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Business Proposal and Brand Growth Partnership

Date / November 17 , 2026

Company/ Secret Recipe Bangladesh

Prepared specifically for review by Secret Recipe Bangladesh

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BUSINESS PROPOSAL FOR INTEGRATED BRAND AND GROWTH

To:
Management
Secret Recipe Bangladesh
Dhaka, Bangladesh

Date of Issue: November 17 , 2026
Reference: VM/SRBD/BRAND/112026

Dear Secret Recipe Management,
Following our review of Secret Recipe Bangladesh and its publicly visible marketing presence, Vynzo Media is pleased to present an integrated marketing collaboration tailored to the brand.
An integrated brand, content and search partnership.

The working model is designed to support Secret Recipe as an integrated external partner aligned with the existing brand, franchise and outlet management team.

The objective is to bring brand strategy, social media, content, production, SEO, AEO, performance marketing, communications, PR, ATL and BTL coordination, ground marketing, vendor management and ongoing marketing operations under one coordinated system with a clear point of accountability.

Together we can create a more consistent experience across Secret Recipe channels, support more discoverable products and outlets, and make its celebration and dining opportunities easier for guests to explore.

Secret Recipe retains authority over product claims, customer communication, food imagery, major brand decisions and approvals. Vynzo Media coordinates agreed creative work and channel activity within the approved framework.

Our role is to make the existing brand story easier to discover, evaluate and act upon.
The value is thoughtful strategy carried through to execution.

Yours sincerely,
Business Development Department
Vynzo Media

VM/CONT/IMO/0902266

Corporate Notice

Vynzo Media operates from Canada with support for relevant execution in Bangladesh and the United Kingdom.
This proposal is prepared by Vynzo Media for review by Secret Recipe Bangladesh.
All responsibilities and future work remain subject to an agreed written scope.
No production quantity, service volume or commercial term is guaranteed herein.

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1. Executive Summary

Vynzo Media proposes an integrated Brand and Growth Office for Secret Recipe Bangladesh, connecting strategy, content, production, social media, search visibility, performance marketing, communications, marketing operations, PR and ground execution into one coordinated working model. The intention is to support the existing Secret Recipe team and partners, not replace them, while reducing operational complexity and creating one clear point of accountability for agreed work.
Secret Recipe will retain final approval over product and brand information, sensitive communication and sensitive approvals. Vynzo Media will coordinate agreed planning and execution within the agreed framework.

What this changes

- Marketing activity will follow business priorities and customer occasions rather than an isolated calendar alone.
- One primary brand strategist will coordinate a clear communication flow with Secret Recipe and the specialist team.
- Content, production, search, performance, communications, PR and ground activity will follow one connected monthly priority plan.
- Every month will include a review of what is working, what is not and where the next cycle should focus.
- Creative resources may be adjusted by agreement as brand and outlet needs evolve.

- External vendors and specialist suppliers may be sourced, coordinated and managed by Vynzo Media following Secret Recipe approval.

2. Our Understanding of the Requirement

Secret Recipe needs a partner who understands both daily café visits and celebration purchases. Its opportunity extends beyond publishing into cake photography, café storytelling, product discovery, local search visibility, paid demand, editorial storytelling, PR coordination and ground activation.
These activities also need vendor coordination and meaningful performance review.

The brand already offers a strong mix of cakes, meals and café experiences across Bangladesh. Public material also exposes opportunities to clarify outlet information, improve search pathways and create more joined up communication that supports occasions and direct ordering.
We coordinate related work rather than isolated services.

Operating principle

Vynzo Media brings the people, systems, production capability and execution management required to operate the agreed scope.

Primary objectives

- Build a consistent content system around cakes, café experiences, celebrations and guest needs.
- Connect inspiration with location discovery, cake selection, ordering intent and long term brand preference.
- Restore a stronger and more consistent communication rhythm across key digital and social channels.
- Improve cake and outlet discoverability through SEO, local search and structured content.
- Use monthly evidence to increase attention on stronger opportunities and reduce low value activity.
- Prepare flexible production work around the live campaign and outlet priorities.
- Reduce the burden of coordinating multiple marketing suppliers, production teams and physical execution requirements.
- Give Secret Recipe access to specialist support without disrupting existing operations.
  Support adapts.

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3. Fifteen Day Mobilisation and Readiness Period

Following approval, an initial discovery and mobilisation period will establish practical alignment operations begin. This is a structured preparation period, not an inactive waiting period.

