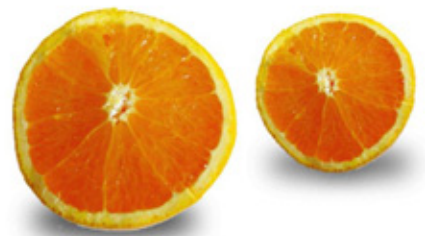


BM INTELLIGENCE
BMI Strategic Marketing Limited



**BMI Strategic Marketing -
Your "Beyond the Expected"
Marketing Solution**



Background

As a leading marketing and design company, BMI Strategic Marketing brings you the most effective marketing solution to achieve your marketing objectives beyond the expected. We offer integrated marketing solution that addresses Hong Kong, the PRC and the World's market needs.

Being a group member of the BM Intelligence Group, a trusted professional advisory and consultancy services provider listed in Hong Kong, BMI Strategic marketing benefits from the exceptional competencies in every area of marketing with the support of the BMI Group as well as its branches in Shanghai and Shenzhen.

No matter you are searching for the best marketing strategy or you need an excellent solution to make the best brand, BMI Strategic Marketing is with you.

Mission

Do you want a marketing plan that excels the competitors? Are you looking for the best solution in a highly competitive market?

BMI Strategic Marketing committed to providing the comprehensive marketing solutions to you with our **Strategy, Creativity, Technology** and **Project Management** so as to maximize your opportunity and deliver positive returns on your marketing investments. It is our mission to help you to achieve your goal "**Beyond the Expected**".



Why Us

Because we are...

Your All-round-Supported Partner

Our group, BM Intelligence Group, is a first Hong Kong GEM-listed company which is principally engaged in the provision of business, accounting and corporate development advisory services to companies in Hong Kong and China. With the diversified corporate services and extensive business network provided by the Group, we can get the up-to-date market intelligence and comprehensive support to serve your marketing needs on the one hand, and assist your overall business development on the other hand.

Your Best Strategic Partner

Our sincerity, accountability and reliability are fundamental for the long-term relationships with you. By adding value to your business through our marketing solutions, we regard you as our business partner to enjoy mutual benefits and to lead the market.

Besides, we are greatly supported by our strategic partners, including advertising, production, communication and media, which facilitate our services provided to you. The synergy effect among these partners is essential in developing and implementing marketing programs.

Your Most Creative Partner

If you are bored by the standard marketing strategy or the stereotyped visual presentation, BMI Strategic Marketing is your most creative partner that gives you the innovative marketing idea and fantastic concept to excel your competitors in the market. Our creative team always excite you with the "Beyond the Expected" results.

Your Most Reliable Partner

Our systematic and well-organized project management enables us to provide smooth workflow and coordination between different parties. The entire process is followed closely to ensure your project is effectively and flawlessly executed. Furthermore, clients are always updated with the latest progress through our direct communications.

Your Genuine Service Provider

We understand that clients' expectations are not limited to professional knowledge, but also high quality customer services with end-to-end target solutions. In order to ensure your expectations are satisfied successfully, we not only tailor marketing services to meet your unique needs, but also explore their intrinsic needs with appropriate advices. BMI Strategic Marketing not only serves you as partner, but also treats you like a friend.

Get headache with your marketing project?



BMI Strategic Marketing is your ultimate Solution!

1. Marketing Consultancy Services

Our specialists work across the spectrum of discipline to give you the best marketing advice, develop the suitable marketing strategies and help you to manage your brands and projects to achieve your business objectives.

- Strategic Marketing Planning
 - Identify Corporate and Management Goals
 - Market Research and Analysis
 - Competitive Analysis
 - Current Marketing Program Assessment
 - Distribution and Logistical Planning
 - Marketing Action Plan Development
 - Strategic Plan Development and Assessment
- Marketing Strategies Formulations
 - Market Positioning and Messaging
 - Brand Building Strategies
 - New Product/ Service Launch Strategies
 - Advertising and Promotion Strategies
 - Pricing Strategies
- Marketing Programs Planning and Development
 - Packaging and Branding
 - Trade Show and Event Planning
 - Public Relations
 - Direct Marketing and Online Marketing

2. Customer Relationship Management

A good relationship with customers is essential to obtain their loyalty. Our specialists help you to build and manage your customer relationship with the objective to enhance your brand and increase your returns.

- Database Design and Management
- Interactive Database and Internal Management Tools
 - Loyalty Program
- Customer Retention Strategies

3. Creative and Design

Creativity is crucial for the success of your company and your brand. Our Creative Team provides you with the unique creativity to maximize your brand power to lead the market.

- Creative Concept and Strategy
- Design and Production
 - Printing collateral: brochure, leaflet, flyers, pamphlet, annual reports, calendar, etc.
 - Advertising and promotional design: newsletter, membership publications, poster, banner, light box film, magazine advertising, etc.
- Copywriting, Editorial, Copyediting and Translation

4. Multimedia and Interactive

Our strategy partner is one of the leading industry players who has established its business in one-stop online business solutions including Online Website Development, Online Marketing, E-branding, System Integration/ Development Service and Portal Hosting Service.

