**2022**

**Business Plan**

**Berlin**

**7/6/2022**



**BELLE VIBRATIONS**

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# EXECUTUVE SUMMARY

**BELLE VIBRATIONS** is a standard coaching, creative, esoteric, and wellness company. We offer coaching biz with an online store; our business involves working with brain technology and spiritual technology, clearing blocks and enhancing performance for clients. We design goods to enhance well-being, like creating print-on-demand t-shirts involving color therapy; we also create music for sound healing. **BELLE VIBRATIONS** facilitates the state of soundness through the media of art, music, wellness tools, and diverse healing modalities.

**BELLE VIBRATIONS** is a space of healing facilitation working with different modalities and wonderful tools; the tools will re-create and re-balance lives. It is a journey of re-defining the self, a journey towards the empowerment of self and the creative self. We offer 7 pillars of Belle Vibration.

**The 7 pillars of Belle Vibrations**

**1. Tee Belle**: Unique color-crafted apparel (color healing).

**2. The Belle Club-** Monthly group clearings with themes.

**3. Quantum Belle- Energy work at a quantum level using 3rd generation spirit technology**

a. Supportive Downloads.

b. Subconscious Belief Clearing.

c. Trauma Clearing.

d. Energy Work For Business - Creating harmony, balance, and a success mindset. Healing the workspace.

**4. Hoodoo Belle**- Bespoke charismatic Art that harnesses the power of color craft. Intuitive color casting creates playful creations with deep meaning. More than the eye beholds.

**5. The sound of Self-** A Transformational, Creative, and Psycho-emotive approach to harnessing the voice to self. It is voice embodiment and dexterity returning you to your core template from which you can expand and stand strong. A return to voice sovereignty and freedom of expression.-

**6. Belle Cymatique**- With the help of Cymascopic and Tenoscopic technologies, Belle Cymatique brings you beautiful images of supportive frequencies to enhance your daily being; the desires, mantras, and will are visible but invisible to the unknowing. Empower yourself and your loved ones. Save any sound as a beautiful visual memory.

**7. Soundpothecary**- Belle Vibrations captures the photo sonic essence of the supporting vibrations of the plant kingdom. Embrace their essence in a bed of sounds amplified with nurturing intentions. Free products (customer retainers).

We believe that wellness equates to wholeness, and wholeness is everyone's birthright. Our wellness coaching quiets the mind and aligns with the present moment in our happiness, meditation, and silence. **BELLE VIBRATIONS** provides services that will help maintain well-being and life satisfaction through the experiences that have to do with the quality of life. We make use of the esotericism approach, which can be described as a Western form of spirituality that stresses the importance of the individual effort to gain spiritual knowledge, or gnosis, whereby man is confronted with the divine aspect of existence. Ourcoaching is planned to have five sessions a week; we have **a Belle club** that is set for once a month with a capacity of 100 participants.

We aim to provide good health to everyone who comes in contact with us. We want to offer a well-deserved break from the busy stress of everyday life that focuses on our customers with a full range of professional nature-inspired wellness. To help us achieve our strategy, we have put robust governance and management systems, policies, and standards in place to monitor, measure, and manage the wellness performance of our customers; we also create a supportive environment by identifying what really works for them and assist them in strategically reaching maximum services to achieve realistic goals for getting healthy and looking good!

The founder started her first business with 12 baking cakes for her neighborhood and never stopped creating a form of entrepreneurship for herself. The difference now is that she has had to adjust and reboot to running a business from a wheelchair because of MS. She is using tools that have personally helped her cope, overcome, and in many ways, thrive. **BELLE VIBRATIONS** embraces the past and the present with a door wide open to the future. Especially now, it is a great time to support the human family, help them thrive, and add little sparks of joy to as many lives as possible.

**BELLE VIBRATIONS, LLC**believes in building lifelong relationships and strategizing solutions for growth. With long-lasting, distinctive, and substantial solutions, we sustain to improve network and communication performance. We believe in performing the best and delivering maximum leverage to our clients, building a brighter future – together.

