



COMPANY PROFILE
2017

TABLE OF CONTENT

1. Statment of Confidentially	02
2. Message of Managing Director	03
3. Our Mission	04
5. Our Vision	04
6. Core Values	05
7. Corporate Strategy.....	06
8. Our Services	07
9. Our Clients	08
10. Publicity & Marketing Services	09
11. Event Management	10
12. BTL Solutions	13
- Habib Metropolitan Bank (HMB) Mall Acrivation	



13. Exhibition Stand Builders	14
- Mehran Food and Spices (Masala Family Festival)	
- Laziza (Masala Family Festival)	
- House Of Italia (Masala Family Festival)	
- CRI GROUP (ITCN)	
- Haseen Habib (ITCN)	
- IBA (ITCN)	
- DADEX (Abad Expo) (IAPEX)	
- Khas Group (Abad Expo)	
- Arochem (Health Asia)	
- CWTC (Health Asia)	
- Surge (Health Asia)	
- Vision (Health Asia)	
- Stall Participation of Candyland (Express Family Festival)	
- Stall Participation of Wateen (ITCN)	
14. International Exhibition	22
- Shan Foods (Gulf Food Festival)	
- Mehran Food and Spices (Gulf Food Festival)	
- EPIC Energy Drink (Gulf Food Festival)	
15. Offsite ATM Deployments	25
- Placement of ATM Booth at Atrium Mall	
- Placement of ATM Booth at Ocean Mall	
16. Contact Us	27



Statement of Confidentiality

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MESSAGE

Every event is unique. Therefore, each event concept is tailor-made to suite that event.

Our Environment is our home and place of work. We therefore care for it just like we care for our homes.

MOHAMMED AYAZ DAWOOD
MANAGING DIRECTOR



OUR VISION

To become one of the best brand activation and event management company providing quality and superior service to our clients, continuously excel through their feedback, suggestions and experiences. Cater to clients not only in the local market but beyond.

OUR MISSION

To Create:-

... a company that is known for its outstanding services, considerate customer service and unmatched ideas.

... a company that attracts and retains outstanding people by creating a culture that fosters openness and innovation, promotes individual growth and rewards initiative and performance.

... a company which combines its people, technology, innovation, creativity, management systems and market opportunities to achieve the unachievable.

CORE VALUES

Underlying everything we do and everything we believe in is a set of core values. These guide us to deal with every aspect of any issue we might encounter in our personal and professional lives. These values help us grow inside and outside, personally and as an organization.

PASSIONATE ABOUT SERVICE:

We always strive to provide best quality of services to our clients. We are committed to running our business successfully and efficiently, providing long term benefits to our clients. INFUSE continually strives for service excellence, setting industry benchmarks to ensure we always exceed expectations.

WORK ENVIRONMENT

Our policies and core values are aimed towards creating an informal yet stimulating team-oriented work environment with a culture of sharing and open communication. We cherish the diversity, aggression and open forums for brain storming to our employees thus catering to a viewpoint of each and every individual; we believe this encourages innovation, creativity, confidence and develops a positive character within.

OUR PEOPLE

The success of any organization is largely dependent on the people working for it. Each member of our team is considered equally important and provided constant training, motivation and guidance. We possess a dedicated staff of the highest caliber dedicated to making our business a success.



CUSTOMER SATISFACTION

We are customer-driven; we go the extra mile to make sure we exceed our clients' expectations. We tailor our offerings to fulfil our clients' needs, going above and beyond the call of duty on a regular basis to guarantee complete client satisfaction.

INTEGRITY

Infuse adheres to a strict code of ethics. We earn trust, meet commitments and are accountable for results. It is not always the easy way, but it is the only way to attain long-term success.

INNOVATION

We promote an innovative culture and attitude. We think differently and strive to apply innovative thinking and creativity to everything we do. Innovation is a key driver for our growth.

CORPORATE STRATEGY

Maintaining our competitive position in the core business, we employ our energy, unique organizational culture, professional excellence, financial strength and creative ideas to diversifying in market around us through innovation, creativity, hard work and trust on Almighty thus achieving synergy towards value creation for our clients.

OUR SERVICES

PUBLIC RELATION

Press release and media relations
Celebrities

Events & Conferences

Some of the events we manage
Launch Events
Dealer Events
Sales & Planning conferences
Gala Nights
Concerts
Expo events

Brand Activation

Mall Activation
In-store Activation (LMTs, IMTs, LGs)
Outdoor Activation (retail outlets, markets, parks etc)
In-Store BA program
Float Activation
DDS and sales drives
Permissions

Exhibit Stand Builders

Stall/Kiosk 3D designing
Fabrication and construction of stalls
Cost effective, rental based fabrication solution
Pre-built stand solutions
Venue ambiance and entrance gate designs and fabrication

Offsite ATM Deployments

Venue and location consultation and contracting
Venue selection – high traffic areas
Key locations for maximum daily transactions
Negotiation and liaising of all agreements and licenses with and on behalf of banks
Vestibule designing, fabrication & installation

“Integrity is what we say, what we do and what we say we do – Don Galer”

