



## Company Objective



The goal of Mega Media is to analyze, research and create strategies and systems to maximize opportunities in the marketing process that leads to bottom-line sales increases. Below are some of the means we utilize in order to obtain our objective.

| <b><u>Division</u></b> | <b><u>Service</u></b>                                                        | <b><u>Benefit</u></b>                                                                                                                                                                                                                                                 |
|------------------------|------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Advertising            | Inter-Media Comparison                                                       | <ul style="list-style-type: none"><li>• Through mathematical equations, evaluates all media on a common basis and determines.<br/>Return On Investment</li></ul>                                                                                                      |
|                        | Media Planning/Placement                                                     | <ul style="list-style-type: none"><li>• Evaluates through inter-media comparison a process to negotiate and place the best media opportunities, setting parity standards that relate o the marketing process necessary to meet and exceed sales objectives.</li></ul> |
|                        | Television/Radio/Newspaper Production                                        | <ul style="list-style-type: none"><li>• Through market analysis evaluate demographic characteristics that match the personalities of perspective groups best.</li></ul> <p>Targeting and creating effective promotions to stimulate interest and sales.</p>           |
| Marketing              | Market Strategies and Planning                                               | Pinpoints and defines the best objectives, strategies and tactics needed to execute operations and promotions to secure greater market share and sales goals.                                                                                                         |
|                        | Feasibility Studies                                                          | <ul style="list-style-type: none"><li>• Evaluates the best opportunities when looking at new locations, investments or potential market shares.</li></ul>                                                                                                             |
| Management             | Developmental Tasks                                                          | <ul style="list-style-type: none"><li>• Determines organization structure for goals and objectives to motivate sales force and direct operations and maximize productivity.</li></ul>                                                                                 |
| Sales                  | Product/Promotion/Price Distribution/Sales/Training/Collateral Presentations | <ul style="list-style-type: none"><li>• Evaluates techniques within the selling process that identifies and supports functions of higher closing ratios. The purpose is to maximize the factors that lead to consumer purchasing.</li></ul>                           |

