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Business Proposal and Strategic Partnership

Date / November 27, 2026

Company/ Daffodil Group Bangladesh

Prepared specifically for authorised review by **Daffodil Group Bangladesh**

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BUSINESS PROPOSAL FOR INTEGRATED MARKETING OFFICE

To:
Management
Daffodil Group Bangladesh
Dhaka, Bangladesh

Date of Issue: November 27, 2026
Reference: VM/DAFF/EDU/112726

Dear **Daffodil Group Management,**
Following our review of the Daffodil Education Network's current marketing presence and the strategic audit prepared by our team, we are pleased to submit this proposal for a flexible Marketing, Brand and Growth partnership across relevant education institutions.

Our proposed model is designed to support Daffodil as a specialist partner and an effective extension of the Group's existing management and marketing structure.

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.

Through a potential partnership, we aim to strengthen consistency across Daffodil's marketing, improve visibility across digital and search channels, and better connect academic strengths with students, parents, applicants, alumni and institutional audiences.

Daffodil will retain final authority over academic information, sensitive communication, student related matters, major brand decisions and public communication. We would support agreed planning, coordination and execution within a mutually approved working framework.

Our role is not to remove Daffodil's control, but to reduce the operational burden required to turn strategy into consistent, professional execution.

Yours sincerely,
Business Development Department
Vynzo Media

VM/CONT/IMO/0902266

Corporate Notice

Vynzo Media identifies LEZNIT SOFTWARE CORP. as its Canadian operating entity, under the Business Corporations Act of British Columbia, Canada, Corporation Number BC1550068. This proposal is prepared through its Vancouver contact office for a potential education engagement with Daffodil. The relevant parties, responsibilities and any obligations remain subject to a final mutually executed agreement between the relevant parties.

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1. Executive Summary

We propose an Integrated Marketing, Brand and Growth partnership for Daffodil that brings strategy, content, production, social media, search visibility, performance marketing, communications, marketing operations, PR and ground execution into one coordinated working model. The purpose is not to replace Daffodil's existing management or marketing team. The purpose is to extend its capacity, reduce operational complexity and create one clear point of accountability for the agreed marketing operation. Daffodil will retain final authority over academic information, sensitive communication, major brand decisions and agreed resourcess. Our team will manage day to day planning, coordination and execution within the agreed framework.

What this changes

- Marketing activity will be guided by business priorities and student needs rather than a fixed content calendar alone.
- One Brand and Growth Strategist will act as the primary POC for Daffodil and coordinate the wider 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.
- Specialist resources may be added, removed or replaced by mutual agreement when Daffodil priorities change.
- External vendors and specialist suppliers may be sourced, coordinated and managed by our team following Daffodil approval.

2. Our Understanding of the Requirement

Daffodil may engage a marketing partner for strategic direction and practical execution. The potential requirement extends beyond social media publishing into regular production, faculty communication, search visibility, paid growth, brand consistency, PR support, ATL and BTL coordination, printing, activations, campus visits, vendor coordination and ongoing performance review.

The opportunity builds on Daffodil's established academic strengths, institutional capabilities and recognition. Clearer programme information and connected digital communication could help more audiences understand those strengths. The proposed model can support individual projects or a wider marketing initiative, subject to mutually agreed priorities and scope.

Operating principle

We bring the people, systems, production capability and execution management required to operate the agreed scope.

Primary objectives

- Build a consistent and current content system around Daffodil programmes, faculty and student needs.
- Connect awareness, search, consideration, programme discovery and application intent with ongoing brand trust.
- Strengthen relevant programme communication across key digital and social channels.
- Improve service and faculty discoverability through SEO, AEO and structured search content.
- Use monthly evidence to increase attention on stronger opportunities and reduce low value activity.
- Provide regular production capacity so Daffodil does not depend on ad hoc content creation.
- Reduce the burden of coordinating multiple marketing suppliers, production teams and physical execution requirements.
- Give Daffodil access to additional specialists without permanently increasing the fixed team where the need is temporary.

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3. Agreed Mobilisation and Readiness Period

Following mutual scope agreement, Our team and Daffodil would confirm a suitable readiness period before work begins. Preparation and timing would reflect the agreed institutional requirements.

The objective is to prepare the assigned team specifically for Daffodil so that recurring work begins with context, clear priorities and an agreed baseline rather than generic output.