OUR CLIENTS



Habib Metropolitan Bank
(Subsidiary of Habib Bank AG Zurich)



HASEEN HABIB
Trading (Pvt.) Limited
Leading the way in Total Fire Protection & Safety





PUBLICITY & MARKETING SERVICES

- Press release creation and dissemination
- Development of media kits
- Media Relations (media attention)
- Celebrity endorsements
- Advertising Campaign
- Research
- Integrated communications
- Marketing and promotional material design
- Brand Ambassador for brand face



EVENT MANAGEMENT

- Whether your project is a corporate function, a private soiree or a special event, We can assist you on numerous levels. INFUSE can assist you with details that can often become a hassle like contract administration and production-based issues, sourcing and coordinating suppliers and vendors, day-of-the-event management or prolonged event management services can be organized and taken care of by INFUSE enabling you the luxury of more time and focused concentration on other areas of your event.
- We provide a one stop solution to our clients, covering all the aspects such as planning, concept, designing, fabrication and flaw less execution of the event.

BTL SOLUTIONS MALL ACTIVATION

- Venue selection and rentals
- Creative concepts and ideas generation
- Below the line planning
- Hiring of Ushers/Promoters/Bas for execution
- Kiosk design, fabrication and installation
- Free sampling (dry & wet sampling)
- Live product demo, testing, experience center

BTL SOLUTIONS IN-STORE ACTIVATION(LMTs, IMTs & LGS)

- Key accounts selection
- Creative concepts and ideas generation
- Below the line planning
- Hiring of ushers/promoters/bas for execution
- Kiosk design, fabrication and installation
- Free sampling (dry & wet sampling)
- Live product demo, testing, experience center

BTL SOLUTIONS OUTDOOR ACTIVATION

- Venue selection
- Route planning
- Hiring of ushers/promoters/bas for execution
- Kiosk design, fabrication and installation
- Free sampling (dry & wet sampling)
- Live product demo, testing, experience center
- Discounts on purchase
- Sales drive
- Outdoor permissions from authorities



BTL SOLUTIONS FLOAT ACTIVATION

- Route planning
- Float Deployment planning and execution
- Float creative design and idea generation
- Execution dynamics
- Hiring of ushers/promoters/bas for execution
- Live product demo, testing, experience center
- Operations
- Route permissions

EXHIBITION STAND BUILDERS STALLS, KIOSK, ETC

- Venue selection
- Route planning
- Hiring of ushers/promoters/bas for execution
- Kiosk design, fabrication and installation
- Free sampling (dry & wet sampling)
- Live product demo, testing, experience center
- Discounts on purchase
- Sales drive
- Outdoor permissions from authorities

BTL SOLUTION MALL ACTIVATION - 2015

Habib Metropolitan Bank LTD (HMB) Mall Activation (Karachi , Lahore & Islamabad)



Fortress Mall, Lahore

15 July 2015



Ocean Mall, Karachi

7 July 2015



Centaurus Mall, Islamabad

17 July 2015

BTL SOLUTION MALL ACTIVATION - 2014

Habib Metropolitan Bank LTD
- Activation Centaurus Mall Islamabad



Habib Metropolitan Bank LTD
- Activation Fortress Mall Lahore



STALL PARTICIPATION OF MEHRAN FOOD AND SPICES IN MASALA FAMILY FESTIVAL -2017

Mehran Food and Spices Activity Expo Centre (Karachi)



STALL PARTICIPATION OF MEHRAN FOOD AND SPICES IN MASALA FAMILY FESTIVAL -2016

Mehran Food and Spices Activity Expo Centre (Lahore)



STALL PARTICIPATION LAZIZA

IN MASALA FAMILY FESTIVAL - 2016

- Laziza (EXPO CENTER KARACHI)



HOUSE OF ITALIA

IN MASALA FAMILY FESTIVAL - 2016

- House of Italia (EXPO CENTER KARACHI)