- e-Biz consulting
- Development and implementation of web-based / interactive marketing solutions, e.g., e-News, online advertising and promotions
- Website construction
- Promotional CD/ DVD/ infokiosk-based materials
- Promotional motion graphics, e.g., animations
- Flash presentation

**Successful marketing solution
blends four elements -**

Strategy

Creativity

Technology

Project Management



Methodology

We believe every successful marketing solution that beyond the expected to truly solve our clients' need blends four elements - **Strategy, Creativity, Technology and Project Management**. Through a seamless integration of all four, we create unique and effective approach to help you achieve your marketing goals.

Strategy

Effective marketing requires intelligent strategies and the strategies that you use tie in with the way your company, and your marketplace, actually operate. As a partner with you, BMI Strategic Marketing helps you to create the best strategy that based on the market research and marketing analysis in order to accomplish your company's goals. Our strategy solutions also help your business grow by differentiating your product or service and highlighting your value proposition.

Creativity

In today's rapidly changing environment, we understand that creativity is the only sustainable source of differentiation and competitive advantage for our clients and ourselves. We always keep us thinking outside the box so that to make us see things from new and broader views. Through the fusion of our creativity and perspective, we can deliver you both inspired marketing solutions and impressive design works that step outside the commonness and conventionalism.

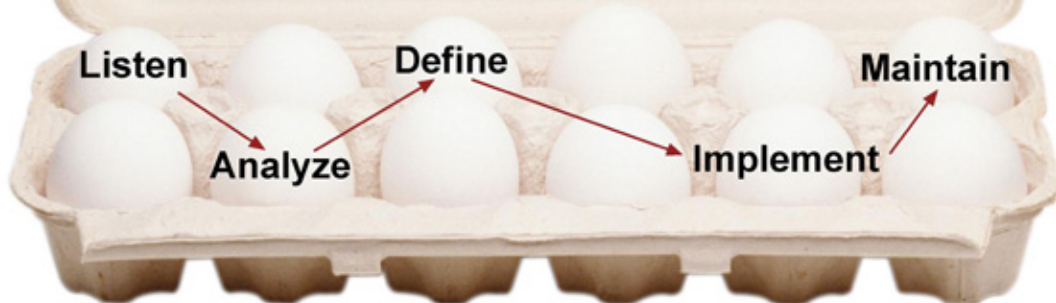
Technology

Apart from strategy and creativity, today's marketing cannot be separated from technology. More important is that it is not only talking about how much we spend in technology, but also any technology that we can handle. Our technical teams are experts in their respective fields and we are continually reviewing new technology from around the world to bring you feasible solutions in technical design and architecture. We are also business-minded individuals who understand the necessary balance between usable design, cutting-edge technology and effective business solutions.

Project Management

Marketing is a perpetual activity. Successful marketing programs require recurring cycles of conception, creative design, planning, management and measurement. Without the right management discipline, you'll never know the true value of a marketing dollar. Our experienced project managers can help you to manage the marketing and design project from start to finish and make sure the project is on a right track.

**This is the formula of our
"Creative Process"**



Creative Process

Listen

A meeting will be held for us to get a full view of your company background, client base, your competitors, target audience/market, products and services, your objectives and needs. It's our goal to listen carefully to your needs and problems so that we can draw on the depth of our knowledge and related experiences to develop unique solutions and strategies to you.

Analyze

After collecting all information from the initial meeting, we further conduct research and analysis such as SWOT Analysis and Competitive Analysis to get more in-depth and accurate information of your market and competitors. Such analysis provides benchmark information necessary to prepare a marketing plan and creative strategy.

Define

After fully understand your goals and constraints, we start to develop a comprehensive "Marketing/ Objectives/ Strategy/ Tactics" plan. This is the road map of what we need to accomplish, what the budgets and time schedule are, what strategies we will employ, and what tactics we will use to make it work.

In the case of creative work we will first develop a "Creative Strategy" for each project. This is to clearly define what you and we expect the work to accomplish, against what target, and the key thought to be communicated.

Implement

We work with you from beginning to end to design the solution, implement it and monitor its success. Our project managers and creative staff always stay in close contact with you at each stage, ensuring that you understand your job status at any given point in the implementation process.

Maintain

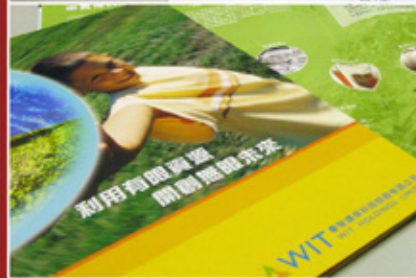
Implementing a strategy is only part of our process. Our involvement does not end with final delivery. We promise to offer continued support through our support desks and even provide you with the tools and understanding to continue monitoring after our involvement with the project is completed. We provide you with quantifiable results tracking that objectively measure the effectiveness of your project. These results give you the ability to determine changes that need to be made and to make smarter decisions concerning the future of your business.

Want to see our works?





Portfolio



BM INTELLIGENCE

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