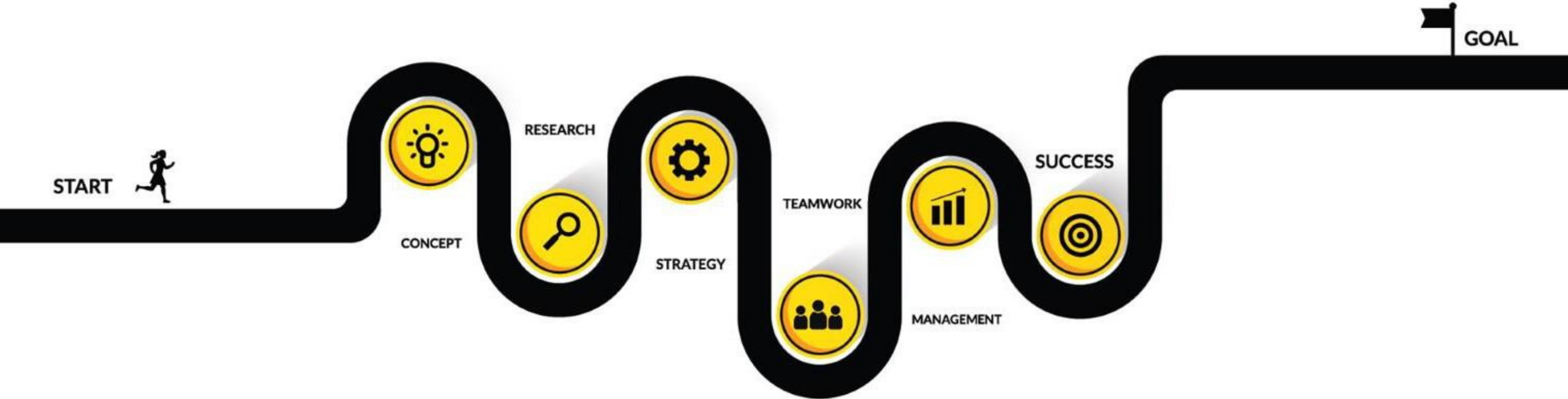
DESS

DERYL'S ENGINEERED SOLUTIONS \$ SERVICES

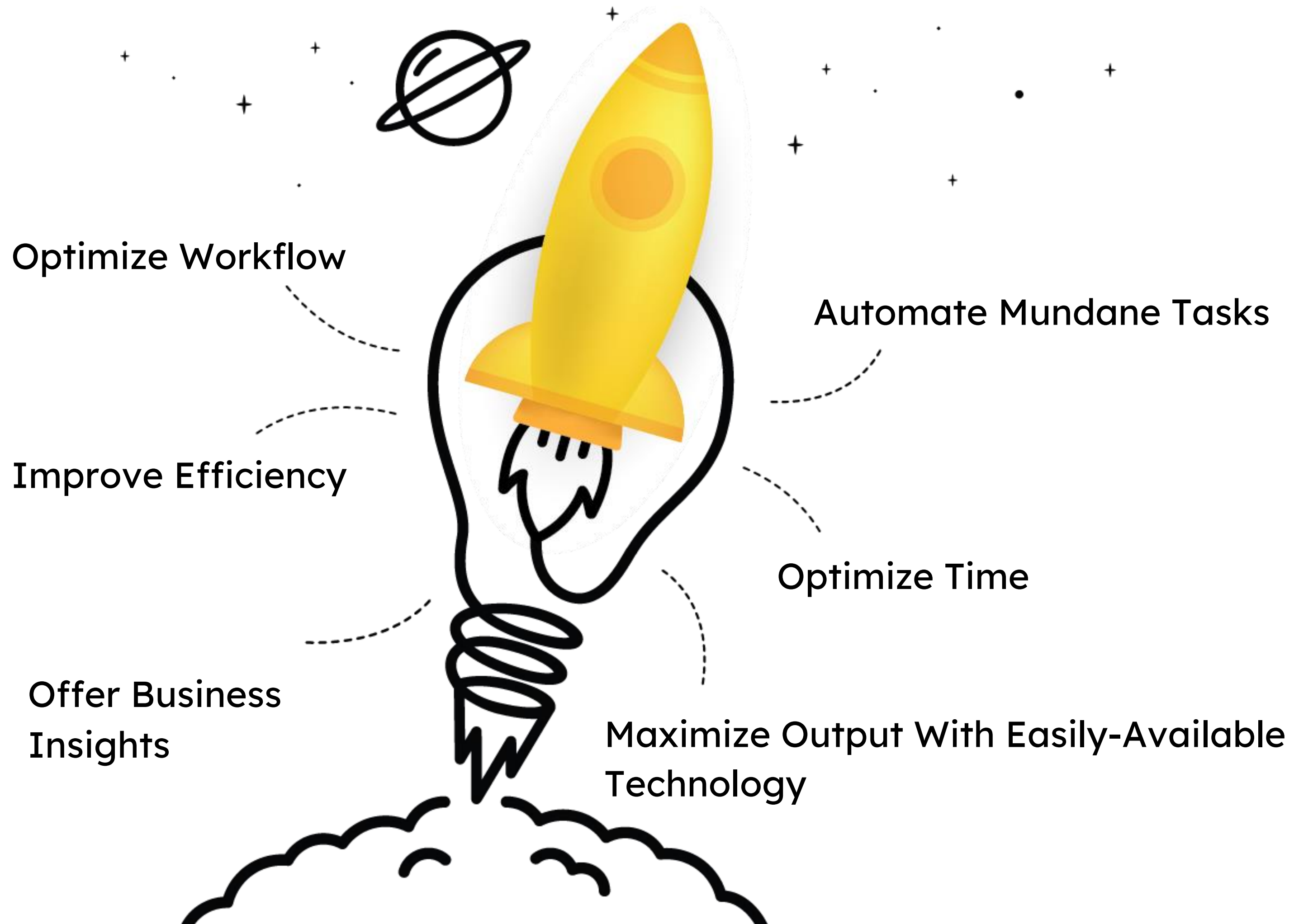
Marketing Proposal

DESS

DERYL'S ENGINEERED SOLUTIONS \$ SERVICES



DESS HAND-HOLDING YOU FROM START TO FINISH



Understanding
Target Audience



Market Research

Conversion-rate
Optimisation

Categorising
Products/Services

Market Surveys

Branding
Consultancy