STALL PARTICIPATION OF CIR IN ITCN ASIA - 2016

CRI GROUP EXPO CENTER KARACHI



STALL PARTICIPATION OF HASEEN HABIB IN ITCN ASIA - 2016

Haseen Habib EXPO CENTER KARACHI



STALL PARTICIPATION OF IBA IN ITCN ASIA - 2016

IBA EXPO CENTER KARACHI



STALL PARTICIPATION OF ABAD EXPO IN EXPO CENTER KARACHI - 2016

DADEX - Abad Expo KARACHI 2016



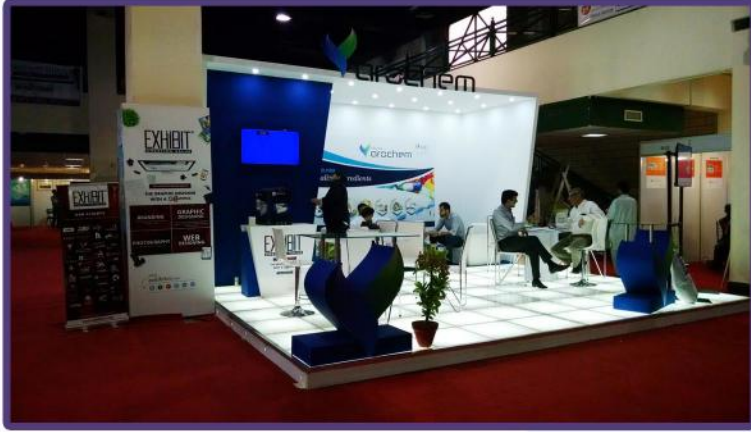
STALL PARTICIPATION OF ABAD EXPO IN EXPO CENTER KARACHI - 2016

Khas Group Abad Expo KARACHI 2016



STALL PARTICIPATION OF AROCHEM IN HEALTH ASIA - 2016

Arochem - Health Asia Expo Center Karachi



STALL PARTICIPATION OF CWTC IN HEALTH ASIA - 2016

CWTC - Health Asia Expo Center Karachi



STALL PARTICIPATION OF SURGE IN HEALTH ASIA - 2016

Surge - Health Asia Expo Center Karachi



STALL PARTICIPATION OF VISION IN HEALTH ASIA - 2016

VISION - Health Asia Expo Center Karachi



STALL PARTICIPATION OF CANDYLAND IN EXPRESS FAMILY FESTIVAL 2013

- Stall space of 600 sq feet was booked by Candyland and a train with selling stall and mini
- cinema was fabricated for customer interaction.
- The Stall fabrication and activation was executed

PICTURES OF CANDYLAND APPROVED DESIGN



PICTURES OF CANDYLAND STALL



APPROVED DESIGN OF WATEEN IN ITCN 2010 & 2011

- Stall participation at ITCN 2010 and 2011 was done by Wateen Telecom.
- Designing, Fabrication and activation was done by limelite Entertainment both years.



STALL PARTICIPATION OF WATEEN IN ITCN 2010 & 2011



International Exhibition Gulf Food Festival

Shan Foods Activity for 5 Days at Dubai World Trade Center (DWTC)

- Stall Fabrication
- Give Aways
- Brand Ambassadors and Host
- Activity Management



International Exhibitor Gulf Food Festival

Mehran Food and Spices Activity for 5 Days at Dubai World Trade Center (DWTC)

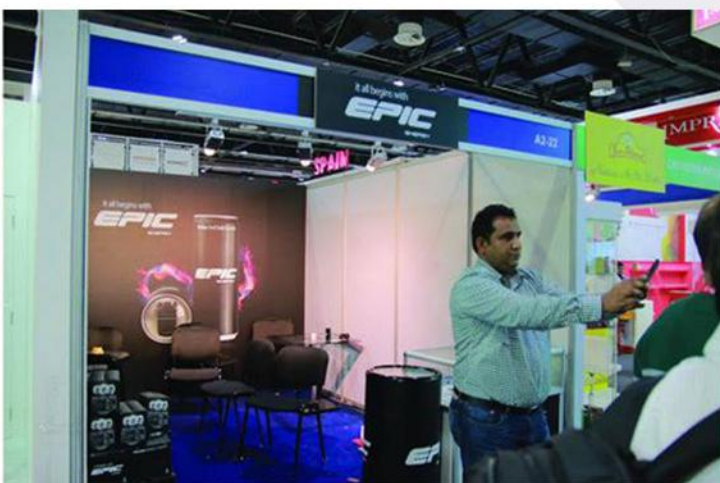
- Stall Fabrication
- Give Aways
- Brand Ambassadors and Host
- Activity Management



International Exhibitor Gulf Food Festival

EPIC Energy Drink Activity for 5 Days at Dubai World Trade Center (DWTC)

- Stall Fabrication
- Give Aways
- Brand Ambassadors and Host
- Activity Management





OFFSITE ATM DEPLOYMENTS

MISSION:

- Our mission is to become the leading service and site provider for offsite ATM installations.

WORK ENVIRONMENT

- Placements are done in such a way that it promotes the brand and maximum brand visibility is obtained.
- We also focus in full customer satisfaction and ease, thus we strive to provide them with fast, efficient & reliable ATM service providers where ever there is a need for it.

LOCATION:

- We research & shortlist the best high traffic locations for offsite ATMs for maximum number of daily transactions.
- We have may locations for Offsite ATM placement like Malls, Cinemas, Hospitals, Recreational parks, others high traffic areas.

VESTIBULE DESIGN, FABRICATION & INSTALLATION:

- We design and fabricate state of the art vestibules for high efficiency and sleek design to give it a modern look, that requires less space for deployments and accommodates the ATM machine, UPS, and camera device.

APPROVED DESIGN OF ATM BOOTH



PLACEMENT OF ATM BOOTH



CONTACT US

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Web: www.infuse.com.pk

LAHORE OFFICE

ADDRESS: 204-FEROZE PUR ROAD, 2ND FLOOR, EMCO TILES
PLAZA LAHORE

Ph: 042-37551114-5

FAX: 042-3758116

ISLAMABAD OFFICE

FIRST FLOOR OFFICE#3 ABBAS CENTER FAZAL-E-HAQ ROAD,
BLUE AREA ISLAMABAD

SUB OFFICES

Multan, Faislabad, Siakot, Rawalpindi, Hyderabad, Quetta,
Peshawar.