To ensure that our company acquires and keeps customers in the critical market segments quickly and effectively,**BELLE VIBRATIONS, LLC** plans to utilize a strong strategic marketing plan and various brand-building tactics to ensure its brand exposure. We have backed everything with intensive research and an almost obsessive drive to improve and innovate our services. Our online stores are open 24/7 and accessible from anywhere with internet access which will be easy for our customers to access and order at any time, we will also provide various means of payment, and our delivery system will be second to none through the use of drop shipping. We offer a premium product with superior customer service.

Paramount marketing strategies proven to boost business publicity and awareness will be carried out to ensure the necessary awareness and advertisement are achieved for our company both locally and nationally. Digital methods, as well as conventional strategies, will be implemented to reach our target audience. Social media platforms will be fully utilized; search engine optimization will also be leveraged. A key factor of business we shall not handle with levity is client satisfaction. We will ensure the highest quality of services at all times to meet or surpass our client's expectations. We will ensure that every client's needs and requests are duly and properly understood to understand the best angle to come in and offer our services.

# 2.0 COMPANY SUMMARY

|  |  |
| --- | --- |
| Company Name: BELLE VIBRATIONS, LLC | |
| Location | **Bessemerstraße 82 10 OG Süd 12103 Berlin** |
| Owner | **Nwebo** |
| Website | [**www.bellevibrations.com**](http://www.bellevibrations.com/) |
| Email | [**Info@bellevibrations.com**](mailto:Info@bellevibrations.com) |
| Phone Number | **Xxxxxxxxxxx** |

## 2.1 Mission

Here at **BELLE VIBRATIONS, LLC,** we want to enrich the lives of our clients by providing highly professional, state-of-the-art wellness, music, art, coaching, belief, work, and healing facilitation.

## 2.2 Vision

Our vision is to provide effective wellness solutions that will help people achieve and maintain better total wellness in ways they can enjoy. To enhance your well-being and give you the power to transmute.

## 2.3 Core Value

**BELLE VIBRATIONS, LLC**'s values are to build a strong relationship with our esteemed members and make them the most crucial success factors of the company. Making sure every need is met and superseded them. Also, redefining the newness in everyone. Our core value are;

* Wellness.
* Communication.
* Community.
* Integrity.
* Professionalism.
* Commitment.
* Consistency.
* Dedication.
* Growth.

## 2.4 Objectives

Our primary goal is to create a community that is committed to elite functional wellness. This will allow us to become a profitable company. We also want to run a company that will succeed in revenue and size and has a landmark impact locally and nationally.

Listed below are the objectives that **BELLE VIBRATIONS, LLC** set to accomplish:

1. To build strength, awareness and harmony in both the mind and body.
2. To make our clients to enjoy a truly and unique experience.
3. To facilitate the state of soundness through the media of art, music, wellness tools, and diverse healing modalities.
4. To have access to tools that create beautiful possibilities.
5. To return, the journey towards joy and balance.
6. To create an atmosphere of total wellbeing with a breathtaking location.
7. To launch a laser-focused marketing campaign in a controllable and measurable market that will drive the client's toward the company.
8. To incorporate practices of meditation, western medicine and mindfulness.
9. To build a good reputation and connections in the industry.

## 2.5 Keys to Success

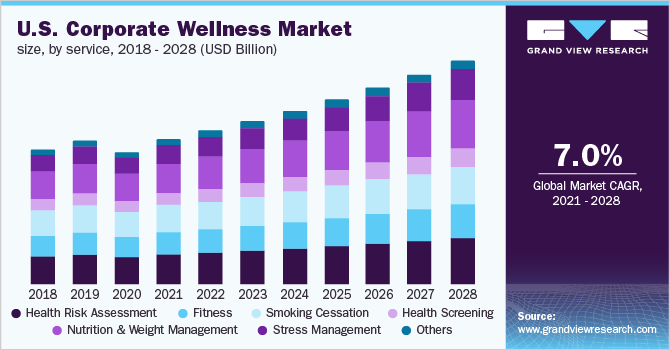
The keys to success for **BELLE VIBRATIONS, LLC** are:

* Personnel possesses extensive knowledge, experience, and contacts in the industry. Also, management possesses a high level of competence in marketing and finance.
* Ensure that **BELLE VIBRATIONS, LLC** flow with the trends and stay relevant in the heavy equipment market where we operate in, to keep up-to-date, and promote our business practices by integrating more innovative and creative service methods.
* Aim to continue to update our knowledge with the latest and most profitable industry techniques and ideas that comply with local and international industry standards.
* Scaling effectively, objectives to replicate processes and manage to hire, after meeting goals and revenue benchmarks.
* Creating backup plans for the unexpected mishaps concerning slowing down the business operation.
* Executing sales and marketing plan which will build client awareness, client discovery and client loyalty.
* Continuously measure, monitor and evaluate marketing metrics, loyalty program and Sales KPIs to make tweaks, improvements and refine processes.
* Continually learn from client’s feedback.

# 3.0 MARKET RESEARCH ANALYSIS

## ****Report Overview****

The global corporate wellness market size was valued at USD 52.8 billion in 2020 and is expected to expand at a compound annual growth rate (CAGR) of 7.0% from 2021 to 2028. Many businesses and enterprises in various industry verticals have started implementing health programs for their employees, which will also boost market demand. Wellness programs at the workplace help companies in augmenting productivity while reducing the overall operational costs. Rising awareness regarding employee health and wellbeing is expected to drive the market for corporate wellness.



The COVID-19 pandemic has severely impacted the mental health of employees. After its onset, it led to the work from home transition which resulted in a great deal of stress among employees due to the feeling of isolation. Moreover, the pandemic hit the economy creating a financial crisis for many individuals which in turn affected their mental health. To tackle the problem, wellness service providers are adopting virtual methods to provide services such as meetings with psychologists and health coaches. Corporate wellness programs include a set of policies, programs, and benefits addressing multiple risk factors and conditions and influencing both employees and the overall organization. According to the National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP), in the U.S., corporate programs promoting wellbeing and health, and providing disease prevention plans can potentially influence more than 150 million employees reducing the cost of healthcare significantly.

Employees are encouraged to adopt a healthier lifestyle and help companies to enhance productivity and reduce costs, by ultimately improving employee wellbeing. The total costs related to lost productivity due to absenteeism related to illnesses are expected to cross USD 150 billion in the coming years. The growth in obese and overweight population leads to increased insurance costs accounting for the financial burden on the employers. Due to the COVID-19 pandemic, the businesses have found ways to protect and prioritize their employees physically by providing tech support to assist social distancing in the implementation of new leave policies. Employer’s focus has shifted to preventive and constructive management by helping workers adapt to new standards.

## ****Service Insights****

The health risk assessment segment dominated the market for corporate wellness and accounted for the largest revenue share of 21.1% in 2020. Corporate wellness programs mainly include screening activities to identify health risks and implement appropriate interventional strategies to promote a healthy lifestyle among employees. Around 80% of the employers offering employee well-being services, opt for health risk assessment of their employees. In June 2016, Wellness Corporate Solutions launched the WCS Analytics + platform, which consists of an interactive data dashboard that enables the clients to plan and implement healthy activities leading to productive workplaces.

## ****End-use Insights****

The large scale organizations dominated the end-use segment and accounted for the largest revenue share of 52.8% in 2020. According to RAND, around 70% of organizations invested in health screening services in the year 2013. Well-documented studies indicate that correctly implemented programs can yield a return on investments of around 3:1. Larger organizations can incorporate programs and services into their company’s infrastructure. Small scaled organizations can benefit from corporate memberships and outsourcing the services.

The implementation of corporate wellness programs helps in tracking various diseases. Health screening programs are conducted at regular intervals to keep a check on health, promoting preventive care, and reducing treatment costs. The focus of corporate wellness programs on such conditions can reduce the disease burden and the overall cost of healthcare premium paid by the employer to any insurance provider. Although lockdown and closure of offices have resulted in a large group of employees switching to work from home models, it still remains vital to ensure that employees are able to access and continue to use wellness services at the workplace.

## ****Category Insights****

In the category segment, organizations dominated the market and accounted for the largest revenue share of 50.3% in 2020. The service providers offer in-house as well as outsourced health management services for large as well as small scale corporations. The trend of on-site fitness, which includes yoga and meditation, is becoming popular. Therefore, the stress management segment is anticipated to witness the fastest growth from 2021 to 2028.