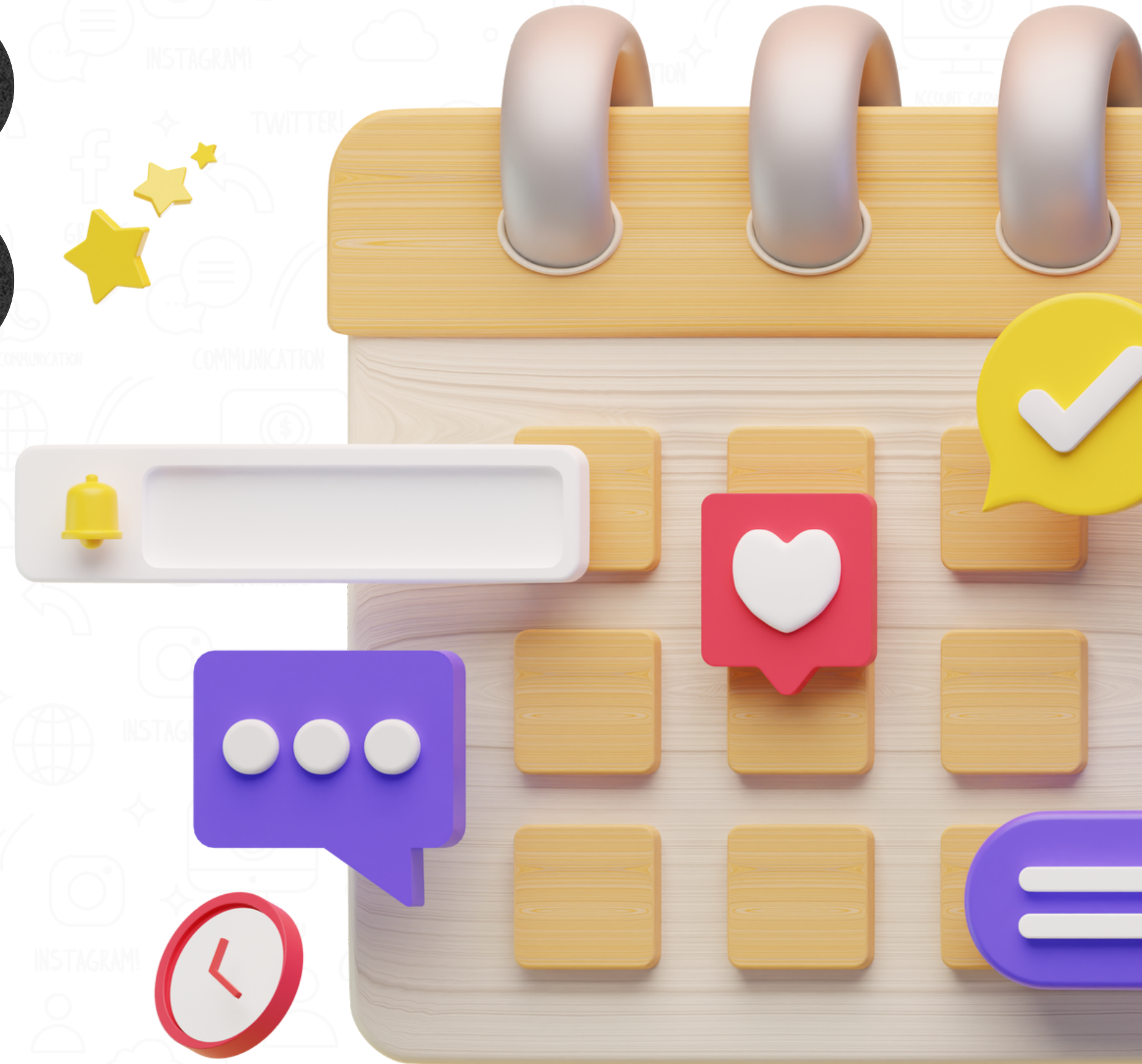
- Creating, Updating, and Standardizing profiles
- Setting up Google Business Profile
- Implementing a custom social media calendar, scheduling stories and posts, and creating highlights
- Using techniques like essential keywords, hashtags, and tags to boost your visibility

GET YOUR OWN ONLINE OFFICE & INCREASE YOUR PRESENCE DIGITALLY

Holiday Calendar (India)