The objective is to prepare relevant research and working processes around Secret Recipe context, clear priorities and an agreed baseline rather than generic output.

Mobilisation Area	Planned Work
Team workshops	Internal workshops for the assigned Vynzo Media team covering Secret Recipe products, brand context, local outlet priorities, customer journeys and operating expectations.
Current state review	Review current social channels, content, available marketing data, search visibility, production assets and ongoing campaigns.
Customer journey review	Review visible touchpoints from inspiration and consideration through cake searches, enquiries, ordering, dining and repeat purchase to identify communication gaps and opportunities.
Product and outlet mapping	Map priority cakes, café menus, outlet locations, upcoming campaigns and time sensitive requirements.
Approval mapping	Confirm relevant product, brand, scope and management approval structure.
Production planning	Prepare an agreed photography and content plan and initial asset requirements.
Measurement baseline	Establish the first reporting baseline so future results can be compared against a clear starting point.

4. Baseline Audit and Launch Production

At the start of agreed operations, Vynzo Media will review existing marketing touchpoints and plan capture. This establishes the starting position of the account and provides current visual material for the first recurring content cycle.

Baseline review

- Current social media presence and content performance
- Service and chef visibility
- Product and outlet visibility
- Keyword opportunities
- Current content gaps and repeated content patterns
- Guest discovery, cake selection, dining and ordering journeys visible through available data
- Brand consistency across active channels
- Immediate communication and campaign priorities
- Operational issues that may affect marketing performance, including approval speed, asset availability and production access

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Initial production capture

The launch phase can include a coordinated food, café and team production plan, with product presentations, outlet experience and celebration imagery as key themes.

The precise shoot activity will be agreed with Secret Recipe before work begins.

5. Monthly Marketing Audit and Priority Cycle

The monthly plan will not remain fixed simply because it was agreed at the beginning of the engagement. Vynzo Media will review what is performing, which occasions are attracting interest, and where Secret Recipe could increase or reduce emphasis.

Monthly Step	Decision Question
Review	What worked well and should receive more attention?
Diagnose	What underperformed and needs to change?
Prioritise	Which cakes, café experiences, campaigns or guest occasions should receive greater focus next?
Identify friction	Where is the guest journey showing weak communication, missed opportunity or unnecessary complexity?
Reallocate	Which activity should be reduced, replaced or postponed so available capacity is used more effectively?
Approve	Which priorities require Secret Recipe management, brand or operational approval before the next cycle begins?

Monthly operating cycle

Audit first. Prioritise second. Execute against the agreed priorities. Review again before the next cycle.

6. Operating Model and Recommended Team

The recommended starting configuration contains a specialist team designed specifically for an integrated food and hospitality marketing operation. The team and work mix remain flexible. Secret Recipe may request a change in specialist support or reallocate creative capacity across workstreams.

Any material change in operational scope will require mutual written confirmation.

Recommended Role	Primary Responsibility
Brand and Growth Strategist (Primary POC)	Main contact, brand and growth planning, monthly priorities, management coordination, approval flow, onsite integration and overall account direction.
Creative Communications and Production Director	Campaign concepts, scripting, storyboards, shoot direction, message quality, food and outlet talking points, creative supervision and communications support.
Social Media and Content Lead	Facebook, Instagram, LinkedIn and YouTube management, calendar planning, publishing, content coordination and channel review.

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Creative Designer	Social creative, campaign design, menu and product communication, event visuals and advertising assets support and recurring marketing collateral.
Video and Motion Specialist	Reels, cake stories, café videos, product showcases, edits, seasonal campaign assets and motion graphics adaptations.
Photographer and Videographer	Food shoots, café ambience, product photography, team photography, video capture and visual library development.
SEO and AEO Specialist	Organic search, cake discovery, outlet discoverability, content SEO, technical coordination, AEO and AI search visibility.
Marketing Operations and Activation Manager	Ground marketing, vendor sourcing, branch visits, activations, event logistics, promoter coordination, material delivery and field execution management.

POC and onsite integration

A primary Brand and Growth Strategist will coordinate the work and act as the main point of contact. Local meetings and onsite coordination may be scheduled according to Secret Recipe priorities, outlet access and mutually agreed production requirements. A Bangladesh point of contact can support brand, marketing, creative and operations communication as appropriate.

Content mix

- Secret Recipe can request different specialist support as its priorities change.
- Specialists may be adjusted to reflect the agreed scope and practical requirements.
- Creative and production resources can be rebalanced across product and café priorities.

