PR Nation

Afif Nass, James McFadden, Josh Shamelashvili, Sohum Oza
Executive Summary

Mission Statement: The aim of this company is to assist in the recognition of clients and brands to develop for them a solid reputation and presence on social media in hopes of increasing business sales and customer promotion.
Company Description

Social Media Promotion

DSLR Photography

Brand Growth

Trends and News

Captions and Biography
Target Market

Small businesses
Independent artists
Growing celebrities
Industry Analysis

12 billion dollar industry.

7.3% industry growth 2014

8.7% growth in Independent firms

Smaller companies are currently growing
Services

Public Relations Nation
Client Marketing
Various packages
Strong themed logo
# Marketing Plan

## Pricing

<table>
<thead>
<tr>
<th>Tiered Base</th>
<th>Bronze (The most basic)</th>
<th>Find people/feature your social media page</th>
<th>$2,000 every quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Silver</td>
<td>All of the above plus: Management of your social media page, Addressing basic inquiries, Adding followers to the business’ page</td>
<td>$5,000 every quarter</td>
</tr>
<tr>
<td></td>
<td>Gold</td>
<td>all of the above plus: Prestige Personalization</td>
<td>$10,000 + per quarter</td>
</tr>
</tbody>
</table>

Deliver to the widest possible audience

Future Ultimate Clientele Package
## Promotion

<table>
<thead>
<tr>
<th>Marketing techniques</th>
<th>Price (first year) in USD</th>
<th>Rank of Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google Ads</td>
<td>15,700</td>
<td>1</td>
</tr>
<tr>
<td>Social Media</td>
<td>Free</td>
<td>2</td>
</tr>
<tr>
<td>Radio *Dependent on # of times</td>
<td>20,800</td>
<td>3</td>
</tr>
<tr>
<td>Newspaper</td>
<td>24,000</td>
<td>4</td>
</tr>
<tr>
<td>Television *Dependent on # of times</td>
<td>&gt;100,000</td>
<td>5</td>
</tr>
</tbody>
</table>
Placement

Bay Area Headquarters

Operations Conducted at local homes

Virtual Office

388 Market Street, Suite 1300 San Francisco, CA 94111
Competition Analysis

Edelman
Racepoint Global
MWWPR
Competition Analysis Cont.

**INTERNAL**

**HELPFUL**
- **STRENGTHS**
  - We offer a competitive edge for small business owners and for celebrities establishing their names.
  - Various price packages allow us to conduct business for cheaper than other consulting and public relation firms.
  - We focus on social media which is perfect for business that deal with millennials, and for business who want an edge in the 21st century over other companies.
  - PR Nations is a flexible company that caters to the clients need.

**EXTERNAL**

**OPPORTUNITIES**
- Despite the threats to the economy, the trends of small business have been growing.
- A start up bubble means numerous business are starting and are failing less than small businesses have been accustomed to.
- The recent growth in the Public Relations industry shows this is the perfect time to start this company.

**HARMFUL**

**WEAKNESSES**
- An internal weakness is that we do not have any previous experience managing a PR firm, but employees, and consultants will help address this company.
- An unstable market due to global economy, a start up bubble, and the federal reserve having looming interest rates may result in a decline of small business which may hit our target market.

**THREATS**
- Internal threats include lack of experience.
- Competitors that have been conducting business for a very long time may be a hindrance in the success of our company as they steal a big percent of the target market.
- Economic collapse is another very serious threat that may hurt our business, but to address that we may expand our business, or move locations.
Long Term Development

Los Angeles

Breast Cancer Awareness

Bigger Firms

Customer Feedback

Merger
Operations

Virtual Office
Client-Employee Meetings
Workforce and Growth
Management
Ownership

Company Positions

CEO Josh - 30%
CFO Afif - 20%
COO and CMO James - 20%
CTO Sohum - 20%
Financials

Sales Revenue

Total Operating Expenses

Dollars (USD)
Financials

Net Income

Year

Dollars (USD)

$5,000,000.00
$4,500,000.00
$4,000,000.00
$3,500,000.00
$3,000,000.00
$2,500,000.00
$2,000,000.00
$1,500,000.00
$1,000,000.00
$500,000.00
$500,000.00

1 2 3 4 5