Social Media Content Calendar

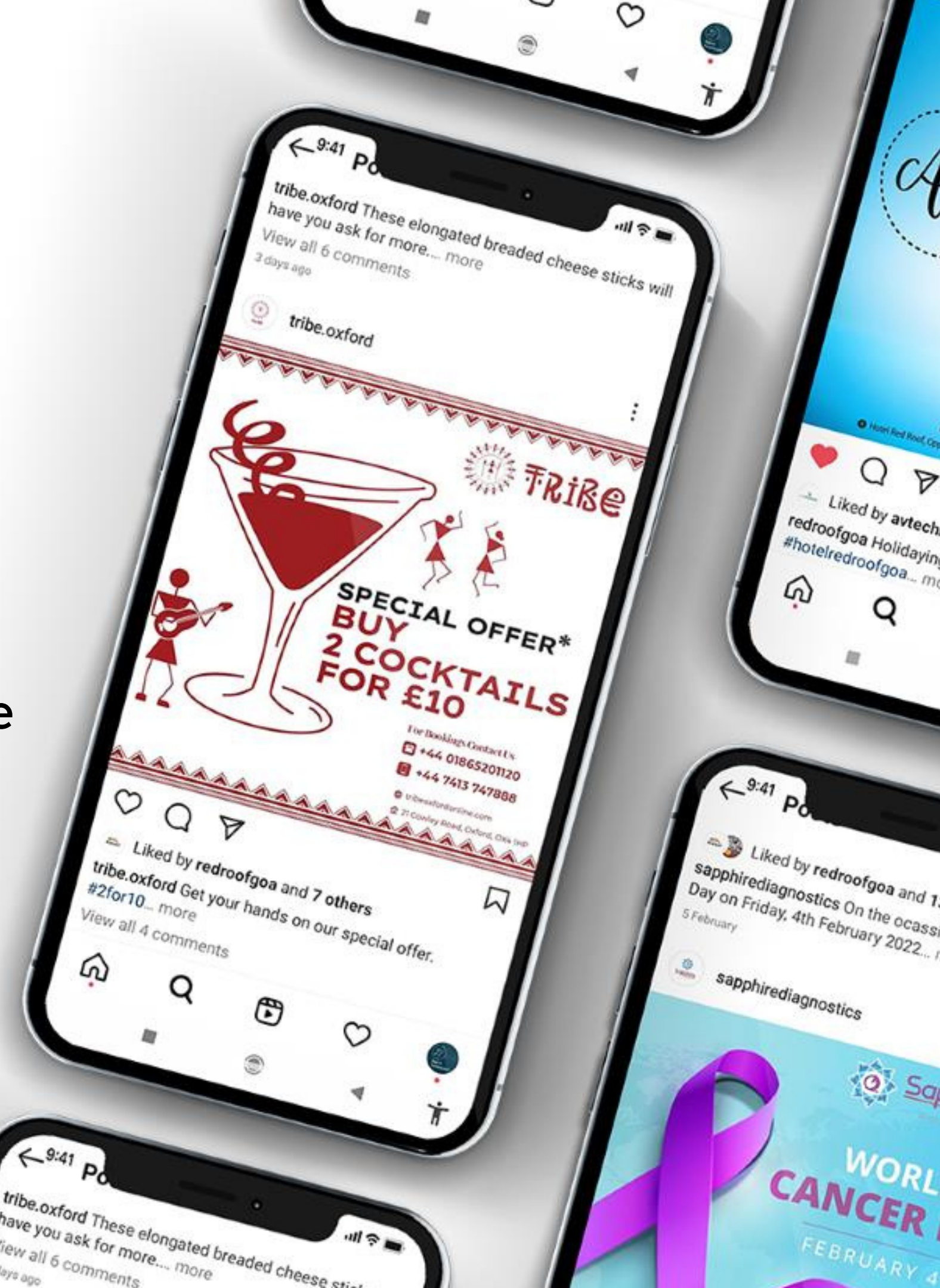
These calendars will be relevant to your industry and help ensure timely and relevant content sharing.





HIGHLIGHTING
SHOWCASING
EXCEPTIONAL OFFERINGS
AND EMPHASIZING TOP-
TIER SERVICE.

- Market and Competitor analysis for informed content strategy
- Understanding and targeting the specific audience effectively
- Conceptualizing graphics, writing compelling descriptions, and using relevant hashtags
- Highlighting essential contact info and effective CTA (Call to action) in all content
- Identifying trending industry hashtags for enhanced discoverability





On a monthly basis, we will create approximately 12 content posts for you. These will comprise 10 animated graphics posts and 2 video posts.



Engaging Stories

- Customer experiences
- Reviews
- Weekly speciality offerings
- Special events
- Upcoming events

Creating selfie zones in prominent areas encouraging users to click photos and share them as posts or stories



Creation of exquisite vouchers, gift cards, and loyalty program materials, meticulously crafted to your needs.



PERFECT TOKEN OF
APPRECIATION FOR
YOUR ESTEEMED GUESTS



WhatsApp And Email Marketing

- Tailored Messages
- Exclusive Offers
- Timely Updates
- Festival Offers
- Special Discounts
- New Menu Items





Location:
1st Floor, 112-A, Gera Imperium Star Patco, next to
State Central Library, Panaji, Goa - 403001

+91-9764240528
www.drjoline.com

EVERY
2ND & 4TH SATURDAY
10:30 AM - 6:30 PM

This Saturday 23rd July get a Diet & Nutrition consultation with us at Panjim.

Looking to get **FITNFAB?**

Dr. Joline offers diet and nutrition consultations that are tailored for you.
We provide you with all the information you need in order to start living a healthier life right away.