Mobilisation Area	Planned Work
Team workshops	Internal workshops for the assigned project team covering Daffodil programmes, brand context, communication priorities, campus requirements and operating expectations.
Current state review	Review current social channels, content, available marketing data, search visibility, production assets and ongoing campaigns.
Student journey review	Review visible touchpoints from discovery and consideration through faculty search, enquiry, application, visit and follow up to identify communication gaps and opportunities.
Programme and faculty mapping	Map priority programmes, faculty, departments, upcoming campaigns and time sensitive requirements.
Approval mapping	Confirm the relevant academic, brand, budget and management approval structure.
Production planning	Prepare the first shoot schedule, content priorities 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 agreed start, Our team may complete a baseline marketing review and initial production 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
- Programme and faculty visibility
- Search and AI search visibility where measurable
- Keyword opportunities
- Current content gaps and repeated content patterns
- Student discovery, consideration and application touchpoints 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

An agreed launch period may include coordinated production to capture current faculty, programme, facility, institutional and brand material. The exact production plan will be agreed during mobilisation and will be used to establish a stronger starting content library for Daffodil.

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. Our team will review what is performing, what is not, where student attention appears to be changing and where Daffodil should increase or reduce marketing focus.

Monthly Step	Decision Question
Review	What worked well and should receive more attention?
Diagnose	What underperformed and needs to change?
Prioritise	Which programmes, faculty, campaigns or student segments should receive greater focus next?
Identify friction	Where is the student 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 Daffodil management, academic or resource 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

A possible starting configuration draws on relevant specialists for an integrated education marketing initiative. The structure remains configurable. Daffodil may request that a specialist be added, removed or replaced, or rebalance available capacity between agreed service areas.
Any material change in recurring capacity will be confirmed by mutual agreement before implementation.

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, communication quality, faculty talking points, creative supervision and PR communication support.
Social Media and Content Lead	Facebook, Instagram, LinkedIn, YouTube and X management, calendar planning, publishing, content coordination and channel review.

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Creative Designer	Social creative, campaign design, service communication, event design, advertising creative support and recurring marketing collateral.
Video and Motion Specialist	Reels, faculty videos, programme films, educational edits, campaign edits, motion graphics and content adaptations.
Photographer and Videographer	Faculty shoots, portraits, learning photography, facility photography, video capture and visual library development.
SEO and AEO Specialist	Organic search, programme discoverability, faculty discoverability, content SEO, technical coordination, AEO and AI search visibility.
Marketing Operations and Activation Manager	Ground marketing, printing, vendor sourcing, office visits, activations, event logistics, promoter coordination, material delivery and field execution management.

POC and onsite integration
An agreed Brand and Growth Strategist could act as the primary POC. During mobilisation and initial integration, campus visits may help establish institutional context, priorities, approval requirements, faculty availability and the existing operating rhythm. The relevant institutions and We would agree contact arrangements, visit frequency and local coordination for the actual project requirements, subject to access, available resources and operational feasibility.

Content mix

- Daffodil may add an ongoing specialist where the need is recurring and strategically important.
- Daffodil may remove or reduce a specialist role that is not required for the agreed scope.
- A role may be replaced with another specialist where the agreed responsibility and workload remain reasonable.
- Temporary specialists may be activated for a campaign, launch, event, crisis, technical requirement or specialist production need.
- Any material increase or reduction in recurring team capacity will be agreed before the change takes effect.

7. Monthly Deliverables and Production Capacity

Area	Agreed Creative Scope
Social content	Educational and institutional social content within a mutually agreed scope
Additional design	Relevant creative and campaign design within available resources and the approved brief
Video production	Agreed educational video production requirements
Photography	Relevant campus and institutional photography

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Reactive production	Responsive production by mutual agreement subject to capacity and feasibility
Platforms	Facebook, Instagram, LinkedIn, YouTube and X
Search	Ongoing SEO and AEO support
Audit	Monthly marketing audit and priority review
Reporting	Monthly performance and activity review

Content mix
Content may include faculty voices, programme communication, educational stories, admission campaigns, international marketing, alumni journeys, events, parent information and institutional communication. The mix and deliverables will reflect mutually agreed project scope, available resources, institutional requirements and campaign objectives.

Additional design requests
Additional design requests may include flyers, posters, invitations, certificates, standee artwork, event creative, faculty announcements, recruitment creative, simple brochure requirements and presentation visuals. These requests use the same available creative capacity.

Production capacity
Agreed video production may cover faculty voices, educational stories, programme films, interviews, campus life, admission campaigns and institutional communication. Suitable capture, editing and adaptation will be planned around the approved brief, available access and required permissions. Photography may cover faculty, learning environments, student projects, institutional teams and other relevant subjects within an agreed creative plan.