## ****Delivery Model Insights****

Onsite corporate wellness programs dominated the delivery model segment and accounted for the largest revenue share of more than 57% in 2020. The segment is anticipated to witness a high growth rate over the forecast period. Onsite wellness initiatives provide a personal touch to employee wellbeing, along with the facilities to exercise under the guidance of fitness consultants and coaches to meet their personal health needs.

Many organizations have restructured or added benefits and insurance plans to meet employees' and their families' health needs. Service providers are creating awareness among employees regarding unhealthy aspects related to work from home due to COVID-19. For instance, the pandemic has resulted in a shift from in-person meetings to virtual meetings. However, associated challenges such as the need to focus harder to process non-verbal cues such as body language and facial expressions, poor internet connections leading to disconnection from the meeting, and multitasking during meetings are causing more stress and exhaustion as compared to in-person meetings.

## ****Corporate Wellness Market Report Scope****

|  |  |
| --- | --- |
| **Report Attribute** | **Details** |
| Market size value in 2021 | USD 58.2 billion |
| Revenue forecast in 2028 | USD 93.4 billion |
| Growth Rate | CAGR of 7.01% from 2021 to 2028 |
| Base year for estimation | 2020 |
| Historical data | 2016 - 2019 |
| Forecast period | 2021 - 2028 |
| Quantitative units | Revenue in USD million and CAGR from 2021 to 2028 |
| Report coverage | Revenue forecast, company ranking, competitive landscape, growth factors, and trends |
| Segments covered | Service, end-use, category, delivery model, region |
| Regional scope | North America; Europe; Asia Pacific; Latin America; Middle East & Africa |
| Country scope | U.S.; Canada; U.K.; Germany; France; Italy; Spain; Japan; China; India; Australia; Brazil; Mexico; South Africa |
| Key companies profiled | ComPsych; Wellness Corporate Solutions; Virgin Pulse; Provant Health Solutions; EXOS; Marino Wellness, Privia Health; Vitality Group; Wellsource, Inc.; Central Corporate Wellness; Truworth Wellness; and SOL Wellness, Well Nation, ADURO, INC., Beacon Health Options, Fitbit, Inc. |
| Customization scope | Free report customization (equivalent up to 8 analysts working days) with purchase. Addition or alteration to country, regional & segment scope. |
| Pricing and purchase options | Avail customized purchase options to meet your exact research needs. |

Increase in number of internet users each day has presented various opportunities for the growth of several online businesses. Online coaching is one of the online business markets growing significantly by the use of digitalization. Artificial intelligence, Internet of Things, evolving communication tools, and modern software has made distance education more reliable nowadays. The online coaching market is expanding rapidly and experiencing exponential growth. Generally, online coaching has been used for either educational purpose or corporate growth but the trend of personal growth has created demand for online career coaching, dating coaching, life skills coaching, health coaching, relationship coaching, wellness coaching, and others. The use of technology and personal portable devices has inclined the users toward informal mode of education. Online coaching makes it easy for the students, entrepreneurs, homemakers, and others to enhance their skills and knowledge at the choice of their location. The International Coach Federation (ICF), a professional coaching platform, has defined coaching as "partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential".

**Market scope and structure analysis :**

|  |  |
| --- | --- |
| **Report Metric** | **Details** |
| Market size available for years | 2020–2027 |
| Base year considered | 2019 |
| Forecast period | 2021–2027 |
| Forecast units | Value ($US) |
| Segments covered | Type, Age Group, Provider, and Region |
| Regions covered | North America (U.S. and Canada), Europe (Germany, UK, France, Italy, Spain, and Rest of Europe), Asia-Pacific (China, Japan, India, Australia, Malaysia, Thailand, Indonesia, and Rest of Asia-Pacific), LAMEA (Middle East, Brazil, and Rest of LAMEA) |
| Companies covered | Satori, SimplePractice, Udemy, Coursera, TrueCoach, CoachAccountable, KPMG, Unacademy, BYJU’S, PracticeBetter, Nudge Coach, Coach Catalyst, Noomii, CourseForce, Your earth angel. |

Source: [**https://www.grandviewresearch.com/industry-analysis/corporate-wellness-market**](https://www.grandviewresearch.com/industry-analysis/corporate-wellness-market)

[**https://www.alliedmarketresearch.com/online-coaching-market-A06528**](https://www.alliedmarketresearch.com/online-coaching-market-A06528)

## 3.1 Target Market

We will target everywhere because we see opportunities everywhere. Our market is for all those that seek to better their lives, be it in school, work, love, and relationships. Creative businesses and esoteric-minded people will be ideal targets market but also many others out of curiosity and is generally all interested in wellbeing and holistic health. Our target locations are German and English-speaking countries.