Panjim Timings
⌚ Every 2nd and 4th Saturday - 10:30 AM to 6:30 PM

Margao Timings
⌚ Monday to Saturday - 8:00 AM to 7:00 PM

👉 Contact us to book an appointment or for more information

18:01

[Website](#)

[Panjim Location](#)

[Margao Location](#)

Video Creation For In-House Display

Highlighting special offers, events, ambience, and exclusive services.



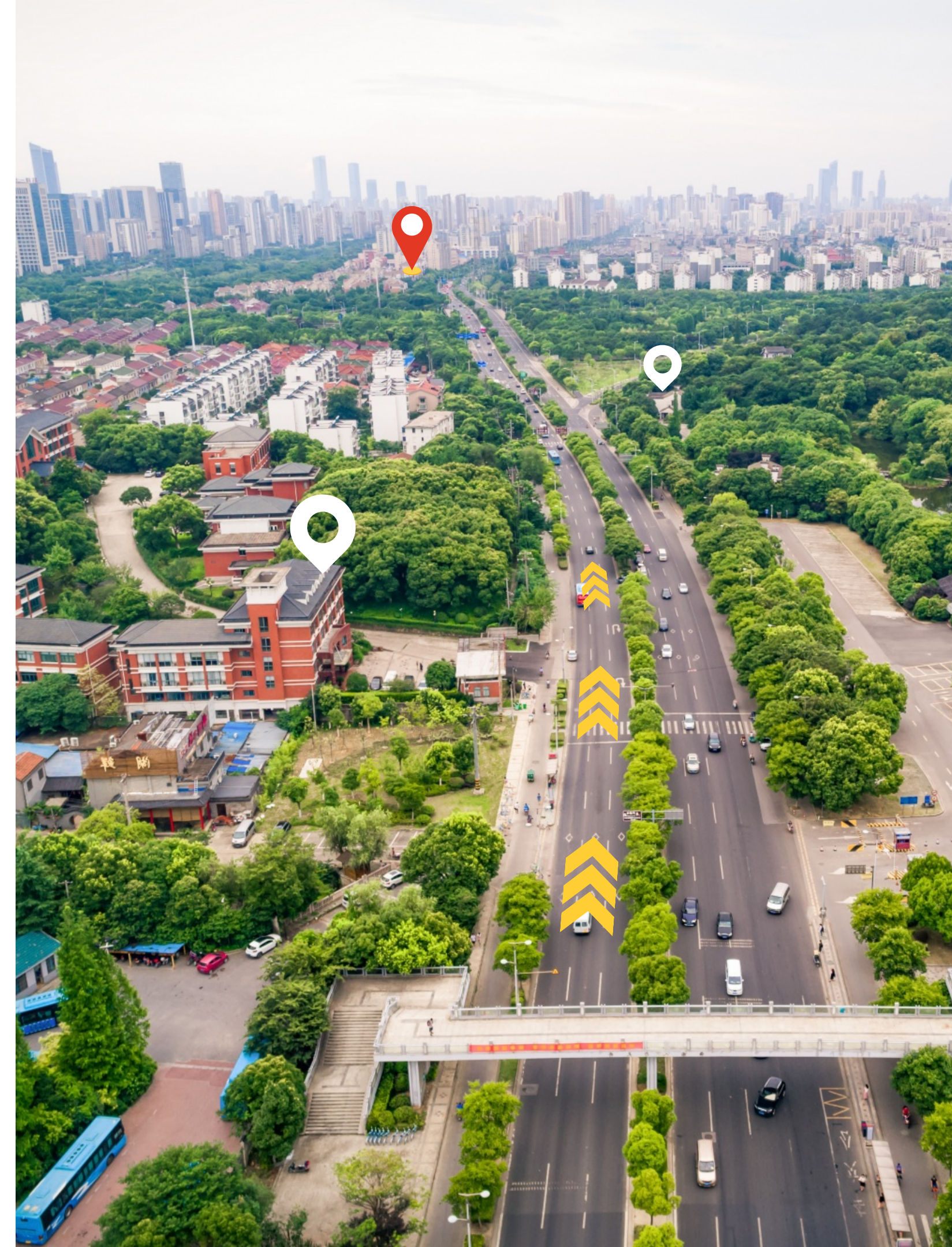
Videos will also be tailored to emphasize seasonal highlights, festive specials, and unique offerings, providing guests with insights into what makes each visit special.



Video Creation For Customer Guides

Showcase stunning aerial views using drone footage, highlighting prominent landmarks, and key location directions allowing guests to familiarize themselves with the area and the surroundings.

Invite the target audience to become part of the exceptional hospitality experience you offer.



Promotional Video Creation

- Creation of basic 2D Animated VideoPosts
- Reels showcasing the food, reviews, ambience, events etc.



- Logo Design
- Animated Logo Design
- Packaging Design
- Stationery (Visiting Cards, Letterheads, Envelopes, E-Visiting Cards, Posters, Brochures, Flyers)
- Outdoor Advertising Material
- Customized Uniforms Designs



STATIONERY ITEMS THAT ENCOMPASS
THE ESSENCE OF YOUR BRAND

Unveil the Extraordinary: Where Every Print Tells a Tale of Timeless Elegance.