Photography requirements may include portraits, campus environments, learning activities and team images. The approach and use of assets remain subject to consent and agreed institutional priorities. Responsive production remains subject to available resources, campus access and agreed priorities. Where an additional requirement affects the plan, the relevant activities and production arrangements would be reviewed together, with any changes in scope agreed before work proceeds.

8. Search, Communications and Marketing Operations

SEO and AEO

- Organic search monitoring
- Keyword and content opportunities
- Programme discoverability
- Faculty discoverability
- 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
- Faculty 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
- Institution visits and material movement
- Campus, corporate and community activation coordination
- Event and booth logistics
- Promoter and temporary manpower coordination
- Shoot logistics
- Field visits and reporting
- External resource planning and approved supplier coordination

Where an activity requires external resources, We would communicate the requirements for Daffodil approval before any commitment. Following approval, Our team may coordinate the relevant supplier and execution within the agreed institutional scope.

9. Production Equipment and Vendor Management

For agreed production, Our team and Daffodil would confirm the camera, lens, lighting, audio, stabilisation and routine equipment appropriate to the brief. Daffodil would normally facilitate access to the relevant campus, faculty, staff member or location under its control.
Specialist equipment, studios, professional talent, larger crews, advanced sets, special permits and exceptional production requirements remain subject to separate scope and resource approval.

Vendor management process

Stage	Approach
Requirement	The required resource, supplier or specialist is identified.
Sourcing	We identify a suitable supplier, specialist or authorised vendor.
Scope review	Review the scope and resource requirements.
Approval	Daffodil approves external requirements where required.
Execution	We coordinate the approved supplier or specialist.

Quality review	We review delivery within the agreed marketing scope.
Reporting	Relevant execution information is communicated to Daffodil.

10. Flexible Capacity and Add On Menu

The partnership is designed to be adjustable. Daffodil 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 and agree the revised working 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 through a separate agreed brief.

Main Add On categories

Add On Category	Examples
Content and Production	Additional video shoot, additional photography, extra edited video capacity, faculty production pack, 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, faculty media positioning, reputation response support or crisis communication specialist.
Ground Marketing and Activation	Campus activation, corporate activation, community activation, event management, promoter team, booth production, roadshow, education activation or large 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 service launch, new facility launch, large awareness campaign, employer branding, research project, corporate campaign or major brand initiative.

Additional work may be considered through a mutually agreed brief, resource plan and defined scope according to the institution's requirements.

11. Performance Marketing and Paid Media

A Performance Marketing and Paid Media Specialist may support an agreed team configuration for planning, readiness, tracking review and performance oversight. Active campaign requirements would be assessed against programme facts, admissions criteria, available resources and institutional approval before any campaign is activated.

Campaign Readiness Area	Agreed Planning Principle
Programme information	Validate academic claims
Audience suitability	Confirm applicant relevance
Creative and destination	Approve the message and page
Measurement readiness	Confirm inquiry tracking
Approval and activation	Review operational readiness and institutional authorisation before launch

Initial setup and tracking requirements would be reviewed against the institution's existing configuration. Any additional technical work would require a clear brief and mutual scope agreement.

Paid media principle

Campaign activation follows institutional approval and agreed readiness. Scope, targeting, creative and reporting remain specific to the approved programme and project requirements.

12. Governance, Approval and Performance Principles

Daffodil approval retained

- Academic information
- Sensitive student communication
- Major campaigns
- Major brand decisions
- Sensitive public statements
- Student related sensitive content
- Additional external requirements
- Significant public communication

Once an approved strategy, campaign direction and working framework are established, Our team would

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

Daffodil responsibilities

- Timely approvals
- Accurate programme information
- Academic validation
- Relevant faculty and team availability
- Facility access
- Required platform access
- Internal coordination
- Student and parent permission where applicable
- Approved external requirements

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

Performance principle

We would seek the strongest reasonable outcome within available resources and agreed scope. Results depend on factors outside a marketing partner's direct control, including market demand, competition, platform changes, programme availability, entry criteria, applicant eligibility, website experience, institutional response time and approval timing.

We do not guarantee predetermined enrolments, applicants, leads, rankings, impressions, academic partnerships or other outcomes. Its proposed role centres on disciplined execution, active optimisation, transparent communication and clear reporting within the agreed scope.