## 3.2 Competitor Analysis

We offer a unique business and do not really have a competitor. Our services will also encompass affordability with the latest and modern service methods. It is without a shadow of a doubt that word-of-mouth recommendations are generated from our travel concierge services' quality content. However, we are determined to maintain a level of operation standard and keep portraying our company as the best in what we do. We will also flow with the market trend, stay up-to-date, and implement these new trends to keep abreast of the latest development and improve our services on all fronts in the industry.

## 3.3 Competitive Advantages

**BELLE VIBRATIONS, LLC** is uniquely committed to helping our clients achieve their physical and mental goals because of our proven experience and approach. Our significant competitive advantage is the vast experience and solid reputation of its owner. Key reasons we believe that make us unique include:

* The owner years of experience in the industry.
* Customers can be assured that they will always receive reliable, scalable, and stable training services.
* Passion for the business and dedication to helping our clients achieve their goals is what drives the heart of our daily activities.

## 3.4 SWOT Analysis

Given the innovative nature of **BELLE VIBRATIONS, LLC**, a SWOT analysis has been conducted. The purpose is to align our strategies with the realities of our environment to maintain and build on our strengths, take advantage of our opportunities, fix or eliminate our weaknesses, and counter threats. The following analysis highlights the internal strengths and weaknesses of **BELLE VIBRATIONS, LLC** and the opportunities and threats facing the business in our external environment.

**Strength**

* Highly experienced, credible and determined owners.
* United and reputable management team.
* Competitive and affordable pricing system for easy and quick market penetration.
* Our unshakable plan to create a business model that attract prospective clients.

**Weakness**

* Building a cycle of clients may take time.
* New business in an area dominated by competitions.
* Growth may be slow due to lack of sufficient funds.

**Opportunities**

* Opportunity to operate our business that stands for uniqueness and exceptionality in the United State.
* Opportunity to offer home based and online services to our clients.
* Increasing local and national population.
* Opportunity to run a profitable and successful business.
* Opportunity to secure a strong position in the industry.

**Threats**

* The possibility of business imitation.
* The need to grow rapidly over the next 3-5 years.
* The necessity to secure substantial capital injections to foster growth.
* One of the major threats that confront businesses all over the world is economic downturn; when the economy is bad it affects consumers spending which in turn affects businesses negatively.

# 4.0 MARKETING PLAN

## 4.1 Marketing Objectives

Marketing objectives cover the following broad objectives for our Company's reach, operations, engagement, trust, and growth. It will achieve this through the following measures:

* Acquire large number of users.
* Position ourselves as the market leader.
* Develop, implement and evaluate plans promote releases to increase sales.
* Increase market share through PR strategies and social media campaigns.
* Increase profits and cash flows of the Company and ensure that a sustainable business model is built.

## 4.2 Marketing Strategies

Through word of mouth, also started releasing music on major platforms which will evolve into meditation type. Most will be through online marketing and social media which has to be quite creative as there is little or no budget. The volume of people we can attract to our business will dramatically increase the revenue streams available to it. The Company will approach and follow up with all the prospective clients with clear and thorough marketing strategies:

**Website:** The website will be used as a landing page for all our customers. As the principal interaction with our customers and potential customers, the website's design will be essential. We will also create a reliable "About Us" Page among the website's top most popular pages. The "About us" Page provides a personalized glimpse of the **BELLE VIBRATIONS, LLC** and its management team. It is a handy tool because people are curious; they want to know those behind **BELLE VIBRATIONS, LLC**.