Please note that any associated printing cost will be charged on actuals



- Photography Content
- Videography Content
- Drone Shoot





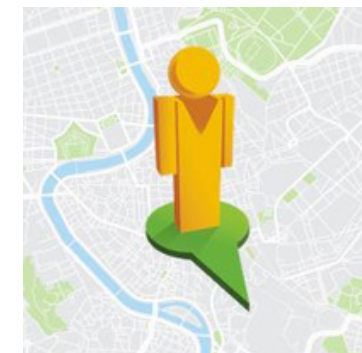
DESS

Google Street View
✓ trusted



360 DEGREE VIRTUAL TOUR OF YOUR BUSINESS

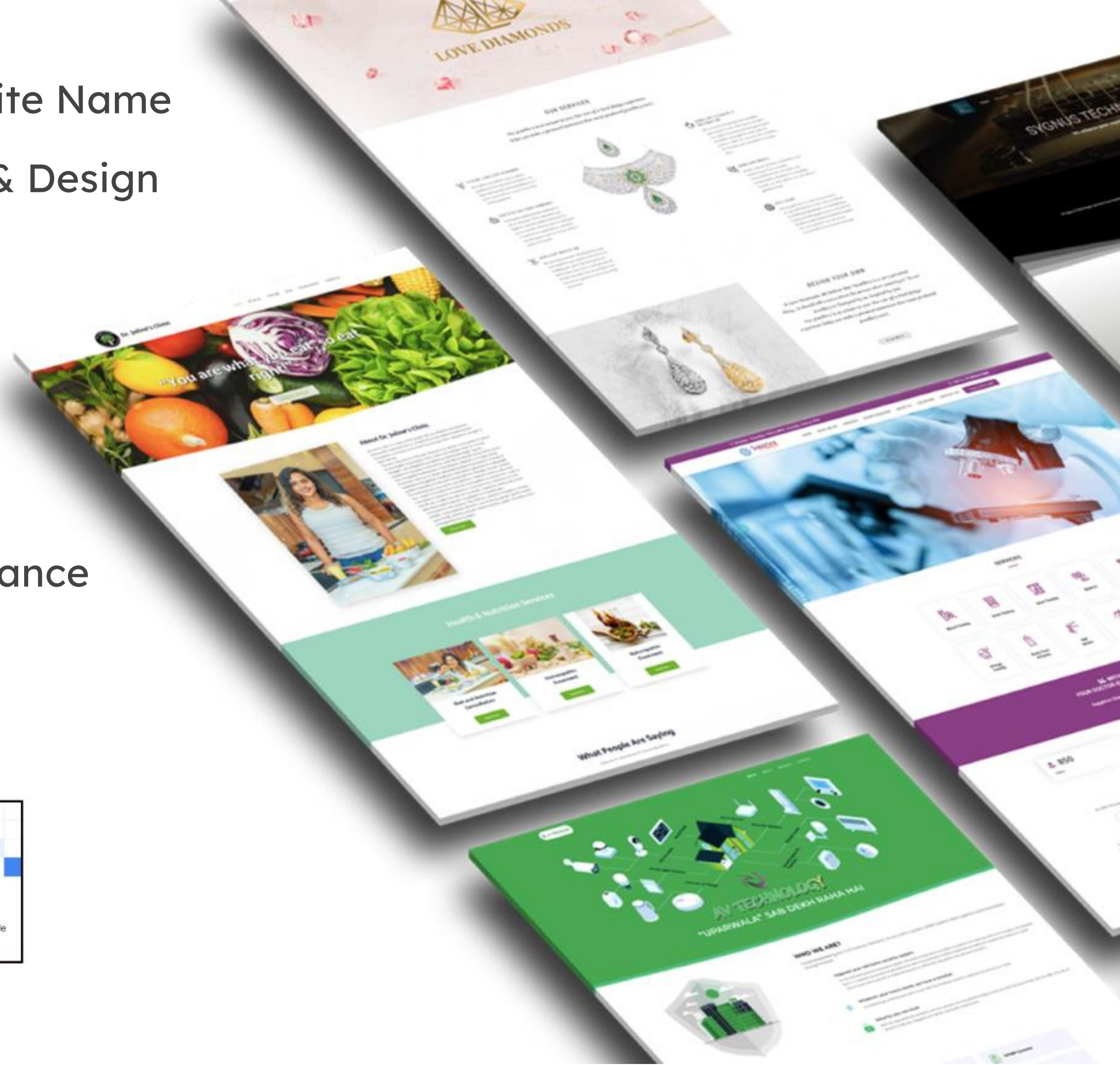
- We are Google Street View Trusted
- Updating the correct location of your business on Google
- 360-degree view of your space, allowing clients to virtually tour your business



- Customized Domain – Website Name
- Website Conceptualization & Design
- Website Development
- Search Engine Optimization
- Search Engine Marketing
- Optimized User Experience
- Enhancing Website Performance
- Analytics and Tracking
- Security Measures



Google Badges Earned



WEBSITE DEVELOPMENT FOR YOUR BUSINESS

- Home: Discover the essence of your brand and what sets you apart.
- About Us: Uncover the story behind the brand, your mission, and the values that drive you forward.
- Services: Explore the range of services you offer, tailored to meet your client's unique needs and expectations.
- Contact: Connect with you effortlessly. Find your contact details so that clients reach out for inquiries, collaborations etc.



Customized Web App Development

- Establish an online database for effective remarketing.
- Personalized profiles with preferences and past visit history.
- Personalized meal suggestions based on dietary preferences, restrictions, and allergies.
- Advanced recommendation engine offering tailored dining and recreational options based on guest profiles.
- Members portal for VIP guests offering special services and prices

And Much more to empower your business to give your guests a lasting experience

MAKING EVERY GUEST FEEL NOT
JUST WELCOMED, BUT CELEBRATED.