13. Privacy, Confidentiality and Client Privilege

Our team will treat non public Daffodil information received through the engagement 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
- Programme information
- Internal research
- Student journey insights
- Commercial information
- Internal documents
- Custom audience information
- Marketing data
- Non public operational information

Client privilege principles

- Daffodil specific strategic work developed from confidential information will not be deliberately transferred or reproduced for another client of ours in a manner that exposes Daffodil confidential competitive strategy.
- Daffodil data and custom audiences will not be reused for another client.
- Daffodil confidential campaign information or non public 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, We are prepared to enter into appropriate Non Disclosure Agreements (NDA) and Data Processing Agreements (DPA) relating to the agreed scope.

Education communication discipline

Daffodil retains academic authority over programme information. Our team may prepare scripts, communication, campaigns and content using information provided or approved by Daffodil. Academic claims, admissions criteria and sensitive communication should receive appropriate institutional review before publication where required.

Student content should only be used with appropriate permission and institutional approval. Our team would minimise unnecessary access to applicant or student information not required for agreed marketing execution, with additional care for children and other sensitive contexts.

Confidentiality principle

Daffodil specific intelligence stays Daffodil specific.

14. Separate Technology Support

Where Daffodil requires technology, software, application, web platform or digital infrastructure support, a separate technical brief and the appropriate delivery arrangements would be agreed. LEZNIT SOFTWARE CORP., Vancouver, British Columbia, Canada, may be considered under a separate scope and approval process where appropriate.

Potential areas of support

Capability	Education Relevant Application
Website & Web Applications	Website development, web applications, performance improvements, content management and digital experience enhancement.
Mobile Applications	Student facing, partner facing or internal mobile application development where required.
UI/UX & Product Design	User research, journey mapping, interface systems, prototyping and usability improvement.
Custom Platforms & Portals	Student portals, internal tools, institutional 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.

The benefit to Daffodil is coordinated communication between marketing and technology while maintaining clear scope, operational responsibility and approval separation.

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15. Partnership Scope and Key Principles

Flexible Marketing, Brand and Growth Partnership
Scope shaped by institutional requirements

A potential engagement would be based on the relevant priorities and possible team configuration described in this proposal. The service mix remains adjustable by mutual agreement where Daffodil wishes to add, remove or replace specialist capacity, activities or creative requirements within an approved institutional brief.

Potential areas within an agreed scope

- Recommended configurable specialist team
- Brand and growth strategy and primary POC
- Management of Facebook, Instagram, LinkedIn, YouTube and X
- Educational and institutional social content
- Campaign and presentation design within agreed capacity
- Relevant video capture and production
- Campus, faculty and institutional photography
- Responsive production subject to agreement, resources and feasibility
- Creative direction, video, motion, photography and standard recurring production equipment
- SEO and AEO support
- Performance marketing planning and readiness
- Core PR and communications support
- Marketing operations, ground coordination and vendor management
- Monthly audit, reporting and ongoing account planning

Additional requirements needing separate scope

- Advertising activation requirements
- Operational campaign support where separately agreed
- Major ATL media placement
- Large print production
- Influencer participation
- Professional talent requirements
- Venue arrangements
- Promoter coordination
- Large event staffing
- Outdoor media requirements
- Specialist PR support where separately agreed
- Specialist sensitive communications support
- Studio arrangements and specialist equipment
- Large crews and set construction
- Major travel requirements
- Large activation production
- Technology or software development by Leznit Software Corp.
- Other approved external requirements

Final service agreement

A final service agreement would confirm scope, approval responsibilities, institutional dependencies, confidentiality, privacy, access permissions, intellectual property, third party involvement, additional work, change control, platform dependencies, appropriate liability provisions, termination and handover. No engagement or obligation is confirmed by this proposal alone.

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16. Commencement

Work may begin after an agreed mobilisation and readiness period, subject to the required platform access, availability of relevant Daffodil representatives, confirmation of priority programmes and completion of the initial approval structure.

During this mobilisation period, Our team 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 first recurring month will begin with the agreed priority plan, launch production schedule 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 working model is intended to remain flexible. If Daffodil's priorities, campaigns, service focus or operational requirements change, the agreed monthly plan may be adjusted through mutual discussion while maintaining continuity across the wider marketing operation.

17. Acknowledgement

This proposal presents our suggested operational and service approach for a potential partnership with Daffodil Group Bangladesh and its education network.
Any refinements relating to team structure, service mix, production capacity, additional requirements, reporting, scope or implementation responsibilities may be incorporated into a final mutually agreed service agreement.

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

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We treat non public institutional information and engagement data as confidential. Privacy Enquiries and data handling concerns may be directed to **privacy@vynzo.ca**. Purpose, permission and appropriate access controls guide institutional information handling.

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