**Search Engine Optimization:** Comprehensive SEO (Search Engine Optimization) and SEM (Search Engine Marketing) programs will run on a scheduled basis to grow our customer base and expand our market exposure and reach. The website will also have links to our social media pages, such as Instagram, Twitter, Pinterest, and particularly Facebook since they are the most comprehensive networks within our target market.

**Social Media:** Large focus is put onto utilizing social media platforms to allow **BELLE VIBRATIONS, LLC** to spread our business message to a broad audience for free. Combined with sharing a large amount of clothing we will be producing. Facebook, Twitter, Instagram, LinkedIn, and Google+ are considered the most crucial social media channels. In these four channels, there are many users, and there is no specific audience.

The usefulness of each platform towards **BELLE VIBRATIONS, LLC's** target market will be taken into account. At start-up, LinkedIn and Google+ will be utilized to promote **BELLE VIBRATIONS, LLC** to other businesses and create an invaluable professional network, alongside many of these networks having our target market within.

**Email Marketing:** An essential aspect of marketing from launch and beyond for it acts as our secondary interaction point with customers and potential customers. We will produce a design template to offer brand cohesiveness to the email's image. It is vital not to over-email potential and existing customers, less frequent, but more useful information will be shared.

**Direct Marketing:** At start-up, presenting the business through business cards and similar hand-out marketing materials when meeting potential suppliers, customers, advertisers, and investors. All these physical marketing materials must maintain premium quality in their feel and design. It is worth the costly investment into the premium versions of such marketing products to protect and preserve our premium business identity.

**Word of Mouth, Traditional Media, and Flyers:** Flyers will be printed and handed out throughout our target market, advertising our offers. Flyers will contain certain information, including phone numbers, websites, and social media pages, along with our "best deals" in the form of a discount. We will also promote our quality products and services in magazines, newspaper supplements to reach a broad array of potential customers.

|  |  |  |  |
| --- | --- | --- | --- |
| OFFLINE | | ONLINE | |
| * Partnership and network * Event Marketing * Word of Mouth Marketing * Print Media | | * Website Development * Search Engine Optimization (SEO) * Social Media Marketing * Content Marketing * Email Marketing * Blogging * Ads | |
| ACTION: Partnership and Networking  TIMEFRAME: This should constantly be. | | | |
| CHANNELS | **WHAT IS INVOLVED** | | **EXPECTED RESULTS** |
| * Partnership and Networking | * Spur strategic partnerships with potential customer companies. * Build and maintain a sustainable relationship capacity * Increase network on social media | | * Reach more clients and increase client base * Drawing on a full pool of technical expertise * Creating more appropriate products * Achieving genuinely earned organizational reputation and greater credibility |
| ACTION: Online Presence  TIMEFRAME: This should be done at least within the first four (4) weeks of plan execution. | | | |
| CHANNELS | **WHAT IS INVOLVED** | | **EXPECTED RESULTS** |
| * Website * Social Media Accounts * Blog * Listings and Directories | * Develop an optimized company website with state-of-the-art features and thought-provoking contents * Integrate it with appealing designs, features, and contents for massive traffic * Creating and engagement on Social Media platforms – Facebook, Instagram, Twitter, YouTube, etc. * Creation of Company’s blog. * Listing on online directories and listings such as Google My Business, VConnect, Finelib, etc. * Build an email list | | * Build a stronger brand * Increase credibility * Brand visibility * Increase communication and interaction * Increase sales leads * Increase sales revenue * Boost website traffic * Faster word of mouth |
| ACTION: Content Creation  TIMEFRAME: This should be done at least twice a week | | | |
| CHANNELS | **WHAT IS INVOLVED** | | **EXPECTED RESULTS** |
| * Website * Social Media Accounts * Blog * Listings and Directories | * Creative use of keywords that match our service offering * Regular update of contents. | | * Increase brand awareness * Improved brand loyalty * Higher conversion rate * Better ranking of the website. * Better visibility through organic searches on search engines. * Increased traffic on the website * Better customer satisfaction |
| ACTION: Email Campaigns  TIMEFRAME: This should begin after the first month of marketing plan execution. | | | |
| CHANNELS | **WHAT IS INVOLVED** | | **EXPECTED RESULTS** |
| * Across contact points. | * Gathering database and emails of website visitors and customers. * Develop intriguing contents and progress updates * Keep customers up to date with the latest happenings and promote events * Integrating social sharing buttons into emails | | * Better participation * Improved engagement * Boost support * Increased donations * Reinforced credibility |
| ACTION: Google Ads; Social Media Ads; Online Reviews.  TIMEFRAME: This should be done quarterly and be continuously reviewed. | | | |
| CHANNELS | **WHAT IS INVOLVED** | | **EXPECTED RESULTS** |
| * Google page. * Social Media Accounts. * Other Web pages, as suggested by Google. | * Setting up a Google Ads account/grants * Creating Ads (Video, Image, or text). * Post Ads on platforms. | | * Build strong brand awareness * Increased engagement. * Improved visibility of the brand. |
| ACTION: Print Materials; Signage.  TIMEFRAME: This should be done continuously and subject to review at least twice a year. | | | |
| CHANNELS | **WHAT IS INVOLVED** | | **EXPECTED RESULTS** |
| * Signage * Brochures * Flyers * Flex banner | * Printing of materials with the company's name, logo, contact information, and description. * Mailing of print materials to the target audience. * Distribution and placement of materials at strategic points. | | * Establish business authority and credibility * Increase brand awareness * Improved brand popularity * Business visibility * Build Trust * Increased website traffic. |
| ACTION: Word of Mouth/Referral  TIMEFRAME: This should be done continuously and subject to review at least quarterly in a year | | | |
| CHANNELS | **WHAT IS INVOLVED** | | **EXPECTED RESULTS** |
| * Online. * Offline. | * Website visitors will be requested to make referrals * Craft a compelling narrative | | * Increase brand awareness and reputation * Increase marketing reach * Improved brand exposure |