On-Page SEO

- Keyword Research
- Optimized Titles and Headings
- Meta Descriptions
- Internal Linking
- URL Structure
- External Linking
- Keyword Placement
- Image Optimization

Off-Page SEO

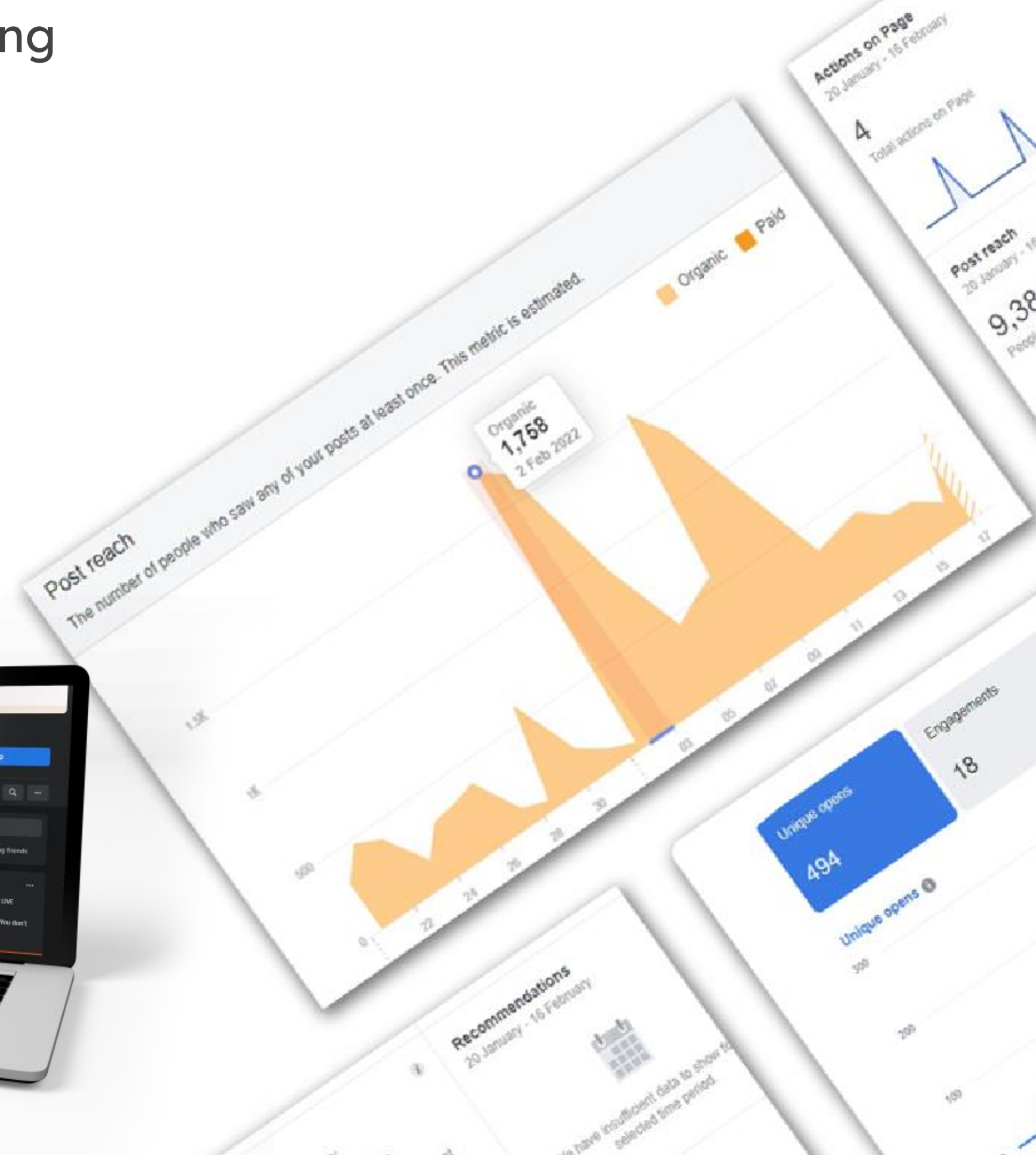
- Link Building
- Local Listings and Directories
- Infographic Outreach

Technical SEO

- Speed Optimization
- Indexing and Crawling
- Pagination and Canonicalization
- SSL Certificate (HTTPS)
- Mobile Usability
- URL Structure
- Crawl Errors and Redirects
- XML Sitemaps