- Temporary specialists may be activated for a campaign, launch, event, crisis, technical requirement or specialist production need.
- Any substantive adjustment to the production plan will be discussed before implementation.

7. Monthly Deliverables and Production Capacity

Area	Creative delivery approach
Social content	Content for agreed channel themes
Additional design	Flexible creative support aligned with scope and available team resources
Video production	Food, café, celebration and outlet video content
Photography	Agreed product and location photography

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Responsive production	Flexible follow up capture aligned to campaign needs and mutually agreed scope and feasibility
Platforms	Facebook, Instagram, LinkedIn and YouTube
Search	Ongoing SEO and AEO support
Audit	Monthly marketing audit and priority review
Reporting	Monthly performance and activity review

Content mix
Creative work may include cake storytelling, signature dishes, café experiences, seasonal campaigns, brand heritage, customer occasions, community stories and announcements about verified outlets.
The final mix will reflect Secret Recipe priorities and the agreed project scope.
Content may be adapted intelligently across channels while retaining a consistent brand voice.

Additional design requests
Design may support restaurant menus, celebration artwork, outlet launches, events, campaign creative, product cards, partner communications and approved brand presentations.
These requests use the same available creative capacity.

Production capacity
Production may include cake preparation, food details, celebratory moments, signature products, team stories, outlet ambience, product demonstrations and promotional content. The scope of photography and video production is determined jointly according to creative needs, location access, availability and agreed deliverable requirements.

Photography can capture cakes, dishes, brand environments, packaging and staff, with the most relevant themes chosen from the shared creative plan.
Additional capture requirements may be reviewed where resources and branch access allow.
If priorities shift, equivalent tasks can be reprioritised or an updated work scope may be discussed and approved before further production.

8. Search, Communications and Marketing Operations

SEO and AEO

- Organic search monitoring
- Keyword and content opportunities
- Cake and outlet discoverability
- Local search opportunities
- On page recommendations
- Content SEO
- Technical issue identification and coordination
- AEO content direction
- AI search visibility review
- Search performance review

SEO is a progressive activity and sustainable ranking improvement may require time depending on competition, website condition, search authority and content availability. No fixed ranking position will be guaranteed.

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PR and communications support

- Press release drafting
- Corporate announcement support
- Food and hospitality communication angles
- Expert commentary concepts
- Thought leadership planning
- Campaign communication
- PR campaign concepts
- Media communication materials
- Reputation communication support
- PR event communication

Dedicated media relations, senior PR consultancy, crisis communication or specialist press engagement may be added when required.

ATL, BTL and ground execution

- Printing coordination and production support
- Flyers, brochures, standees, banners and signage
- Outdoor campaign coordination
- Vendor sourcing and coordination
- Outlet visits and material coordination
- Community, corporate and celebration activation coordination
- Event and booth logistics
- Promoter and temporary manpower coordination
- Shoot logistics
- Field visits and reporting
- Partner scope review and approved supplier coordination

Where third party production or specialist work is required, the parties will review the scope and approve the responsibility structure before execution begins.
Vynzo Media can coordinate agreed suppliers and partners.

9. Production Equipment and Vendor Management

For agreed production, Vynzo Media will plan appropriate camera, lens, audio and lighting needs; equipment will suit the approved content. Secret Recipe will help arrange reasonable access to relevant outlets, product samples and teams where operationally practical. Additional specialist production will be discussed through a separate approved work scope before implementation.

Vendor management process

Stage	Approach
Requirement	The required resource, supplier or specialist is identified.
Sourcing	Vynzo Media identifies a suitable supplier, specialist or authorised vendor.
Scope review	Confirm supplier needs and responsibilities.
Approval	Secret Recipe approves the relevant work before execution.
Execution	Vynzo Media coordinates the approved supplier or specialist.

Quality review	Vynzo Media reviews delivery within the agreed marketing scope.
Reporting	Relevant execution information is communicated to Secret Recipe.

10. Flexible Capacity and Add On Menu

The partnership is designed to be adjustable. Secret Recipe may rebalance available monthly capacity or activate additional specialist support without rebuilding the entire engagement.

How customisation works

Option	How It Works
Reallocate	Use available monthly capacity differently. Example: fewer static assets and greater video or campaign focus.
Add specialist	Add a recurring or temporary specialist without changing unrelated service areas.
Remove specialist	Reduce a recurring specialist role where it is no longer required, subject to agreement on the revised structure.
Add capacity	Preserve the existing monthly plan while adding extra design, production, onsite or specialist capacity.
Separate project	Commission a large campaign, launch, activation, film or technical project under a separate agreed scope.