## 4.3 Sales Strategy

Our sales strategy is giving the clients value beyond their money. With our experience and human relationship skills, we have realized that a client’s goal is their priority. **BELLE VIBRATIONS, LLC** will also make this it is a priority as well. We will pay close attention to all the details from customers and ensure a 100% understanding of their requests, after which we will tailor the process to meet their demands specifically.

**BELLE VIBRATIONS, LLC**'s sales strategy concerns the needs of our customers.

* **Ongoing Customer Communications:** To maintain the existing customer base, we will utilize blogs, e-mails, postcards, SMS text messages, and personal or phone calls. These forms will make it easy for our customers to keep in touch with us.
* **Health Education & Training** - The Company will be a resource for safety information regarding health and wellness maintenance.
* **Customer service** - The Company believes strongly in customer service, friendly, courteous, and timely customer service. Making sure the customer is satisfied not only with our services but with the customer's service provided.

# 5.0 MANAGEMENT & ORGANIZATION

## 5.1 Management Team

**Nwebo** is the owner of**BELLE VIBRATIONS, LLC; s**he isa passionate and open-minded individual supported by a team of credible and committed individuals prepared to harness all their strength, availability, and professionalism to catapult the business to a greater height in conjunction with an outstanding team of employees. **Nwebo** is an expert and still learning; she has been working with these skills to different degrees for almost 20 years. She is a creative peak performance coach as well as an artist and musician.

**Nwebo** has been involved with music and creative-related pursuits her whole life. She is a multiple skilled Performing Arts graduate of Music (Voice and Production) as well as a certified peak performance coach with a background in clinical psychology, psychotherapy, and counseling psychology. Having worked with creative and performing artists for over 20 years, our holistic role in coaching has seen aspiring artists from across Europe break into the industry. Previous clients have also included fosterlings of major labels, as well as top-ranking producers preparing their signed artists for studio Performances and their major debut performances in media. **Nwebo** lives in a multi-creative world and has been able to work and explore so many different artistic media. With **Belle Vibrations**, she has integrated the core of Velvet seas and creative energy unleashed former enterprises she founded. In the last seven years, she has expanded her skills with spirit technology which has moved her into a more down-to-earth niche and the flexibility of a wider client. Behind **belle, Vibrations** stand over 20 years of research, practice, and lifelong vertical learning.

**BELLE VIBRATIONS** has an insatiable desire to create value by building upon its capabilities through collaboration and motivation to take action while providing support and guidance through the process of achieving greatness.