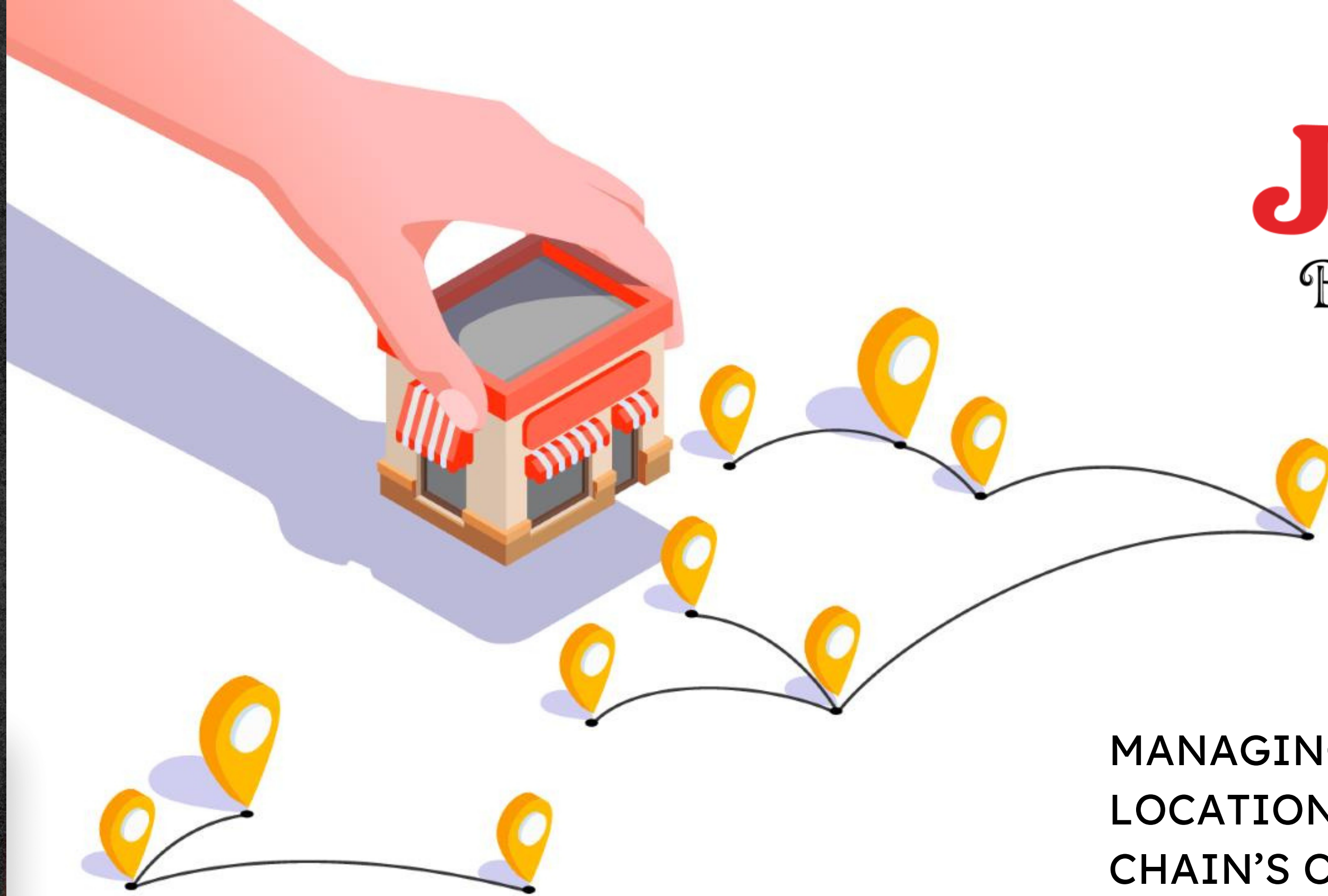


- Google AdWords
- Keyword research to enhance page ranking
- Target audience analysis
- Micro Targeting
- Location-based Targeting
- Income-based Targeting
- Bid optimization
- Competition analysis
- Budget management
- Continuous campaign monitoring and improvement





- Newspaper Ads
 - Jingles on Radio
 - Billboards and Hoardings Flyers
 - On Ground Activities
-
- Ads creation will be additionally charged if new content has to be created
 - Additional charges apply for these services



Jackris
BAKERY & CAFE
Taste the difference

MANAGING MULTIPLE
LOCATIONS OF A BAKERY
CHAIN'S ONLINE PRESENCE



Tribe is a restaurant in Oxford, UK.

We helped them **Rank No.1 on Trip Advisor** within one year of operations

Suggested new strategies to serve customers with the best service possible.

Revamped their menu. We suggested that they eliminate some non-performing items from their menu and focus on what was working best for their menu. We suggested that they eliminate some non-performing items from their menu and focus on what was working best for them.

Helped them create different offers for their customers which made them want to come back again and again then create different offers for their customers which made them want to come back again and again.

Portrayed the Tribe's idea that they are not only a place for food but a unique experience for dining the Tribe's idea that they are not only a place for food but a unique experience for dining.



**RESTAURANT IN
OXFORD**





SHAWARMA		JUICES		COLD BEVERAGES	
Normal	₹ 60/-	Orange	₹ 60/-	Virgin mojito	₹ 60/-
Spicy	₹ 70/-	Mosambi	₹ 60/-	Ginger mojito	₹ 60/-
Special	₹ 100/-	Pineapple	₹ 60/-	Blue lagoon	₹ 60/-
		Apple	₹ 60/-	Strawberry queen	₹ 60/-
		Watermelon	₹ 50/-	Green apple	₹ 60/-
		Grapes and pomegranate	₹ 100/-	Blue eucaseo	₹ 60/-
BURGERS		MILK-SHAKES		Mint lime with soda	₹ 60/-
Classic veg	₹ 80/-	Sharja shake	₹ 100/-	Fresh lime	₹ 60/-
Special burger (double patti)	₹ 120/-	Kitkat shake	₹ 100/-	Ice tea	₹ 30/-
Chicken crispy burger	₹ 100/-	Oreo shake	₹ 100/-	TEA AND COFFEE	
Extra cheese	₹ 20/-	Snack factory special shake	₹ 80/-	Masala chai	₹ 20/-
Extra spicy	₹ 10/-	Vanilla shake	₹ 80/-	Kada chai	₹ 20/-
SANDWICH		Strawberry shake	₹ 80/-	Coffee	₹ 30/-
Veg salad	₹ 50/-	Chocolate shake	₹ 80/-	Black coffee	₹ 30/-
Chicken tikka	₹ 60/-	Pista shake	₹ 80/-	Black tea	₹ 30/-
Butter chicken	₹ 60/-			Green tea	₹ 20/-
FRENCH FRIES		ICE-CREAM			
Regular	₹ 50/-	Fruit salad with ice cream	₹ 100/-		
Cheesy	₹ 70/-	Gadbad ice cream	₹ 100/-		
CHICKEN POPCORN					
Normal	₹ 100/-				
Special	₹ 110/-				