Main Add On categories

Add On Category	Examples
Content and Production	Food and beverage campaign videos, additional product photography, cake and celebration stories, premium campaign film, brand film, studio production, event coverage, advanced motion graphics, specialist crew or equipment.
People and Specialist Capacity	Additional designer, editor, content resource, onsite resource, senior strategist, senior PR specialist, technical specialist, activation coordinator or temporary campaign team.
PR and Communications	Dedicated media relations campaign, press launch, press conference, executive positioning, food and culinary storytelling, reputation response support crisis communication specialist.
Ground Marketing and Activation	Local community campaigns, corporate engagement, event management, promoter coordination, booths, production, community dining activation or other campaign logistics.

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Digital and Technology	Paid media campaign support, advanced tracking, landing page, campaign microsite, technical SEO project, advanced analytics, CRM support or marketing automation.
Special Projects	New product launch, outlet opening, major dining occasion campaign, partnership story, brand research project, creative brand film or seasonal initiative.

Additional specialist work is activated only through mutually agreed requirements, and agreed responsibilities.

11. Performance Marketing and Paid Media

A performance specialist can help connect cake demand, café discovery and occasion searches with appropriate campaigns, accurate tracking and creative testing. Specific media activity depends on strategic priorities, platform access and approval of the relevant scope.

Customer intent	Recommended activity
Celebrate a birthday	Cake campaign
Search for cheesecake	Cake page
Find a nearby café	Local discovery
Order a custom cake	Inquiry pathway
Return for an occasion	Relevant storytelling and remarketing

Campaign setup, measurement review and testing plans are agreed before activation. The exact approach will follow available systems and approved objectives.

Paid media principle

Advertising should connect a genuine customer intent to a clear product or outlet pathway. Planning and activation remain subject to Secret Recipe approval.

12. Governance, Approval and Performance Principles

Secret Recipe approval retained

- Product information
- Sensitive customer communication
- Major campaigns
- Major brand decisions
- Sensitive public statements
- Customer related private content
- External partner commitments
- Significant public communication

Once an approved strategy, campaign direction and working framework are established, Vynzo Media should

have reasonable operational freedom to execute routine work efficiently, including publishing, routine adaptations, routine production planning, routine SEO activity and approved vendor coordination.

Secret Recipe responsibilities

- Timely approvals
- Accurate product and outlet information
- Menu validation
- Relevant team and venue availability
- Outlet access
- Required platform access
- Internal coordination
- Customer permission where applicable
- Approved external partner scope

Where a required Secret Recipe dependency is delayed, affected timelines may reasonably move accordingly.

Performance principle

Vynzo Media will seek to achieve the strongest reasonable results within the agreed plan, resources and agreed scope. Marketing results are affected by factors outside the direct control of any marketing partner, including customer demand, local competition, platform changes, product availability, website experience, response time and approval timing.

For this reason, Vynzo Media cannot promise predetermined numbers of visits, orders, inquiries, rankings, views or business outcomes. It is responsible for thoughtful execution, active optimisation, transparent communication and clear reporting.

13. Privacy, Confidentiality and Client Privilege

Vynzo Media treats non public Secret Recipe information as confidential client information and will apply reasonable access controls appropriate to the work being performed.

Protected information may include

- Business information
- Internal strategy
- Campaign information
- Performance information
- Product information
- Internal research
- Guest journey insights
- Private operating information
- Internal documents
- Custom audience information
- Marketing data
- Non public operational information

Client privilege principles

- Secret Recipe specific strategic work from confidential information will not be deliberately reused for another Vynzo Media client in a way that exposes Secret Recipe confidential business plans.
- Secret Recipe data and custom audiences will not be reused for another client.
- Secret Recipe private campaign information or results will not be published as a case study without appropriate approval.
- Authorised vendors and specialists will receive only the information reasonably required for their assigned work and should remain subject to appropriate confidentiality obligations.

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Where required, Vynzo Media is prepared to enter into appropriate Non Disclosure Agreements (NDA) and Data Processing Agreements (DPA) relating to the agreed scope.

Responsible brand communication

Secret Recipe retains product and food claims authority. Vynzo Media may prepare scripts, campaign concepts and content using information provided or approved by Secret Recipe. Ingredient, allergen and food safety information should be validated by the appropriate brand representative before publication where required.