SHAWARMA		SANDWICH	
Normal	₹ 60/-	Veg salad	₹ 50/-
Spicy	₹ 70/-	Chicken salad	₹ 60/-
Special	₹ 100/-		
WRAPS & ROLLS		FRENCH FRIES	
Chicken wrap	₹ 80/-	Regular	₹ 50/-
Panini wrap	₹ 80/-	Cheesy	₹ 70/-
Chicken tikka wrap	₹ 100/-		
BURGERS		CHICKEN POPCORN	
Classic veg	₹ 80/-	Normal	₹ 100/-
Special burger (double patti)	₹ 120/-	Special	₹ 110/-
Chicken crispy burger	₹ 100/-		
Extra cheese	₹ 20/-		
Extra spicy	₹ 10/-		
Snack Factory Special		ICE CREAM	
₹ 130/-		Fruit salad with ice cream	₹ 100/-
On Plate		Gadbad ice cream	₹ 100/-
Extra Chicken filling added to bread & served with fries and soft drink			
₹ 150/-			

COLD BEVERAGES		MILK-SHAKES	
Virgin mojito	₹ 60/-	Sharja shake	₹ 100/-
Ginger mojito	₹ 60/-	Kitkat shake	₹ 100/-
Blue lagoon	₹ 60/-	Oreo shake	₹ 100/-
Strawberry queen	₹ 60/-	Snack factory special shake	₹ 80/-
Green apple	₹ 60/-	Vanilla shake	₹ 80/-
Blue eucaseo	₹ 60/-	Strawberry shake	₹ 80/-
Mint lime with soda	₹ 60/-	Chocolate shake	₹ 80/-
Fresh lime	₹ 60/-	Pista shake	₹ 80/-
Ice tea	₹ 30/-		
JUICES		ICE CREAM	
Orange	₹ 60/-	Fruit salad with ice cream	₹ 100/-
Mosambi	₹ 60/-	Gadbad ice cream	₹ 100/-
Pineapple	₹ 60/-		
Apple	₹ 60/-		
Watermelon	₹ 50/-		
Grapes & pomegranate	₹ 100/-		
LASSI		Snack Factory Special	
Normal	₹ 60/-	₹ 130/-	
Spicy	₹ 70/-	On Plate	
Special	₹ 100/-	Extra Chicken filling added to bread & served with fries and soft drink	
		₹ 150/-	

Crispy, Crunchy, Yummy!

Add Shop No. AG-7 Rosary Commercial Arcade, Nareim 403707





OUR CLIENTS



VEEZ
CONTROL
SOLUTIONS



Ehaab
Interiors



Dr. Manoj Prabhudesai



- The contract period commences on receipt of payment. Services will commence only upon receipt of payment.
- Client needs to provide correct business information like Business name, Address, Contact number, Email and other details as required by us.
- Client needs to provide admin access to existing social media platforms like FB, Instagram, LinkedIn, Google and Website.
- Client on-boarding process takes approximately 15 days.
- Client will be informed in case of any additional requirements based on actual costs and will be billed additionally for the same after prior confirmation. (Special Ad campaign to be run etc.)
- Please note Facebook/Instagram/LinkedIn/Google policies are continuously changing and our team does its best to comply with all the policies.
- Photo-shoot (if included) will be a single session (2-3 hours) once in a period of 6 months or as explicitly stated.
- Minimum duration of the contract is one year, renewed yearly during the 10th month of the existing contract.
- In case the contract is terminated early by the client, one month fees will be charged for processing the contract termination.
- The Proposal is valid for a period of 15 days from date of submission.
- Payment must be completed within 10 days of acceptance of the proposal.
- The prices mentioned here are confidential and cannot be shared with any other clients. In case the client is found forwarding or sharing this proposal, the contract with the client will be terminated.

- Acceptance on Email/WhatsApp indicates agreement to the terms and conditions mentioned in the proposal.
- Client's initial payment shall be considered as clients willingness to enter into contractual agreement to the terms and conditions mentioned in the proposal. Until the client explicitly raises a concern in writing towards any of the terms mentioned in the proposal and agreed by us after mutual discussion, all the terms and conditions shall be considered as read, understood and agreed by and binding on the client.

WE LOOK FORWARD TO THE OPPORTUNITY
TO WORK WITH YOU AND HELP YOU GROW.

We Empower your business to reach WHERE you aim, think of us as your backend office, providing support and solutions that enhance your operations.

Just like the precise touch of SALT elevates the flavours in cooking, turning ordinary dishes into extraordinary delights, let us add the perfect blend to your business recipe for success.

Our Motto

WE GROW WHEN YOU GROW!

THANK YOU

We believe in an open and honest working relationship.