Customer stories should be used with appropriate permission and brand approval. Vynzo Media will avoid collecting unnecessary personal information for marketing activity. Only approved information is used.

Confidentiality principle

Secret Recipe insights stay dedicated to Secret Recipe.

14. Separate Technology Support

Where Secret Recipe requires technology, web, application or digital infrastructure support, such work would be agreed separately from the marketing remit and may be coordinated with LEZNIT SOFTWARE CORP. under a dedicated technical scope and clear approvals.

Potential areas of support

Capability	Hospitality Relevant Application
Website & Web Applications	Website development, web applications, performance improvements, content management and digital experience enhancement.
Mobile Applications	Customer facing, partner facing or operational application development where required.
UI/UX & Product Design	User research, journey mapping, interface systems, prototyping and usability improvement.
Custom Platforms & Portals	Guest portals, digital ordering tools and dashboards and workflow driven systems.
Integrations & Automation	API development, system integrations, workflow automation and data syncing.
AI & Machine Learning	Practical AI use cases, intelligent automation, recommendations and analytics where appropriate.
Managed Ops & Support	Ongoing maintenance, monitoring, incident response, security best practices and operational continuity.

Secret Recipe benefits from alignment between marketing and technology while retaining clear operational responsibility and approval boundaries.

Company profile: www.leznit.com

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15. Operational Scope and Key Terms

Integrated Marketing, Brand and Growth Office Partnership

By mutual agreement

This proposal outlines a flexible approach to strategy, creative production and execution for Secret Recipe Bangladesh. The exact work mix, specialist support and priorities will be agreed in writing and adapted as brand requirements or outlet needs evolve.

Included strategic and creative workstreams

- Configurable specialist coordination and expertise
- Brand and growth strategy with a primary point of contact
- Facebook, Instagram, LinkedIn and YouTube channel support
- Relevant social creative and product storytelling
- Additional campaign graphics and design adaptations as agreed
- Food and café video content
- Signature product and outlet photography
- Responsive production support subject to location access and agreed needs
- Creative direction, motion, product imagery and practical shoot planning
- SEO and local search
- Performance marketing readiness and measurement planning
- Brand communications and public relations support
- Outlet coordination, community engagement and vendor liaison
- Ongoing audit insights, reporting and priority planning

Additional work subject to separate agreement

- Media activation support
- Advanced campaign execution with dedicated approval
- Outlet launch activities
- Large format printing
- Creator partnerships
- Specialist food styling
- Venue needs
- Community activations
- Event coordination
- Outdoor promotion
- Specialist public relations and media response
- Reputation support
- Dedicated studios or specialized production facilities
- Large scale brand film and complex production needs
- Travel and logistics
- Regional campaign and partner activation
- Technical platforms and web applications by Leznit
- Other mutually approved specialist requirements

Final service agreement

The final written agreement should confirm scope, priorities, approvals, confidentiality, privacy and data access, intellectual property, third party responsibilities, client dependencies, revisions, change control, service boundaries, handover procedures and mutual accountability.

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16. Commencement

Operations may begin after an agreed mobilisation and planning period, subject to relevant brand access, availability of Secret Recipe representatives and approved content priorities, product information and establishment of the initial approval flow.

During this mobilisation period, Vynzo Media will prepare the assigned team, review the current marketing environment, align on communication priorities, establish the working approval flow and prepare the initial content, production and reporting framework.

The working phase begins with an agreed priority plan, production coordination and baseline reporting structure. From that point onward, the monthly audit and performance review will guide the next cycle of priorities, resource allocation and areas requiring increased or reduced attention.

The approach remains adjustable. If Secret Recipe priorities, outlet operations or product focus change, the agreed priorities may be revised through discussion and written approval while maintaining continuity across the wider marketing operation.

17. Acknowledgement

This proposal records Vynzo Media's proposed operational and creative collaboration for Secret Recipe Bangladesh based on publicly visible research and strategic opportunity review. Team structure, service mix, production responsibilities and any new requirements will be documented together with reporting and implementation responsibilities in an agreed statement of work.

For and on behalf of Vynzo Media
Business Development Department
Issued through the Vancouver Office

VM/PRAAVA/IMO/0902266

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Corporate Notice
This proposal is issued by Vynzo Media for a potential cross border collaboration with Secret Recipe Bangladesh. Deliverables, client responsibilities and approved scope will be finalized in a mutually agreed written engagement document.